



Cloverdale Connect

Connecting Our Readers with Local Resources * Events * People

Cloverdale Connect is published monthly and distributed to Cloverdale area homes via direct mail to over 5,800 households.

www.CloverdaleConnect.com

"Where the vineyards meet the redwoods"

Volume 1, Issue 1



Welcome to the first edition of *Cloverdale Connect*. We know that you will enjoy this issue and support our local merchants who make this publication possible. This has been a challenging year for all of us in Cloverdale – many events cancelled, plans altered, jobs lost, businesses changed forever, however Cloverdale is a strong community and we support each other. *Cloverdale Connect* reaches out to the community, connecting us and providing information about events, people, and our wonderful service clubs and non-profits as we share all that is good about where we live. Feel free to send Letters to the Editor to info@cloverdaleconnect.com or P.O. Box 404.

Be involved – send photos, press releases, non-profit news, event calendars, ideas for articles or even consider writing a column for the paper. If you are a local business, use *Cloverdale Connect* to reach your neighbors to tell them about your business - contact us for advertising information.

Cloverdale Connect is published every month and is direct mailed to over 5800 households in the Cloverdale area and also distributed at participating merchant locations and the Cloverdale Chamber of Commerce for a total of 6,000 copies each month. Cloverdale Connect is our publication for our community. See you around town!



Pictured is Cloverdale artist Joe Cotruvo. The **Cloverdale Connect** logo is derived from his acrylic on canvas painting of the iconic First Street Bridge entitled "River Crossing". His original artwork is on display and available for a donation at the Cloverdale Senior Multipurpose Center.



The Cloverdale Lions getting ready to serve FREE drive-thru Father's Day breakfast, co-sponsored by the Citrus Fairgrounds.

Neena Hanchett and Savannah Hemphill of the Cloverdale Chamber of Commerce
"Where Business is the Heart of the Community"



The Cloverdale Lions salute **Chuck Sibert** in what would have been his Memorial Fireworks Show. For a tribute to Chuck Sibert, please go to www.cloverdaleconnect.com

POSTAL
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Look
Inside!

Cloverdale Connect PO Box 404, Cloverdale, CA 95425
Cloverdale Resources, Community Survey,
Crossword Puzzle and more!



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Know The Basics of Your Cloverdale City Government

The City Manager is appointed by the City Council as the Chief Executive of the city government and is responsible for the day-to-day administration of the city. The position of City Clerk is appointed by the City Manager and operates under statutory provisions of the California Government Code, the Elections Code, and City ordinances and policies. Development Services handles Building, Engineering, and Planning in Cloverdale.

The elected officers of the City include five Councilmembers. Councilmembers are elected at-large and serve overlapping, four-year terms. The Mayor is appointed every December for a one-year term. The City Council is comprised of five members each elected at-large, by the voters of Cloverdale, for a four-year term. The Mayor is elected annually by a majority vote of the City Council. The Council sets the policy for the city and adopts an annual budget. Additionally, the City Council sits as the Board of Directors for the Community Development Agency. The Council also appoints the City Manager, City Attorney, and City Clerk as well as members of commissions and sub-committees. Council members also serve on various regional government committees and agencies. Our City Council members are: Mayor Gus Wolter, Vice Mayor Jason Turner, Councilmember Melanie Bagby, Councilmember Mary Ann Brigham, Councilmember Marta Cruz

Regular meetings of the City Council are held on the second and fourth Wednesdays of each month at 6 pm at the Cloverdale Performing Arts Center located at 209 North Cloverdale Boulevard. Alternate meeting dates are set as needed for those meetings that fall on a holiday. The public is welcome to attend and participate in all public sessions of the Council. Meetings are currently available via Zoom.



While we are sheltered from one another to help prevent the spread of coronavirus, the City of Cloverdale offers an alternative to the outdoor 2020-2021 Cloverdale Sculpture Trail. Check out the Sculpture Trail Flip Book - access it online: <https://cloverdalesculpturetrail.org/test-flip/>



The Cloverdale Lions Club is grateful for
the support of the Cloverdale community!



Thank you Cloverdale community from
the Cloverdale Lions Club!

The Cloverdale Lions Club programs and events:

Pony Tail Softball

Little League Baseball

Soccer Team

High School Graduate Scholarships

Eagle Pride Boosters Club

Cloverdale Chamber of Commerce

Cloverdale Charger Football Team

Annual Father's Day Breakfast

Annual Golf Tournament

Safe & Sane Fireworks Booth

Annual Pyrospectacular Fireworks

Chargers Football Car Wash

Charger Football Games

Toy Run for Tots

Cheerleader program

Annual Crab Feed

Citrus Fair Exhibit

Citrus Fair Beer Booth

Citrus Fair Parade

Cabaret Show bar

Annual Easter Egg hunt

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Editor, Publisher, Advertising: Dana Johnson • **Graphic Designer, Comptroller:** Vickie Norris

707.322.3403 • info@cloverdaleconnect.com • adsales@cloverdaleconnect.com •

production@cloverdaleconnect.com • billing@cloverdaleconnect.com

Our Cloverdale School System

Cloverdale Unified School District

97 School St.
707.894.1920

Cloverdale High School

509 North Cloverdale Blvd
707.894.1900

Washington School

129 S. Washington St.
707.894.1940

Jefferson Elementary School

315 North Street
707.894.1930



- The **Eagle Pride Boosters Club** is a non-profit organization in partnership with our school district and supports ALL athletic programs at Washington Middle school and Cloverdale High School, providing funding for all sports including uniforms, safety and equipment items, and any necessary sporting needs for a successful athletic program. For more information call 894-1900.
- The **Cloverdale Arts Alliance's** mission is to bring the arts and music to K-12. CAA 204 N. Cloverdale Blvd, Cloverdale, CA 95425.
- The **Cloverdale Adds Resources for Education (CARE)** Foundation is a non-profit 501 (c)(3) comprised of educators and concerned Cloverdale community members dedicated to enhancing and enriching the educational experiences of students and awards grants to supplement instruction. For more information: cusdcare@gmail.com

Student-City Council Liason Internship

Great opportunity to learn, participate on a municipal level and gain experience

If you are a Junior or Senior student at Cloverdale High School and interested in participating in local government, the City of Cloverdale currently has two open positions on the Student-City Council Liaison program. To be eligible to apply, you must be entering the 11th or 12th Grade at Cloverdale High School, with a 2.0 GPA.

Applications for the 2020-2021 School Year are due at City Hall by 5:00 p.m. on Thursday, August 6, 2020. Apply online at www.cloverdale.net or call 894-2521 for more information.

Duties include: Acting as liaison between the City Council and the High School for a one school-year term, assisting in special projects, serving as a role model for younger youth, and providing periodic updates to the School/Student Council on current projects and activities. You are required to attend one assigned City Council meeting each month. After graduation and successful completion of the program, you can apply for the \$500 scholarship if you attend college.

Cloverdale Connect Survey

Complete the anonymous survey – 3 ways to submit:

Cut out and mail to P.O. Box 404, Cloverdale

Scan and email your responses

Take a photo and email to:

info@cloverdaleconnect.com

Survey results will be shown in next month's issue

1. What do you like best about Cloverdale?
 - a. School system
 - b. Parks
 - c. Service clubs
 - d. Small town feel
 - e. Recreation opportunities
 - f. Variety of businesses
 - g. Other: _____
2. What does Cloverdale need most?
 - a. Skatepark?
 - b. Dog park?
 - c. Car wash?
 - d. Major supermarket?
 - e. More traffic lights on Cloverdale Blvd?
 - f. Other: _____
3. How long have you lived in Cloverdale?
 - a. Less than one year
 - b. One to five years
 - c. Five to ten years
 - d. Ten to twenty years
 - e. Over twenty years
4. Do you use or attend any of the following?
(mark all that apply)
 - a. Public swimming pool
 - b. Cloverdale Senior Center
 - c. Food pantry and/or free food programs
 - d. City Council meetings
 - e. Car Show
 - f. 4th of July Fireworks show
 - g. Citrus Fair
 - h. Friday Night Live
 - i. Other: _____
5. What is your favorite non-profit in Cloverdale?
 - a. History Center
 - b. Cloverdale Performing Arts Center
 - c. Sculpture Trail
 - d. Cloverdale Arts Alliance
 - e. Eagle Pride Booster Club
 - f. Cloverdale Senior Multipurpose Center
 - g. Kiwanis
 - h. Lions
 - i. Rotary
 - j. Knights of Columbus
 - k. American Legion
 - l. Courtney's Pumpkin Patch
 - m. Alexander Valley Film Society
 - n. Food Pantry
 - o. Other: _____
6. Describe your experience of living in Cloverdale in one word _____

Additional comments: _____

REMOTE LEARNING! ALL CLASSES ONLINE ONLY! REGISTER NOW!

Broadcast Performance & Podcasting (FTVE 227) Basic announcing skills - podcasting, music announcing, commercial announcing, to professionally perform in radio broadcasting. Transfer: CSU. Class meets online for 12 weeks. Starts 9/28/2020-12/16/2020 DEADLINE to register is 9/25/2020

Beginning Radio Production (FTVE 212) Explores basic editing techniques in radio production. Use of microphones, audio editing software, digital audio production, radio program formats, basic broadcast writing and announcing skills. Transfer: CSU. Class meets online for 12 weeks. Starts 9/28/2020-12/16/2020 DEADLINE to register is 9/25/2020

Introduction to Electronic Media (FTVE 221) History, structure, function, economics, content and evolution of electronic media – radio, television, film and digital media and their impact on culture and society. Transfer: CSU; UC. DEADLINE to register is 8/17/2020 Class meets online for 12 weeks. Starts 8/17/2020-11/06/2020

For more information contact:
Wendy Wagoner at
wwagoner@cuesta.edu



Independent Retailer Month

CELEBRATE INDEPENDENT RETAIL



JULY IS INDEPENDENT RETAILER MONTH

Independent Retailer Month in July offers an opportunity to show our local Cloverdale small businesses how much you appreciate them.

Small businesses employ approximately 51 percent of the U.S. non-farm workforce according to the Census Bureau and the Small Business Administration. Nearly all those businesses are independent retailers.

When you're looking for a custom fit or special gift, independent retailers step up to the task providing quality craftsmanship. Many owners and operators work long hours and are dedicated to making their independent business successful. Their success spreads throughout our Cloverdale community, bringing vibrant local goods to market and keeping tax dollars at home.

During July, head downtown and get to know our Cloverdale retailers. Whether you're looking for specialty foods, gifts or clothing, each offers services and unique choices. And if they don't have it, most will order it.

Thank our local Cloverdale retailers and use:
#IndependentRetailerMonth to share on social media.



Using the "Experience Cloverdale" marketing umbrella, we actively promote Cloverdale as a great place to live, play and work. During the Covid-19 Pandemic, we have provided masking posters to any interested business and have responded to questions and concerns from residents, businesses and potential visitors to Cloverdale.

We provide information about how to safely re-open and mitigate health concerns for employees and customers. Since the start of Shelter in Place, we have produced over 30 videos highlighting local businesses and encourage Cloverdale residents to support local businesses.

Daily, we post on our "experiencecloverdale" Instagram page and our Cloverdale Chamber Facebook page, focusing on Cloverdale's people, businesses, local beauty and, hopefully soon, events. We monitor local business posts and share and promote them via additional social media platforms, like Nextdoor, Community of Cloverdale and Cloverdale Homepage Facebook groups. We keep our Cloverdalechamber.com website updated and allow community members to post a promotional photo or poster on the "Events" page.

Working on a "Light" version of the Cloverdale Car & Motorcycle Show, Saturday, Sept. 12, we are continually monitoring county pandemic conditions while keeping community safety in mind.

Whether you are a sole owner/proprietor, non-profit organization or a larger business, we encourage you to join our chamber. Reach us at neena@cloverdalechamber.com or call 707-894-4470.



Newly refurbished benches in the pocket park at the end of Chablis Way – nice job!

Cloverdale Food Resource List

Cloverdale Senior Center Connect Program

Food distribution for seniors age 60+, 2nd and 4th Thursday,
707-894-4826
12:30 – 1:30 pm

Meals for Children

School District provides meals for children under 18 years
Find school lunch sites here: <https://bit.ly/3awtkat>

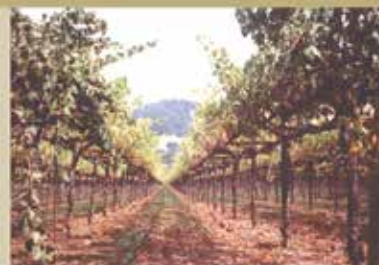
Corazón Healdsburg

Groceries to Go program, Tues. 12 p.m., back parking lot
Healdsburg Community Center 1557 Healdsburg Avenue.
No residency or income requirements
Link to more information: <https://bit.ly/39W26c2>

Cloverdale Food Pantry

202 Commercial Street
Food Distribution Fridays
1:00 to 3:00 pm

Timothy D. Fitzpatrick Attorney at Law



- Business Law
- Wine Law
- Real Estate Law
- Estate Planning
- Trust Administration

465 Healdsburg Avenue • Healdsburg, CA 95448
timfitz@sonic.net • 707.433.5297
www.timothyfitzpatricklaw.com

United States® Census 2020

WHY THE 2020 CENSUS MATTERS

Every 10 years, people across the country and in California fill out the Census in order to have an accurate count of all people in the United States. The Census determines California's federal funding for important community services that help support our families and a fair share of representation in California and Washington D.C.

The 2020 Census is happening now! You have three ways to complete the Census: online, by phone and by mail. The Census will secure resources that will benefit our communities for the next ten years.

There's a lot at stake in the 2020 Census and our communities can't afford an undercount. Essential neighborhood resources throughout California rely on federal funding that is based on the information collected during the Census.

California is coming together to ensure that everyone in our state is counted in the 2020 Census. The Census uplifts the voices of our families, friends and neighbors across the Golden State. The power to shape our future is in our hands.

We have the power to shape the future of our state and our country by participating in the 2020 Census. This is our chance to uplift our communities and we must work together to ensure everyone is counted. California is stronger with a complete count.

The 2020 Census will ensure the health and wellness of our families and neighborhoods. By filling out the form, your data informs where new hospitals are built, improve our health programs, and increase jobs and business opportunities.

The 2020 Census will help decide how billions of dollars will reach our families. Your answers will help determine funding for dozens of programs that provide essential resources to Californians. Census data determines funding allocations for schools, child care programs, road maintenance projects and social assistance programs.

The 2020 Census will determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College. Your information will also be used to redraw State Assembly and Senate boundaries. Participating in the 2020 Census ensures that you and your communities have fair representation.

Information collected during the 2020 Census can't be shared or used against you in any way. Your information is only used to generate statistics, it can't be shared with immigration or law enforcement agencies, and it can't be used to determine your eligibility for government benefits. Your privacy and security are taken seriously.

For complete information go to <https://californiacensus.org/>

Enter the *Cloverdale Connect* Front Page Photo Contest!

Submit your photograph for a chance to be featured on our Front Page in an upcoming issue. Submit your photos* any time of the year using the following general themes:

September: Vineyards
October: Pumpkins
November: Fall into Winter
December: Christmas tree
January: Winter Scene
February: Love, Peace, Friendship
March: Succulent Gardens, Fairy Gardens,
Painted rocks
April: Front Door, Front Porch
May: Spring Flowers
June: Our Graduates
July: Fourth of July
August: Summer Fun

Each month the *Cloverdale Connect* Front Page Photo Winner receives a FREE drink from **Rockin' A Adventure Café**, Email your photos to info@cloverdaleconnect.com or mail to P.O. Box 404 (sorry photos cannot be returned – make sure you retain a copy)

*Be sure to get permission from anyone in your photo for publication in *Cloverdale Connect*



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Windsor

707 836 1840
MarkShimizuDesign.com



The Cloverdale Senior Multipurpose Center and the Redwood Empire Food Bank in partnership to feed our community.

NEW STOP SIGNS INSTALLED ON N. CLOVERDALE BLVD

On Tuesday, June 23, 2020 the City of Cloverdale Public Works Department installed new stop signs in the 600 block of N. Cloverdale Blvd at the intersection with North Street. Motorists are advised to use caution when approaching the area and should anticipate delays beginning at 6:00 am.

The stop signs are being installed as a means to enhance traffic safety at the intersection where school aged children are often present and utilizing the crosswalk while on their way to and from school. The City of Cloverdale and Cloverdale Police Department recognize the importance of pedestrian safety and strongly advise motorists to be extra cautious at all intersections within the city.

As a courtesy, the police department is sending press releases to alert the community of the new sign placement and to remind motorists to obey traffic laws pertaining to posted stop signs as defined in California Vehicle Code Section 22450(a) VC- *The driver of any vehicle approaching a stop sign at the entrance to, or within, an intersection shall stop at a limit line, if marked, otherwise before entering the crosswalk on the near side of the intersection. If there is no limit line or crosswalk, the driver shall stop at the entrance to the intersecting roadway.*

Cloverdale Police Officers will be present in the area of the intersection for additional enhanced safety and will be enforcing traffic laws.

For further information please contact Chief Ferguson at 707-894-1736 or email at jferguson@ci.cloverdale.ca.us.



In our next issue of Cloverdale Connect: Fairy Doors, Back-to-School, Voter Information, Seen Around Town, and More!



Coming soon – a 96,000-square-foot wine storage warehouse for Sonoma County Vintners Co-Op, Inc. on South Cloverdale Blvd., south of Kelly Road.

Management Connections


ONLINE VIRTUAL JOB FAIR




Businesses Reopening and are in Need of Employees
CONNECTING LOCAL TALENT WITH GREAT EMPLOYERS
Full time & Part Time, Temporary & Long Term Positions
Every Tuesday in July – 11:00am
Job Seekers Register: www.norcaljobs.com
Businesses call today to participate at no cost.
For more info call: 707-263-4JOB

When it comes to your to-do list, put your future first.

To find out how to get your financial goals on track, contact your Edward Jones financial advisor today.





Alvin L. Myers
Financial Advisor
231 North Cloverdale Blvd
Cloverdale, CA 95425
707-331-2267

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Cloverdale Cares

A Guide to Local Service Clubs & Non-Profit Organizations



Cloverdale Chamber of Commerce

126 North Cloverdale Blvd.
Cloverdale 95425
707.894.4770
info@cloverdalechamber.com

Cloverdale Volunteer Firefighters Association

707.894.3545
black@cloverdalefire.org



Rotary Club of Cloverdale

P.O. Box 388
Cloverdale 95425
707.894.5789
markthayer411@yahoo.com



P.O. Box 762
Cloverdale 95425
707.894.2514
kofc@msn.com



Kiwanis Club of Cloverdale

P.O. Box 367
Cloverdale 95425
707.894.3222
mailcentercloverdale@gmail.com



Cloverdale Lions Club

P.O. Box 763
Cloverdale 95425
jlspitzer@comcast.net



Cloverdale Roadrunners Car Club

<https://www.facebook.com/CloverdaleRoadrunnersCarClub/>

Boys & Girls Club of Sonoma County/Marin

1400 N. Dutton Avenue
Santa Rosa 95401
707.528-7977
jweymouth@bgcsonoma-marin.org

Jefferson Elementary PTA

315 North St
Cloverdale 95425
angela.jeffersonpta@gmail.com



Courtney's Pumpkin Patch

529 Venezia Way
Cloverdale 95425
707.894-2038
courtneypumpkinpatch@comcast.net



Cloverdale Ponytail League

111 Brookside Drive
Cloverdale 95425
707.321.1917



Cloverdale Senior Multipurpose Center

311 Main St
Cloverdale 95425
707.894.4826
melanie@cloverdaleseniorcenter.com



Cloverdale Citrus Fair

1 Citrus Fair Drive
Cloverdale 95425
707.894.3992
info@cloverdalecitrusfair.org



C.A.R.E. Foundation

P.O. Box 770
Cloverdale 95425
cusdcare@gmail.com



American Legion

P.O. Box 535
Cloverdale 95425
707.894.0712
ferme1@comcast.net



Cloverdale Performing Arts Center

209 N. Cloverdale Blvd.
Cloverdale 95424
707.894.2214
tickets@cloverdaleperformingarts.com



Alexander Valley Film Society

121 East 1st Street
Cloverdale 95425
707.893.7151
kathryn@avfilmsociety.org



Friends of the Cloverdale Library

401 N. Cloverdale Blvd.
Cloverdale 95425
707.894.5271
friendscloverdalelibrary@gmail.com

cloverdale *arts* alliance

Cloverdale Arts Alliance

204 N. Cloverdale Blvd.
Cloverdale 95425
707.894.4410
info@cloverdaleartsalliance.org



Cloverdale Historical Society

215 N. Cloverdale Blvd.
Cloverdale 95425
707.894.2067 office@cloverdalehistory.org

Connect with Our Cloverdale Community Here's How

Support our local businesses
Volunteer
Donate – your time, your money, your expertise
Pick up litter
Help your neighbors
Stay informed





Eric A Ziedrich
Lic: 02067080

16276 Healdsburg Ave
Healdsburg, CA 95448
\$4,950,000 MLS#21926713

Known as Belle de Jour to locals, this estate property offers a rare opportunity to own one of the largest parcels available within the Healdsburg City limits, a comfortable walking distance to the cherished Downtown Plaza.

Healdsburg Sotheby's Int'l Realty
707-495-0118



Eric A Ziedrich
Lic: 02067080

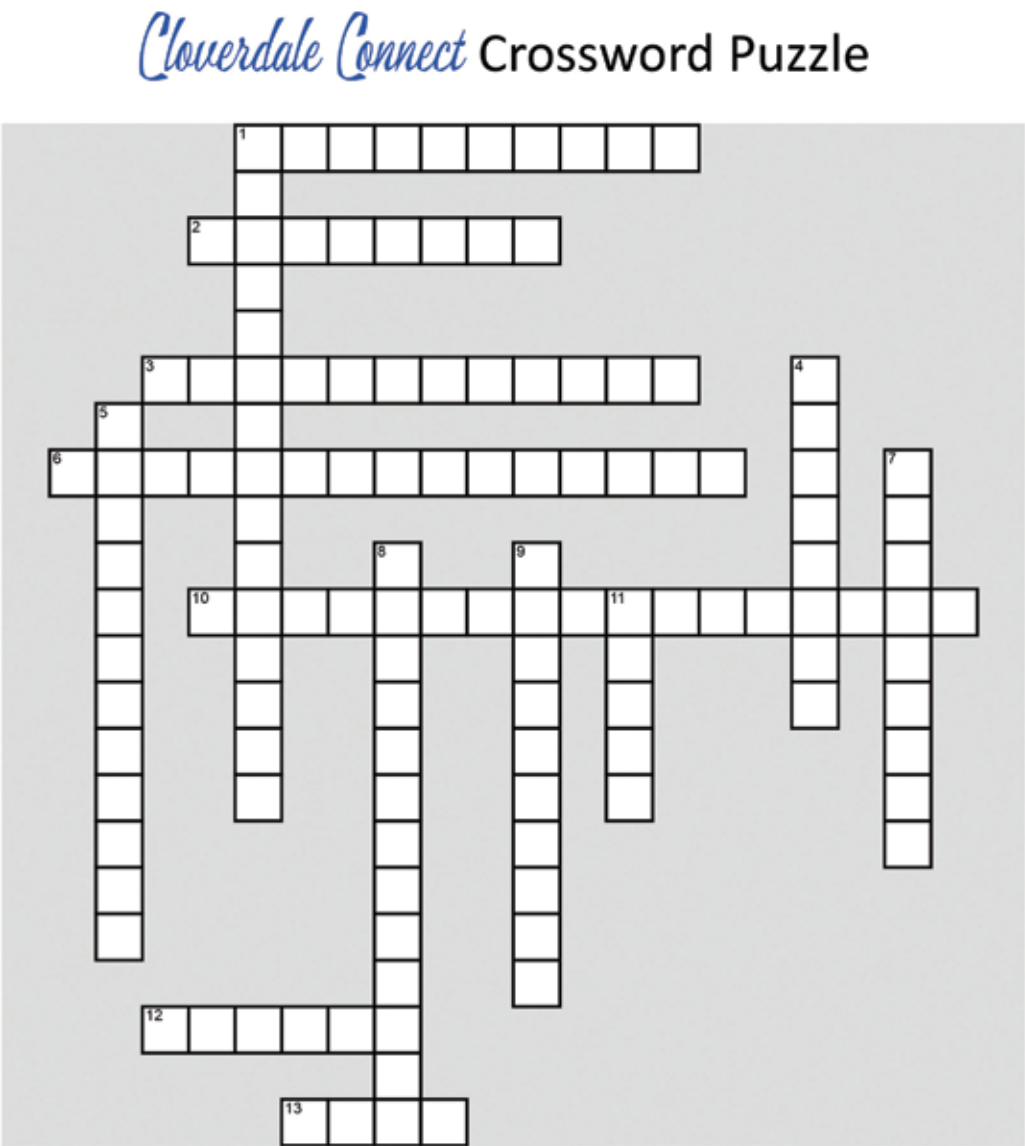
3075 Hendricks Rd, Lakeport CA 95453
\$1,495,000
MLS#22005755

7 acre property with panoramic views, this 2800sf 2 bed/2 bath is a special and rare opportunity. Additional building site (approved 1 BR/1 BA ADU) and large shop, with water, sewer and power connections in place.

Healdsburg Sotheby's Int'l Realty
707-495-0118

CLASSIFIED ADS

<p><i>Cloverdale Connect</i></p> <p>Classified section for your ad or listing - tell us what you need us to know in 25 words! 25 words for \$25!</p>	<p>HELP WANTED!</p>
<p>LOST DOG</p> 	<p>YOUR AD HERE</p>
	



Across

- 1 Family fun in February
- 2 Mulch and soil royalty
- 3 She was once a circus girl
- 6 Popular summer evening event
- 10 New monthly publication
- 12 Round citrus fruit
- 13 Pat Paulsen was mayor

Down

- 1 Fireworks, Father's Day, Christmas Trees
- 4 Another late night out
- 5 Built but not yet in use
- 7 Legendary stage coach robber
- 8 Runs the Cloverdale Chamber of Commerce
- 9 Swim, sail, fish, water ski, hike, camp
- 11 School mascot

Your Cloverdale Connections

As Cloverdale no longer has a local phone book, make sure your business card appears here

CLOVERDALE
Saw & Mower
Center



CHUCK SIBERT
DARREN SIBERT
Bus. (707) 894-2273
Fax (707) 894-8485
closaw8@yahoo.com

1301 South Cloverdale Boulevard, Cloverdale, CA 95425



Alvin L. Myers
Financial Advisor
231 North Cloverdale Blvd
Cloverdale, CA 95425
707-894-0277

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707.239.0624
amanda.beeler@gmail.com
www.golfwithamanda.com



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105 Kay Court
Cloverdale, Ca 95425
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