

Mark West Area Chamber of Commerce and VISITORS CENTER

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 10 am - 3 pm www.markwest.org

707-578-7975
office@markwest.org



The Lark

September 2021
Volume XXXV Issue 9

COMMUNITY FAIRE AND BUSINESS SHOWCASE AUCTION ITEMS

These are just a few of the great items available for you to bid on right now! There are lots more at the online auction site: <https://communityfaire.betterworld.org/auctions/mwacc-auction-2021>. Check out all of the awesome auction lots – with more added weekly! Donations are still being accepted – contact us to add your auction lot to the mix and benefit from this promotional opportunity: events@markwest.org or see pages 8 & 9 of this newsletter.



2019 KENDALL-JACKSON VINTNERS RESERVE PINOT NOIR 3-LITER MAGNUM

This dark garnet gem delivers bright cherry, strawberry and raspberry fruit with elegant earthy notes infused with cola and mild spice accents. Oak aging adds a hint of vanilla and a soft, toasty finish.

Fine Print: Must be 21+ to Win



KIDS FUN CONSERVATION GOODIE BAG

Two Santa Colortivity Activity Books
Two Packs of Crayons
Sticky Stretchy Bug
Drawing Pad
Construction Paper Pad
Box of Washable Sidewalk Chalk
Egypt Symbol Template
Water Conservation Booklet for Kids

*Fine Print: Must be a kid,
or kid at heart to win*



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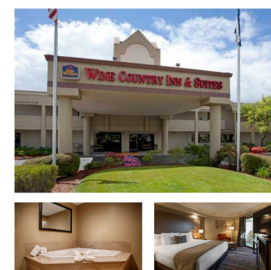
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ONE NIGHT JACUZZI SUITE STAY

Complimentary Single
Night Stay in a
Jacuzzi Suite
at the
Best Western Plus
Wine Country Inn & Suites

*Fine Print: Expires 12/31/2022.
Must be 18. Blackout dates apply.*



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Steve Plamann
President

*Our Mission:
The Mark West Area
Chamber of Commerce
is organized to advance
the economic well-being
and uniqueness of the
Mark West Area so that its
citizens and all areas of its
business community shall
prosper.*

BOARD OF DIRECTORS MEETING

November & December
3rd Tuesday Of Month

January - October
4th Tuesday of Month

11:30 am - 1:00 pm

Contact the Chamber
for links and
attendance information

*To host a Ribbon
Cutting, contact
office@markwest.org*



*Interested in joining
our Ambassador
Team? Contact the
Chamber at
office@markwest.org*

PRESIDENT'S MESSAGE

Another fall approaches and much is going on. The Mark West Area Chamber is in the middle of our Silent Auction Community Fund Raiser. This is a yearly opportunity for us all to contribute to our community's needs requiring financial support and get a nice auction item in return. Yes, we have been through a lot together, but we are still standing and even better, we are continuing to move forward. The fires around us remind us of what we have endured and the face masks we still wear remind us that our newest fight goes on. There are many areas of our community that still need to be shored up. The Lunches for Lifesavers program, which supports Emergency Department workers at Sutter Hospital, is still providing meals nearly twenty months after it started. And it will go on! The Chamber Board of Directors is currently deciding how much of the proceeds from the Silent Auction will go to bolster this well-received and still necessary community program.

Every season brings change. Not having an in-person Community Faire for the second straight year is another hard blow for our community. "Safety first" was a necessary choice. But our local businesses still need the opportunity to get their products and services out and in front of a new audience. I had a good friend who always said, "With a lot of hard work and a little help from others we can get it done." I agree that we do need both, as some things are

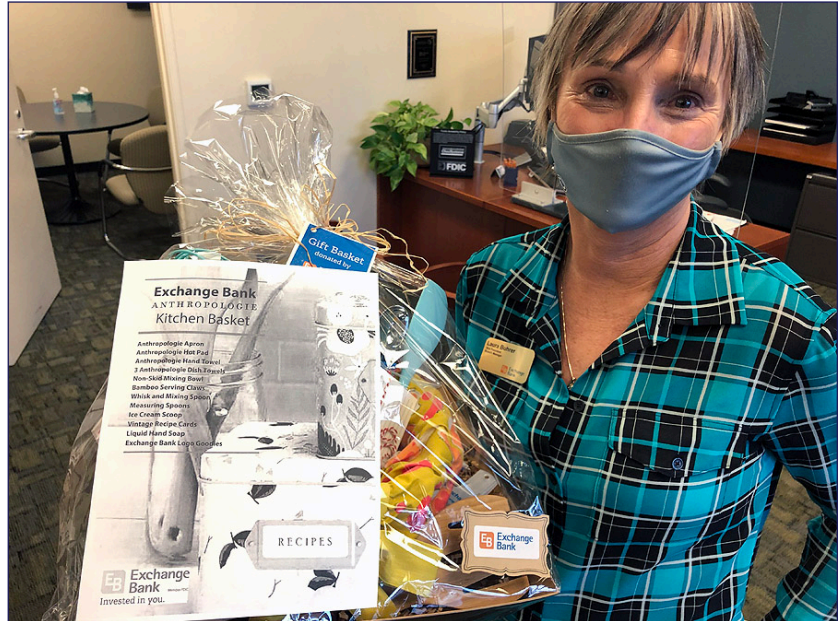
out of our hands. So, as a business, you need to hedge your bet. Wishing and hoping are OK, but nothing beats being prepared and having a good "what if" plan. The Silent Auction is our what if plan for helping your businesses get some promotion out to the Mark West community. When you donate an auction item you will get nearly four weeks of recognition and promotion for your business. It will be featured on Betterworld.org, on our Facebook page, and in our monthly community newsletter, the Lark.

So please help your business and your community, and participate in our Silent Auction by donating or bidding. All proceeds go to help our local businesses and the Mark West Community.

Check out our array of auction items online and start bidding today Click on a category or scroll down to see all the great stuff available for you to bid on.

Please email the Mark West Chamber at office@markwest.org and tell us how we can better serve our members and our community.

Steve Plamann, President



Laura Buhner, Exchange Bank Larkfield Branch, holds her company's contribution to the Silent Auction. Exchange Bank is a community bank offering personal and business banking services including mortgages, home loans and lines of credit, and SBA loans. They have been serving the local community since 1890 and have a tradition of giving and community involvement. Their employees voted them one of the best places to work in Sonoma county.



**Mark West Area
Chamber of Commerce
AND VISITORS CENTER**

ANNUAL AUCTION...GOES ONLINE!

Continued from page 1

Remember: These are just examples of the great auction items you can find online! Check out the entire offering at <https://communityfaire.betterworld.org/auctions/mwacc-auction-2021>.

ANTHROPOLOGIE KITCHEN BASKET

Anthropologie Apron, Hot Pad,
Hand Towel, 3 Dish Towels +
Non-Skid Mixing Bowl, Bamboo
Serving Claws, Whisk & Mixing
Spoon, Measuring Spoons, Ice
Cream Scoop, Vintage Recipe
Cards, Liquid Hand Soap,
Exchange Bank Logo Goodies



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BEER & PYR

Enjoy a Beer & Pyr with
Ron, Suzanne &
Jasper Calloway
(Great Pyrenees)
at Barley and Bine

*Fine Print: Must be 21+ to Win &
Ready to Enjoy a Great Time!*



DONATED BY **RON & SUZANNE CALLOWAY**

SAFARI WEST OVERNIGHT EXCURSION

Overnight in a Luxury Safari
Tent For Two Adults
and Two Children
Includes:

Safari Drive on the
Sonoma Serengeti
Dinner at the Savannah Café

*Fine Print: Subject to availability. Reservations
Required. Valid Sunday-Thursday. Excludes
Holidays & June-August. Value of Certificate
Excludes Gratuity. Expires December 31, 2023.*



DONATED BY

Safari West

KORBEL PICNIC BASKET

2 Banner Bank Tumblers &
Reusable Shopping Bag
with KORBEL Brut Rose, Prosecco
& Brut (each bottle is 187ML),
2 KORBEL Champagne GoVinos,
KORBEL Cutting Board, and
a \$60 Korbel Gift Certificate

Fine Print: Must be 21+ to Win



DONATED BY **BANNER BANK**

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Helping to care for the environment is just one
reason to become a Friend of Pepperwood.

Here are a few more:
Exclusive hikes You'll get to explore some of the
most beautiful, ecologically diverse, and least
traveled areas of the preserve. Special events
Enjoy unique and inspiring events featuring local
artists, scientists, and expert staff.
Discounts and early registration Don't miss out!

Friends of Pepperwood can sign up for classes,
hikes and events first... always at a discount.
Friends of Pepperwood benefits are valid for one
year from the date of your donation. Donors will
be acknowledged in the Annual Report on a fiscal
year basis: July 1 - June 30.



Don't miss your chance to join Pete and Demetrius Lescurie in
supporting this unique local environmental and scientific institution!

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**LESQUIRE
ENGINEERS, INC.**

**\$250 CHILD CARE CREDIT**

Child Care Tuition Credit Voucher
valued up to \$250

Extended Child Care is committed to
assisting each school-age child in
obtaining life skills by providing high
quality, year-round out-of-school-time
learning programs, while supporting
families and school districts.

*Fine Print: Not redeemable for cash. Redemption value not to
exceed \$250. Beneficiary must have a child enrolled in an ECC
program. Expires June 30, 2022*



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VINTAGE 2015

91
POINTS
JULY 2017*

EDITORS' CHOICE
VINTAGE 2016

91
POINTS
APRIL 2018*

VINTAGE 2017

90
POINTS
MAY 2019*

VINTAGE 2018

90
POINTS
APRIL 2020*

*WINEENTHUSIAST | JIM GORDON

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LUNCHES FOR LIFESAVERS STILL GOING STRONG

The Lunches for Lifesavers program continues strongly, supporting the Emergency Department workers at Sutter Hospital of Santa Rosa. This award-winning program was started by Bisordi Ranch with the help of the Mark West Area Chamber of Commerce in March of 2019. It was created by Rob and Stephanie Bisordi to show community support for Emergency Department workers as they faced the COVID-19 pandemic, our biggest medical challenge of this century. So far, this program has brought nearly 60 deliveries of meals and snacks to the emergency room workers, with each delivery being enough to feed several. Donations of money have also helped local restaurants struggling during the pandemic by allowing the Lunches for Lifesavers program to purchase many of these meals.

Contributed by Steve Plamann, Chamber President



Girl Scout cookies from Troop 10998 and other snacks provided by Banner Bank, Roni Berg, Holly Sobolewski, and delivered by the Silveira family.



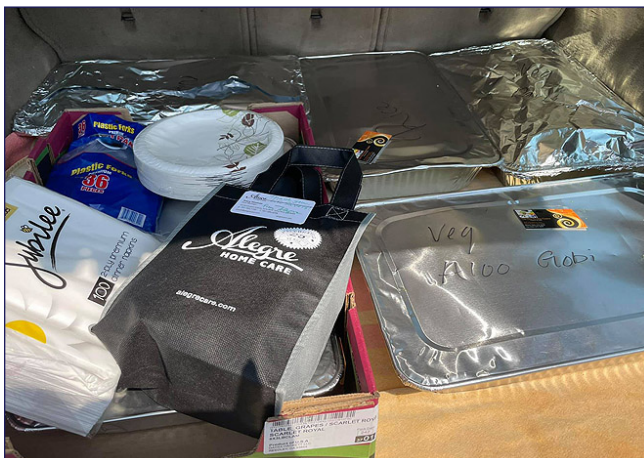
Tracy Hinman from Alegre Home Care provided a meal for Sutter ER.



Rob and Stephanie Bisordi deliver an evening meal to Sutter Hospital even though it was their wedding anniversary.



Snacks provided to ER workers at Sutter Hospital by Santa Rosa High School Snack Shack.



A great meal for Sutter emergency room workers from Sizzling Tandoor.



Molsberry's Market sells food items to Lunches for Lifesaver at cost to help support the program.

SEEKING NEW MEMBER FOR MARK WEST CITIZENS ADVISORY COUNCIL

There will be an opening for a new member on the Mark West Citizens Advisory Council as of January 1st 2022. The Mark West Citizen's Advisory Council is your local government and gives Mark West citizens and businesses a stronger voice in County affairs. It was established in 2016 to advise the County Board of Supervisors on local planning and management decisions related to the Mark West Area. The five-person Advisory Council meets monthly on the second Tuesday of every month at 6pm and provides a forum for public expression to aid the Council in their advisory recommendations. The monthly meetings are currently Zoom-only online meetings, and the links to join are posted at <https://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/Full-Calendar/>. Click on the date of the upcoming meeting to view the optional links to join the meeting.



The five members are appointed by the Board of Supervisors. All members must reside within the referral area. Two members shall be nominated by the Mark West Area Chamber of Commerce; one member shall be nominated by the Mark West Union School District Board of Trustees; one member shall be nominated by the 4th District Supervisor from the Fulton area; and one member shall be nominated by the 4th District Supervisor to serve "at large." The current opening will be filled by a member of the Mark West Area Chamber of Commerce. The terms are for two years with an option for two more. If you are interested in applying for the upcoming opening, please contact the Mark West Area Chamber of Commerce at office@markwest.org.

KOI NATION RESORT AND CASINO PROJECT

Adapted from website content on the Town of Windsor website, September 24, 2021

The Koi Nation, one of the state's federally recognized Native American tribes, announced on Sept. 15, 2021, that it intends to build a resort and casino that includes a 2,500 Class III gaming machine facility, a 200-room hotel, and six restaurant and food service areas on a 68-acre vineyard site just outside of town limits, in unincorporated Sonoma County, just east of the U.S. Highway 101 exit to Shiloh Road.

More information on the \$600 million project (including building illustrations) is here: <https://koination.sitedistrict.com/project/>. To share your opinion on the proposed project, please see the contact list of tribal and elected representatives on the web page link at the bottom of this article.

Next Steps

Prior to construction of the proposed project, the Koi Nation must secure approval from the federal government to take the land into trust to allow the tribe to exercise its sovereignty over the land. The tribe must also secure approval of a gaming agreement from the governor of California.

Taking Land into Federal Trust

Placing tribal land into trust is a process whereby the secretary of the U.S. Department of the Interior acquires title to the property and holds it for the benefit of a Native American tribe or individual tribal members. See https://www.bia.gov/sites/bia.gov/files/assets/bia/ots/pdf/Fee-to-Trust_Process_for_Discretionary_Acquisitions.pdf

California Gaming Compacts

The Indian Gaming Regulatory Act of 1988 requires tribes to sign negotiated compacts, or agreements, in good faith, with their state governments to clarify a range of jurisdictional issues surrounding regulation and scope of gaming. Each compact must be negotiated with the state governor, ratified by the state legislature, and finally, approved by the U.S. Department of the Interior. A primer on tribal gaming and community planning in California can be viewed here: https://cproundtable.org/static/media/uploads/publications/tgnpc.bw_.pdf

Location, Press Coverage, and Links for Commenting

Visit the Town of Windsor web page at <https://www.townofwindsor.com/1303/Koi-Nation-Resort-and-Casino-Project> for additional information and a map of the proposed location.

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Born and raised in Sonoma County, Jeff Kowell always loved the outdoors. So when he started working for a local tree service at age 23, it was a natural fit. In 1995, Jeff founded Image Tree Service, Inc. His in-depth knowledge of native species and how to maintain and nurture their healthy growth, combined with his personable approach to doing business, has since made it one of the most successful tree companies in Sonoma County. Licensed and insured, Image Tree Service serves all of Northern California with a safety-conscious work ethic and a high degree of customer satisfaction.

Whether you need land clearing, vegetation management or tree preservation, the company will selectively remove unwanted growth, shrubs, brush and trees. Jeff and his team have more than two decades of tree experience including preserving fire-damaged trees and replanting where trees are unsalvageable. Call to find out more about all their tree and vineyard services or to schedule an estimate.

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**Mark West Area
Chamber of Commerce
AND VISITORS CENTER**

ANNUAL AUCTION...GOES ONLINE!

With the health and safety of our community in mind, we are forgoing our in-person Community Faire and Business Showcase this year; however, the auction must go on...line!

The annual auction features fantastic packages donated by local businesses and raises much-needed funds to support the Mark West Area Chamber of Commerce and Visitor Center.

The funds raised through the auction allow us to continue to advance the economic well-being and uniqueness of the Mark West Area so that its citizens and all areas of its business community shall prosper.

DONATE TODAY!

Businesses that donate auction lots will receive a variety of promotional opportunities, such as: social media spotlights, print and digital ad placement, as well as highlighted in The Lark!

Want to be featured in the Chamber's auction?

DONATE



or email

events@markwest.org

GET READY TO BID!

We invite you to join us in supporting our local businesses by bidding on the incredible packages they've donated!



ONLINE BIDDING STARTS 9/22 AT:

www.markwest.org/communityfaire



THANK YOU TO OUR PLATINUM SPONSORS!





**Mark West Area
Chamber of Commerce
AND VISITORS CENTER**

ANNUAL AUCTION...GOES ONLINE!

With the health and safety of our community in mind, we are forgoing our in-person Community Faire and Business Showcase this year; however, the auction must go on...live!

We invite you to join us as a donor in the upcoming Mark West Area Chamber of Commerce Online Auction, which will be shared within the community to promote local businesses participating and to raise much-needed funds that support MWACC efforts!

All donations are welcome! Some examples of those that we have found to be most popular include:

Staycations & Travel | Family Party or Adventure | Health & Wellness Packages | Pet-Friendly Items
Party Packages (Birthdays, Dinner Party, etc.) | Amusement Parks & Entertainment | His & Hers Shopping Spree
Local Sporting Experiences & Autographed Merchandise: Warriors | Giants | A's | Sharks | 49ers | Raiders
Wine, Beer, Spirits Tasting Experiences | Dining Certificates & Chef Dinners | Local Art | Music & Theater

AUCTION DONATION FORM

Donations received by September 17th will be included in the online auction when it goes live for bidding on September 22nd!

Donations can be added after the deadline; however, confirming your auction lot early ensures the greatest level of promotional value pre-auction & over the course of the month!

To donate an auction lot, please share the following details:

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Donation Description: Please describe the item(s)/package(s) being donated

Donation Value: Please share the value of the donated item(s)/package(s)

Donation Restrictions: Expiration Date, Blackout Dates, Age Limitations, etc.

*Sign Up
Online:*

DONATE



*or submit donation
details via email:*

events@markwest.org



DON'T FORGET TO CHECK OUT THE ONLINE BIDDING ONCE THE AUCTION OPENS ON 9/22

WWW.MARKWEST.ORG/COMMUNITYFAIRE

UPCOMING EVENTS

Wednesday, September 22 - October 20, 2021

31st Annual Community Faire and Business Showcase

Like last year, due to the Coronavirus, this month-long event will be wholly online/virtual. We will still have our Grand Prize Drawing and the Epicenter Drawing for the Mark West School district kids. Our Silent Auction will be online for a month at betterworld.org. After 31 years this event continues to support

our members and community, as our neighborhoods continue to rebuild and grow stronger. Check out all the fun on our Facebook page and our YouTube channel.

Thursday, October 14, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Solstice Senior Living**

3585 Round Barn Blvd., Santa Rosa

Wednesday October 27, 2021

Luncheon with **Supervisor James Gore** 11:30am

Best Western Plus Wine Country Inn & Suites

870 Hopper Avenue, Santa Rosa

Also via Zoom; watch for details.

Thursday, November 11, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Anytime Fitness**

620 Larkfield Center, Santa Rosa



Wednesday, December 1, 2021

Holiday Tree Lighting & Community Event 6:00pm

Hosted by **Molsberry Markets, Inc.**

522 Larkfield Center, Santa Rosa

Thursday, December 9, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Exchange Bank & Molsberry Markets, Inc.**

500 Larkfield Center, Santa Rosa

HOST A SOCIAL -- 2022 DATES ARE STILL

AVAILABLE! Please contact us at office@markwest.org.



It's harvest time in Sonoma County! Photo: Whitney Hopkins.



At California American Water, we're here to help you conserve water **INDOORS** so you can use less and save water and money on your water bill. Here are some simple tips:



Install aerators on kitchen and bathroom faucets: Check for worn washers and gaskets that might cause drips. Aerators add air into the water stream so you can use less water noticing a difference in water flow.



Replace old, non-efficient toilets with a new, high-efficiency models: A leaking toilet can double the total monthly water usage by the whole household. Save water and money with every flush.



Regularly check your toilet, faucets and pipes for leaks: Download our free leak detection kit at californiaamwater.com > Conservation > Detecting Leaks. If you find a leak, have it fixed as soon as possible.



The Lark Newsletter is published monthly under the direction of:

The Mark West Area Chamber of Commerce & Visitors Center
4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200

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your flyer in the Chamber online newsletter.
You supply the flyer - We do the work!*

FLYER INSERTION: \$35 per issue.

You supply a .pdf version of your 8.5" x 11" flyer to office@markwest.org

You can pay online at <http://markwest.org/payment>

The Lark Newsletter is emailed to member businesses each month.
For more information, contact the Chamber office at 707-578-7975.

Content Coordinator: Johnathan Williams
jdww1993@aol.com

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Deadline for publication is the 3rd Wednesday of the month.
Please email your materials to office@markwest.org

MEMBERSHIP SERVICES & DEVELOPMENT

Monday - Friday, 10:00am - 3:00pm

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Application: <http://markwest.org/files/MembershipApplication200718.pdf>

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