



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.

"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 in Cloverdale, entitled "River Crossing". His original artwork is on display and available for a donation at the Cloverdale Senior Multipurpose Center.

Cloverdale Chamber News



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

SLOW THE SPREAD OF COVID-19

cdc.gov/coronavirus



Wear a cloth face covering in public spaces



Stay at least 6 feet from other people



Frequently wash your hands

POSTAL
CUSTOMER

PRESRT STD
ECRWS
US POSTAGE
PAID
PERMIT #16
Petaluma CA 94999

Look
Inside!

Cloverdale Connect

Cloverdale Resources, Community Survey, Crossword Puzzle and more!

KEEP CALM

and Avoid

Coronavirus Scams

Here are **5 things** you can do to avoid a Coronavirus scam:



Ignore offers for vaccinations and home test kits.
Scammers are selling products to treat or prevent COVID-19 without proof that they work.



Hang up on robocalls.
Scammers use illegal sales call to get your money and your personal information.



Watch out for phishing emails and text messages.
Don't click on links in emails or texts you didn't expect.



Research before you donate.
Don't let anyone rush you into making a donation. Get tips on donating wisely at ftc.gov/charity.



Stay in the know.
Go to ftc.gov/coronavirus for the latest information on scams. Sign up to get FTC's alerts at ftc.gov/subscribe.



Federal Trade Commission

If you see a scam, report it to

ftc.gov/complaint

CLOVERDALE

Sculpture Trail

Sonoma County Wine Country

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/>

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 over-lapping, 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.

Timothy D. Fitzpatrick

Attorney at Law



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production@cloverdaleconnect.com • billing@cloverdaleconnect.com

2

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
- 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.



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



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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*



119 W. 1st Street

Creative Notions

Gently used craft & sewing items

All sales benefit the Cloverdale Senior Center

"I love this place, they always seem to have exactly what I need at great prices!"

Donations appreciated

Open Currently by Appointment Only

707-894-4110 or 707-894-4826



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 media 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.



Cloverdale Connect

Connecting Our Readers with
Local Resources * Events * People

Published monthly and direct mailed to **every** household in Cloverdale and the surrounding area, *Cloverdale Connect* contains vital resource information and event announcements, a spotlight on local service clubs non-profits, schools, information you can use and best of all, photos of people you know in the Cloverdale community.

All content is available 24/7 on the *Cloverdale Connect* website and you can follow us on our Facebook page.

The printed edition is also available at participating merchants and at the Cloverdale Chamber of Commerce office.

Advertise your business in *Cloverdale Connect* for just pennies per household!

Reaching over 5800 Cloverdale area households each month and available all over Cloverdale for a total of 6,000 copies per month.

Reach your neighbors, your customers!

Cloverdale Connect

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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

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
fermel@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

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





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.

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Lic: 02067080

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



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.

Eric A Ziedrich
Lic: 02067080

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Cloverdale Connect

Classified section for
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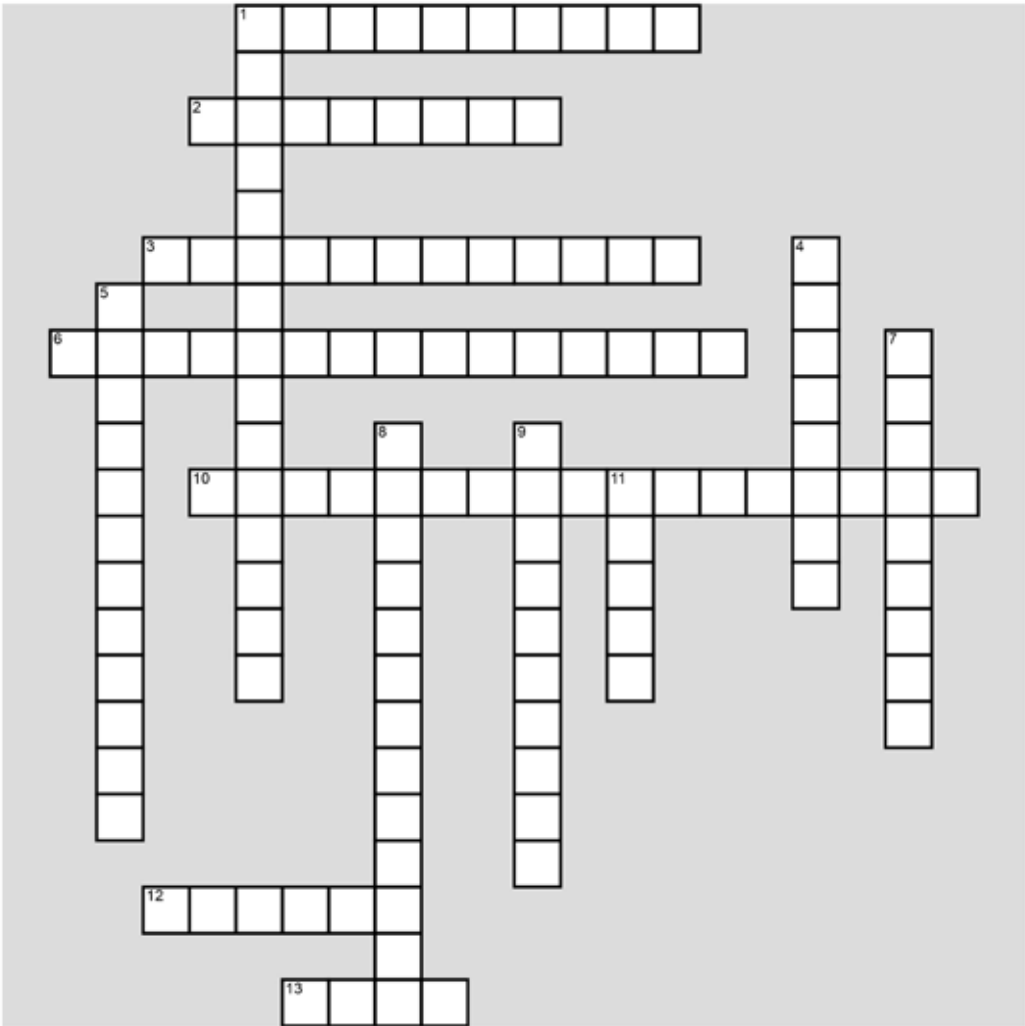
FOR SALE

LOST DOG



YOUR AD HERE

Cloverdale Connect Crossword Puzzle



Across

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

Down

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

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wally.bigguay@gmail.com
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Owner

105 Kay Court
Cloverdale, Ca 95425
Contact: 707-280-6454

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