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The Lark

Jul/Aug/Sep 2022
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BABY BOOMERS AND SENIOR CARE

I have been a baby boomer my whole life. This was not my choice. It was my birthright. Baby Boomers are generally defined as people born between the years of 1946 and 1964. I was born during this period of a high rate of baby production. Factories were not the only thing pumping out products.

I grew up feeling that impact in my neighborhood, schools, competition for jobs, and in all the new products manufactured for us. Yes, us! We created product demand like never before and thus we were catered to.

We baby boomers drastically affected the economy at many times in our lives as we aged, including the home market. Sorry to say, we raise home prices a lot. We've also regularly change our world in many other ways as well, like the music we listened to, hair styles, clothing styles, marching in the streets in war protests, civil rights, and women's fight for equality. We were many and so we fueled the economy and that affected our society.

Now that we are much older we are about to fuel the economy of senior living and care facilities all over the country. Very soon there will be 71 million baby boomers heading into their golden years, many more than ever



Pacifica Senior Living, in Santa Rosa, is expected to open in early 2023. Photo: Steve Plamann.

before in the history of America. 70% of them will need some form of long-term care before they die. With those numbers, we, who never trusted anyone over thirty, will drastically affect the demand on senior living and senior care facilities.

There are other factors involved. More men and even more women are working after the age of 65, helping to give us more retirement income. Also, there are two retired adults

in many baby boomer families getting separate monthly Social Security checks, because most of us had two income households with both parents working. This has helped drop the poverty rate for seniors and raise the standard of retirement living. Experts estimate that the boomer generation will bring 2.3 million people by 2030 into the age group needing senior living and senior care facilities, and it seems like we have prepared to pay for it. Here are some of the ways these boomers will change the senior living and care markets.

Baby boomers want to stay in their communities, be as independent as possible, and have access to shopping, physical activities, good healthcare, entertainment, and good technology. They want an enhanced retirement experience. And why not? We have spent our lives realizing there is strength in numbers and we matured into a world that opened to us and gave us many chances to be social. Most of us were surrounded by friends our entire lives and we are not used to solitude. So, living alone or isolated in our last years does not sound like the fun we were having most of our lives.

Senior living facilities will have to offer us friendship opportunities and group activities, which we have grown accustomed to enjoying. According to Paul Peck, Director of Resident Development for The Lodge at Piner Rd. (a nearly completed Senior Care and Senior Living facility with a memory unit) "Although senior living and senior care facilities have medical capabilities, like always, their focus has changed to a social environment for their residents." And with the improvements in health care, Boomers may live longer than previous generations and be physically fit long enough to enjoy all the activities these facilities will have to offer.

Contributed by Steve Plamann



The Lodge at Piner Road, in Santa Rosa, is expected to open in early December. Photo: Steve Plamann.



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

2nd Tuesday of Month
11:30 am - 1:00 pm
Contact the Chamber
for links and
attendance information

*To host a Ribbon
Cutting, contact
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PRESIDENT'S MESSAGE

Another beautiful but hot summer is coming to a close. I know I got my share of sun this year. I hope all of you had a chance to visit some of your favorite places, walk through the woods, jump into a river or lake, and cook out with old friends. The Chamber has very been busy adding new members and scheduling our Socials for the second Thursday evening of each month. We have had good attendance and attendees are getting great opportunities to introduce themselves and their business to our many new members and reconnect with our long-time members. We have been giving away a lot of cash in our 50/50 drawing and many prizes in our business card drawings.

Thank you Elijah and The Pursuit for hosting our August Social (see full article on page 3). Our September Social was at The Lodge at Piner Road. Paul Peck, our Head Ambassador, was our host and we toured this new and nearly opened senior living and care facility, which is in the last phase of its construction (see full article on page 5). They were both truly great events. Members were mixing and mingling with members from other chambers, and they all took advantage of this opportunity to make friends and gain new customers. I think we all know that promoting our business is important. Attending a Chamber Social covers two of the four best means of promotion: public relations and direct marketing. Being involved directly with your community and other business owners in your area sets you apart from your competitors and increases customer loyalty. Existing customers are also your most important target market, because you already have an established relationship with them. Chamber Socials help you maintain and strengthen that relationship. Chamber Socials are a fun and easy way to put you ahead of your competitors.

Check out all the pictures on our Facebook page; <https://www.facebook.com/MarkWestAreaChamber>.

Stay safe and shop local.

Steve Plamann, President

BOARD OF SUPERVISORS APPROVES CLIMATE RESILIENT LANDS STRATEGY

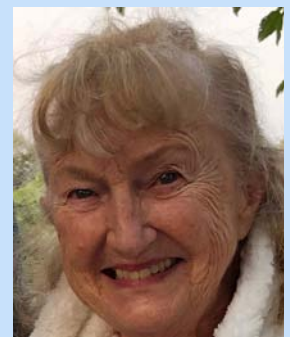
Sonoma County's Board of Supervisors approved the Climate Resilient Lands Strategy, a document designed to provide structure and guidance to climate-related efforts throughout the county, with a focus on natural and working lands. The strategy was produced by the Climate Action and Resiliency Division within the County Administrator's Office and the Sonoma County Agricultural Preservation and Open Space District.

From a press release by Sonoma County. Read the entire release on the County of Sonoma Website at <https://sonomacounty.ca.gov/board-of-supervisors-approves-climate-resilient-lands-strategy>

REMEMBERING K.G. PHILLIPS (1940 – 2022)

The Mark West Area Chamber of Commerce would like to take the time to remember long-time member K.G. Phillips. Originally from New Jersey, K.G. met her husband, Lloyd, while in the Philippines during K.G.'s service time in the United States Air Force. After they were married, the couple eventually moved to and settled in Santa Rosa. After spending several years as a teacher, K.G. earned her Real Estate Broker's license and began her long career as a broker. In the years that followed, K.G. also joined the Mark West Area Chamber of Commerce, and remained an active member until her passing in 2022. K.G. was highly involved with the Chamber and a regular at the Chamber's monthly socials. The Mark West Area Chamber of Commerce offers its most sincere condolences to K.G.'s family, and will miss her wonderful presence at our events.

Contributed by Johnathan Williams



AUGUST SOCIAL REPORT

On Thursday August 11, the Mark West Area Chamber of Commerce was able to gather at The Pursuit for our monthly social. With a pleasantly warm evening, plenty of food and drink, and a chance for a new member of the Chamber to introduce their nonprofit to the community, the evening was wonderful for all involved.

After the initial mingling period, Steve Plamann, Mark West Area Chamber president, introduced the host. Elijah Runyan,

head pastor and owner of The Pursuit, then discussed what the faith-based nonprofit seeks to do for its community. For many attendees, this social was their first opportunity to learn about The Pursuit and its goals.

Following Elijah's

description of The Pursuit, the evening progressed to the monthly 50/50 Drawing. This month, it was won by MJ Girard of KOWS 92.5 FM, who won the prize of \$45. This led into the Pot of Gold drawing, which was once again \$300. Just as in July, the winner of the Pot of Gold was absent, so the prize at the September Social was also \$300. As a reminder to all members, being a part of the Chamber automatically enters your name into the Pot of Gold, but you must be present to win it. The more socials you attend, the more chances you have of being the big winner.

To conclude the evening, the business card drawing was held. New to this month was a special prize for the business card drawing which awards a quarter-page ad in The Lark newsletter to the winner. In addition to this, several other wonderful prizes were available for attendees.

The prizes and winners were:

- A Pursuit t-shirt donated by The Pursuit, awarded to Tim Campbell
- A bird feeder donated by Friendly Feed, awarded to Chase Hensley of Johnson Pool & Spa
- A bag containing coffee and a mug that was donated by Doug Williams, awarded to Wayne Reagan of Reagan Enterprises

- A Pursuit t-shirt donated by The Pursuit, awarded to Taylor Dick of Johnson Pool & Spa
- A three-in-one clock/thermometer/barometer donated by Doug Williams, awarded to Brian Molsberry of Molsberry Markets, Inc.

- The 1/4-page ad in The Lark, awarded to Heidi Would of Corcoran Global Living

After the conclusion of these drawings, Steve thanked the gathered attendees and bade farewell to the various members of the Chamber as they headed home for the evening. All in all, the evening was a great success and a chance for The Pursuit to show and tell the community what they are about. Many thanks to Elijah Runyan of The Pursuit for hosting, and we look forward to joining The Pursuit for another social sometime in the future. The September social was held at The Lodge at Piner Road on September 8, 2022, and can be read about on page 5.

Contributed by Johnathan Williams



MJ Girard, from KOWS radio, was our 50/50 cash drawing winner and he donated his prize to The Pursuit. Photo: Steve Plamann.



Brian and Debbie Molsberry, from Molsberry Market, were business card drawing winners of a weather station donated by Doug Williams. Photo: Steve Plamann.



Tim Campbell, a long-time chamber member, and his "ride". Photo: Steve Plamann.

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APRIL 2018*

VINTAGE 2017
90
POINTS
MAY 2019*

VINTAGE 2018
90
POINTS
APRIL 2020*

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SEPTEMBER SOCIAL REPORT

On Thursday September 8, the members of the Mark West Area Chamber of Commerce were able to take a break from the sweltering heat at the site of the Chamber's newest member, The Lodge at Piner Road. The evening saw plenty of opportunity to mingle, have some delicious food and drink, and even a chance to join Paul Peck on a tour of The Lodge.

The evening began as most Chamber Socials do, with an opportunity for members to arrive, enter the 50/50 Raffle and Business Card drawing, and mingle with fellow Chamber members. After about a half-hour of mingling, Paul Peck and Lisa DiBartolo of The Lodge at Piner Road

were able to take members on a tour of the under-construction location. The Lodge at Piner Road is a state-of-the-art senior living facility currently under construction at 1980 Piner Road, and will have both senior living and memory care facilities.

After Paul and Lisa had finished showing the site, everyone reconvened in the main lobby. Before the monthly

drawings, Paul welcomed guests from First Light Homecare, a nonmedical homecare organization that is able to provide in-home care for those who need assistance. Following this, Paul began by drawing the 50/50 raffle winner. The \$45 prize was won by JoEllen Williams, wife of Doug Williams, Retired. The Pot of Gold was then drawn, but for yet another month, the winner was absent. Due to this absence, the Pot of Gold will once again remain at \$300 in October. As a reminder to all members, being a part of the Chamber automatically enters your name into the Pot of Gold, but you must be present to win it. The more socials you attend, the more chances you have of being the big winner.

Following the Pot of Gold, the business card drawing was held. The prizes and winners were:

- A bottle of wine donated by First Light Homecare, won by JoEllen Williams
- A bottle of wine donated by First Light Homecare, won by Lori Rooney of NorthBay Biz magazine
- A bottle of wine donated by the Mark West Area Chamber of Commerce, won by Richard Maas, retired

Following these drawings, Paul thanked the gathered members for their decision to attend, and reminded everyone to get the word out about Chamber socials. The evening was a great chance for



Chamber members mix and mingle at our September Social. Photo: Johnathan Williams.



Chamber members were treated to a tour of The Lodge at Piner Rd., a state-of-the-art senior care and living facility. Photo: Doug Williams.

The Lodge at Piner Road to show off their amazing new facility, even while it is still being set up, and the Mark West Area Chamber of Commerce wishes them the best of success as they open up in a few months. Many thanks to Paul and Lisa for hosting, and we look forward to working with them on a future social. The October 2022 social will be held on October 13 at 5:30pm at Arbol Residences at 300 Fountaingrove Parkway, Santa Rosa.

Contributed by By Johnathan Williams

INTRODUCING THE PURSUIT

For many people, it can be easy to focus on only one aspect of health instead of their whole self. Some will focus on mental health or spiritual health over their physical health, or a similar imbalance, when they should instead be concerned with their entire self. This focus on the entire self is not always an easy one, but there are organizations that can help along the way. For Elijah and Christina Runyan, pastors at The Pursuit, being able to help people in the Mark West Area find their health has become a primary goal.

The Pursuit is a faith-based nonprofit that aims to focus on the whole health. Their motto, "Spirit. Soul. Body." reflects their mission to equip people with the tools they need to discover health and become the best versions of themselves. Part of accomplishing this is to be able to demonstrate unconditional love to people without forcing or expecting a change.

Currently, The Pursuit offers services on Sunday mornings at 10am at 4735 Old Redwood Highway in Santa Rosa. Services contain music and encouraging words. As The Pursuit continues to grow, there will be other services offered. In the meantime, Elijah and the other members of The Pursuit aim to support their community to the best of their ability, in order to help the Mark West Area be even better.

The original ideas behind The Pursuit started to form around four years ago. Elijah knew that a church is of great help for the spiritual health of its members and community, but he also felt that there should be an equal focus on mental and physical health as well. This prompted him to begin coming up with strategies to implement these ideas into the church, in order to give The Pursuit a clear focus and goal. "It's important to have a balance between all three so that we don't neglect any part of our whole selves," Elijah says.



*Elijah and Christina Runyan, and family.
Photo: Johnathan Williams.*

As part of the Mark West Community, Elijah says that it has been amazing to see the resilience of the community as it has rebuilt from the fires of the past five years. His office looks out on the nearby neighborhoods, and this has helped him to see the community rebuild over time. With the formal opening of The Pursuit and its recent decision to join the Mark West Area Chamber of Commerce, Elijah is excited to be able to join in the process. "I'm happy to be able to be a part of the community and not just watch from the office window."

Ultimately, The Pursuit brings an important reminder to both its members and the community at large. Focusing on just one area of health at the expense of others is detrimental to individuals and to communities as a whole. As time moves forward, Elijah hopes to continue being more and more involved with the community and to be able to offer even more services for those in need. To the

members of the Mark West Area Chamber of Commerce and the Mark West region, Elijah says: "I'm happy to be a part of a community that is resilient and interested in relationship and connection, and I love the history behind this community." Learn more about The Pursuit at their website: <https://www.thepursuitsoco.com/>.

Contributed by Johnathan Williams



Photo: Johnathan Williams.

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KOI NATION CASINO ENVIRONMENTAL ASSESSMENT / TRIBAL ENVIRONMENTAL IMPACT REPORT

Reprinted from the Koi Nation of Northern California Shiloh Resort and Casino Project website, <https://www.shilohresortenvironmental.com/>

The Bureau of Indian Affairs (BIA) has initiated the preparation of an Environmental Assessment (EA) to analyze the potential environmental consequences of the Koi Nation of Northern California's (Koi Nation) application for a proposed fee-to-trust transfer of an approximately 68.6-acre parcel in unincorporated Sonoma County, California, adjacent to the Town of Windsor, for gaming purposes (Proposed Action). The Proposed Project includes the development of a casino, hotel, conference/event center, restaurant/bars, and supporting parking and infrastructure within the project site. The federal actions necessary to implement the Proposed Project trigger the requirements of the National Environmental Policy Act (NEPA). For the purpose of the EA, the BIA will serve as the Lead Agency for compliance with NEPA.

Additionally, based on the anticipated requirements of a future Tribal-State Compact between the State of California and the Koi Nation, a Tribal Environmental Impact Report (TEIR) will be required to analyze the potential off-reservation environmental impacts of the Proposed Project. To reduce paperwork and eliminate redundancy, the TEIR will be prepared in coordination with the NEPA EA, resulting in a joint "EA/TEIR." The Koi Nation will serve as the Lead Agency for the TEIR.

A Notice of Preparation (NOP) for the Proposed Project was issued on May 27, 2022. The NOP described the Proposed Action and announced the initiation of the 30-day public scoping comment period, which ended on June 27, 2022. The purpose of the public scoping process was to identify potential environmental issues, concerns, reasonable mitigation measures, and alternatives to be considered in the EA/TEIR. The BIA has published a "Scoping Report" summarizing the results of the public scoping process.

Once the EA/TEIR is complete, the BIA will issue a Notice of Availability (NOA) which will announce the initiation of a public review and comment period and provide information regarding a Public Hearing to receive comments on the environmental analysis included in the EA/TEIR. Individuals who submitted comments during the scoping comment period have been added to the BIA's public notice list and will receive a copy of the NOA when the EA/TEIR is available for review. If you did not submit a comment, but would like to be added to the BIA's public notice list for the Proposed Project, you may mail or hand-deliver your request to the address below or submit via email to Chad Broussard, Environmental Protection Specialist, Bureau of Indian Affairs, at chad.broussard@bia.gov. Please include your name, return address, and "Koi Nation Shiloh Resort and Casino Project" on the first page of your written request or in the subject line of emailed requests.

Amy Dutschke, Regional Director
Bureau of Indian Affairs, Pacific Region
2800 Cottage Way
Sacramento, CA 95825



An architect's rendering of the proposed Koi Nation Shiloh Resort and Casino Project. Provided by San Francisco Business Times.

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BOARD OF SUPERVISORS APPROVES \$360,000 CONTRACT FOR WILDFIRE STRUCTURAL HARDENING ASSESSMENTS

Adapted from a press release by Sonoma County, September 13, 2022

The Sonoma County Board of Supervisors voted today to approve a \$361,034 contract with Wildfire Defense Works to provide structural hardening assessments in pre-identified project locations throughout the county. Wildfire Defense Works will perform between 250 to 1,000 structural hardening assessments for Permit Sonoma's Wildfire Adapted program. The contract is a portion of the \$2.6 million in grant funding received by the county as part of the Federal Emergency Management Agency Hazard Mitigation Grant Program.

The Wildfire Adapted grant funds will go toward a community-scaled, house-outward wildfire mitigation approach, educating residents about the benefits of defensible space and structural retrofit strategies that could reduce the fire risk to structures. The grant program will also provide cost-sharing incentives to assist property owners in completing projects identified through assessments.

After a competitive bidding process, Napa-based Wildfire Defense Works was awarded a contract to perform up to 1,000 of the structural hardening assessments. Permit Sonoma staff will use a combination of fire inspectors from the Fire Prevention Division of Permit Sonoma and Wildfire Defense Works contractors to complete the 1,650 assessments required by the grants.

The structural hardening assessments are a voluntary activity for residents within the project area footprint, provided at no cost to the resident.

Read the entire press release on the Permit Sonoma website at <https://permitsonoma.org/boardofsupervisorsapproves360000contractforwildfirestructuralhardeningassessments>

MIKE MCGUIRE JOINS GAVIN NEWSOM IN CELEBRATING HISTORIC CLIMATE PACKAGE

Adapted from a story by Sonia Waraich on the Eureka Times Standard website, September 16, 2022

The state is investing heavily in climate action and North Coast State Sen. Mike McGuire was an integral part in hammering out the details of climate action legislation the state Legislature passed earlier this month.

"The bills that were passed by the Legislature along with this record-setting \$54 billion climate action budget, it's going to accelerate California's clean energy policy goals," McGuire said at a news conference.

Read the entire article on the Eureka Times Standard website at <https://www.times-standard.com/2022/09/16/mike-mcguire-joins-gavin-newsom-in-celebrating-historic-climate-package/>



Mark West Area Chamber of Commerce AND VISITORS CENTER PRESENTS

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PEDESTRIAN "HAWK" LIGHT COMING TO OLD REDWOOD HIGHWAY

The Mark West Citizens Advisory Council (MWCAC), at its last meeting, received great news about the progress on several infrastructure projects. Firstly, a walking path is going to be installed at Tom Schopflin Fields, a 21-acre sports complex in the Larkfield area north of Santa Rosa. Another project is the Pedestrian Hybrid High Intensity Activated Traffic Crosswalk signal (HAWK) beacon on Old Redwood Highway that is nearly completed. The Mark West Springs sidewalks are being installed this later this year.

Also, the repaving of roads in non-burn areas is scheduled to begin early next year. Additionally, Supervisor Gore has secured infrastructure funds, some of which will go toward traffic calming in the Mark West area. All of this work



This intersection at Larkfield Center has always been hazardous for pedestrians. Shown above is the new HAWK light, currently being installed but not yet complete, which will place more control on vehicle traffic and make it easier and safer for pedestrians to cross.



is being completed in partnership with MWCAC. "We're not just building back," Supervisor Gore said of these projects. "We're building back better!" Watch a brief video by Supervisor Gore about the HAWK signal on YouTube, at <https://www.youtube.com/watch?v=fk7FL2YMwYY>

Supervisor James Gore explains the HAWK light in greater detail in this video, available on YouTube: <https://www.youtube.com/watch?v=fk7FL2YMwYY>.



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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.


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The Lark Newsletter is published monthly under the direction of:

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

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

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

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