

Mark West Area Chamber of Commerce and VISITORS CENTER

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The Lark

Oct/Nov/Dec 2022
Volume XXXVI Issue 5

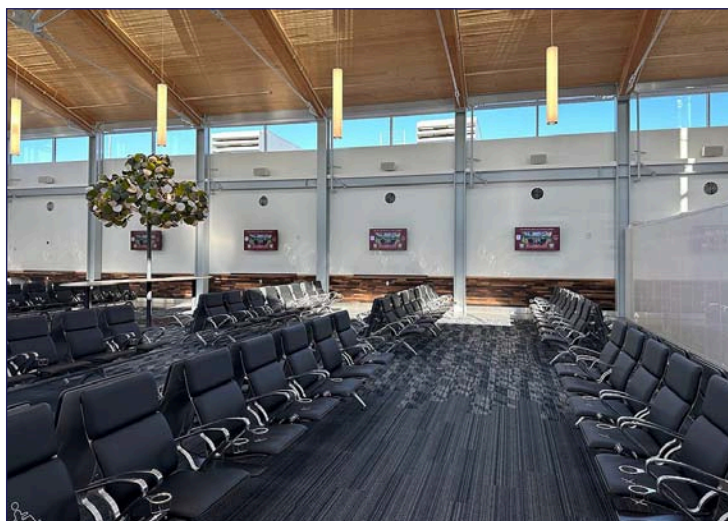
NEW TERMINAL OPENS AT SONOMA COUNTY AIRPORT

On November 15 2022, Sonoma County leaders and officials with Charles M. Schulz – Sonoma County Airport – were joined by representatives from local, state and federal government, tribal leaders, transportation partners, and members of the region's tourism and business communities, for a grand opening ceremony celebrating the completion of Phase II of the airport's terminal building. The new air terminal, which is part of an overall \$40 million airport modernization project, was opened to the public on Wednesday, November 16.

"Charles M. Schulz – Sonoma County Airport is the gateway to our world-class community. A modernized and efficient airport will support our economy and welcome travelers from around the world to Northern California," said Rep. Mike Thompson, D-St. Helena. "I was proud to help the airport receive \$10 million in funding from the FAA Airport Improvement Project, and it is amazing to see the impact that this funding had on this facility. Congratulations to Sonoma County and the airport officials for the grand opening of the newly renovated and modernized terminal hub, and I look forward to seeing how STS will connect us to the world."



Charles M. Schulz-Sonoma County Airport VIP Terminal Grand Opening and Ribbon Cutting. Photo by Steve Plamann



The newly built Concourse A at STS. Photo Credit: Charles M. Schulz-Sonoma County Airport.

"This state-of-the-art airport terminal is the culmination of years of hard work and will complement an already exceptional air travel experience to and from Sonoma County," said James Gore, chair of the Board of Supervisors. "Congratulations and thank you to our county officials for their vision and oversight, and to our state and federal partners who made this project possible."

The modernized terminal building offers more than 27,000 additional square feet of space including a renovated ticketing lobby, improved double-lane security lanes, a large main lobby with four additional boarding gates and dedicated concessionaires, an outdoor seating area, a new baggage claim area equipped with two baggage carousels, improved public viewing areas and

Continued on page 8



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 office@markwest.org



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

PRESIDENT'S MESSAGE

As the year 2022 comes to an end I would like to recap the last five years: fire, fire, plague.

Yet we are still here and we have prevailed! Our heads are bloody, but unbowed.

What is it about us that drives us to fight on with all odds against us? This is more than a mere survival instinct. This is the manifestation of the sacred belief that, together, we shall overcome. Yes, we are willing and able to endure any struggle, as our success is measured more by how we react to hardships than by what those hardships were. This is a testament to our true grit. What is even more surprising is that we make light of these monstrous events. A few centuries ago we may have said something like "When in the course of human events..." when broaching the subject of a major challenge to our existence. But for the last several decades we have blithely shortened that to "Shit happens". We don't need umbrellas; the water just rolls off our bodies and runs away into the gutter. I look around and I see all those who joined in the fight during each of these major challenging events and I feel overwhelmed by the resolve and dedication of many to our continued survival and prosperity. This page, this newsletter, and many more newsletters could be filled with the names of those who fought for these victories. I am proud to be a part of this great community and humbled by those who led us to victory. As we progress into 2023, I am very positive about where we will be a year from now, as we have seen the true value of working together toward a common goal. America could use the Mark West area as an example to follow.

I want to thank all those who sponsored chamber events this last year and those who showed their support by attending.

I also want to encourage everyone to make the effort to shop locally. There are so many advantages for us all when we do that. Here are just a few: more of our money will be kept in our local economy, we create local jobs, local businesses donate to community causes at more than twice the rate of chains, and it helps make our community a travel, shopping, and entertainment destination.

Happy Holidays!

Steve Plamann, President

TREASURE HOUSE CONSIGNMENT SHOP RIBBON CUTTING

On October 27, 2022, Treasure House Consignment Shop, with the assistance of the Mark West Area Chamber of Commerce, hosted its official re-opening with a ribbon cutting at their location at 3450 Airway Drive. After significant remodeling, the Santa Rosa mainstay re-opened to the public with a great celebration.

Treasure House Consignment Shop is a non-profit store that provides a very important service to the Santa Rosa area. As a consignment shop, the Treasure House sells items on behalf of others. These items are either unneeded, unwanted, or unable to be kept by their original owners. However, they also have one thing in common: they are all treasures that still hold significant value. Rather than let them go to waste, Treasure House sells them, and then provides a portion of the sale to the original consigner. Alternatively, the shop also accepts donations, sells them, then donates any profit to a variety of important services throughout the area, including the YWCA's Safe House program. Treasure House is entirely staffed by volunteers, and those volunteers all have a heart to care for their community and the treasures within it.



Wendy cuts the Ribbon at the Treasure House in Santa Rosa. Photo credit: Steve Plamann.

Continued on page 9

OCTOBER SOCIAL REPORT

On a brisk October evening, Arbol Residences of Santa Rosa hosted the Mark West Area Chamber of Commerce for their monthly social. The social was Arbol's first as a member of the Mark West Area Chamber of Commerce, and they did an amazing job. In addition to Sean Baron, Arbol's Director of Marketing and Sales, giving attendees an outstanding overview of Arbol's services, Arbol was also able to provide a delicious spread of food from their very own staff chefs.

The evening of the social began like many others, with a period of mingling over food and drink provided by the host. To lead off the announcements portion of the social, Chamber President Steve Plamann went through the announcements of other Chamber events and functions, such as the Treasure House Consignment Shop ribbon cutting later that month, as well as the upcoming November social and other events. The Chamber was also able to provide Arbol, Treasure House, MJ Girard of KOWS, and COOKIE...take a bite! with their new member plaques, officially welcoming them to the Chamber.



Chamber members relax and network at the October Social. Photo credit: Steve Plamann.



Arbol Residences of Santa Rosa: Senior Living provided Chamber members with a fantastic buffet. Photo credit: Steve Plamann.

Following this period of announcements and plaque presentation, Steve introduced Sean Baron, Director of Marketing and Sales at Arbol. Sean was able to provide a brief overview of Arbol's services. Arbol Residences of Santa Rosa is a recent addition to the Mark West Area Chamber of Commerce, having joined in 2022 before hosting a social that very same year. In addition to standard assisted living, Arbol offers a variety of different care options including memory care facilities and skilled nursing and rehabilitation services. Arbol is dedicated to providing its residents with the best care possible.

Following this, the evening progressed to the prize drawings for the evening. The Pot of Gold was \$300, and remained at \$300 heading into November due to the absence of the winner. As a reminder, you must both be in attendance at a social, and be up-to-date on your Chamber dues to be eligible to win the Pot of Gold.

Following the Pot of Gold was the 50/50 raffle. The prize was \$40 and the winner was Ramona Maurer of Assisted Living Locators. Congratulations!

Finally, the business card drawing took place. Several wonderful prizes were awarded, and they were as follows:

- A bottle of wine donated by the Mark West Area Chamber of Commerce, won by Sean Baron of Arbol Residences of Santa Rosa.
- Two Arbol coffee mugs donated by Arbol Residences of Santa Rosa, won by Ramona Maurer of Assisted Living Locators and Roni Berg, Unofficial Mayor of Fulton.
- Two Arbol water bottles donated by Arbol Residences of Santa Rosa, won by MJ Girard of KOWS, and Deborah Pulido of Treasure House Consignment Shop.

All in all, the October social was a wonderful success with a fantastic turnout, and served as a great way to welcome Arbol Residences of Santa Rosa into the ranks of the Mark West Area Chamber of Commerce. The next social was in November, hosted by Anytime Fitness Larkfield.

Contributed by Johnathan Williams

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NOVEMBER SOCIAL REPORT

As they have traditionally done for the past several years, Anytime Fitness Larkfield was able to host the Mark West Area Chamber of Commerce for their November Social. As usual, Anytime Fitness Larkfield Owner Brett Livingstone and Manager Dale Rowley were able to provide the Chamber with an amazing social, full of great conversation and food. In addition to pizza and snacks, Chamber member Tambayan Filipino Eatery was able to provide attendees with delicious lumpia from their kitchen just down the sidewalk in the Larkfield Shopping Center.



Anytime Fitness Larkfield was host to an enthusiastic crowd at the November Social. Photo credit: Steve Plamann.



Tracy Mattson, from COOKIE...take a bite!, wins a three-month membership to Anytime Fitness of Larkfield. Photo credit: Anytime Fitness.

The evening began as usual, with Mark West Area Chamber of Commerce Head Ambassador Paul Peck welcoming attendees to the social. Paul went through the announcements of upcoming Chamber events, including the annual Tree Lighting, the Chamber's first annual Holiday Decorating Contest, and the December Social at Exchange Bank.

Following these announcements, Paul welcomed recent new Chamber members The Pursuit and Tambayan Filipino Eatery. After brief speeches from both, Paul welcomed Anytime Fitness Larkfield Owner Brett Livingstone, and Manager Dale Rowley. Brett and Dale provided Chamber members with an overview of all the amazing services offered by Anytime Fitness, including those that go beyond traditional gym offerings. Paul also introduced a guest, Al Myers of Edward Jones Insurance.

Following this, the evening progressed to the prize drawings. The Pot of Gold was \$300, and remained at \$300 heading into December due to the absence of the winner. As a reminder, you must both be in attendance at a social, and be up-to-date on your Chamber dues to be eligible to win the Pot of Gold.

Following the Pot of Gold was the 50/50 raffle. The prize was \$72 and the winner was Melissa Moholt-Siebert of Ancient Oak Cellars. Congratulations!

Finally, the business card drawing took place. Several wonderful prizes were awarded, and they were as follows:

- A Starbucks gift card donated by Alegre Home Care, won by JoEllen Williams, wife of Chamber member Doug Williams.
- Two boxes of cookies donated by COOKIE...take a bite!, won by Melissa Moholt-Siebert of Ancient Oak Cellars and Heidi Would of Corcoran Global Living.
- Wine from and donated by Ancient Oak Cellars, won by Steve Plamann, Chamber President.
- Wine donated by Hilton Garden Inn, won by Dale Rowley of Anytime Fitness Larkfield.
- Wine donated by the Mark West Area Chamber of Commerce, won by Ramona Maurer of Assisted Living Locators.
- A gift basket donated by Treasure House Consignment Shop, won by Brian Molsberry of Molsberry's Market.
- Three sets of Airport Express passes donated by Airport Express, won by Tim Campbell, retired; Lisa G of the Windsor Chamber of Commerce; and Johnathan Williams of the Mark West Area Chamber of Commerce.
- A bag containing chocolates and a Panera Bread gift card donated by Ramona Maurer of Assisted Living Locators, won by Deborah Pulido of Treasure House Consignment Shop.
- A three-month membership to and donated by Anytime Fitness, won by Tracy Mattson of COOKIE...take a bite!
- A one-month membership to and donated by Anytime Fitness, won by Ed Sheffield of Sutter Santa Rosa Regional Hospital.

The November 2022 Social was a spectacular time for all, and was yet another social with great attendance. Anytime Fitness Larkfield consistently provides a fantastic November Social, and we look forward to continuing to work with them in years to come. The next social was in December, hosted by Exchange Bank Larkfield and Molsberry's Market.

Contributed by Johnathan Williams

DECEMBER SOCIAL REPORT

As the holiday season came around, so too did our annual December Social. The event was hosted by Exchange Bank Larkfield and Molsberry's Market. Exchange Bank Vice President and Branch Manager Veronica Garcia-Rincon and Molsberry's Market Owner Brian Molsberry, along with their staffs, provided an amazing array of food and desserts.

Head Ambassador Paul Peck welcomed attendees to the social and, alongside Chamber President Steve Plamann, thanked Chamber members for another year of success. Other topics included thoughts about the end of the year, the Holiday Decorating Contest, and future Chamber events.

Following this, Veronica Garcia-Rincon introduced herself, having recently been put in charge of the Larkfield branch. Then long-time Chamber member Brian Molsberry of Molsberry's Market spoke about his own business.

The evening progressed to the prize drawings. The Pot of Gold was \$300, and remained at \$300 heading into January due to the absence of the winner. As a reminder, you must both be in attendance at a social, and be up-to-date on your Chamber dues to be eligible to win the Pot of Gold. The prize for the 50/50 Raffle was \$49 and the winner was Mabel Anderson of Postal Plus. Congratulations!

Finally, the business card drawing took place. Several wonderful prizes were awarded, and they were as follows:

- Three gift baskets, donated by Exchange Bank Larkfield, won by Chad Roelofs of Annadel Neighbors Magazine, Miranda Sandvig of Edward Jones, and MJ Girard of KOWS.
- A gift basket, donated by The Lodge at Piner Road, won by Tracy Mattson of COOKIE...take a bite!.
- A birdhouse donated by Bisordi Ranch and Vineyards, won by Paul, a guest of Brian Molsberry.
- A metal heart sculpture also donated by Bisordi Ranch and Vineyards, won by Jackie Brittain of Treasure House Consignment Shop.
- A gift bag also donated by Bisordi Ranch and Vineyards, won by Paul Peck of The Lodge at Piner Road.
- A bottle of wine donated by Molsberry's Market, won by Paul Gibson of Postal Plus.
- A mini gingerbread village, donated by Heidi Would of Corcoran Senior Living, won by David Mohle of Accent Printing & Design.
- A bottle of wine donated by Treasure House Consignment Shop, won by Dean Molsberry of Molsberry's Market.
- A set of hors d'oeuvre plates donated by Treasure House Consignment Shop, won by Johnathan Williams of the Mark West Area Chamber of Commerce.
- Two boxes of cookies donated by COOKIE...take a bite!, won by Heidi Would of Corcoran Global Living and Veronica Garcia-Rincon of Exchange Bank Larkfield.
- A bottle of wine donated by The Windsor Connection, won by Tabatha Bonetti-Asker of Notary Maven.
- A bottle of pinot donated by Alegre Home Care, won by Lauren Hull of The Windsor Connection Magazine.
- Two \$100 gift cards for and donated by Aaction Rents, won by Robbie Bisordi of Bisordi Ranch and Vineyards and Pete Lescure of Lescure Engineers.

In the end, the December social was a fantastic way to wind up another great year for the Mark West Area Chamber of Commerce. The social had one of the best attendances that the Chamber has ever had for a monthly social, and we hope to see members and guests alike at future socials.

Contributed by Johnathan Williams



Veronica Garcia-Rincon (Exchange Bank) and Brian Molsberry (Molsberry's Market) thanked everyone for attending. Photo: Steve Plamann.

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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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New Terminal Opens at Sonoma County Airport, continued from page 1

car rental areas, and local artwork recognizing the airport's namesake, Charles M. Schulz. Visitors to the airport will see familiar Peanuts characters in the arrivals corridor, the restrooms, and throughout the terminal. Snoopy's WWI pilot Flying Ace alter ego can be found pursuing the Red Baron in the heights of the baggage claim area.

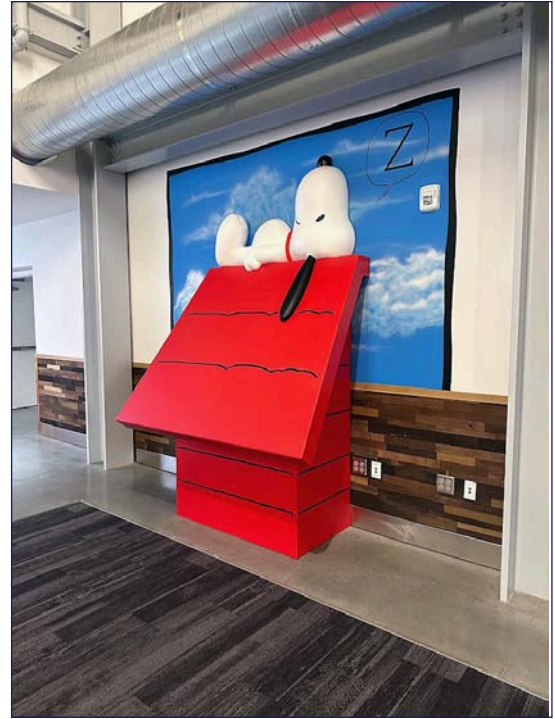
"Sonoma County's airport has emerged as a great option for Wine Country travelers and this new terminal takes it to the next level," said Sen. Bill Dodd, D-Napa. "It's a smart investment that will help meet our transportation needs and contribute to the economic vitality of the entire region."

"Traveling for local residents and visitors to Sonoma County to our Charles Schulz Airport has just been made easier and more pleasant," said Assemblymember Jim Wood, D-Healdsburg. "This new terminal allows people to stop saying 'Good Grief' because they feel the need to drive to and from Oakland or

San Francisco airports. It will encourage visitors to come and enjoy our local restaurants, wineries, coastal areas and redwoods without delay—such a great boost to our local tourism economy."



The new arrivals and baggage claim area at the Charles M. Schulz-Sonoma County Airport (STS). Overhead, that's the Red Baron being chased by Snoopy (who else?) in his trusty Sopwith Camel. Photo Credit: Charles M. Schulz-Sonoma County Airport.



Artwork and tributes to Charles M. Schulz are featured at STS. Photo Credit: Charles M. Schulz-Sonoma County Airport.

According to a recent economic impact analysis, the Capital Improvement Plan at Charles M. Schulz – Sonoma County Airport is projected to support an average of 164 jobs annually, generate \$100.9 million in total payroll, \$31.2 million in tax revenue, and \$231.7 million in economic output in Sonoma County. Across all North Bay counties, the Capital Improvement Plan is expected to support an average of 169 jobs annually, generate \$104.1 million in total payroll, \$32.3 million in tax revenue, and \$240.9 million in economic output. Partner contractors engaged on the project included Q&D Construction, C&S Companies and Mead & Hunt. The Airport Terminal Modernization Project continues, and Phase III, which includes the main entrance to the airport, will be completed in spring of 2023.

Contributed by Dani Logue, Charles M. Schulz – Sonoma County Airport

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THE MARK WEST AREA CHAMBER LIGHTS UP THE HOLIDAYS

The Mark West Area Chamber set a first this year by hosting two Mark West area home decorating contests. The first was for Halloween and the second was for the Winter Holiday Season. Prizes were given in each contest to the top three best decorated homes for the respective holidays. The contests were sponsored by Molsberry's Market, The Lodge at Piner Road, and Lescure Engineers. The judges were community leaders and the prizes included gift certificates to Molsberry's Market (\$100.00), Panera (\$50.00) and COOKIE...take a bite (\$25.00). We thank all those who entered and made our lives a little brighter.



The Halloween Decorating Contest winning house belongs to the Wolter family at 55 Brighton Court. Photo credit: Steve Plamann.



The Holiday Decorating Contest winning house belongs to the Thomas family at 59 Noonan Ranch Circle. Photo credit: Steve Plamann.

Treasure House, continued from page 2

Led by Wendy Davies, the volunteers at the Ribbon Cutting welcomed guests and provided food and drink. After a few brief words from Wendy and Chamber President Steve Plamann, along with a check presentation to the YWCA, the crowd headed outside for the official ribbon cutting.

For many, the ability to sell things they cannot keep or do not have a use for, while also knowing that their consignment or donation will directly benefit important causes, is a source of great joy. That is why it is important to support non-profits such as Treasure House, so that their work can continue to serve the community for years to come.

Contributed by Johnathan Williams

SONOMA COUNTY UNVEILS NEW PEDESTRIAN CROSSWALK BEACON ON OLD REDWOOD HIGHWAY IN LARKFIELD

The Sonoma County Department of Public Infrastructure announced the installation and operation of a new high-intensity activated crosswalk signal, or HAWK, at the intersection of Old Redwood Highway and Lark Center Drive in Larkfield. The new traffic control device, also known as a Pedestrian Hybrid Beacon, is designed to aid pedestrians by notifying them when to cross the street at a mid-block crosswalk. Unlike conventional traffic signals, the HAWK is only operational when activated by a pedestrian. Audible cues enable the visually impaired to locate the pushbutton to activate the signal.



The new "HAWK Light" in Larkfield is much safer for Santa than climbing down chimneys. Photo credit: Steve Plamann.

"Installing a traffic safety device at this location was on a punch list of critical public infrastructure projects after the 2017 wildfire, from undergrounding utilities, to repaving local streets, to performing roadside vegetation management," said James Gore, chair of the Board of Supervisors. "I'm grateful to the community for continuing to work alongside county staff in our shared goal to improve road safety for all users."

You can watch a video about the Hawk Light here: <https://www.facebook.com/markwestcouncil/videos/581607960463966>

Read the full press release on the Sonoma County website at <https://sonomacounty.ca.gov/sonoma-county-unveils-new-pedestrian-crosswalk-beacon-on-old-redwood-highway-in-larkfield>

Contributed by the Office of James Gore, District 4

HOLIDAY TREE LIGHTING AT MARK WEST UNION ELEMENTARY SCHOOL

I can't think of any better way to start off the Holiday season than to be at the Mark West area annual tree lighting event, and 400 plus people agreed with me. We had a record-breaking attendance! Dr. Rachel Valenzuela, Superintendent of the Mark West Union School District, got the festivities started and the



Santa continues to make glad the hearts of childhood. Photo credit: Steve Plamann.

night was as magical as the season. Music Director Kara Kaufman did an outstanding job directing the enthusiastic young musicians and

singers. The songs were festive and very lively. Hot chocolate was served by Molsberry's Market and cookies were provided by COOKIE...take a bite. The tree was donated by Kringles Korner and decorated by the Mark West Area Chamber of Commerce. Tree decorations were colored paper ring chains celebrating all three Winter Holidays:

- Blue & White for Hanukkah, made by the Mark West Elementary Kindergarteners
- Red & Green for Christmas, made by the John B. Riebli Kindergartners
- Red, Green & Black for Kwanzaa, made by the San Miguel Kindergartners.

As perfectly as the night was going it had an additional special surprise: an appearance by "the one and only" Santa Claus. As is the tradition in the Mark West area, Santa arrived by fire truck. He sat by the tree and spoke with children for an hour, listening to their wishes and handing out candy canes.

Thanks to all who helped make this such a special event.

Contributed by Steve Plamann



Music rings in the holiday season for the Mark West area. Photo credit: Steve Plamann.



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The Lark Newsletter is emailed to member businesses each month.
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