



COTATI

Chamber of Commerce

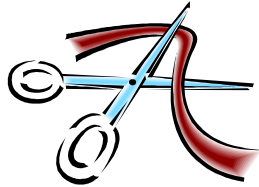
216 E. School Street
Phone: (707) 795-5508
Email: chamber@cotati.org

P.O. Box 592, Cotati, CA 94931
FAX: (707) 795-5868
Web Site: www.cotati.org

Promoting the Business Interests of Our Community

October 2006

Grand Opening Ribbon Cutting



MUSIC TO MY EARS

Sat. Oct. 14, 5:00 p.m.

8500 Gravenstein Hwy. Suite A, Cotati
(707) 664-0123, www.funmusiclessons.com

Come join the celebration -
ribbon cutting at 5 p.m., followed by an
open house, & a free performance
by Music To My Ears teachers at 7 p.m.

BUSINESS OPEN HOUSE NETWORKING OPPORTUNITY



THURSDAY, OCT. 19
5:30 - 7:30 p.m.

Ordinary Miracles
8280 Old Redwood Hwy., Cotati

- Network with other business people
- Enjoy samples of organic chocolate, along with other tasty treats
- Bring your business card for a chance to win some great door prizes,
- Win a Holistic Health Session (valued at \$175) or a Voice Mapping Session (valued at \$75) and more!

OCTOBER LUNCHEON MEETING



FRIDAY, OCT. 13
12:00 - 1:30 p.m.

Cotati Room
in the Ray Miller Community Center,
216 E. School St. (behind Cotati City Hall)

Catered by Sally Tomatoes

Cost is \$15 and includes buffet lunch of Asian Chicken Salad, Tomato Mozzarella Salad, Butternut Squash Soup, Breadsticks, Brownies, Ice Tea and Lemonade.

TOPIC: Marketing: The New Rules of the Game, with Padi Selwyn, Exchange Bank Senior Vice President, Director of Marketing & Public Relations

Traditional marketing is losing its effectiveness as consumers are jaded, cynical and bombarded with spin and marketing overload. Our customers have endless choices and are tuning us out. Find out how to break through the barriers and connect with more customers than ever before.

An award winning marketing expert, Padi Selwyn has helped businesses of all sizes with their marketing challenges. This program will allow ample time to get your questions answered. Come ready to be inspired and energized!

Padi Selwyn, M.S., formerly president of her own advertising agency for 14 years, is an author and a professional speaker on the subjects of marketing, communication, and fostering innovation in the workplace. Padi co-authored *Living Your Life Out Loud: How to Unlock Your Creativity and Unleash Your Joy*.

Please RSVP
by Oct. 10 to 795-5508

WELCOME NEW MEMBERS

Dig Nursery

8567 Gravenstein Hwy., Cotati 94931
Phone: (707) 795-7825
Keith Keller
Retail Nursery - Gift Store

Pacific Market

901 Golf Course Dr., Rohnert Park 94928
Phone: (707) 585-9643
www.pacificmkt.com
Ken Silveira
Retail Grocery Store

New Member Profile

Pacific Market has opened a new grocery store in Rohnert Park at the former Roger Wilco location, in the Mountain Shadows Center on Golf Course Drive. They have two other stores, Fiesta Market in Sebastopol, and Pacific Market in Santa Rosa. They have been doing business for 40 years and are family owned. Come see the changes they've made and the exciting improvements currently in progress. They invite you to visit Pacific Market, your new neighborhood grocer. Large enough to serve you...small enough to care!

Customer Service Phone Tips

When customers call on the phone, we are provided with a tremendous opportunity to reinforce and grow the relationship. It makes good (economic) sense to take the extra time and effort to make these calls as meaningful and service oriented as possible. Attention to customer service will go a long way in helping you to satisfy your customers and make them feel as if they are truly special.

1. Always tell your customer what you CAN do for them. Don't begin your conversation by telling them what you CAN'T do.

2. Allow upset or irate customers to vent. Do not interrupt them or start to speak until they have finished having their say.

3. Diffuse anger by saying "I'm sorry or "I apologize."

4. Use your customer's name at different points in the call.

5. Make certain that your "solution" to the customer's problem is acceptable to them. Get their approval and agreement.

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THANKS TO OUR RENEWING MEMBERS

☆ Definite Impressions Graphics & Printing ☆
☆ Ed & Pat Gilardi ☆
☆ Zone Music ☆
☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

Grand Opening of Soul Buzz Café, attended by (left to right) Daisy & Jaffie Foley, Catharine Bramkamp, Jan Emerson, City Manager Terry Stubbings, Gary Sterner, Soul Buzz Café employees, owner Frank Deraffe, and Past President Rich Lucchesi.



6. Always conclude each call with a "Thank you" or a verbal message of appreciation for their business.

7. Make certain that your tone of voice is in sync with your words. Remember, your tone of voice can completely contradict your message.

8. Listen attentively! There is nothing worse than asking an irate or troubled customer to REPEAT what they have just said.

9. Go the extra step by following up on your solution. Re-contact the customer to make certain that everything has been handled in a satisfactory manner, and they are pleased with the outcome.

10. Remember to ask if there is anything else that you can do for your customer. Taking the time to ask the question often results in increased business and a more committed customer.

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Cotati City Council Candidates Speak Out on Business Issues

There are three candidates running for two available seats on the Cotati City Council - incumbents Pat Gilardi and Lisa Moore, and challenger John Guardino. The Cotati Chamber Board of Directors sent out a questionnaire to the three candidates asking them about their views on business issues. The candidates were asked to give a brief statement and then answer the following questions:

#1. What do you think Cotati's top three problems are and what are your proposed solutions?

#2. What would you do to improve the business climate in Cotati? What are some specific ideas you have for economic development?

#3. What skills would you bring to the Cotati City Council for the next four years?

PAT GILARDI

During my 6 years as a Councilmember I am proud of what I have accomplished. I have worked hard pursuing a vision for a better Cotati. I helped ensure Cotati streets are safe by expanding our police force with the addition of a full-time dedicated traffic enforcement officer strengthened our economy by attracting new business, enhanced our parks, trails and city recreation opportunities.

I played a major role in the improvement of Cotati's environmental protections by helping guide our commitment to reduced greenhouse gases, implemented environmentally sound building policies and enhanced water conservation. These are real protections that will help ensure balanced growth.

I look forward to continuing my work to enhance our quality of life and preserve our unique, diverse character as we develop policies to guide our future -- policies that reflect the needs and goals of a healthy and whole Cotati.

#1. What do you think Cotati's top three problems are and what are your proposed solutions?

- Traffic continues to be a problem in Cotati. As stated above, I have worked on some of the solutions with the addition of a Neighborhood Traffic Calming Program and a dedicated traffic enforcement officer. Among the areas that still need attention are the need to identify funding for all phases of the Hwy. 101 project and continuing to promote and encourage alternative modes of transportation such as train, bicycle, and pedestrian.

I strongly support Measure R and believe this would be a very important step in this direction. Measure R is not only about rail, the plan includes bike paths and encouragement away from our cars. We are a very car dependent

state. If we expect Californians to get out of their cars we need to provide the infrastructure to support them when they do. This is why the Santero Way Specific Plan has been so important to me. I will continue to focus on this project as one solution to our traffic problems. When the train comes, I want to ensure Cotati is ready.

We must also identify real attainable, regional ways to mitigate traffic in our community as a result of our own growth as well as that of neighboring communities.

- Water: We need to be sure that any development does not exceed our natural resources ability to support that development. Water is one of our most precious resources and one that is becoming more and more scarce.
- Development is always a challenge in Cotati. However, nothing stands still and to survive a city needs to grow responsibly. Many Cotatians respond negatively to growth of any kind believing it will lead to the destruction of our small town charm. I believe we must work with the public with the goal of attaining a better community understanding related to the benefits of responsible growth, infill development, and providing a mix of housing.

#2. What would you do to improve the business climate in Cotati? What are some specific ideas you have for economic development?

- Improving the business climate can be achieved with the addition of more retail drawing customers to town, and by offering a variety of retail options, encouraging our residents to shop at home.
- Northern Gateway Specific Plan -- As Cotati moves forward, I am dedicated to ensuring we do so using Smart Growth principles, with the goal of long term sustainability always in mind. An example of this is the Northern Gateway. This northern downtown development plans for high-density housing and ground floor retail. This is an Orrin Theissen project. I was very impressed with his work in Windsor, and although the Cotati project will have its own architectural distinction, the business models are similar with independent retail complimentary to the southern end of downtown.
- Cotati Commons -- Completion of the South Sonoma Business Park (Lowe's site). - This site is suited for regional shopping, and is key to our future economic health. Lowe's is already open and reporting tremendous success.
- Santero Way Specific Plan --The Santero Way Specific Plan (formerly the multi-modal transit village) - A transit

(Continued on page 4)

(Continued from page 3 - PAT GILARDI)

oriented retail, light industrial, commercial, live-work development currently under construction. It will be at the site of Cotati's rail station and will include a bus platform, park & ride and kiss & ride. I have been a part of this project since my days on the Planning Commission. I am particularly proud of this project and believe it holds exciting opportunities for Cotati's future economic development as well as adding to the quality of life we have come to enjoy living in a small city.

#3. What skills would you bring to the Cotati City Council for the next four years?

I have lived in this community for 23 years. I have been involved in multiple aspects of this community from two terms as PTA President to Cotati's Accordion Festival Board to Cotati 4-H Founder and the Sonoma County 4-H Executive Board.

Professionally, I am an Advertising Account Executive with hands-on business expertise having conducted needs assessments, analyzed budgets, developed and presented effective advertising campaigns.

I have served my city for 3 years on the Planning Commission (one year as Chair) and on the Cotati City Council -- appointed in 2000, elected in 2002 and served as Mayor in 2004. I am currently a Director on the Sonoma County Transportation Authority and President of the Northbay Division of the League of Cities. My services on these committees have ensured Cotati has a voice regionally and statewide.

JOHN GUARDINO - did not respond

LISA MOORE

It has been an honor to serve on the Cotati City Council for the past four years, acting as your Mayor in 2005. I started my volunteerism with the City of Cotati on the Community Service Commission for two years then moved to Planning Commission for 8 years. Currently, I am chair of the Sonoma County Child Care Planning Council and in 2005 chaired the Sonoma County Mayors and Council Members Association.

While on the Cotati City Council I have been instrumental in improving traffic safety, developing the new recreation program, renovating the Community Center, and starting the downtown specific plan. I have successfully balanced smart land use decisions with economic vitality to increase Cotati's revenue stream.

I have supported mixed-use development, creek restoration, and sustainable green building practices and pledged to lower green house emissions for the City of Cotati by 30%.

#1. What do you think Cotati's top three problems are and what are your proposed solutions?

Traffic is always increasing in Cotati because of our location. The next four years will be crucial to build regional partnerships that will bring in much-needed funds to alleviate traffic. I support getting people out of their cars and into alternative modes of transportation whether it be walking, biking or the future rail.

The water needs of the citizens of Cotati will be one of my top priorities, I serve on the Water Agency Board as the alternate and know first hand the urgency for conservation. As a council member, I voted to participate in a regional ground water study and will continue to update new conservation strategies that benefit the City of Cotati.

Cotati is at a crossroads on the type of businesses that could come to town. I recently endorsed putting together a matrix that examines formula based businesses that want to locate in Cotati

#2. What would you do to improve the business climate in Cotati? What are some specific ideas you have for economic development?

Cotati is the hub of Sonoma County and we should take full advantage of our location. Local businesses need to come together to unite and talk about issues. The local bar owners have been very successful in forming a coalition to address concerns. I support the Down Town Specific Plan, which will bring much-needed redevelopment and business to Cotati.

#3. What skills would you bring to the Cotati City Council for the next four years?

Experience, dedication and history, these are a few skills that I bring to the council. I have lived in Cotati for over 20 years and been active with the city as a volunteer and councilmember for over 14 years. I have dedicated most of my adult life to making Cotati a better place to live whether it is passing an ordinance for a housing linkage fee or creating policy for the new civic center. I continue my volunteerism for the Cotati by participating in local non-profits such as Girl Scouts, Thomas Page PTA, Accordion Festival, Cotati Rebuilding Together, Kiwanis, Cotati Coop Nursery School and Kids Day Parade. I serve as the liaison for the Library and Community Environment Commission. I am serving on nine sub committees as a Cotati Council member.

I run my own household, which includes three children and a husband and all that entails. I have always been able to multi-task and do the tasks well. The history that I have in the community and the bonds that I have formed with local business owners and citizens puts me in a unique position as a community liaison. People feel comfortable telling me their opinions and issues and I have been a mediator for quite a few citizens in my tenure. I bring a different perspective to the council, which only comes with working side by side with my fellow citizens.

News Briefs

❖ **FUNDRAISER OPEN HOUSE**

Renaissance Healing and Learning Center will host a Fundraiser Open House on Sunday, Oct. 29, 2 - 5 p.m. at 7695 Derby Lane. RHLC has been providing Hippotherapy ("treatment with the help of the horse") for children and adults with physical and emotional challenges since 1998. In a unique alternative to the clinical setting, RHLC offers a nurturing environment which promotes healing for their patients and families. For more info, call Fran Judd at 664-8919 or visit their website at www.rhlc.net.

❖ **WAY TO GO EXPO**

The Sonoma County Transportation Authority will be sponsoring a free public forum exploring new ways to get around town entitled *Way to Go Expo...Transportation Option for Today & Tomorrow* on Thursday, Oct. 19, 3 - 6 p.m. in the Santa Rosa Veterans Memorial Building, 1351 Maple Ave., in Santa Rosa (across from the fairgrounds.) For more information, go to www.sctainfo.org or call (707) 565-5373.

❖ **GOOD ACCESS IS GOOD BUSINESS**

On Friday, Oct. 13, there will be a seminar on *Your Business and the Americans with Disabilities Act: 5 Easy Fixes for Common Problems*. Guest speaker will be Gail Flatt, Attorney at Law for Provencher & Flatt LLP.

Get answers to your questions, like:

- What % of the population is disabled?
- How do I access this market?
- Do I qualify for fiscal assistance for hiring disabled employees?
- How do I avoid legal challenges?

Who should attend? Wineries, lodging facilities, restaurants, architects, retail and service businesses. Immediately following the presentation, free confidential consultations with Community Resources for Independence Disability Law Clinic attorneys.

The seminar will be held at Fountaingrove Inn, 101 Fountain Grove Pkwy., Santa Rosa, with registration at 7 a.m., breakfast and program 7:30—8:30 a.m. Cost is \$30 per person or \$275 for a reserved table of eight.

Please call the Sonoma County Economic Development Board at (707) 565-7170 before October 9 to reserve a spot. Limited seating available on first-come, first-served basis. If you wish to attend and require special accommodation, please let them know as soon as possible.

❖ **FALL FESTIVAL**

Sonoma County Regional Parks invites you to be part of the NEW Toley Fall Festival! The Festival will take place at Toley Lake Regional Park (formerly the Cardoza Pumpkin Farm) over two long weekends - October 20-22 and 27-29, 2006. Sure to be a new favorite Sonoma County tradition, the Festival will highlight our natural, agricultural and cultural heritage through recreation, farm products, food and fun!

Favorite activities will include the giant hay maze, hands-on children's activities and pumpkins/fall decorative items for sale. New this year, Park Rangers will lead interpretive walks and hayrides, 4H members will bring farm animals, and Master Gardeners will share healthy planting practices. The Federated Indians of Graton Rancheria will be at the Festival on October 28, and will hold basketry and flint knapping demonstrations. They will also give a talk about their tribal history and connection to Toley. The Environmental Discovery Center of Sonoma County will present 'From Earth To You', a hands-on area involving plants and animals, and an Eco-Village with games & activities.

This outdoor festival will be open to the public Friday-Sunday 9:00 a.m. to 6:00 p.m. On-site parking costs \$5 (free with annual park pass), and the festival is free! Toley Lake Regional Park is located at the end of Cannon Lane, east of Petaluma off Lakeville Highway. Look for the signs! For more information, contact Regional Parks at (707) 565-2041 or www.sonoma-county.org/parks.

CITY COUNCIL TO CONTINUE DISCUSSION ON FORMULA-BASED BUSINESSES



On October 11, 2006, the City of Cotati City Council will continue public discussions on the matter of Formula-based businesses at its regularly scheduled meeting. At this meeting, staff will be providing the City Council with information recently requested by the Council, including a list of formula-based businesses that currently exist in the City of Cotati. Staff will also provide a possible definition for formula-based businesses (FBBs), a matrix for a possible regulatory process for reviewing proposals for FBBs, and a list of possible performance standards for these uses. After presenting and discussing this information, staff will seek City Council direction on how to proceed in further addressing this matter. If you have questions, please contact: Alicia M. Giudice, Associate Planner at (707) 665-3638..



UPCOMING MEETINGS & EVENTS CALENDAR

COTATI CITY COUNCIL MEETINGS

Weds. Oct. 11 & 25, 7 p.m.
Cotati City Hall

COTATI CHAMBER LUNCHEON MEETING

Fri. Oct. 13, 12 noon - 1:30 p.m.
Cotati Room - \$15 per person
Topic: Marketing - The New Rules of the Game

GRAND OPENING RIBBON CUTTING

Sat. Oct. 14, 5 p.m.
Music To My Ears, 8500 Gravenstein Hwy., Suite A

COTATI CHAMBER BOARD MEETING

Wed. Oct. 18, 7:30 a.m.
Chamber Office

BUSINESS OPEN HOUSE NETWORKING EVENT

Thurs. Oct. 19, 5:30 - 7:30 p.m.
Ordinary Miracles, 8280 Old Redwood Hwy., Cotati

HALLOWEEN IN COTATI

Thurs. Oct. 26, 7 p.m.
Ray Miller Community Center, Cotati
Cotati Recreation Dept.—792-4600, x. 640

COTATI CHAMBER OF COMMERCE

Board of Directors

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Andrew Hutchins (800) 325-3399
Golden Gate Financial

VICE PRESIDENT

André Morrow 794-8100
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Exchange Bank - Cotati Branch

TREASURER

Tom Scott 795-9501
Oliver's Market

DIRECTORS

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Spancky's Bar

Cynthia Larsen 769-4876
Coldwell Banker

Rich Lucchesi - Past President 664-9803
Individual Member

Cheryl Nixon 792-9847
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Whitney Diver 664-2815
Associated Students SSU

Executive Director & Newsletter Editor

Suzanne Whipple 795-5508

Membership Sales Associate

Joyce 794-9319

Farmers Market Manager

Karen Silva 769-1830

ADVERTISE

in the Chamber Newsletter!

*Business-Card-Size Ad: \$25 per issue
Special - 6 iss. @ \$110 or 12 iss. @ \$180*

*Flyer Inserts: \$50 per issue -
deliver 250 flyers to the Chamber Office
by the last day of the month*

Call 795-5508 for more info!



Thanks to our volunteers, sponsors and donors for another great market season!

Arch's Glass	Gerard Giudice
Kellan Arnold	Andrew Hutchins
Bellwether Farms	Lagunitas Brewing Co.
Catharine Bramkamp	Cynthia Larsen
Classified Gazette	Rich Lucchesi
Cold Stone Creamery	Cheryl Nixon
Community Voice	Oliver's Market
Cotati Public Works	Sally Tomatoes
Vicki Dougan	Spancky's Bar
Jaffie Foley	Nadine Wolford
Friar Tuck's Pub	Waste Management

*Sponsored by the Cotati Chamber of Commerce
2007 Season - May 31 through September 13*

Cotati Chamber of Commerce

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(707) 795-5508

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