



Cloverdale Connect

FREE

Bringing our community together since 2020

August 2025



Editor's Note

It's already August and time for school to start up again - time for some pre-season 49er games, and last-minute summer vacations. I've had a great summer traveling back and forth to see family in Eastern Oregon. There is nothing better than grandchildren!

This month, we have quite a travel group going on our Cloverdale Connect/Cloverdale Travel Princess cruise to Alaska out of San Francisco. That's one of my favorite cruise destinations – the scenery is truly spectacular. If you ever get the chance, come along with us!

Lots of great things are happening in Cloverdale – the old, dilapidated car wash sold! Read details inside this issue. I can't wait to be able to get my car washed in town. Also, Pick's Drive In has been sold and will re-open soon as "Pick's Roadside".

Enjoy the rest of the summer and I'll see you around town.

Dana



Glory Knaus says

"DogGonit
Cloverdale Connect
is a great paper!"



Front Page Photo
Contest Winner
Tim Montesonti
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This special promotion is made possible through the generous support of Sonoma County grant funding. Thank you for helping us serve our community!

DAHLIA & SAGE

COMMUNITY MARKET

DOWNTOWN CLOVERDALE @115 EAST 2ND STREET
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OUR STORE MANAGER, JOHNNIE, HAS BEEN THOUGHTFULLY CURATING OUR BEER AND WINE SECTION, BRINGING IN UNIQUE LOCAL FAVORITES AND HARD-TO-FIND GEMS. SAY HELLO TO JOHNNIE AND ASK HIM WHAT'S NEW. THIS MONTH'S ROUND-UP SUPPORTS THE CLOVERDALE PERFORMING ARTS CENTER. SHOP LOCAL, GIVE BACK.

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Look Inside! Mariachi Camp, Random Acts of Kindness, Poet's Corner, Mayor Running for Supervisor and much more!

Cloverdale Connect Inc PO Box 404 Cloverdale CA 95425



Cloverdale Properties
Wine Country Real Estate Network



Move-in ready 2464 sq ft home. Freshly painted exterior. Solar and roof installed in 2023. Kitchen with granite countertops, spacious island, Wolf range, and under-cabinet lighting. Main level includes primary suite, den/office, and second full bathroom. Upstairs has two bedrooms, full bathroom, and loft area. Private backyard with koi pond, hot tub, and gazebo with lighting and fan.

\$895,000.00

Shalia Vanderweken
SRES, CRS, GRI
Associate Broker
DRE#00517842
707-321-9601



Commercial property in downtown Cloverdale with over 4000 sq ft, featuring a prominent storefront, private offices, and rear storage.

\$649,500.00.



Charming mid-century single-level 3-bedroom, one bathroom home with dual pane windows, ceiling fans, central air and heat. Professionally landscaped front. \$504,900.00

Welcome to the 2025–2026 School Year!
Glen Senestraro, Superintendent

As summer winds down and we prepare to launch another exciting school year, it is with great enthusiasm I welcome back all our students, families, educators, and staff to the 2025–2026 school year! Whether you're a returning Eagle or a new member of our CUSD family, we are so excited to begin this journey with you. Our schools are more than buildings; they are thriving communities built on connection, growth, and shared purpose. As we open our doors this August, our classrooms will once again be filled with energy, creativity, and the promise of a bright future for every student.

Celebrating Our Strengths, Reaching for New Heights

This year, we reaffirm our commitment to academic excellence, social-emotional wellness, and innovation. Our dedicated teachers and support staff have been hard at work over the summer preparing engaging lessons, developing new learning experiences, and creating welcoming environments where every student feels seen, supported, and inspired. We're proud to continue offering a wide range of opportunities—from robust academic programs and career pathways to extracurriculars in the arts, athletics, and student leadership. Every student in Cloverdale Unified deserves a well-rounded education that nurtures both the mind and the heart.

Jefferson Elementary: New TK/K Classrooms and Drop-Off Improvements

We are thrilled to announce construction is underway at Jefferson Elementary School on a major facilities upgrade that will benefit our youngest learners. The project includes the construction of eight brand-new classrooms designed for our Transitional Kindergarten and Kindergarten students. These modern learning spaces are tailored to meet the unique developmental needs of our early learners, providing bright, welcoming environments where they can thrive from day one.

In addition, the project features improved traffic flow and enhancements to the student drop-off area, designed to create a safer and more efficient experience for families and staff during arrival and dismissal.

While we know construction comes with temporary disruptions, we want to extend our heartfelt thanks to the Jefferson community for your patience, flexibility, and continued support. Your understanding helps ensure this exciting transformation stays on track, and we can't wait to see the long-term benefits it brings to our students and staff.

Strengthening Partnerships

Education is a team effort, and we're grateful for the strong partnership we share with our families and community members. Your support, volunteerism, and collaboration make an enormous difference in the lives of our students. As we begin this year, we invite you to stay engaged—attend school events, join parent organizations, participate in district forums, and connect with our educators and site leaders.

Together, we can ensure every child thrives in a safe, inclusive, and forward-looking learning environment.

Looking Ahead

The 2025–2026 school year promises exciting new opportunities, including expanded student services, refreshed learning spaces, and continued work on our district-wide strategic goals. We will also continue our focus on preparing students for success after graduation—whether in college, careers, or civic life.

Let's make this a year of joy, growth, and achievement for every student in Cloverdale Unified. Thank you for being a vital part of this extraordinary community.

Wishing you all a fantastic first day of school and a fulfilling year ahead!

BACK TO SCHOOL

POP QUIZ
What Does That Light Mean?

Just for taking the quiz!

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"Live for yourself and you will live in vain; live for others, and you will live again." ~ Bob Marley

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SUNDAY
AUG 24 • 10-2

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OF THE YEAR!

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**DEADLINE for ad
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PET of the MONTH

Georgia

Before grooming & after grooming!
Owner Sara Donaldson-Grell



Send your pet photos for PET of the MONTH to:
info@cloverdaleconnect.com

Prizes courtesy of DogGonit and Cloverdale Connect

Whisker Talk Brigid Wasson

As summer winds down, young folks are thinking about what to do for a career. Here are three options for pet careers.



Veterinarian. Veterinarians are needed in many places, whether in a pet hospital, an animal shelter or rescue, or a spay neuter clinic. This job does require an investment in education and a long-term commitment, but can lead to a good income.

Pet groomer. Pet ownership and spending increases every year, despite economic fluctuations. With this skill you can open your own business, work for a corporation like PETSMART, or be a partner in a small business. It does require training, but it does not require a college degree. You can make a good income, especially if you own your own shop.

Dog trainer. Dog ownership is on the rise. Large, active breeds are very popular these days, and many owners don't know how to manage their behavior. With this career you can help keep dogs in their homes and out of shelters. It does require training in modern, effective, and positive methods, but does not require a college degree. You can make a good income. These and any other pet careers require a love of animals and of their people.



Cloverdale Connect is proud to be printed at a facility that is member of the Green Business Network

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SATURDAY September 6, 2025
31st ANNUAL CAR & MOTORCYCLE SHOW
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PANCAKE BREAKFAST—Cloverdale Senior Center 8–10:30 am
CAR & MOTORCYCLE SHOW 10am–3 pm
AWARDS CEREMONY—Downtown Cloverdale 2 pm
Check out **THE PIT STOP** for beer, souvenirs, raffle gift baskets & music!
Brought to you by the Cloverdale Chamber of Commerce

Mariachi Camp

Music! Culture! Community! Students, entering 4th grade and up sing and learn to play the guitar, violin, or trumpet in the three-week Mariachi camp while preparing for a performance at a closing celebration for family and friends. No experience is necessary and instruments are provided at no cost. Recently, the Cloverdale students performed what they have learned to a delighted audience at a performance in the East gym at Cloverdale High School.



Mariachi camp is presented by the Education and Community Engagement Department of the Luther Burbank Center for the Arts. It is part of the Center's ongoing mission of enriching, educating and entertaining, and their commitment to engaging the entire community in the arts.




LIFE NOTICES

Obituaries • Birthdays • Weddings • Retirements
Anniversaries • Birth Announcements


\$1 per word + photo in print edition and online
Submit to info@cloverdaleconnect.com

Cloverdale Church Guide

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



**Good Shepherd
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Jehovah's Witnesses
27100 Dutcher Creek Rd.
Cloverdale, CA 95425
Phone: 707.894.2742

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

Oat Valley Baptist Church
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Cloverdale, CA 95425
707.894.2998



Join us for our Sunday service at 10am.
All are welcome!
553 W. Second Street, Cloverdale
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For more information email us at
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St. Peter's Catholic Church
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707-894-2535

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- We are a church that tries to follow the example and teachings of Jesus through kindness and compassion
- We welcome all of our neighbors with an open mind
- Our message and music give us hope and lead us to a closer spiritual relationship with God

UNITED CHURCH OF CLOVERDALE
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439 N. Cloverdale Blvd., Cloverdale 707-894-2039 www.uccloverdale.org
Sunday Worship, Third Sunday of the Month only, 10am (in person or via Zoom)
YouTube [@unitedchurchofclloverdale1906](https://www.youtube.com/@unitedchurchofclloverdale1906)

Cloverdale Mayor Todd Lands Announces Campaign for Supervisor

Mayor Todd Lands today announced his campaign for Sonoma County Supervisor, District 4, seeking to follow incumbent James Gore who has announced his run for State Senate.

In announcing his campaign, Lands stated, "My family has lived in Sonoma County for three generations. I have seen our community grow, change, and overcome disaster. As a Deputy Sheriff, School Board Trustee, and Mayor of Cloverdale, I have been honored to play a part in that story and work to make our community a safer and more prosperous place to call home."

Lands began his career in law enforcement, serving ten years as a Sonoma County Deputy Sheriff. Todd held a variety of assignments, including as a correctional officer, mental health officer, training officer, bailiff and SWAT team entry and sniper. After retiring from law enforcement, Todd went on to start a small business, Todd Lands Construction.

In 2012, Lands was elected to the Cloverdale Unified School District Board of Trustees. Lands took a district that was in dire financial straits and on the verge of being taken over by the state, turned things around, and renewed academic excellence, campus safety, and the long-term fiscal health of the school district.

In 2020, Lands was elected to the Cloverdale City Council, where he has been a strong voice for fiscal responsibility, public safety, and quality of life. Lands has been chosen by his colleagues to serve as Mayor for four consecutive terms.

Lands is running for Sonoma County Supervisor District 4, representing the North County communities of northeast Fulton, the Larkfield-Wikiup area of Santa Rosa, the Town of Windsor, the City of Healdsburg, the community of Geyserville and the City of Cloverdale.

Lands is married to another lifelong Cloverdale resident, and together they are raising two daughters. He enjoys coaching youth sports, camping, and racing cars.

Where Do We Come From? Nora Archambeau, M.A.

"Give me your tired, your poor, Your huddled masses yearning to breathe free." The New Colossus by Emma Lazarus, 1883

I am delighted that both the United Church of Cloverdale and La Familia Sana have recently committed to keeping Heaven's Closet Thrift Shop open after the business collaboration solidifies! "Affordability and accessibility" are an absolute necessity for all Cloverdadians. This continued visionary need provides so much more than meets the eye. Thrift shops, consignment shops, and recycle stores (dwindling across the nation) all aid in supporting a base of economic sustainability. I remember a British friend of mine telling me that he would never want to be without a job in America. Why did he feel this way? He said that the hardship would be unbearable. During times of adversity, having ready access to buy gently used clothes, kitchen appliances, and extra blankets bring comfort to individuals and families alike. Second hand stores level the playing field. We are metaphorically all under the same roof, sharing items of hope, connectedness, and a feeling that "all is well" no matter what we are dealt.

Segueing to growing up in San Francisco's Mission District, we were a mixture of ethnicities. When we yearned for a delicious salami and cheese sandwich, we shopped at the neighborhood Italian delicatessen; I ate out with my mom at 24th Street's Roosevelt Tamale Parlor for authentic Mexican dishes (now closed); and we played One Foot Off the Gutter with the Irish kids. Cloverdale is a mecca of different races. I believe we strive to work together to honor and respect our differences. It may not be perfect, can hurt at times, but in the end, there is always hope for communication, collaboration, and affection.

Please have a look at CBS's Sunday Morning series from July 6, 2025 titled *"How Lady Liberty Became a Beacon for Immigrants"*. To quote a good friend, **"We are better together!"**

Letting Go is Hard
Elissa Morrash

When you decide to sell, you may discover that you have a deep emotional attachment to your home. This is completely natural. After all, your home has been a place that holds your memories, routines, and connections to a community. Selling earlier than planned due to your partner's early retirement, or an illness, or a desire to be closer to grandchildren, or a job move, adds an unexpected layer of urgency and change which can feel overwhelming. Give yourself permission to grieve the shift in plans, while also reminding yourself that the timing of the sale doesn't diminish the value of what you've built here.

Try to focus on what this transition makes possible—a new chapter with more flexibility, perhaps new adventures, or even just the relief of having made a timely decision. Surround yourself with supportive people during the process and take small steps to say goodbye in meaningful ways. This isn't just 'letting go' – it's making space for what comes next. Be honest and upfront with your real estate agent about your feelings. Part of agency is listening and supporting in a myriad of ways. We are here to help.

Elissa Morrash is a licensed Realtor® DRE 01872845 with W Real Estate in Cloverdale. She serves on the Board of Directors of the Cloverdale Chamber of Commerce and recently retired as the Executive Director of the Cloverdale Museum of History. Follow her on social media and reach her in person at (707) 694-8821, text, or elissa.morrash@gmail.com.

Random Act of Kindness



It was a hot Monday afternoon recently in downtown Cloverdale and Andy was at R Salon, ready for a haircut from Jannalyn Austin. Just as they were getting started, Martha and Diana from Redwood Credit Union came in the salon, walked up to them and said they were there to perform a "random act of kindness". They proceeded to pay for his haircut and make his day.

Then just as quickly, Martha and Diana from Redwood Credit Union wished everyone a nice day and headed across the street to City Hall to pay a random person's water bill.

Thank you, RCU, for your Random Acts of Kindness to our community

Poet's Corner
Howard Adler

Hammock Time

a warm summer day,
I pass the time away
in comfort and ease,
in my hammock in the shade of the trees.
With clouds pure white, and sky pure blue,
the thick canopy overhead won't obscure my view
but instead enhance it.
The branches whisper a soft serenade
in time to the breeze which makes them sway.
The leaves dance a shimmering ballet
to that same rhythm,
and i feel as if I'm floating freely up there with them
as they dance it.

(2022)

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Cloverdale Senior Multipurpose Center
Melanie Hall

Currently, through September 30, our Cloverdale Senior Center is offering a grant to help seniors aged sixty and above and those with low incomes with a complimentary one-year membership and one complimentary class. Although most people might think that to join the Senior Center, you must be a "senior," our membership is open to all adults 21 years of age and older, as we are an active community center.

One of the components that helps our Senior Center operate smoothly is the generosity and time that is given by our over fifty volunteers who help us with our daily operations, programs, and events. Recently, I had the pleasure of a younger volunteer wanting to help us while she is on summer break from college. The following is her testimonial.

"I moved to Cloverdale three years ago and quickly noticed the strength of its community. While home for the summer from UC Merced, I wanted to get involved locally and was drawn to the Senior Center's mission of supporting residents. I reached out to Melanie and was warmly welcomed as a front desk volunteer. In my time here, I have met so many kind individuals and gained insights I would not have encountered socializing with my peers alone. I was also amazed to learn about the range of resources, support, and services offered by the center that uplift people every day. Volunteering here has been fulfilling, and I encourage anyone looking to give back to consider joining."

Want to learn how to increase your odds of aging backwards? Come join our Aging Backwards class taught by Eleanor Gomez, Thursdays, 10:00-10:45, through August.

One of our goals is to have more intergenerational activities, and with that in mind, I want to let you know about an upcoming event in November (I know it's hard to think about what you want to do in November when we are still in August). Please save the date, November 22, 10:00-11:30 a.m., come and join us for a Family Winter Celebration. This intergenerational event is for all ages; children will need to be accompanied by an adult.

I hope to see you soon.

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Geyserville Post Office Finds New Life

The Old Geyserville Post Office building, a local landmark since 1948, has found new life. The building, which served as the town's post office until 2007 and has sat largely vacant for the past decade, was recently purchased by David and Amber Cadenhead.

Originally renovated by previous owner Hal Hinkle, the building has a relaxed outdoor courtyard and an energy efficient solar panel roof. It is designed for a café, wine bar, and market. The Cadenheads share the vision for a neighborhood-focused café, wine bar, or market and will announce more details soon.

Based out of Wyoming, the Cadenheads are real estate investors and run a beef cattle ranch called Grazing Star Ranch. Their high-quality wagyu beef often sells out online after launching their wagyu Tomahawk at Taylor Sheridan's 6666 Ranch Restaurant pop-up concept at the Wynn Las Vegas. The Cadenheads also recently expanded into the olive oil business with a 126-acre ranch in Geyserville, Sonoma County.



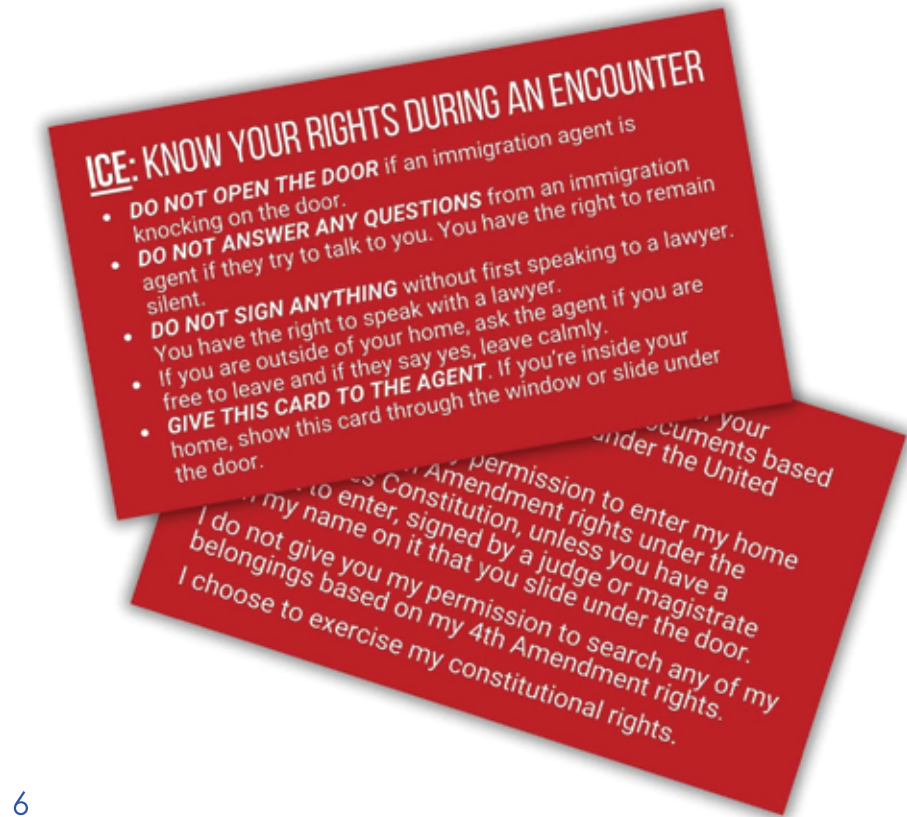
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AUGUST 16TH 11AM-3PM

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europa



ICE: KNOW YOUR RIGHTS DURING AN ENCOUNTER

- **DO NOT OPEN THE DOOR** if an immigration agent is knocking on the door.
- **DO NOT ANSWER ANY QUESTIONS** from an immigration agent if they try to talk to you. You have the right to remain silent.
- **DO NOT SIGN ANYTHING** without first speaking to a lawyer. You have the right to speak with a lawyer.
- If you are outside of your home, ask the agent if you are free to leave and if they say yes, leave calmly.
- **GIVE THIS CARD TO THE AGENT.** If you're inside your home, show this card through the window or slide under the door.

I do not give you permission to enter my home or to search my belongings based on my 4th Amendment rights. I choose to exercise my constitutional rights.

Are You a Cloverdale Connect Champion? Go to cloverdaleconnect.com, click [Become a Champion](#)

Thank you to our **Cloverdale Connect Champions** as of 7/25/25

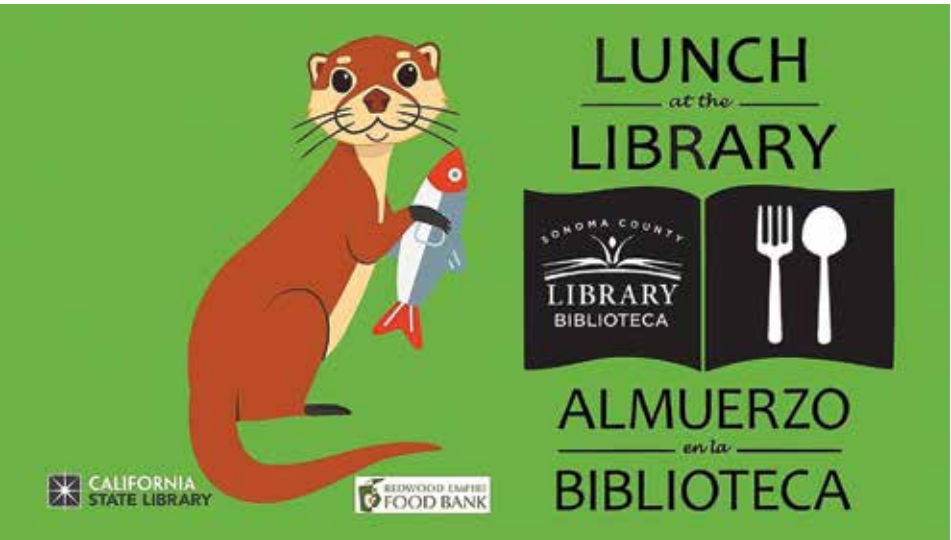
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 Lawrence Lossing
 Linda Elliott
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 Melanie Hall
 Michael Olson
 Michele Armanino
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 Nancy Lloyd
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 Millie & Phil Thomas
 Neva Godman
 Robert Redner
 Shelli Byers
 Susan Lile
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CALIFORNIA STATE LIBRARY

REDWOOD EMPIRE FOOD BANK

The library is feeding hungry minds and bellies this summer. Now through Friday, August 8, Sonoma County Library is running its **Lunch at the Library** program for youth up to age 18 at six libraries, including Cloverdale, during weekdays.

Learn more: <https://sonomalibrary.org/lunch>

Ellen Wingenbach



It is with great sadness that we announce the passing of our mom, Ellen Wingenbach, on June 28, 2025. Her memorial service will be August 23 at St. Peter's at 11am. Please RSVP at Clover Springs front desk for the reception after. The Knights of Columbus will be hosting. 707-894-8770

Introducing Our New Cloverdale High School Columnist



Hello! my name is June Schriener and I'm an upcoming freshman at Cloverdale High School. I will be continuing the 'Connect with CHS' column as the official voice of the student body. I am a social student who enjoys interacting with all groups of students on campus and within my next four years will keep you up to date on student life. I'm looking forward to being your columnist!

Geyserville Residents: Your Voice Matters

A major housing development is proposed for 21837 Geyserville Avenue, featuring 93 condos across 17 buildings on more than 5 acres. This project will significantly impact our community, and YOUR INPUT is crucial during the public comment period.

Key Details:

- 93 residential condominiums
- 204 parking spaces
- Single entry point on Geyserville Ave
- Currently in review phase (applicant has 90 days to respond to county feedback)

How to Get Involved:

Please submit your comments to the Geyserville Planning Committee at president@geyservilleplanningcommittee.com. They're compiling resident feedback for official correspondence with Sonoma County.

Get full project details, timeline, and application documents: <https://geyservilleplanningcommittee.com>

Sponsorships Available in Cloverdale Connect

Attention Local Businesses!

One of the ways you can promote your business and support **Cloverdale Connect**, Northern Sonoma County's FAVORITE paper, is by being the Sponsor of one of our special features!

We have Sponsor openings currently for:

- 1) the Cloverdale High School column, now written by CHS student June Schriener
- 2) "Our Community Cares" page devoted entirely to our local non-profits and providing them with FREE advertising
- 3) the City Council Report written by Eleanore Webster providing updates on the latest happenings at City Council meetings

This is a very affordable way to have your business featured in **Cloverdale Connect** while supporting our community!

For more details, email adsales@cloverdaleconnect.com

Susan Clark

February 21, 1950-June 28, 2025



Susan Clark passed peacefully at home in Cloverdale on June 28, with her husband Craig and sister Nancy by her side. A beloved wife, mother, sister, and friend, Susan worked tirelessly for Cloverdale as a library assistant in our local schools. A key member of the Cloverdale Friends of the Library and of The Green Thumb Garden Club, the family suggests

donations in her name to those organizations.

Susan loved nature, gardening, traveling the world with her husband Craig, and books. She will be missed by our community.

She is survived by her husband Craig, sons Robin and William (Willie), daughter Jennifer and grand-children Timila, Isabella, Anika, Abraham, Charles, and Katherine.

Fire Truck Cabo



On a recent trip to Cabo San Lucas, Mexico, Jim Mocci saw the donated Cloverdale Ambulance in its new home and took a few photos.

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Providence Sonoma County Hospitals Honored for Excellent Stroke Care

Providence Santa Rosa Memorial Hospital, Healdsburg Hospital and Petaluma Valley Hospital recently received the American Heart Association's Get With The Guidelines® Stroke quality achievement awards. Providence caregivers are being honored for their commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines.

Santa Rosa Memorial Hospital was awarded Stroke Gold Plus, Target Stroke Elite Plus, Target Type 2 Diabetes Honor Roll, Healdsburg Hospital was awarded Rural Stroke Gold and Petaluma Valley Hospital was awarded Stroke Gold Plus, Target Stroke Honor Roll, Target Type 2 Diabetes Honor Roll.

A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or bursts. When that happens, part of the brain cannot get the blood and oxygen it needs, so brain cells die. Early stroke detection and treatment are key to improving survival, minimizing disability and accelerating recovery times.

"Providence is committed to the constant improvement of our patients' experience by adhering to the latest evidence-based guidelines for stroke care," Providence Sonoma County Chief Administrative Officer Scott Ciesielski said. "We are proud of our doctors, nurses and staff members who work together to ensure our patients receive critical treatments that ultimately lead to more lives saved."

Get With The Guidelines-Stroke was developed to assist health care professionals to provide the most up-to-date, research-based guidelines for treating stroke patients. The program promotes consistent adherence to these guidelines, which can minimize the long-term effects of a stroke and even prevent death.

Each year, program participants qualify for the award by demonstrating how their organization has committed to providing quality care for stroke patients. In addition to following treatment guidelines, Get With The Guidelines participants also educate patients to help them manage their health and recovery at home. Learn more at providence.org



The Happiest Place on Earth Michele Armanino

Cloverdale's DogGonit, at 115 N. Cloverdale Blvd., might just be the happiest place on earth for your pet! This bright, clean, organized store offers everything imaginable for your pet's needs.

Cloverdale owners Glory Knaus and Dale Peavler provide healthy foods for dogs, cats, chickens, birds and rabbits. There are choices of fresh, frozen, freeze dried and even baked goods for your furry friends. Does your pet have a birthday coming up? Check out the birthday display section of the store which showcases cookies, cupcakes, cakes and toys. And if your dog likes to dress up for their birthday, you can choose from a fun line of stylish dog outfits!

Glory feels that DogGonit is not only about selling food and supplies but also about pet adoptions. "I grew up poor in Humboldt County and didn't have an easy childhood," she says. "I had an affinity for taking care of feral cats and have always been drawn to helping animals." She contributes food and blankets for her rescue cats and all profits from the adoptions are returned to the rescue operation. The cages are spotless with healthy, bright-eyed cats awaiting their new owners.

The community appreciates Glory and Dale's efforts as evidenced by the several people who came into the store during our interview to help with cleaning the cages, holding and petting the cats or checking on inventory. One customer stops by daily with her German Shepherd just to purchase a few treats for him. "We encourage customers to bring their dogs into the store." Glory says. "That's always the best part of my day!" In addition, shoppers can utilize the do-it-yourself pet wash for \$21.99.

"We're excited for future themed classes like Yoga with your dog, dog training classes and classes for children on how to care for their new pet." says Glory.





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GO LOCAL Sonoma County

Cloverdale Connect is now a member of Sonoma County GO LOCAL, a community alliance of businesses, non-profit organizations, and government agencies. GO LOCAL provides economic development marketing for locally-owned, independent businesses. Spending locally means money is reinvested into the local economy. Spending locally cultivates community spirit

- Unique: When you support local businesses, you're also investing in your community's unique character and diversity.
- When you support local businesses, you get to see new and creative ideas that match what people in the community actually want.



Passing the Rotary Gavel



Robert Redner, (left) president of the Rotary Club of Cloverdale for the past two years, recently passed the gavel of presidential responsibility to Kevin Kostoff (right). Kevin is the incoming Rotary Club president and will preside over the clubs 100th anniversary year and celebration. Kevin's past leadership in Rotary has more than prepared him for this endeavor, guaranteeing a successful and productive year for both Rotary and the community.



Hiding in Plain Sight Mary Jo Winter

Kleiser Park, a Cloverdale gem hiding in plain sight, is located on the southwest corner of Cloverdale Blvd. and School Street. Named in honor of Cloverdale's founder, James A. Kleiser, it sits on land he donated 160 years ago for the town's first school, a log cabin with a stone fireplace.

Located on school grounds, it fell into disrepair when it was closed from 1975 to 1987 due to what were deemed "illegal activities." During this time, students were not allowed to eat lunch in the park. They could only walk through it during school hours.

In 2009, Cloverdale Rotarian Joan Tillman brought up the idea of renovating the park. Over a three-year period, the Rotarians raised \$90,000 for the project, a portion of it through their very successful Asti Tour de Vine bike event held each October.

They also sold more than 600 personalized bricks and 10 new benches, all of which were incorporated into the final design.

The City of Cloverdale and the Cloverdale Unified School District signed a joint-use agreement, with the City contributing \$10,000 from its Quimby Act Park Fund. The school district agreed to provide maintenance, including cutting the grass and picking up litter.

Support also came from community volunteers who donated their time, and from local businesses that donated or provided discounted services, materials and merchandise.

Completed in 2012, the renovation included widening pathways with decomposed granite, planting drought-resistant plants and trees, and installing new park benches and picnic tables. The personalized bricks are heartfelt testaments of community spirit.

Thanks to a new irrigation system and the repair of an existing well, there will never be any future water bills either.

Without donations and volunteer effort, the project estimate might have been as high as \$750,000. Instead, Cloverdale, known for its community spirit and commitment to volunteerism, pulled it off for around \$100,000.




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Cloverdale Library Community Connection

John Koetzner, Children's Services Librarian

Sonja Sutherland, Teen Services Librarian

Book Buddies Program Pairs Teens and Young Readers for Literacy and Connection



This spring, the Cloverdale Regional Library partnered with Cloverdale High School and Jefferson Elementary School to launch Book Buddies, a weekly, teen-led reading mentorship program bringing together young readers with high school student volunteers. Teen Services Librarian Sonja Sutherland championed the program with Librarian Rhonda Knowles at Jefferson Elementary School to make it a success.

The Book Buddies program is designed to help young students strengthen their reading skills in a supportive and encouraging environment. Each week, students read aloud to their teen mentors, gaining confidence, fluency, and a growing love for books. The program also fosters meaningful social connections between age groups, creating a sense of community and shared purpose.

Prior to the program starting, teen volunteers received training and mentorship from librarians, and the elementary children got to select a couple free books to take home during the program. The Friends of the Cloverdale Library also generously provided scholarships to the teen volunteers in recognition of meaningful work, and each one received a certificate of recognition.

Book Buddies is more than just a reading program—it's a celebration of learning, mentoring, and the power of community. Following the strong impact seen during the spring, Cloverdale Library will partner with Cloverdale High School and Jefferson Elementary School to offer Book Buddies again this fall after school.

On another note, summer reading ends on August 9th and we still have plenty of free books as giveaways for participating in the summer reading challenge. People of all ages can receive a free book for five hours of reading. You can receive up to three free books if you completed fifteen hours of reading since June 1st.



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CloDems – Cuts to SNAP and Medicaid ~ Shirley Davis

The "Big Beautiful Bill," recently signed into law, has significant implications for food banks due to substantial cuts to the Supplemental Nutrition Assistance Program (SNAP) and Medicaid.

- SNAP**
Projected to affect approximately 22.3 million families, with many losing some or all SNAP benefits. Estimated reductions to each family: \$146 per month.
With SNAP providing roughly nine meals for every one supplied by food banks, cuts are expected to create a gap that food banks will struggle to fill. Reductions are estimated to eliminate 6 to 9 billion meals annually from the food assistance network.
- Increased Demand**
Food banks are already experiencing heightened demand. In 2024, Redwood Empire Food Bank (REFB) served 61,000 individuals monthly, up from 56,000 in 2023 and 45,000 in 2022.
Food banks are bracing for an even greater influx of clients as more individuals turn to them for support due to the loss of SNAP.

- Impact on Medicaid**
Cuts to Medicaid could result in nearly 12 million people losing health insurance over the next decade. Loss of coverage exacerbates food insecurity as uninsured face increased medical expenses further straining household budgets.
- Long-Term Consequences**
Locally, REFB is looking to maximize operational efficiency as it adapts to growing demand within the space of the current facility.
As federal support diminishes, food banks increasingly rely on philanthropic contributions and local community support to fill gaps left by government programs.
These cuts are poised to significantly increase the burden on food banks. Cuts to SNAP and Medicaid are expected to lead to higher levels of food insecurity, making it imperative for food banks to have increased community support.
Cloverdale Democratic Club is committed to providing mutual aid to REFB and Cloverdale Food Pantry. Watch for our food drives at community events.




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Roots of Rock
MJ Girard ~ KOWSfm.com



Hot August Nights are upon us! The weather patterns are definitely altering to more severe events. Our hearts have gone out to those affected by the storms and losses of life and limb. We here in the North Coast have learned from previous events that we must be ready for whatever Mother Nature throws our way. We have stored water, staples and medications to see us through the rough patch until we can regroup and resume our normal routine. Fire season is nearly year 'round now, except during the rainy season. Preparedness quells panic and frustration. Better safe, than sorry!

As we continue our journey this summer, let's enjoy the friendship of our neighbors and partake in the local events that entertain and inspire us. Local farmers markets, live entertainment and a lovely walk makes living worthwhile.

KOWS radio has a myriad of local host, as well as national and international broadcast to entertain, enlighten and educate. We welcome anyone to host a show of their own, application information is on our website: KOWSfm.com as well as our current lineup of shows.

Thanks for listening and tuning in, we appreciate your support!

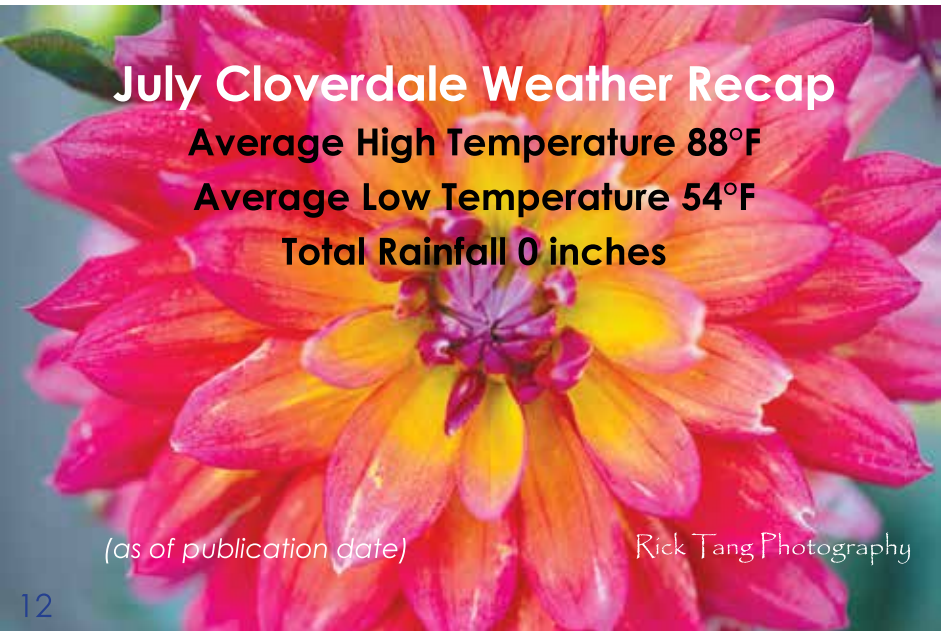
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New Feature: Hometown Holler!

Have you seen someone around town doing something good? Give them a "Hometown Holler" and let's recognize them in **Cloverdale Connect** for making a positive difference in our community. Let's catch people in random acts of kindness!

Please submit the person whom you would like recognized via email to info@cloverdaleconnect.com. If you nominee is chosen, you will both receive a prize from **Cloverdale Connect**.



July Cloverdale Weather Recap
Average High Temperature 88°F
Average Low Temperature 54°F
Total Rainfall 0 inches

(as of publication date) Rick Tang Photography

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Just so everyone's clear, I'm going to put my glasses on.

Out & About

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Here's **Ivy of R Salon**, taking a break reading **Cloverdale Connect!**



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Creative Corner

Christy Anne

Fabric painting has its seasons of popularity, but for me, it is always one of those creative endeavors that I find intensely satisfying for a multitude of reasons. Perhaps to fill in a spot that got bleach splattered on a favorite top.

Canvas tennies as a walking form of expression for anyone to create. Custom T's for rallies in town? I myself have been getting certified to be a life coach, and this fall I have a potentially once in a lifetime opportunity to meet someone I admire deeply, and who has created the school I am getting certified through, Jay Shetty.

In September fellow coaches and trainees have an opportunity down in Santa Monica for a first time ever convention of sorts, (no outside people invited – coaches only) and when confronted with the networking opportunity, not only was I excited, but I also thought, how can I stand out in a group of 500? As my niche is focused on working with neurodivergent women, and I have a HUGE love of rainbows, a lightbulb went on. I scored a great pair of white cotton pants on the Nordstrom clearance rack. I can certainly paint them and create something unique that both stand out and are also a conversation piece!

So, I dusted off my fabric paints, pens and liquid, and a few paint brushes. I then found some plastic stencil paper, traced a few designs and cut out the shapes I wanted to trace onto the pants. (Plastic pages also work to slide down into the legs of pants, so paint does not bleed through. The custom stamp I ordered with my logo showed up, so I went to town. Now, I often see kiddos on FB holding up signs for the first day of school, so why not have them make a countdown t-shirt for next grade and start getting their creative brains in gear? With fabric paint, brushes, plastic(or cardboard) hand soap and easy access to water and they even make fabric ink for stamps – anything is possible and once dried, safe to launder as well, for the win!

Smartphones as Safety Tools

Will Carter

The smartphones that ride around in our purses and pockets are marvels of our modern era. There are tools, apps, and services for just about any circumstance, including this month's topic: emergencies! Summoning help from emergency services is a very familiar concept to most, usually a call to 911 or activating a product like Life Alert. Luckily, your iPhone or Android device is also designed to fulfill that need, without needing to unlock your phone or make a call. On both iPhones and Android, the tool for summoning help is called Emergency SOS. Once you find Emergency SOS in settings, you should find instructions on activating this feature using a simple, one-handed, process. When activated, Emergency SOS places a call, on speaker-phone, to the relevant emergency services based on your location.

Of course, the obvious limitation of Emergency SOS is the process of activating it yourself! The good news is that there are a few conditions where Emergency SOS can make the call without intervention. Car crash detection allows Emergency SOS to place a call on your behalf if your phone's onboard sensors detect a crash. If you have an Apple Watch or a supported Android Watch, the additional sensors provided can enable fall detection, allowing Emergency SOS to place a call if your watch reports that you have fallen.

The companion to Emergency SOS is Medical ID, a system that allows important medical information (age, allergies, medications, conditions, etc.) to be accessed by those who are on the way or arrive to help you. Medical ID should be filled with your health information, as well as a selection of emergency contacts. With Medical ID enabled, those who arrive to help you will be best equipped to treat you and notify your family/friends. Be sure to enable the options to allow sharing with emergency services and access from the lock screen.

Take a minute to check the settings now, and if you run into questions, ask a trusted friend or technology professional.

Building The Capacity Of Mental Health Professionals

The Healthcare Foundation plays a vital role in bringing together community partners, providers, and residents to strengthen access to care and promote well-being and the Foundation is committed to leading the conversation around mental health, ensuring that critical information and resources are shared widely across the region. The Foundation empowers individuals and families to seek the help they need—fostering a healthier, more connected community for all. The Foundation is sharing timely mental health information and resources to support community awareness and access to care.

Adrienne Heinz, PhD

"I wear several different hats as a clinical psychologist based in Sonoma County and as a mental health app developer and

trauma researcher at the VA National Center for PTSD and Stanford University. The apps we create are free to the public, science-based, and do not collect your personal information. Our most recent app, Well Within Coach, supports women with PTSD. Suicide IS preventable. An acute suicidal crisis often lasts less than an hour and, in some cases, less than a few minutes. Research shows that having a safety plan for what to do during that short window saves lives. When life punches you in the nose, remember your humanity and practice self-compassion. Allow yourself the same grace and support that you would offer to a friend or family member who is struggling."



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Let's Travel

Craig Clark

Now travelers arriving at TSA checkpoints at airports across the country will not have to remove their shoes as part of the screening process.

Identification checks and screening of carry-on bags, will continue and some travelers may still be asked to remove their shoes for additional screening. Passengers whose boarding passes are marked with "SSSS" — which stands for "Secondary Security Screening Selection" — will have to undergo an extra few steps beyond regular security protocols, including shoes off. TSA liquid rules are still in place. You are allowed to bring a quart-sized bag of liquids, aerosols, gels, creams and pastes in your carry-on bag and through the checkpoint. These are limited to travel-sized containers that are 3.4 ounces (100 milliliters) or less per item. Placing these items in the small bag and separating from your carry-on baggage facilitates the screening process. Pack items that are in containers larger than 3.4 ounces or 100 milliliters in checked baggage.

Avelo Airlines will discontinue service at Charles M. Schulz–Sonoma County Airport effective Aug. 11. Their non-stop service included flights to Redmond,OR Kalispell, Mt, Las Vegas NV and Burbank. That leaves American and Alaska airlines with scheduled flights from Santa Rosa, with Alaska taking over Hawaiian airlines international routes.

And here's some sage advice from David Danto@njdavidd. bsky.social. "Somewhere along the way I realized that traveling somewhere 'someday' is a trap. Waiting for retirement to go see the world is like waiting for the traffic to clear on an L.A. freeway – you'll grow old waiting, and then you won't want to go anymore. Or worse, you won't be able to go anymore. Tired, frail, dragging a suitcase behind a walker. No thanks. If there's a lesson in all these creaky joints and packed pill organizers, it's this: **take the trip now.**"

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Introducing “Ambush Poet” Howard Adler ~ Poet's Corner

I'm 78yrs old, married for 55 yrs with my rock and light, Susan, and we have two wonderful sons, Josh and Jamil, in their early fifties. I'll take this chance to thank them because even though they live hours away they are very present, caring and helpful to us as our needs change with age. We moved to Cloverdale from Santa Rosa 10 yrs ago, and enjoy it as the perfect place for us. I elaborate on the dream like virtues of this town in some poems.



After high school, I attended art school, junior college, then SSU environmental studies. I worked with a demolition company, for five years and enjoyed twenty years doing maintenance gardening on my own, which was more about seeing to the needs, happiness and well-being of the wonderful customers, who felt more like friends and family. While working the gardening route, as well as a tiny “farm”. In a standard size yard, with a goat, chickens, rabbits, a mini pond, and fruits and veggies, I enjoyed working nights, and weekends as a clown.

I have always been an entertainer, sculptor, painter, singer, dreamer, poet, and fool.

Now I do small wood crafts, cutting boards from recycled wood and sell them as “Resurrection Woodwork”.

I channel my urge to share through my “ambush” poetry here in town. It is the personality of this town which brought that

out of me. Feeling comfortable, even welcomed, to share thoughts, share an unusual moment. Cloverdale, where people wave, and nod to each other and bid good day to strangers in a way that feels welcoming and sincere. A town with its own paper, featuring the best side of folks, and a performing arts center and senior multipurpose center. I feel privileged to be asked to share at each of those, and soon maybe the library. I entertain the idea of someday reciting at other institutions or homes in a party setting, like I used to clown, but this time to raise money or support for non-profits.



Carwash Site Sold

The long-blighted property at 650 & 680 S. Cloverdale Blvd., the former car wash location, is finally on track to get cleaned up. At their June 11th meeting, City Council took action to help facilitate the sale by clearing the way for revitalization.

Special thanks to Cort Amelung and his stepdaughter Shannon Ackerstrom for making the sale, and to our very own Mayor Todd Lands for assisting with the endeavor.

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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.

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



Coming to Cloverdale Performing Arts Center

OPEN MIC NIGHT SATURDAY, August 16

MUSICIANS, COMEDIANS, POETS,
DANCERS, SINGERS, JUGGLERS

Doors open
at 6:30pm
Event runs 7-9pm

THIS IS A FREE EVENT
DONATIONS
ALWAYS WELCOME

To sign up to perform,
please go to:
www.CloverdalePerformingArts.com



COMEDY NIGHT

A Jackie Evans Production

MARC YAFFEE

Co-star of the Showtime
special, Goin' Native.
He can also be seen on
Amazon Prime and heard
on SiriusXM. Marc has two
Dry Bar comedy specials
and was named one of the
25 Indigenous Comedians
to watch.

*Must
be 18+



Myk Powell



Wendy Lewis

Saturday, August 23, 7:30pm
Lobby Doors Open at 6:30pm
Tickets: \$35 online - \$40 at the door

www.CloverdalePerformingArts.com

Cloverdale Senior Center Endowment Program

Please give generously to the Community Endowment Program
supporting the Cloverdale Senior Multipurpose Center (CSMC)
at Redwood Credit Union. Your donation provides for future
generations to enjoy the benefits and programs available at the
Senior Center.

Choose a one-time, weekly, or monthly contribution to the CSMC
Endowment Fund at RCU. Consider including CSMC in your estate
planning as part of your will or trust.



CLOVERDALE CARES FOR OUR KIDS!
SUPPORT OUR SCHOOLS

DONATE AT
www.cusdcare.org



Thank You, Cloverdale!!!

heaven's
Closet

Thrift Shop

Now Accepts
Credit/Debit Cards

439 N Cloverdale Blvd

¡La tienda de segunda mano Heaven's Closet está
aceptando tarjetas de crédito / débito!

Thrift Shop is Open Thursday and Saturdays 10am to 4pm

215 N. Cloverdale Blvd.
Cloverdale CA 95425
707-894-2067

Open: 11am-2pm
Friday, Saturday & Sunday

office@cloverdalehistory.org



FRIDAY NIGHT LIVE at the plaza

AUGUST LINEUP:

August 1 • Tommy Castro & the Painkillers

Soul-Blues Rocker

August 8 • High Step Society Electro-Swing

August 15 • Surfer Girl West Coast Surf Reggae

August 22 • Joe Samba Island Inspired Reggae/Rock

August 29 • La Misa Negra Cumbia/Afro-Latin

Brought to you by:

CLOVERDALE ARTS ALLIANCE

www.cloverdaleartsalliance.org



ALL VETERANS ARE INVITED

American Legion

Wednesdays

8:30AM FREE Morning Coffee Hour

205 W First Street
Cloverdale, CA 95425

TRANSLATE to Spanish Button

Easily translate Cloverdale Connect content from English
to Spanish on our website by using the orange
TRANSLATE button in the upper right-hand corner.
¡Pruébalo! www.CloverdaleConnect.com

Wanted – Book And Media Donations

The Cloverdale Library renovation project is now complete
and the Friends of the Library welcome your donations of
clean, gently used books, DVDs, CDs, puzzles and current
magazines. They cannot accept encyclopedias, reference
sets, old magazines or journals nor condensed books such
as Reader's Digest editions. Please limit your donations to 2
bags/boxes per week. Donations may be dropped off at the
library during open hours. Thank you for helping the Friends
support library programs.

NOURISHING HOPE THROUGH COMMUNITY

FRIDAY 11:00 - 1:00 PM

202 COMMERCIAL STREET
(COMMERCIAL AT SECOND)
CLOVERDALE, CA



