



COTATI Chamber of Commerce

216 E. School Street
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P.O. Box 592, Cotati, CA 94931
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Promoting the Business Interests of Our Community

March 2006

Mayor's "State of the City" Address

City of Cotati Mayor Janet Orchard spoke in front of the Cotati Chamber at the February luncheon meeting about the current state of Cotati.

Mayor Orchard stated that the vision put forth by the City Council includes quality of life, economic development, financial stability, community safety, infrastructure, environmental concerns, city beautification, and citizen participation. She said predominant issues for Cotati that are vital to the health of local businesses are: city revenues and fiscal stability, infrastructure improvements, transportation planning, environmental issues, current development projects, and planning for the future.

Orchard outlined the infrastructure improvements planned, including a water storage tank expansion; an upgrade and relocation of the sewer line; an overlay on East Cotati Avenue; and the building of an Intermodal Transit Facility and Park & Ride Lot.

She shared that the transportation planning will encompass roadway improvements to Redwood Drive and Helman Lane, and the intersection at Commerce Drive & Highway 101 onramp. Additionally, a new motorcycle traffic enforcement unit will be on the Cotati streets this month. Grant funding for the unit provides a new police officer and motorcycle for the Cotati Police Department.

Orchard spoke about the Downtown Specific Plan that will guide the growth of the historic downtown core, La Plaza Park, the Northern Gateway area, and the Commerce Avenue area. She said the plan is important for the economic vitality of the community and adds to the City beautification efforts. Its success is dependent largely on citizen participation and Mayor Orchard urged everyone to review the plan and give feedback at upcoming public hearings. The next public meeting will be a public Scoping Session regarding the environmental impacts of the downtown development on March 20 at 7 p.m. in City Hall at the Planning Commission meeting.

Thanks to Cotati Mayor Janet Orchard and the staff at City Hall for presenting timely information about the City of Cotati for businesses and residents.

Calling all Cotati Chamber Members...

**ALL ABOARD for the
Rohnert Park Chamber of Commerce
2006 Business Showcase**

Thursday, May 25 at the DoubleTree Hotel
4-5 p.m. Business to Business, 5-7 p.m. Open to Public

Courtesy of the Rohnert Park Chamber,
participate at the same rate as RP Chamber Members!

(See inside newsletter for registration forms)

***Cotati Chamber of Commerce
Networking Event***

**BUSINESS OPEN HOUSE
&
GRAND OPENING
"CARPET" CUTTING**



at

City Carpets

7611 Redwood Dr., Cotati

Thursday, March 16

5 - 7 p.m.

5:30 Carpet Cutting

- Meet local business people, make valuable contacts and have fun in a casual social setting
- Wine & hors d'oeuvres served
- Bring your business cards for networking and door prizes!
- Don't miss this Chamber event that will help you grow your business!

No March Chamber Luncheon Meeting

WELCOME NEW MEMBERS

Jennifer B. Chown, M.B.A.

4 Kingston Lane, Cotati
 Phone: (707) 664-8951
 Fax: (707) 664-8951
 Jennifer B. Chown
 Accounting Services

National Sports Distributors

298 Alder Ave., Cotati
 Phone: (707) 285-2900
 Fax: (707) 285-2801
 NSDweb.com
 Robert Hemphill
 Sports Memorabilia & Athlete Representation

Smart Home Loans

7700 Old Redwood Hwy. #201, Cotati
 Phone: (707) 793-9769
 Fax: (707) 793-9791
 Kevin M. Smart
 Mortgage Services



THANKS TO OUR ANNUAL DINNER SILENT AUCTION DONORS

Adobe Creek Golf Club	Lagunitas Brewing Co.
The Apple Crate	Mother of Dreams
Assemblyman Joe Nation	Nicolino's
The Community Voice	Oliver's Market
Contours Express	Raindance Spa
Cotati Corner	Riva Salon
Curves for Women	River Rock Casino
Prue & Lloyd Draper	Robert Janover Photos
Exchange Bank	Rooster Run Golf Club
Ferrari Salon	Sales Promotion
Jaffie Foley	Santa Rosa Symphony
Friar Tuck's Pub	So. Co. Regional Parks
The Gazette	Sally Tomatoes
Andrew Hutchins	Six Flags Marine World
Korbel Cellars	Spancky's Bar
Latitude Restaurant	Star Nails
Lowe's	Gary Sterner
Rich & Glenda Lucchesi	Vichy Springs Resort

THANKS TO OUR RENEWING MEMBERS

The Fifth Resource Group
 F.J. Crikos Trucking Co.
 Michael & Jan Kurvers
 Monahan Pacific
 Rancho Adobe Fire District
 Risk Management Services
 Spancky's Bar
 Star Valley Academy of Arts & Science

MEMBERSHIP SURVEY SAYS...

With about 17% of Cotati Chamber members responding to the Chamber's membership survey sent out in December 2005, the majority of respondents would like the Chamber to "do more" promoting of Cotati (59%), partnering with other Chambers (55%), and attracting & retaining business (52%). A majority said the Chamber should continue to "do the same" amount of member communications (82%), advertising & marketing (58%), membership meetings & networking opportunities (55%), business trade show (52%), and Cotati Farmers Market (52%). The preferred method of communication for 52% of respondents was, not surprisingly, via email.

Services associated with the Chamber were networking opportunities (75%), special events (56%), new business services (53%), and community development (53%).

50% of respondents thought the Chamber's first priority should be to promote business growth, 23% voted for lobbying for business' interests, 23% voted for providing networking opportunities, and only 17% thought providing and sharing information should be priority one.

The majority of respondents, 56%, rated the Chamber's performance "very good" and 33% rated it "good." 70% were "definitely" renewing their membership, with 23% "probably" renewing membership, and 7% "unsure."

Thanks to all who returned the surveys and congratulations to member **John Dell'Osso** who won a free year of Cotati Chamber membership!

News Briefs

❖ PASTA DINNER & BINGO THANKS

The Cotati Chamber would like to thank John Allred of *Professional Framing Services* who did a great job as our Bingo announcer, along with Mayor Janet Orchard who did a stint as guest announcer, students Richard Moore & Richard Lopez helped set up the sound equipment, and Terry Dutra donated the always-popular Beanie Babies for the kid winners. A special thanks goes to the City of Cotati Public Works staff who helped with the Bingo equipment!

Thanks also to the people that sold the Bingo cards, wine and merchandise - Jaffie Foley, Nadine & Jim Wolford, Vicki Dougan, André Morrow, Rich Lucchesi, Cynthia Larsen, Tom Scott, James Reilly, Diana Bradi, Jennifer Chown, John Moore, Jan Emerson, Scott Gill, John Dell'Osso, Jan Kurvers, Joel Patino, Jone Hayes, and members of the public Joanne Dapiran, Janet Bush, Judy & Mike Scholzen who all graciously called and offered their help. The Chamber netted over \$700!

❖ COTATI COMMUNITY GUIDE HERE

The new Spring Summer 2006 Cotati Community Guide, published jointly by the Cotati Chamber of Commerce and the City of Cotati with The Community Voice, was distributed through the March 10 edition to 15,000 households in Cotati, Rohnert Park and Penngrove. Additionally, another 5,000 will be mailed to all addresses in the 94931 zip code. Each Chamber business member gets two listings in the Chamber Business Directory section, by category and in alpha order. That means your business is getting visibility in 20,000 households and businesses in the area, just by being a Chamber member.

Thanks to all the Chamber members who support this ongoing semi-annual project by advertising their businesses in the Guide. We couldn't do it without you!

If you would like copies of the Spring Summer 2006 Cotati Community Guide mailed or delivered to you, please contact the Chamber office at (707) 795-5508.

❖ SRJC CAREER EXPO & JOB FAIR

The Sixth Annual Career Expo & Job Fair at Santa Rosa Junior College will be hosted on Wednesday, April 26, 2006, from 10:30 am to 1:30 pm on the Santa Rosa Campus. We invite you to participate!

Your organization will enjoy the benefit of visibility to Santa Rosa Junior College students, high school students and community members. SRJC's Career Expo brings together a wide spectrum of qualified prospective employees for your present and future hiring needs.

The registration fee is \$100, which covers one 8-foot table, chairs, refreshments, lunch (for up to two partici-

pants), free parking and shuttle service. Participating employers will be listed on the Career and Employment Center website: www.santarosa.edu/career/home.html with a link to your organization's job listings, if available.

If you are interested in receiving more information about Career Expo 2006 or sponsorship opportunities, call Suzanne Papa at (707) 527-4690 or email spapa@santarosa.edu. To register, please complete the registration form (enclosed) and fax or mail it to the address on the registration form.

❖ DATES FOR COTATI EVENTS

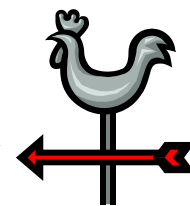
Here are upcoming events that everyone should plan on either attending, volunteering at, or sponsoring with a donation. Mark these dates in your calendar now...you won't want to miss them!

Cotati Farmers Market

Thursdays, June 1 - Sept. 14

4:30 - 7:30 p.m. in La Plaza Park

Fresh produce, specialty foods, handmade crafts, and live entertainment - sponsored by the Cotati Chamber of Commerce. Call Karen Silva, market manager, for vendor information at 769-1830.



26th Annual Cotati Jazz Blues & Art Festival

Sat. June 17, 12 noon - 12 midnight

La Plaza Park & downtown venues

Sponsored by the Cotati Chamber of Commerce

Call André Morrow if you'd like to volunteer or sponsor at 794-8100.



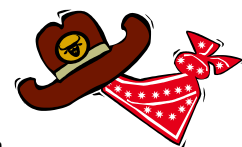
14th Annual Cotati Kids Day Parade & Festival

Sat., July 15, 10 a.m. - 3 p.m.

Downtown Cotati & La Plaza Park

"Wild, Wild West" theme

Participate by sponsoring, entering the parade, volunteering, or having a booth at the festival - call the City Events Hotline at 765-3939.



❖ NEW HOURS, NEW LOOK

The Friends of the University Library Book Sale Room, recently restocked from top to bottom, is now open Mondays, Tuesdays, and Thursdays, 12:30 to 4:30 p.m. The Book Sale Room, offering a superb collection of gently used books, records, and VHS tapes for sale to the public, is located on the ground floor Room 1102 of the Jean and Charles Schulz Information Center at Sonoma State University.



UPCOMING MEETINGS & EVENTS CALENDAR

COTATI CHAMBER BOARD MEETING

Wed., March 15, 7:30 a.m.
Chamber office

GRAND OPENING & BUSINESS OPEN HOUSE

Thurs., March 16, 5 - 7 p.m.
City Carpets, 7611 Redwood Dr., Cotati

RANCHO COTATI LITTLE LEAGUE OPENING DAY

Sat., March 18, 9 a.m. - 1 p.m.
Cator Field, E. School St., Cotati

COTATI DOWNTOWN SPECIFIC PLAN EIR MEETING

Mon., March 20, 7 p.m.
Cotati City Hall

COTATI CITY COUNCIL MEETING

Weds., March 22 & April 12, 7 p.m.
Cotati City Hall

DEFENSIVE DRIVING FOR TEENAGERS

Sat., April 1, 11 a.m. - 1 p.m.
André Morrow's State Farm Office

EDUCATION FOUNDATION DINNER & AUCTION

Sat., April 1, 5 p.m.
DoubleTree Hotel, Rohnert Park

COTATI CHAMBER LUNCHEON MEETING

Thurs., April 27, 12 noon - 1:30 p.m.
Las Guitarras Restaurant

COTATI CHAMBER OF COMMERCE **Board of Directors**

PRESIDENT

Andrew Hutchins (800) 325-3399
Golden Gate Financial

VICE PRESIDENT

André Morrow 794-8100
State Farm Insurance

SECRETARY

Nadine Wolford 795-5481
Exchange Bank - Cotati Branch

TREASURER

Tom Scott 795-9501
Oliver's Market

DIRECTORS

Vicki Dougan 664-0900
Sales Promotion

Jaffie Foley 664-0169
Spancky's Bar

Cynthia Larsen 769-4876
Coldwell Banker

Rich Lucchesi 664-9803
Individual Member

Cheryl Nixon 792-9847
Friar Tuck's Pub

James Reilly III 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

Pro Bono CPA

Timothy J. Mayclin 996-9798

Pro Bono Attorney

James M. Barrett 795-1510

Upcoming Business Open Houses - Networking Events

March 16 - City Carpets, 5 - 7 pm, 7611 Redwood Dr., Cotati

May 11 - University of Sports, 5 - 7 pm, 555 Rohnert Park Exp. #C, RP

Call the Chamber office to schedule your Business Open House - 795-5508



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ADDRESS SERVICE REQUESTED

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