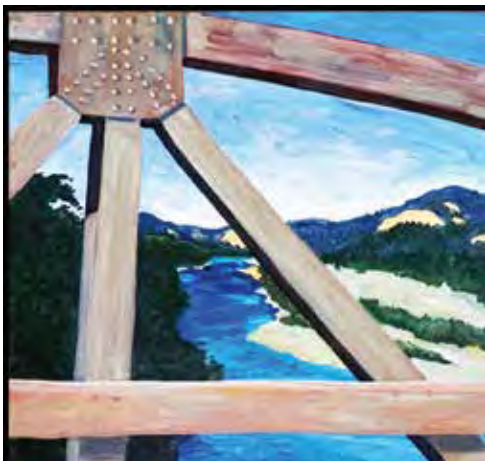


Artist: Joe Cotruvo



Local Resources • Events • People



FREE

CLOVERdale Connect

Bringing our community together since 2020

February 2024



Editor's Note

It's February - the LOVE month. I read this recently: "I am grateful for precious friendships in my life. The joy of sharing with others and finding humor in our mutual flaws - that's friendship. Relationships are precious." Let's have this month be about patience and kindness, and not just about candy hearts and flowers. Almost everyone I know is struggling with something - health, money, work, personal relationships, politics. Just be nice. Be thoughtful. Be a friend. I'll be previewing the Crown Princess cruise ship out of San Francisco this month in preparation for our **Cloverdale Connect** cruise to Alaska in May. I'll share photos and videos on the **Cloverdale Connect** Facebook page. Please follow our Facebook page to find up to date information about events and businesses and special **Cloverdale Connect** content. I'll see you around town!

Dana



The groovy Citrus Fair staff - Roman Suarez-Flores, Monica Carbajal, Thomas B. Keaney, Neidi Calvillo & Roy Parkin - are feeling "Peace, Love & Unity" while reading *Cloverdale Connect*!



Front Page Photo Contest Winner

Brenda Norberg wins a Gift Card from **Cloverdale Nursery**

It's That Time Of Year!

The trees around our town are abundant with oranges and lemons and the town is full of excitement for the Cloverdale Citrus Fair. A time-honored tradition, the Cloverdale Citrus Fair began as a typical country fair in 1892 and still remains the earliest fair held in California each year. Come out and enjoy the parade, the rides, the food and beer booths, the animals, the blue ribbon winners, the music, and more. This year's theme is Peace, Love and Unity. February 16th through the 19th. On theme, let's all unite around our love of Cloverdale!

EXPERIENCE
CLOVERDALE

*** Cloverdale Citrus Fair ***
PEACE, LOVE & UNITY
*** February 16 - 19, 2024 ***

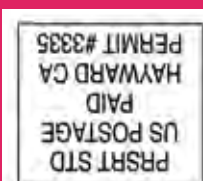
Pre-Sale Tickets Available

www.CloverdaleCitrusFair.org



SCAN
ME





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POSTAL CUSTOMER

Look Inside!

Cloverdale Citrus Fair, Mindfulness, Steelhead Festival, Happy Dog Park Users, and much more!

Cloverdale Connect Inc PO Box 404 Cloverdale CA 95425



CUSD Teacher of the Month

Lisa Fogg

Sponsored by
Dahlia & Sage Community Market



For many people in our community, they can't think of Washington School without thinking fondly of Lisa Fogg, who started as a PE teacher in 1993. After years of coaching PE, she accepted a 5th grade teaching position at Washington School. During her time at Washington, she has made a positive impact in well over 1,000 students' lives. Lisa dedicates so much extra time and energy to her students as individuals, adjusting curriculum to

fit each student's needs, all the while keeping an open line of communication with parents and guardians. After school, she tutors students, mentors new teachers, and is constantly looking for new ways to support her current students. Above all, she is a positive role model for all around her.

One of the biggest events on campus each year is the Turkey Trot in November. A lot of time and energy is needed to pull it off. Raising the money to purchase 25 turkeys, organizing the distribution to the families, organizing the school-wide event making sure all who participate get an ice cream, and a day to remember, is all thanks to Mrs. Fogg who has kept this event going for almost two decades.

When Lisa is not working, she enjoys walking, watching comedies, tending to her chickens, watching her beloved Alabama Football, and spending time with her family, especially her grandson. A characteristic she carries with her in both her personal and professional life

is her positive attitude. She is a light for so many. Cloverdale Unified School District and the Cloverdale community is very fortunate to have Lisa Fogg as part of our family.

"Roll tide!" - this is one of Lisa's Alabama slogans that she is known for saying regularly.

Thank you, Mrs. Fogg, for your commitment and excellence to CUSD. We look forward to many more years with you

Oops! We Goofed!

In our tribute to Rhonda Knowles in the January 2024 issue of **Cloverdale Connect**, we provided incorrect information. The correct names of her children are "Derek" and "Riki". Also, Rick is her husband. We apologize for our error, Rhonda!

Annual Garden, Landscape & Building Special Section

April 2024 issue of *Cloverdale Connect*

Attention! Nurseries, Landscapers, Builders, Landscape Materials, Equipment Rentals, Garden Art and related businesses!

RESERVE YOUR PLACE NOW!

Make sure **your** business is included and featured in the **Garden Guide**

Choose from many available ad sizes or run "advertorial" showing the community that YOU are the expert on a subject related to gardening, landscaping or building


Be sure to reserve your space NOW!
DEADLINE MARCH 15TH!




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Thoughts from a Small Business Owner
Anonymous

I recently had a conversation with a local community member who expressed frustration about a business that had previously closed its doors in our town. Now they find themselves having to travel to an out-of-town business to meet their specific needs. I explained that businesses don't close willingly; rather, they are forced to do so. The last thing a business owner wants to do is permanently close their shop. Small business owners are passionate about their work and invest their hearts, souls, and savings into their business. They are all-in, giving their absolute best. Therefore, when a business closes, it's not by choice; it's simply not sustainable, often due to insufficient income and too few customers.

As a small business owner, I can personally attest to the number of times someone has said, "I sure hope you make it." I feel the same! It's scary to consider that, like the businesses before us, there's a chance we may not succeed. The uncertainty is always there, lingering in the background, yet every day we pour our passion, dedication, and hard work into trying to make it work, with the hope that our community will stand by us.

So, as you plan your next purchase, appointment, or meal, please remember to support your local small businesses. We set up shop here to contribute to the community, and we sincerely hope you'll support us in return.

The New SoCo Refillery + Collective
Opening Soon!

Have you heard the news? SoCo is moving to a larger space right next door on First St. on February 1st! Not only will they stock more of what you've come to love: refill products, plastic-free items, children's clothing and toys, fair trade offerings, locally made gift items, and a larger curated second-hand section they will be joined by other local small businesses who will make up the Collective.

Be sure to stop in starting February 1st to see what it's all about. Follow them on Instagram and Facebook for more up to date information.





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**You are the heart
of our business.**

THANK YOU CLOVERDALE!

TEDI SPAIN & MARIA KENNEY
707.292.3060 | 707.696.2258
DRE# 01302532 | DRE# 01223041





PET of the MONTH



Oscar and Cthulhu

While they have many opposites, Oscar and Cthulhu enjoy sunshine and cuddles. Oscar loves long hikes exploring Porterfield Creek.

Danni Baird

Prizes courtesy Clover Dog Pet Supply & Wash and Cloverdale Connect. Send your pet photos for PET of the MONTH to: info@cloverdaleconnect.com.

Cheers to Tylie Hatcher Michael Driver



Special pat on the back to senior player Tylie Hatcher! Tylie surpassed the 1,000 point career plateau on January 5th vs Willits. Her achievements are even more impressive when you take into account that she lost her Freshman season due to Covid-19. That season was cancelled because of the virus, so she reached the mark in 3 years. Outstanding performance, Tylie!

CELEBRATION NOTICES

**Birthdays • Weddings • Memorials • Retirements
Anniversaries • Birth Announcements**

*\$1 per word + photo in print edition
and online at cloverdaleconnect.com*



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cloverdalelaw.com

Eagle Pride Boosters Award



This year's Eagle Pride Boosters Community Award goes to Sean Geske, who has been a tireless supporter of Cloverdale Athletics for many years. Sean moved to Cloverdale on Valentine's Day in 2000. Coming from a military family that moved from base to base in his youth, this has been the longest period that Sean has lived in one place. Sean considers Cloverdale his home. He worked at CHS and Washington School from 2000-2011 as the safety supervisor and from 2011-2023, he worked in the wine industry as a chef.

Sean started coaching football in 2004 and next year will celebrate his 20th year as a coach. He has volunteered for many years as the basketball shot clock operator and score-board operator, and started singing the national anthem at games in 2020. Sean was hired back at CHS as our safety supervisor this year and they are happy to have him back.

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Whisker Talk

Brigid Wasson

**"Helping pet lovers live
their best life"**

Rain, rain, go to Spain! Mind you don't come back again. In this weather we don't like to be outside and neither do our dogs. This lack of exercise can lead to overgrown toenails. Some dogs keep their own nails worn down from walking and playing outside on hard surfaces, while others have nails that grow very long despite exercise. In any case, it is very important to check your dog's nails at least once a month for signs of overgrowth. The nail on the dewclaw -- what would be a thumb on a person -- is especially important because it does not touch the ground. This nail can easily be overlooked. If your dog tolerates it you can do your own nail trimming at home. Be sure to use a scissors-style clipper made especially for dogs. You can use the cat one on a very small dog like a Chihuahua. Be careful to only trim away dead nail tissue and not the "quick" or live tissue inside the nail. If you are unsure you can have this done at your veterinarian's office or groomer.



Cloverdale Church Guide

The Church of Jesus Christ of Latter Day Saints
1011 S. Cloverdale Blvd.
Cloverdale, CA 95425
707.894.2910

Cloverdale Seventh-Day Adventist Church
1085 S. Cloverdale Blvd.
Cloverdale, CA 95425



**Good Shepherd
Episcopal Church**
Open, Affirming, and Welcoming
Sunday Services at 10 AM
Taize Meditation Hour Tuesdays – 9:30 AM
122 North Main Street, Cloverdale
707-891-6015 / goodshepherdclloverdale.org





Grace Lutheran Church
890 N. Cloverdale Blvd. Cloverdale, CA
www.GraceCloverdale.org
Join us for worship 10:00 am in person
or by web - Facebook LIVE
"Grace Lutheran Church Cloverdale CA"

Jehovah's Witnesses
27100 Dutcher Creek Rd.
Cloverdale, CA 95425
Phone: 707.894.4490

Living Water Church
450 S. Franklin St.
Cloverdale, CA 95425
707.894.3274

Oat Valley Baptist Church
31000 Cooley Lane
Cloverdale, CA 95425
707.894.2998

Parkside Christian Chapel
553 W. 2nd St.
Cloverdale, CA 95425
707.894.2893

St. Peter's Catholic Church
491 S. Franklin St.
Cloverdale, CA 95425
707.894.2535

The Bridge Foursquare
50 Commerce Lane Ste. C
Cloverdale, CA 95425
707.894.5050



We are a church that tries to follow the example and the teachings of Jesus through the kindness and compassion of our missions. We welcome all of our neighbors with an open mind and without discrimination or judgement. Our messages and music give us hope and lead us to a closer spiritual relationship with God. Please join us.

UNITED CHURCH OF CLOVERDALE
439 N. Cloverdale Blvd. Cloverdale
707.894.2039 www.uccloverdale.org

Purim! Riva Orr

It is two months until the next Jewish holiday:
Purim! another day that we celebrate victory!
When our people were endangered once again
By a certain individual's insecurity
His name was Haman/He was of a high position
And had grown quite accustomed
To every stranger's adulation.
So when he learned/That Jews don't bow down to him,
He sought revenge./But his plans got turned around
on him!
Not wanting to waste space and ink,/I'll let those who
are interested/Learn more on their own...
But the holiday is older than that story/For reasons that
16th-century Jews/Would not have condoned!
There's reason to believe/That this holiday was to
celebrate fertility.../That Queen Esther is The goddess
Ishtar/With fertile symbolism in the triangular cookie!
So that should leave a couple of hints without spoiling
each story./one from when the Jews were also pagans/
and one made up to erase our pagan history!



Rotary Club of Cloverdale was proud to present a donation to the Cloverdale Police Officers Association in recognition of their outstanding service in keeping Cloverdale a safe and secure city. Pictured is officer Jim Strattan, Rotary President Robert Redner, and officer Carlos Nunez.

How to Navigate Difficult Energies Nora Archambeau, M.A.

When beginning a new year (Chinese New Year is February 10), I take time to reflect on how I can better navigate difficult situations that arise. This might be a surly store attendant, a brash colleague, or an unexpected expense. Assessing the situation before taking any action is important rather than quickly judging it and possibly being reactive instead of responsive. There is a difference. Reactivity usually comes from the ego, which can sometimes be quite unhelpful, and can worsen the circumstances. Responsiveness gives space to an incident by allowing us time to act and come from a place of understanding, compassion, and awareness.

What are some of the “how to cope with life” tools in my tool chest that can be applied? Here are a few to consider in the moment:

1. **Humor:** Can making light of the moment relieve any tension?
2. **Detachment:** By remaining neutral, will this help dissipate the tenseness, in myself or in the other?
3. **Redirection:** This is a number one technique I utilize working in health and education that often channels a challenging situation into a softer, more effective result.
4. **Let it Go:** Easier said than done! But it works when forgiving the other's misstep and/or allowing my own sensitivity to remain intact.
5. **Practice Silence:** Is it necessary to say anything at all? Pause. See what other options present themselves for a peaceful resolution. Sometimes being a silent witness or compassionate listener is all that is required of us. Doing so just may ripple outwards that spreads Peace.

Here are other useful tools that I have developed over time with regular practice and patience: Stacked Breathing Meditation; Intentional Yoga; exercise; watching spiritually based Tarot, Astrology, and Angel Card video readings; creating a mantra (a word, a quote, a song) that helps recenter myself; and analyzing my dreams regularly offers insight on how to navigate difficult energies.

Pet Adoptions



Noodle is a sweet Pyrenees looking for a home. She is shy at first but warms up and is very friendly. She will need exercise and regular grooming.

For more info go to
24PetConnect.com and
search ID/Tag A419313.

Become a Sponsor of Pet Adoptions

info@cloverdaleconnect.com for more information!



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NEW SPECIALS EACH MONTH!
131 N. Main Street • Cloverdale

Courtney Jade Davis February 6, 1991 – January 5, 2008



January 5th marked 16 years that we have been delivering a can of corn to friends and family in Courtney's memory. We distribute 221-321 cans of Green Giant corn, which was one of Courtney's favorites. If you did not receive a can then we don't know where you live. Additionally, rock was delivered to Courtney's memorial site at the Cloverdale River Park and on her birthday, February 6th, we will be adding new plantings. The site is there for everyone to enjoy to have a picnic, sit on a bench overlooking the river and enjoy the shade of the trees we have planted over the years.

The raffle drawing will also take place on February 6th and we want to extend our sincere thanks to everyone who has supported Courtney's Pumpkin Patch and our raffle.

Happy 33rd Birthday Courtney Jade....we wish you were here.

Mom and Dad

"Life is only as bad as you make it"



Luggage Smarts When Traveling Craig Clark

Always track your bags

Apple's AirTag, introduced in early 2021, is the most popular system used by travelers to track luggage. It is also the easiest to use. An AirTag doesn't require a subscription and uses Bluetooth technology.

How to avoid losing your luggage

Buy sturdy and colorful bag tags.

Mark it up. Use tape, strings, spray paint — anything that'll make your bag stand out.

Make sure it's going to the right place. Those three-letter airport codes can be counterintuitive, so if you don't recognize the one on your tag, ask the ticket agent.

Take a picture. Use your cell phone camera to take a photo of your bag before you check it in. It'll be easier to track down when you can show an airline or train employee a picture of the missing item.

Keep a packing list. If you lose your luggage, you'll know what's missing.

What to do when an airline loses your luggage

Look around. If you're at a luggage carousel or at a train station, have a look around. Sometimes, luggage arrives early. Airlines will place it next to the carousel or in a holding area.

File a claim. The sooner you let the airline, rail operator, cruise line, or hotel know of your loss, the sooner they can find it. Get something in writing that documents your loss. If necessary, call the police and fill out a report.

Ask for an allowance. You should be able to get a stipend to buy toiletries and clothes while they look for your belongings. Be patient. It can take weeks, and sometimes months, to recover lost luggage.

Complete coverage on this subject is available at <https://www.elliott.org>

La Familia Sana News



La Familia Sana elves were exhausted after ensuring almost 169+ families received Christmas presents this year. That's 600+ people! Thank you to CVNL Secret Santa Program for the generosity and community support.

Laura Arreguin-Vazquez, Community Development

Specialist, is in love with our Arte Organico Program. Families meet monthly at Geyserville Elementary School to create and learn together. Laura shared "bridging connections between parents and youth through art with Spanish language access has been incredibly healing to support". Contact Laura to learn how to support this program!

Thank you to the Redwood Empire Food Bank for your ongoing support to feed our families and seniors and a huge shoutout to Freestone Ranch and Lepe's Meat Company for your generous donation of meat just in time for the holidays!

CCF CEO Heads to Solano County Fair



Cloverdale Citrus Fair CEO Tom Keaney has announced his transition to the leadership of the Solano County Fairgrounds starting March 1, 2024.

"This past year in Cloverdale, I've had the immense privilege of working alongside a dedicated team and passionate community to enrich lives through vibrant events and agricultural education," Keaney expressed.

Cloverdale Citrus Fairgrounds Board President, Gary Seavey, shared, "We are incredibly grateful for Keaney's immense contributions. His vision and leadership have positioned the Fairgrounds for continued success. We are moving forward with a search for a new CEO, and finding the right person to continue the traditions of our heritage fair."



Kelli, It's been 60 years since we celebrated our wedding at The Fairmont Hotel, "The Night They Invented Champagne"

My love still bubbles over for you.

Gerald



Raymond,
What fun adventures we have had!

Hoping (and planning) for thousands more!

Thank you for meeting me at the yogurt shop over 10 years ago.

Love, Dana



Jude Latchford

September 22, 1943 – January 11, 2024

“that is all I want”



The last Christmas gift I gave my mom was to promise her that since she was the first one to hold me in her arms when I was born, that I would be holding her when she passed. I cannot describe the smile, but she said, “that is all I want.”

January 11th at 11:58AM that is exactly what happened. One of the advantages of being the sole surviving member of my family is that there is no one's approval I seek on how I

choose to write her obituary.

Jude Latchford made it to 80, when she had always said that was her goal. She would tell you she had a wonderful life, a daughter she loved, a husband she was ready to unite with, missing him terribly since his passing in 2011. She will forever be remembered by any who knew her to have a genuine smile that people could feel. An unfailing belief in kindness and that she was an incredible listener to anyone in need, including strangers. What many didn't get to see was her stubbornness and her intensely competitive spirit that did not mellow with age. I would venture a guess that her passing on the 11th, the same numerical day as her older sister was no coincidence.

She supported local arts and businesses, was quick to buy any child a book who was willing to read, loved her church family at Good Shepherd and loved few things as much as a great pair of shoes and a properly made Gin Martini.

Although I look much like my dad, it was my mom from whom I inherited my optimism and desire to feel joy. She longed for our country to find peace and for people to remember to never let go of hope. She got to experience Cloverdale for the last 12 years of her life and often referred to it as the shire, which always put the biggest smile on her face.

For every single Cloverdale resident whose life she connected with, I want to say a HUGE Thank You. Thank you for always making her feel a part of this amazing community and thank you for keeping a part of her alive in you with whatever memories you shared. My mom's favorite word was “hope” and may the seeds she planted here continue to take root and that all who knew her help to keep hope alive by feeding it, passing it on to others and reminding others that anything is possible if only we believe.



Did You Know?

Beautiful cut flowers for Valentines Day are available at Cloverdale Nursery and at Dahlia & Sage Market.

Open Chamber of Commerce Board Seats

The Cloverdale Chamber of Commerce is excited to announce that there are open seats on the Cloverdale Chamber of Commerce Board of Directors, and they're looking for two dynamic individuals to join them in shaping the future of our community. If you are passionate about contributing to positive change and have the energy to make a difference, they invite you to apply.

Term: 3 Years May 2024-May 2027

Meetings: Monthly Board Meeting

Application Deadline: February 15th, 2024

Don't miss this opportunity to be a part of a dedicated team working towards the betterment of our community.

For an application contact
savanah@cloverdalechamber.com

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Our program serves children of all abilities,
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Nuestro programa provee servicios a niños de todas las
habilidades incluyendo aquellos con necesidades especiales.

English



Community Action Partnership of Sonoma County and its programs,
Head Start & Early Head Start are equal opportunity providers.
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programas, Head Start y Early Head Start son proveedores de igualdad
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Español



CELEBRATION NOTICES

**Birthdays • Weddings • Memorials • Retirements
Anniversaries • Birth Announcements**

*\$1 per word + photo in print edition
and online at cloverdaleconnect.com*

The Head Start preschool is looking for children ages 3 & 4 to attend preschool and 18 months to 3 years for their toddler program in Cloverdale. FREE! Contact Lisa Reyes, 707-481-4282

Love what you do and
your life will show it.

Job

**MANAGEMENT
CONNECTIONS**

707-894-4400

Community Calendar

February 1 Thursday

The Jazz Club, Cloverdale Arts Alliance

February 3 Saturday

Cloverdale Wine Walk

February 10 Saturday

Steelhead Festival

Blues Night, Cloverdale Arts Alliance

February 13 Tuesday

Art Classes, Cloverdale Arts Alliance

February 15 Thursday

Cloverdale Citrus Fair Carnival Pass Deadline

Dirty Cello, Cloverdale Arts Alliance

February 16 Friday

Cloverdale Citrus Fair Senior Day

February 17 Saturday

Cloverdale Citrus Fair Parade

February 18 Sunday

Cloverdale Citrus Fair Family Fiesta

February 19 Monday

Cloverdale Citrus Fair Kids Day

February 20 Tuesday

Household Hazardous Waste Event

By appointment only.

ZEROWASTESONOMAHHWEVENT.AS.ME/CLOVERDALE

Art Classes, Cloverdale Arts Alliance

February 21 Wednesday

Beginning Guitar - (Free) Cloverdale Arts Alliance

Americana Night – Dirty Cello, Cloverdale Arts Alliance

February 23-25 Friday-Sunday

Electronic Waste Event, Cloverdale Citrus Fairgrounds

February 27 Tuesday

AVFilm Star Chefs Celebrate Film, Food & Wine,

Lo & Behold, Healdsburg

Art Classes, Cloverdale Arts Alliance

February 28 Wednesday

Guitar Lessons (FREE)

Music Theory on the Fretboard

Rise Above Reliance on TAB!

Cloverdale Arts Alliance

For complete event details and more local events go to
www.cloverdaleconnect.com

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adsales@cloverdaleconnect.com 707.322.3403

**February Gardening Tips from
Sonoma County Master Gardeners**

Sponsored by Sanz Nursery

- To protect frost-tender plants such as Citrus, Bougainvillea, Hibiscus, and Tibouchina, use an anti-desiccant spray such as Cloud Cover or a spun fabric floating row cover when frost is actually predicted. Covering plants with sheets or lightweight blankets or burlap is another option. If you use plastic sheeting, do not allow plastic to contact foliage. A strand of Christmas lights in a tree is often enough to protect a plant.
- Clear vegetation as soon as possible. It is important not to clear brush and trees during bird nesting season March 1st to August 31st to protect our bird populations.
- Finish pruning roses. A general practice in Sonoma County is to have them pruned by Valentine's Day.
- You can plant bare root trees and shrubs that are now available at nurseries.
- Snails may begin making their presence known, either directly or by holes they eat in leaves. Removing by hand is an effective control method, but it takes dedication to go out in very early morning or after dark armed with a flashlight to catch as many as possible. The more you control snails before they lay eggs, the fewer there will be later.
- Clean and sharpen garden tools using a rasp or stone. Sharp pruners are easier on both plants and your joints. Storing hand tools year-round in a 5-gallon bucket of sand with some vegetable oil mixed in helps keep them sharp. Every time you push them into the sand, the tools will get an effortless cleaning and lubricating. Motor oil isn't recommended, as it's harsh on hands and difficult to dispose of properly.
- February is a good time for washing out old pots and trays. You can put clay pots in the dishwasher after first rinsing off dirt and debris. The dishwasher will sterilize them and they'll be ready for spring planting. Rub pots with linseed oil after cleaning to make them more attractive.

Cloverdale Performing Arts Center Presents

Edith Piaf
Beyond Paris Skies

SonoMusette
performs the songs of Edith Piaf

featuring Parisian singer
Mimi Pirard

Saturday, February 10, 7:30pm
Tickets: \$25 online - \$30 at the door

www.CloverdalePerformingArts.com - 209 N. Cloverdale Blvd.

RIDE FREE

The Cloverdale Shuttle is
Free For All Riders!

Hop-On, Hop-Off, Anytime.

68

The Free-Fare Program
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CITY OF
CLOVERDALE

As the City Council and City staff embark on preparation of the City's budget in early 2024, it is helpful to understand the revenue sources including funds that support the City's programs, project and activities. Here is an overview of two key sources of revenue that contribute to the City's General Fund and support City activities:

- Property Taxes and
- Sales Taxes.

Overview of General Fund Revenue:

The general fund is a key component of a government's overall budget and finances. The general fund is flexible and covers a wide range of government activities, including public safety (Police & Dispatch) and a host of administrative functions such as Finance, Risk, Information Technology, Public Works, and Planning. The allocation of general fund revenue is determined through the City's two-year budgeting process, where priorities and spending decisions are made to meet the community's needs while maintaining fiscal responsibility.

Property Taxes

Property taxes constitute the largest share of the City's revenue stream, serving as a cornerstone for funding essential services. These taxes are levied on real estate properties within Cloverdale and play a pivotal role in shaping the budget. It's crucial to understand how property taxes are assessed, collected, and allocated to various City functions in order to provide residents with a comprehensive picture of how this revenue source impacts their community.

Assessment Process:

Annual Assessment: Property taxes in California are primarily ad valorem, meaning they are based on the assessed value of real estate. The county assessor evaluates property values annually. Proposition 13, a landmark property tax initiative passed in 1978, limits the annual increase of assessed values to 2% or the inflation rate, whichever is lower. This ensures property owners have predictability in their tax obligations.

Tax Rate Calculation:

The base property tax rate in California is 1% of the assessed value. This rate is applied to the assessed value determined by the county assessor. Local jurisdictions, including cities, school districts and special districts, may propose additional assessments, known as voter-approved indebtedness or bonds. When approved, these assessments contribute to the overall property tax rate.

Distribution of Revenue:

Property tax revenue is distributed to the City by the Sonoma County Auditor-Controller which is a position elected by the county voters. A significant portion (approximately 75-79%) of your property taxes are not distributed to the city but rather go to the county (~39%), schools (~33%), and special districts (Fire District 4% and Library 2%). A substantial portion of property tax revenue supports K-12 education, following the implementation of Proposition 98, which guarantees a minimum level of funding for schools. The remainder, approximately 21% of total property tax revenue, is distributed to the City. In the City's current budget, the City is forecast to receive approximately \$2.95 million in property tax revenue which constitutes nearly 52% of the anticipated general fund revenues.

Sales Tax

Sales taxes, another key contributor of approximately 20% of all General Fund revenue, are derived from sales transactions within the City. Understanding the dynamics of sales tax collection, rates, and distribution can offer insights into the economic vitality of Cloverdale. Of the total sales tax percentage (8.5%) paid in the City of Cloverdale, one percent (1.0%) is returned to the City.

A handful of businesses stand out as major contributors to the City's sales tax revenue, collectively forming the backbone of economic sustenance. The following top 25 sales tax generators play a crucial role, accounting for nearly 80% (\$792,398) of the City's total sales tax revenue:

Top 25 Sales Tax Remitters

7-Eleven Food Stores	Napa Auto Parts
Ace Hardware	No Limit Fine Wines
Chevron Service Station	O'Reilly Auto Parts
Classic Mill & Cabinet	Papa's Pizza Cafe
Cloverdale Automotive	Patriot Service Stations
Cloverdale Saw & Mower Center	Quik Stop Service Stations
Cocina Mexicana "El Milagro"	Ray's Food Place
CVS/Pharmacy	Red Door Remedies
Dollar General Stores	Sinclair Service Stations
Fast Gas & Mini Mart	Taco Bell
Grocery Outlet	Valley Pacific Petroleum Services
McDonald's Restaurant	West Coast Professional Door
Molyworks Materials Corporation	

The revenue generated by the City's top 25 contributors plays a pivotal role in funding critical City services, infrastructure development, and community initiatives. Understanding the concentration of sales tax revenue among these businesses empowers residents to appreciate the interconnectedness between their local commerce and the financial health of Cloverdale. Businesses including service stations, restaurants, and grocery stores contribute significantly to the City's total sales tax revenue of approximately \$1.1 Million annually. Sales taxes collected at service stations alone contribute nearly 32% of the City's sales tax revenue while restaurants contribute approximately 15% and food stores 8%.

When at all possible, **Shop Locally!** The community's continued support for local businesses ensures the sustained growth and prosperity of Cloverdale, creating a symbiotic relationship between our business community and community welfare.

Addressing the Financial Challenge: Meeting the Growing Needs of Cloverdale

While property and sales taxes serve as significant revenue sources for Cloverdale, they are facing challenges in keeping up with the escalating costs essential for sustaining existing services and initiating new projects. The demands on the City's resources have outpaced the growth in these revenue streams, necessitating a comprehensive review of funding options to meet the evolving needs of the community.

Revenue Challenges:

Existing revenue, primarily generated through property and sales taxes, has reached a plateau, falling short of meeting the rising costs associated with maintaining and enhancing essential services. The financial strain has become evident in the City's struggle to fund existing programs and address critical projects that are vital for the well-being of Cloverdale.

Exploring New Avenues:

Recognizing the imperative for additional resources, the City Council is actively exploring opportunities for a local tax measure in 2024. The decision to seek additional revenue is rooted in the commitment to ensuring the sustained growth and prosperity of Cloverdale. Recent polling indicates community support for increasing revenue through either a sales tax measure or a parcel assessment.

Community Support and Decision-Making Process:

While no final decisions have been made regarding the introduction of a revenue measure, the City Council is set to receive a presentation from staff in the coming months. This presentation will shed light on the potential components of such a measure, outlining the services and projects that could benefit from the additional revenue. The decision to place a revenue measure on the ballot will ultimately rest on the needs of the community and the potential positive impact such a measure can have on Cloverdale's future.

Several Sonoma County cities have already taken proactive steps by enacting local revenue measures to fund special programs and projects. Cloverdale aims to draw inspiration from these successful initiatives, considering the diverse ways in which additional funding can be channeled to address critical community needs.

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Jeff's Garden
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Cloverdale Senior Multipurpose Center

Melanie Hall

Celebrate Valentine's Day with the Open Hearts Trio

On February 14, the Cloverdale Senior Multipurpose Center will offer a free concert to celebrate Valentine's Day. The Open Hearts Trio's band members John Reese, Pat Simmons, Nancy Freitas, and guest percussionist Tony Rickwood will perform for this special "love" concert. You are invited to join us for light appetizers and drinks. Sponsored by a grant from Community Foundation Sonoma County, the concert will be held at the Senior Center, 311 N. Main Street, from 5:00-6:30 pm. Please call 707-894-4826 or come by to reserve your space by February 7.

In addition to this free concert, we are offering a couple of new classes. Stretch, Tone, and Balance on Tuesday & Thursday afternoons, 3:00-3:45, and Qi Gong/Drug-Free Secrets to Longevity, Monday mornings, 10:00-10:45.

On February 15, 10:00-11:00, our special guest for Coffee with the Mayor will be Johannes Hoevertsz, Director of Sonoma Public Infrastructure, Sonoma County. Come join us for an interactive discussion with our special guest and learn more about what is going on in our city and county regarding public infrastructure.



Save the date, on March 16, noon-2:00, we will have our first Literary Luncheon since 2019. Jeane Slone will present her historical novel; She Was an American Combat Nurse During World War II. Tickets are on sale now, members \$35, guests \$40. Ticket sales will end on March 8, 4:00 pm. Call or stop by to purchase your tickets, at 707-894-4826.

Do you want to live a better, happier, more fulfilling life? If so, come join William Cordingley, our meditation teacher, for two interactive 60-minute classes, Self-Care is Empowerment. The workshops will explain some simple, effective answers and tools you can use to enhance your life! Dates are February 15 and 22, 3:00-4:00 pm.

We can't wait for you to come and join us for some fun activities at your Senior Center.





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Employee -Ray's Food Place Experiences Positive Growth and Change

Ray's Food Place has been a community partner in Cloverdale since 1997. Becoming Employee Owned in the fall of 2019 has allowed employees to gain a greater sense of validation and ownership in their work. Being owners, this is reflected in growth and positive change over the past four years.

Ray's now offers a wider variety of International Foods with their "Foods of the World" program. The expanded Fresh Produce and Fresh Meats and Seafood departments have allowed Ray's to offer more variety and selection, and Ray's is also proud to offer many local wines and varieties ranging from Southern Oregon to the Sonoma and Napa Valleys.

Fulfilling needs by actively working to listen and respond to customer requests is a priority for Ray's Employee Owners. At the request of customers, if they don't carry an item that someone wants to see on the shelves, the purchasing and marketing teams work hard to get the items into the store.

As an employee-owned store, Ray's knows that each of the valuable store employees has a vested interest in working and shopping in the store, building a solid foundation for quality, cleanliness, and efficiency, and giving back to the community.

Ray's All-Access Program is a free program for all customers – When signed up, a customer earns one point back for every dollar spent, plus additional Bonus Points Items and fun offers like Triple Point Days. For every 500 points earned, an All-Access Customer receives a \$5 coupon. Additionally, Ray's makes your money work harder by giving 1% of what you spend straight to the Non-Profit Organization of Your choice with their Community Rewards program which is linked to the All-Access Program.

(For more information, go to www.gorays.com).

Lynn Boustany Joins Local Edward Jones

Lynn Boustany recently joined the Cloverdale Edward Jones financial services office as a branch office administrator (BOA) trainee. She joins Senior BOA Kristin Kurpinsky, a branch office administrator in the office for eighteen years.

"A branch office administrator is not only responsible for the daily operation, but also must provide top-level client service and marketing support for my activities," said Dolph Green, local financial advisor for the firm. Dolph added that he was impressed not only with Lynn's office skills and efficiency but also with her knowledge of the community. "I know she will be a terrific asset to our team as we strive to provide our clients unparalleled personal service," Dolph said.





Support our Cloverdale businesses!
Submit your "Shout Out" to
info@cloverdaleconnect.com

Each business featured in **Cloverdale Connect's "Shout Out"** receives a window sticker suitable for display, acknowledging that they are supported by our community.

Gaby and Neomi of **Gabys Housecleaning Services** showed up on time and ready to go with products, etc. Both my bathrooms and my floors are sparkling! So sweet, very easy to communicate needs and cleaning plan with, and great prices too! Highly recommended (Mention me for referral discount)
Crystal Nicole Dagler

Love it! Yes, indeed! Indeed! **The Beet Wine Lounge** for the win! Again!! Excellent lobster ravioli, mushroom pasta, wine and their champagne sorbet is delightful. Thank you for being in Cloverdale!
Trudie Bowen Folsom

Cloverdale Connect! You keep Cloverdale together. Your efforts are greatly appreciated by everyone in the community and we are lucky that you are doing what you do. Much gratitude!
Robert Redner

SHOUT OUT to **Regina Plumbing!** Woke up to find our pool had lost thousands of gallons of water overnight. I found a broken line at the filter and called crying emergency for them to help. They were here within 30 minutes and capped the broken line. So very grateful to Dean and his crew! Also thanks to my Pool Gal **Ambrynn Perrington** for her help as well!
Liane Fabian

Thank you, **Pick's Drive In** Cloverdale, fried chicken is delicious and pairs perfectly with the henhouse big chicken, triple IPA! The mac & cheese was awesome and your biscuits are so good, they remind me of my granny's biscuits!
Travis Ryan

Wholeheartedly recommend Andres at Symphonic Finishing. He has great attention to detail, is very reliable and upfront with pricing. Excellent communication throughout. He's done two projects for us and I look forward to hiring him for more.
Debra Jack

Thank you for suggesting Jesus at **Cloverdale Lock & Key**. He was fantastic!
Kelsey Cupples

Out & About

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Success Of 1924 Citrus Fair Beyond Expectations

Mary Jo Winter

One hundred years ago, the front page of the Feb. 22 issue of the Reveille featured a poem written by someone named Dale in anticipation of the 1924 Citrus Fair.

"It's bigger yes, and better than it ever was before, though we've had some famous Citrus Fairs in good old days of yore.

"But we've kept on growing, climbing since we made our youthful bow, and the folks who saw us as a kid would scarcely know us now.

"This Miss Cloverdale who greets you is the same sweet maiden rare, but she's grown so tall and stately that the sun's gold glints her hair.

"And she bids you hearty welcome to the Fair of Twenty-Four that is bigger, brighter, better than she ever gave before.

"Oh you golden Orange City of achievement and of fame! You are always up and coming, and you always play the game.

"So the folks have come to greet you and to see the sunshine glow, on the fields and on the orchards where the orange blossoms grow.

"Here the world is full of glory, here the rose and jasmine twine, here are joy and health and gladness, here the climate is divine.

"Here you needn't sigh for Beulah Land or any golden trail, for you're near enough to Heaven when you get to Cloverdale."

Thousands of people attended that year's event, with organizers deeming its success beyond expectations.

Organizers credited the cooperation of everyone in Cloverdale with keeping expenses down. Exhibitors built their own designs, local talent furnished the programs, and neighboring towns and communities loyally helped, as well.

Profits were in excess of \$3,000 – the equivalent of about \$55,560 in today's dollars – which was enough to finish paying for City Park. There was even talk of adding a pavilion and more improvements.

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The Clodems Ask: Are You Registered To Vote In The March Primary?

The 2024 California Primary election will be held on March 5th. While traditionally held in June, this change affords California voters an enhanced voice in the selection of presidential candidates for the fall election. In this election you can vote for: President; U.S. Senator; Representatives in U.S. Congress and the California State Legislature; and other candidates and proposed laws depending on where you live. Visit Vote411.org/California to see everything on your ballot, find your polling place, and get unbiased information on all your voting choices.

There is one state proposition, Prop 1: Mental Health Care and Addiction Treatment Reform & Bonds to Build Places for Treatment and Supportive Housing. You can get an unbiased recommendation at League of Women Voters, California <https://lwvc.org/ballot-recommendations>.

Reminder: The last day to register to vote is February 20. Individuals who have changed their physical address since the prior election will need to re-register. Voter registration forms are available at the Cloverdale library on the Boulevard and at the Post Office, adjacent to the plaza.

Railroad Station Under New Management

What was formerly known as Railroad Station, is now "Railroad" and is under new management. Led by charismatic and vibrant Hannah Gart, there are many positive changes being made, including a live music stage. Hannah, originally from Omaha, Nebraska, has lived in Sonoma County for over ten years. She brings her experience as former owner of a catering company, Farm & Further, plus years of event planning and retreat organization. She also hosted the blog "Healdsburg Social".

With a new menu featuring soup, snacks, salads, hot sandwiches and a full bar, Railroad also serves main dishes like "Clovertucky Chicken", steak and fries, fish and chips, and shrimp and risotto. Hannah has plans to serve breakfast at Railroad with an emphasis on "Dutch Babies". She is currently hiring new staff and locals will be pleased to know that "oldtimers", like Maurice, will continue to serve them.

Railroad is open 11am-10:30pm weekdays, and until 2am on the weekend. Wednesday night is a local favorite, Karaoke Night and Saturday night features live music. Included in Hannah's plans are a prime rib night, an oyster night and special monthly ticketed events with food and wine pairings. Railroad is located 236 S. Cloverdale Blvd., 707-894-4779





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January Cloverdale Weather

Average Temperatures H 56°F • L 41°F

Total Rainfall 9.5 inches

(as of publication date)



Affair Of The Heart And The Gut Anne Hillow, Alexander Valley Healthcare

I'm ambivalent about the big Valentine's Day month. Stores irradiate pink and red hearts, tone deaf to how one might feel. To us in the U.S, Valentine's Day traditionally celebrates romantic love and the traditional symbols abound. But is the heart, the storied seat of emotions, really the Queen of them? In fact, our emotions, whether it be "affaires de couer", or exasperation, are experienced in our hearts AND our gut.


A vital connection exists between these organs. Bessel Van der Kolk, in his book "The Body Keeps the Score", writes: "Intense emotions involve not only the mind but also the gut and the heart." Quoting Darwin: "Heart, guts and brain communicate intimately via the 'pneumogastric' nerve, the critical nerve involved in the expression and management of emotions in both humans and animals. When the mind is strongly excited, it instantly affects the state of the viscera so that under excitement there will be much mutual action and reaction between these, the two most important organs of the body."

Back to Van der Kolk: "...of course, we experience our most devastating emotions as gut-wrenching feelings and heart-break...But feeling as if our chest is caving in or we've been punched in the gut is unbearable. We'll do anything to make these awful visceral sensations go away, whether clinging desperately to another human being, rendering ourselves insensible with drugs or alcohol, or..." binge shopping, or binge eating. We've all been there. This is how powerfully our gut is involved in processing our emotions.

So a gut-wrenching experience really is just that: your viscera working in concert with your brain and your heart experiencing emotion alongside them. The next time you have a gut feeling, you'll know it's not just a figure of speech. The takeaway: Gut awareness and gut health are just as important as its co-Queen of emotions, the heart. Keep them both healthy with regular preventive care, good nutrition and physical activity.

Citation: Van der Kolk, Bessel A., "The body keep the score: brain, mind, and body in the healing of trauma" New York, New York, Viking 2014

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Cloverdale Library Community Connection

John Koetzner, Children's Services Librarian

Since we are beginning Black History Month, I thought it would be good time to share some library resources that are available to help us recall the rich cultural contributions of African Americans and their history. I've mentioned databases such as Kanopy and Hoopla in the past, but this month, I want to show a quick way to find some incredible resources. In Hoopla, you can search: black history month. It will pull up music that celebrates African American musicians such as Otis Redding, Ray Charles, Aretha Franklin, and more. It also has documentaries, eBooks, and even children's literature. Besides music, you can sort the results by categories such as audiobooks, movies, and television. Checkouts on these digital formats range from a week to three weeks.

If you search on Kanopy, which is a film and television series database, you can use "African Americans" and it will pull a good number of films and list categories for other searches such as African American artists, African American leaders, African American cinema, African American identity, African American history, and of course there is the kids portion of Kanopy for kids materials.

You can also visit the library to see actual exhibits of books, media, etc that we have on display for Black History Month. If you need help with a database, we're always happy to help.

Children

Spanish Music & Movement – Tuesday, February 13, 10:30 am
Bilingual Family Yoga - Tuesday, February 20, 10:30 am
Bilingual Family Storytime – Tuesday, February 20, 10:30 am

Teen

Teen Crafternoon: Cloud Lamps - Thursday, Feb 8, 4-5:30 pm
Space is limited, please register online or at the library.
Bilingual Paint Party for Teens - Thursday, Feb 22, 3:30-5:30 pm
Space is limited, please register online or at the library.

Adult

Library Book Club – The Soul of an Octopus Tues., Feb. 13, 6-7 pm
Charged Particles Jazz Trio – Saturday, February 24, 2-3 pm

Cloverdale Creative Corner

Christy Anne

I will admit a fun thing about writing under the header of Creative Corner. It opens itself up to a bit of interpretation because of the name itself. So, although next month I have a fun little project lined up for those makers out there who enjoy a little simple project now and then, this month I'm taking a bit of liberty.

The opinions on Valentine's Day vary from the ones who dive in with abandon and the loathers of the holiday counting the moments until it passes into the ether, granting another year before they must hear of it again. Although I am not one to get excited about it, when I was a child, I absolutely loved it and for a few reasons. It was an opportunity for my quite shy younger self to participate in something colorful, for someone I cared for, in anonymity. Trifecta for an introverted artist still trying to find her feet.

My love of re-purposing things only grows with the passage of time, so I thought perhaps I could offer up an alternative to celebrate perhaps not even so much Valentine's Day, but how to take a joy from childhood and breathe new life into it in both a unique and challenging way that those on either end of the spectrum could have a little fun indulging in. Yes, yes...although I am a reluctant optimist these days, I remain an optimist none the less.

Your creative challenge if you choose to accept is as follows: The rules are simple, but the 3rd and final on the list is inflexible as it is the core, or the soul of the challenge.

1. Think of someone you know, or perhaps don't know but see on a regular basis and they have touched your life in some way and think of a small something to do for them.
2. Be colorful and creative in how you surprise them.
3. DO NOT SIGN YOUR NAME. Be anonymous. Resist the urge to seek acknowledgement of your kindness and giving spirit.

That's it. That is the challenge. In a culture where we are constantly encouraged to acknowledge our awesomeness, don't. A nod to an old way of thinking perhaps, that it is the deed that is done, not the one doing it, that will truly warm one's heart.

Game on.

Oat Valley Baptist Welcomes New Pastor



Pastor Jon Pires was reached as a young boy through the bus ministry of Liberty Baptist Church in San Jose, California. Called to preach at a youth rally in the bay area and surrendering to ministry at youth camp his senior year of high school, he attended West Coast

Baptist College. It was there he met Natalea and the two were married in June of 2009.

Pastor Pires had the joy of serving as the Assistant/ Youth Pastor of Bible Baptist Church in Willits, California under Pastor Tim Johnson for almost ten years. During that time, they started and grew a bus ministry and served faithfully until God moved them back to Liberty in San Jose.

Pastor Pires served as Assistant Pastor to Pastor Stan Smith at Liberty and then Pastor Justin Burkholder after Pastor Smith retired. Pastor Jon Pires, his wife, and three children are excited to come to Cloverdale and be used by God in serving and reaching this community with the Gospel of Jesus Christ.

FREE copies of
Cloverdale Connect are available
each month at **Geiger's
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Donuts, KOA Campground,
Pick's Drive In, Cloverdale
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Our Cloverdale Community Cares



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Expanded Thrift Store Re-Opens

The Heaven's Closet thrift store, located at 439 N. Cloverdale Blvd. in the "Ivy Church" has re-opened. With the loss of Goodwill, Heaven's Closet is now the community's only thrift store. To meet that need, they have expanded into a larger space in what was previously used as their Fellowship Hall. They carry clothing for men, women, children and babies, household items, jewelry, linens, collectibles, shoes, hats and more.

Merchandise is donated by church and community members. They accept your clean and gently used donations during business hours, and they cannot accept computers, TV sets, monitors, books (hard or soft cover), mattresses, or large furniture. They are open Thursdays and Saturdays, 10am-3pm and accept debit/credit cards. To volunteer or for more information, contact the office at 707-894-2039 or email uccoffice@sbcglobal.net.

Connect with Our Cloverdale Community

Volunteer

Pick up litter • Help your neighbors • Stay informed
Donate – your time, your money, your expertise

Star Chefs Celebrate Film, Food, and Wine at Lo & Behold



An AVFilm tradition returns to Lo & Behold with a new cast of local star chefs to dazzle your palate. Culinary heavyweights Carlos Mojica (Guiso), Melissa Yanc (Quail & Condor), Sean Kelley (Lo & Behold), and Crista Luedtke (boon eat + drink) will come together to produce an exceptional evening that pays homage to the relationship between film, food, and wine. The dinner will feature an elegant multi-course menu, with the chefs preparing mouth-watering dishes inspired by favorite films.

Tuesday, February 27, 2024, at 6pm - an unforgettable feast for the senses. Dietary requests will be accommodated. Tickets are \$250.



HOURS
Tuesday 10-4 PM
Wednesday 10-4 PM
Thursday 10-4 PM
Friday 10-4 PM

Savings Wednesdays
Sidewalk Sale Table
(up to 50% off select items)
1st Wed. of the month 50% off store wide! (except yarn)

DONATIONS
M-F 8:30-4 PM, 311 N. Main St.
Please get in touch with the Senior Center to make arrangements before you bring items to donate.

All proceeds support our local Cloverdale Senior Multipurpose Center.

Creative Notions
(707) 894-4110
119 1st Street,
Cloverdale, CA.

Senior Center
(707) 894-4826
311 N. Main
Cloverdale, CA.





CLOVERDALE CARES FOR OUR KIDS!
SUPPORT OUR SCHOOLS

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Thank You, Cloverdale!!!



Cloverdale Kiwanis Club is selling Valentine's Day Candy.
Contact Laurie at (707) 328-2147 to place your order!



**NOURISHING HOPE
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FRIDAY 11:00 - 1:00 PM
202 COMMERCIAL STREET
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CLOVERDALE, CA



Summer Softball 2024 For Girls Ages 4-14 Registration Opens February 1st!



Cloverdale Ponytail League has been active for nearly 50 years, teaching girls in Cloverdale and the surrounding communities the skills and fun of softball.

CPL Summer Softball Season 2024 will run from May 29th-July 31st . All games are played at City Park in Cloverdale, 1-2 nights per week. Game nights are Monday and Wednesdays, sometimes Thursdays pending teams/schedules. We do not play on Weekends giving you plenty of time for your favorite Family Summer Adventures!

2024 CPL Season Registration runs February 1- April 14, 2024

Visit our website for more information www.cloverdaleponytailleague.org

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Now It Is Our Turn ~ Elissa Morrash, Cloverdale Historical Society



The Cloverdale Museum of History - 215 N. Cloverdale Blvd.
Open Friday, Saturday and Sunday 11-2 • (707) 894-2067
office@cloverdalehistory.org • www.cloverdalehistory.org

The founding of the Cloverdale Historical Society, the preservation of the Gould-Shaw House c 1862, the building of the History Center in 2009 and the preservation of the Mae Gibson Foster Garden are important moments in Cloverdale's recent history. We have many people to thank for bringing us to where we are today. In the Research Library on the second floor of the History Center, there are housed the original minutes of the July 15, 1968, meeting whose purpose was to form the Cloverdale Historical Society. The minutes are in an unassuming black binder, typed on a ribbon typewriter. It was decided that the name of the organization would be Cloverdale Historical Society. Neil Miller was elected as President; Jack Howell, Vice-president and Merrill Gebhardt, Secretary-Treasurer. The meeting was held at the home of Mr. and Mrs. William Wilson, 119 Rosewood Drive, Cloverdale. Also attending were Louise Butler, B. Faith Campbell, James

A. Campbell, Kathleen Domenichelli, Mike Shumway, Ruby Wilson, and Bill Wilson. Without these individuals and many more since then, there would be no historical society, no museum, and no historic garden in downtown Cloverdale, and it is likely that the city's heritage and story would be lost forever.

Today, the Society is the only institution whose purpose, commitment and pledge are to preserve, protect and share the history of the entire community. If you would like to peruse the binder or any material in the library, you can do so with the assistance of a docent or research associate by appointment. If you have roots in Cloverdale, or are one of our new residents, if you are retired or are seeking a deeply rewarding life, you are needed. We need you to volunteer, to docent, to research, and to help in the office. The needs are many, the opportunities exciting, and the personal rewards are bigger. Contact Elissa at office@cloverdalehistory.org, or Ellen at (707) 480-4446, or Glenda at (707) 669-0316. Please consider donating at www.cloverdalehistory.org.

Happy Dogs at the New Dog Park



City Council Report

Eleanore Webster

City Council members, who met Jan. 10, 2024, considered a Rotary request for naming rights to the new dog park. Rotarians feel this sponsorship would be a win-win arrangement that would help the City maintain the park. The grand opening is scheduled for January 27 (10:00 AM to Noon). The park has already proven to be popular with both dogs and humans; cats - not so much.

The Student Liaison then reported that seasonal events were held in several schools in December.

New Business primarily focused on the procedure for Council's consideration of proclamations, official announcements issued by City Council to recognize residents or organizations or special efforts. There is a set list of proclamations that are considered annually and presented by City staff to Council. These are reviewed first by a sub-committee and sent to Council as a block. There are also individual proclamations that are presented for consideration. Most proclamations are written by City Manager and some are received from national organizations for presentation. The City Manager asked Council to consider approving a procedure with an application form and guidelines. Individual proclamation requests will now go to the Mayor and Vice Mayor for review prior to being presented to the Council. Council members felt it is important that each proclamation reflect Council and City values, and that the focus be local and not international. The City Manager reviewed the process, including the ability of a Council Member to request a proclamation be brought forward through the agenda for discussion and public consideration. If a member of the public wants to have a proclamation presented, they can complete the application and better understand the parameters.

The Council then set sub-committee and board appointments. Sub-committee appointments for 2024 are:

- Finance/Adm/Police: Mayor Lands (chair) and Member Wolter
- Planning and Sustainability: Member Bagby (chair) and Member Wheeler
- Public Works and Facilities: Member Wheeler (chair) and Member Wolter
- Joint City and School District: Mayor Lands (chair) and Member Morgenstern
- Homelessness Committee: Member Morgenstern (chair) and Member Wheeler

Members also accepted appointments to various regional Boards such as SMART, Sonoma Clean Power and the Cloverdale Chamber of Commerce.



Every year at the **Steelhead Festival**, local ceramic artist **Kenyon Lewis** (kenyonlewis.com) sculpts a different fish that anyone can win. Fill out a ticket with your name and contact information, and the winning ticket will be pulled from the fish bowl. It is not necessary to be present to win. All revenue from ticket sales go to the "**Friends of Lake Sonoma**" for their programs. Don't miss this great chance to own beautiful artwork at the Steelhead Festival on Saturday Feb. 10th at the Lake Sonoma Visitor's Center.

Save the Date!



**LAKE SONOMA
STEELHEAD
FESTIVAL**

**The 15th Annual
Lake Sonoma
Steelhead Festival**
Saturday
February 10, 2024
10:00 am – 4:00 pm

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Fish Hatchery
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Real Estate for Real People Elissa Morrash

For most of us, buying or selling a house is an unusual and often stressful experience. It is not something we do every day. Real people usually have lots of questions! The guidance of an experienced agent is invaluable to help throughout the transaction.

Escrow – A Quick Read

As I was taking a listing, a seller once asked me, “When do I get paid?” I realized that the seller had questions about the process of selling a house. So, we discussed escrows. It went like this: once a seller accepts an offer, the very next step is to open an escrow. Escrow is a legal arrangement in which the title and escrow company temporarily holds money or property until the conditions of the purchase agreement contract have been met. Escrow protects both the buyer and the seller, and is used to pay for taxes, insurance, real estate commissions and any other charges from the transaction.

Once all the conditions of the contract have been met, escrow “closes” and “records,” the seller gets paid, and the buyer takes possession of the property.

Escrow can be any length of time. Some are as short as 10 days, some 45 days or longer. Both the buyer's and seller's real estate agents will advise of the right length for your specific transaction.

I hope you found this helpful! Let me know if you have any other questions or talk to your trusted real estate agent.

Elissa Morrash is a licensed Realtor® DRE 01872845 with W Real Estate in Cloverdale and is an active member of the local professional real estate community.

Connect with C.H.S. ~ Cheyenne Schriener

Sponsored by: **Management Connections**

With the addition of new elective opportunities arising in the upcoming 2024-2025 school year, C.H.S. has been approved by the board of education for expansion within its agriculture pathway, including an industry-grade greenhouse, outdoor learning area, and barn installed in the pre-existing garden. In addition, animal shelters in support of veterinary science, floral coolers to store bi-weekly projects, and spaces that allow for sequential planting and harvest for seasonal farm-to-table farmers' markets. The new courses on campus are specialized to the unique needs of Sonoma County, such as child education, land management, construction, and media to set students up on pathways selective to their talents, interests, and circumstances.

Varsity Girls Soccer Highlight Performance: Varsity soccer player Alexis Jimenez has officially been placed on the Press Democrats girl's winter “soccer players to watch list.” Chosen from NCS varsity girls soccer players who are participating in the winter season of both large and small schools, all athletes on the list were chosen deliberately from the Vine Valley athletic league, the NBL-Oak, the NBL Redwood, and the Coast Mountain Conference in acknowledgment of spectacular performance.

Boys Wrestling Highlight Performance: Evan Hiererich won first place and gold with all wins coming by pin at the Deet Winslow Memorial tournament in Sonoma County!

Happy Retirement to Colin Joy! A devoted history teacher on the CHS campus for 21 years, he will be remembered for his kindness, care, and lighthearted personality reflected by the relationships built with both students and staff. We wish you a lifetime of the knowledge and reassurance you have gifted your prior students, and hope you never go a day without knowing the impact you've had on your community!

Cloverdale Citrus Fair Wine Competition



Founded in 1983 as the Cloverdale Citrus Fair Wine Competition, this event has evolved over the years, broadening its base to a greater number of wine regions. The competition rapidly grew in the 1990s to over 100 wineries. Eligibility was gradually increased to include all wineries in Sonoma, Mendocino and Lake Counties. Consequently, it was renamed the Tri-County Wine Competition from 1996–99. The competition expanded to the entire North Coast Appellation in 2000 as the California North Coast Wine Competition. This area included all wineries in the counties of Sonoma, Napa, Mendocino, Lake, Solano, and Marin. During this period of time, wineries and wine entries exploded and the Cloverdale Citrus Fair was now the dominant wine competition in Northern California, dwarfing even the prestigious Sonoma County Harvest Fair Wine Competition. Major problems arose with the Cloverdale Citrus Fair Wine Competition as the competition outgrew the public tasting at the local regional fair during the Presidents Day Weekend in Cloverdale. Bob Fraser, the organizer of the

wine competition, met with Dennis Banks, Advertising Executive of the San Francisco Chronicle and a seed was born for future collaboration of the Citrus Fair and the Chronicle and to bring the wine competition tasting “out of the country to the city” (San Francisco). The professional wine judging at the Cloverdale Citrus Fair is not open to the public.

In 2000, the Cloverdale Citrus Fair entered into a title naming sponsorship agreement with the San Francisco Chronicle for the wine competition. The wine competition was renamed the San Francisco Chronicle Wine Competition with the award tasting of the medal-winning wines to take place in San Francisco. The San Francisco Chronicle Wine Competition (SFCWC) is the largest competition of North American wines.

The Public Tasting at Fort Mason Center in San Francisco is available for all wineries participating in the competition. It gives the wineries an opportunity to showcase their wines to over 5,000 consumers of the Bay Area. Any grape or fruit grown in the United States on a bonded premises is eligible for entry.

The San Francisco Chronicle Wine Competition Public Tasting will be at Festival Pavilion, Fort Mason Center, San Francisco, February 17, 2024, 1:30-4:30 PM. All gold and above winning wines will be recognized in the San Francisco Chronicle Wine Competition Awards Special Section Publication. \$80 Advance tickets are available through midnight February 16, 2024. Regular tickets for \$100 are available or at the door through February 17, 2024.

Visit the competition site at www.winejudging.com for more information.

Cloverdale Connect Photo Contest

Each month a *Cloverdale Connect* Front Page Photo Winner receives a gift card from a participating merchant.

Email your photos to info@cloverdaleconnect.com or
Mail to P.O. Box 404 Cloverdale, CA 95425

A Life Underground

Michele Armanino



Christel Longo's fascination with crystals began at a young age. Longo's French-born parents, who settled in Alabama, regularly took her and her brother to campsites around the south. The youngsters were avid fossil diggers and marveled at the variety of specimens discovered from region to region. Christel recalled how thrilling it was to venture down into the deep, dark Tennessee caves. "Our guide would flick on the lights and suddenly there would be this burst of color. The structure and beauty of the stalagmites and crystals were breathtaking. There are so many wonders under the ground that we never see!"

Christel, a Cloverdale resident and teacher by trade, reevaluated her life after the death of her parents. "I thought, 'What is it that I really want to do?'" she mused. Inspired by her life-long love of crystals, Longo began forming her business, Crystabelle Fine Minerals, by collecting crystals from reputable dealers in Peru. "I have personal relationships with the families and the miners." she states. Following the success of her Etsy store, she bought the building at 119 S. Cloverdale Blvd and set up a spectacular showroom. All of her showcase pieces are unique with crystals from Brazil, Africa, India, Madagascar and more. The biggest crystal in the store is a 145 pound Pyrite while the smallest is a gemstone under a carat.

Half of Longo's customers are mineral collectors while the other half are into the healing, metaphysical part of crystals. The store offers literature explaining the force, mysteries and healing power of crystals. "My shop is also an educational platform for students learning all about minerals and the earth. For example, Native Americans in the Sonoma County region believe in the healing power of Obsidian." she states. Longo explains that minerals in the store are grouped by the continents for a better understanding of the earth.

Crystabelle Fine Minerals offers beauty, education and health to its clientele. A presentation and yoga experience using crystals will take place this summer on the patio at 119 S. Cloverdale Blvd.

Join a Book Club!

Build community and explore new perspectives at one—or more—of Sonoma County Library's book clubs. From memoir to mystery, the library has it all, with book clubs at every Sonoma County Library branch and virtual clubs offered as well.

"Sonoma County Library is ready for all your New Year's resolutions. Join one of our 22-plus book clubs to keep you reading throughout the year! We have something for everyone!" said Community Engagement Division Manager Jessica Romero.

Wherever you live in Sonoma County, there's a book club at a library branch near you. Book clubs cover classic literature, mysteries, manga, chapter books, and more.

The library currently hosts two virtual book clubs. The Read BIPOC Book Club meets the last Tuesday of the month at 6 p.m. Join librarians online to discuss books by authors who are Black, Indigenous, and/or People of Color.

The Queer Book Club meets virtually the second Wednesday of every month at 6 p.m. Join librarians online to discuss books centering on LGBTQIA+ voices. Advance registration is required for virtual book clubs.

The library also offers a Spanish language book club. The Tortilla Literaria Spanish Book Club meets at the Central Santa Rosa Library at 6:15 p.m. on the third Tuesday of each month. This book club takes place entirely in Spanish.

Looking for a set of tried-and-true books for your book club's next discussion? Sonoma County Library offers Book Sets for Book Groups. These titles used in the library's past book discussions are available to local book clubs, with an extended checkout period of six weeks.

Is Cleaning Out Your Closet One Of Your New Year's Resolutions?



Clean out your closet and earn "SoCo bucks" to use for refills and other sustainable products.

With their move, SoCo Trading Company on First Street is expanding their curated second-hand clothing selection. They will be bringing in more Women's, Men's and Children's clothing and accessories, so they are looking for

clothing* made from natural materials- cotton, linen, denim, wool & silk, all sizes. Email kim@socotradingcompany.com with questions or for an appt to bring in your items. They can also make arrangements for pick up!

*please no damaged/stained items.

Sculpture Trail Applications

The Cloverdale Sculpture Trail is now accepting applications from sculptors and sculptor teams to submit entries to the 2024-2026 season. Each sculptor juried to exhibit will receive \$300 from a sponsor to assist with transportation costs. There are no entry fees. Applicants can be located anywhere in the continental US.

Exhibition dates: May 1, 2024 – April 25, 2024. Deadline for entries: March 1st, 2024

Three sculptures will be selected by judges to receive awards as follows: \$1,000 Best of Show, \$500 First Place and \$250 Honorable Mention.

The Cloverdale Sculpture Trail is a public art display for all residents and visitors to enjoy. Its mission is to foster conversation, educate and encourage interaction with the hope of bringing awareness of art to all ages, gender, income brackets and ethnicity, and to enhance our small community.

Applications can be downloaded at www.cloverdalesculpturetrail.org or contact Janet Howell at janethowell4001@gmail.com.

Manifest

Cloverdale Arts Alliance Gallery
January 20 - March 15, 2024

204 N. Cloverdale Blvd
Downtown Cloverdale

Artists:
Laura Paine Carr
Jane Gardner
Pamela Heck
Terry Holleman
Jason Taylor Morgan
Hanya Papova Parker
James Vailloux
Clay Vajgrt
Jennifer Weiss
Kim Winter

James Vailloux - Sculpture

Kim Winter - Acrylic Painting





Pictured are Keiko Saito, (on left) Rotary Interact Club President, presenting club pins to Jazz Vanoni, Interact Club secretary, and Max Fincher, Interact Club Vice President, for the 2024 Club New Year, as Robert Redner, Rotary Club President and Interact Director, looks on. The Rotary Interact Club is looking forward this year to continuing to fulfill the Rotary motto of "Service Above Self"

Cooking with David Maciel
Sponsored by Ray's Food Place

I've traveled to Hong Kong & many provinces in China and have always enjoyed the spices & sauces used in many Chinese recipes. This sesame sticky chicken combines sweet & heat - it's easy to make. Gung Hai Fat Choi

Crispy Sesame Chicken with a Sticky Asian Sauce

Ingredients

- 5 TBS vegetable oil
- 2 eggs - lightly beaten
- 3 TBS cornstarch
- 10 TBS plain (all-purpose) flour
- 1/2 tsp salt
- 1/2 tsp pepper
- 1/2 tsp garlic salt
- 2 tsp paprika
- 3 chicken breast fillets - chopped into bite-size chunks

Sauce

- 1 TBS sesame oil - optional - you can leave out and sprinkle with sesame seeds at the end if you prefer
- 2 cloves garlic - peeled and minced
- 1 TBS Chinese rice vinegar - white wine vinegar will work too
- 2 TBS honey
- 2 TBS sweet chilli sauce - use more or less depending on the brand and how spicy you like it
- 3 TBS ketchup
- 2 TBS brown sugar
- 4 TBS soy sauce
- 2 tbsp sesame seeds
- Small bunch spring onions/scallions- chopped

Heat the oil in a wok or large frying pan until very hot. While the oil is heating, place the egg in one shallow bowl and the cornstarch in another shallow bowl. Add the flour, salt, pepper, garlic salt and paprika to another shallow bowl and mix together.

Dredge the chicken in the cornstarch, then dip in the egg (make sure all of the chicken is covered in egg wash), and finally dredge it in the seasoned flour. Add to the wok and cook on a high heat for 6-7 minutes, turning two or three times, until well browned. Remove from the pan and place in a bowl lined with paper towel

Add all of the sauce ingredients to the hot wok, stir and bubble on a high heat until the sauce reduces by about a third (should take 2-3 minutes). Add the chicken back in and toss in the sauce to coat. Cook for 1-2 minutes.

Serve with hot white rice or chow mein noodles

The State of Ad Blockers in 2024
Will Carter

Perhaps you have recently seen this message when trying to watch a YouTube video: "Ad blockers violate YouTube's Terms of Service", followed by a request to disable your ad blocker to watch the video. I know this has been a common issue among my customers and it's time to share the facts of, and how I use, ad blockers.

What is an "Ad Blocker"? Simply put, it is a tool you can install in your web browser which prevents advertisements from loading on the sites you visit. These tools have been popular for many years, as they make web browsing more pleasant. However, they come with a cost: Whether you mean to or not, you might be stealing the content you enjoy.

Almost every website and service on the internet is, to some degree, supported financially by advertisements. When you use an ad blocker, you might be preventing a writer, editor, or entire business from earning the money they expect for their product. It wouldn't be fair to expect Cloverdale Connect to release a monthly issue without the support of advertisers; The same is true for artists, documentarians, authors, news reporters, and any other content creators online.

So, what do I do? I have an ad blocker installed and running on all my computers. However, I manually disable it on any site which is local, a small business, or provides me value enough to endure a couple of ads! I have also chosen to pay for some sites, like YouTube, which offer ad-free browsing experiences for a monthly subscription. This allows me to run Google searches without distracting ads, support most sites I visit by allowing ads, while guaranteeing the best possible experience on my favorite sites I find worth paying for, like YouTube.

Everyone needs to make their own choice when it comes to ad blockers, but please keep the people who create websites and content in mind when choosing to block ads! If you need help with ad blockers, YouTube's recent changes, or anything else online, reach out to a trusted technology service provider.



Dr. Jim Novak, past Rotary Club president and current Rotary Foundation chairman (on right), recently presented Preston



Addison with his first Paul Harris Award. The Paul Harris Award is given to Rotarians who contribute both financially and physically to the Rotary Foundation and the community at large. Preston's Rotary involvement has been significant, and is much appreciated by both the club and the community.



Congratulations to CHS Lady Eagles Varsity soccer player, Junior Alexis Jimenez, for making the Press Democrat's Varsity Girls Winter Soccer "Players To Watch" list

The players to watch list was chosen from NCS Varsity girls soccer players who are participating in the Winter Season including large and small school athletes. The athletes on the list were chosen from the Vine Valley Athletic League, the NBL-Oak, the NBL-Redwood and the Coastal Mountain Conference.



The Food Pantry, located at 201 Commercial St., Open Friday, 11 am to 1 pm. Donations of money are used to purchase food in bulk at the Redwood Empire Food Bank

Mailing address is: PO Box 2038, Cloverdale, CA 95425

Advertisement for Ray's Food Place, featuring a collage of fresh produce and the store's logo. The text includes: 'Ray's FOOD PLACE', 'EMPLOYEE OWNED', 'COMMUNITY VALUES', 'Quality, Local Products', 'Grab-and-Go Deli', 'Local Wines', 'Healthy Living Choices', 'Fresh Produce', 'Hand-Cut, High Quality Meats', 'Unique Specialty Items', 'Customer Driven Selections', 'Located at 1139 S. Cloverdale Blvd., Cloverdale, CA', 'Sun - Sat 7 AM - 10 PM • (707) 894-1810 • www.gorays.com'.