

January 15, 2020



To support, strengthen and enrich
our community with a business
culture that provides for a strong
economy.

"Your success is our success."

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Chamber of Commerce meetings are held on the 1st Tuesday of each month at **9am at the Altadena Community Center.**

Please email us if you would like to be added to the agenda.

The next meeting will be on **Tuesday, February 4, 2020**

Chamber email address:
office@altadenachamber.org

Events



Do you have any events, promotions or sales coming up? Let the Chamber of Commerce know! We'd be happy to include it in the monthly Newsletter or send out a special



DOUG COLLIFLOWER'S MARKET REPORT

626-542-4158 | doug@bhsgolden.com | www.dougcolliflower.com



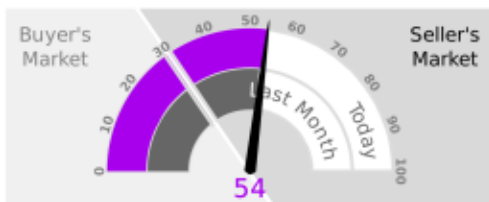
ALTADENA, CA 91001

Single-Family Homes

This week the median list price for Altadena, CA 91001 is \$937,000 with the market action index hovering around 54. This is an increase over last month's market action index of 53. Inventory has held steady at or around 28.

MARKET ACTION INDEX

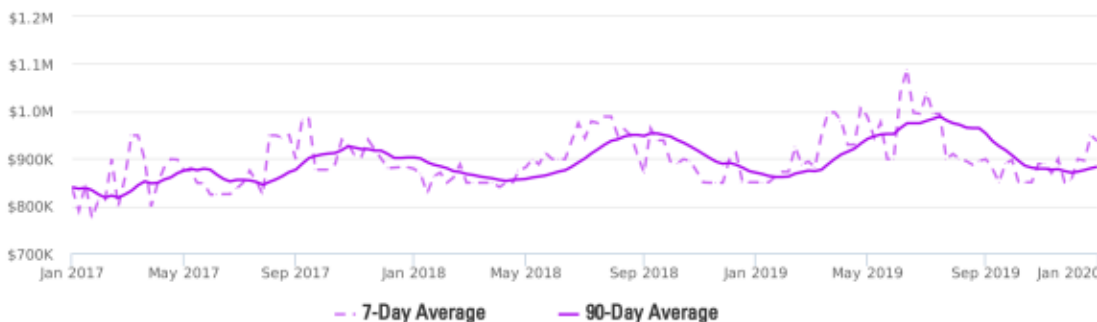
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

MEDIAN LIST PRICE



MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

REAL-TIME MARKET PROFILE

Median List Price		\$937,000
Per Square Foot		\$577
Days on Market		84
Price Decreased		39%
Price Increased		4%
Relisted		11%
Inventory		28
Median Rent		\$3,600
Most Expensive		\$3,000,000
Least Expensive		\$649,000
Market Action		54

Strong Seller's Market

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$2,250,000	3,397	0.25 - 0.5 acre	4	5	25	0	0	73
\$1,200,000	2,480	0.25 - 0.5 acre	4	3	58	0	1	98
\$839,000	1,564	6,500 - 8,000 sqft	3	2	70	2	1	101
\$698,888	1,046	6,500 - 8,000 sqft	2	1	75	1	2	64

Wed Jan 08 2020

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OneLA & L.A. County's CONTRACTING CONNECTIONS

CERTIFY. CONNECT. GROW.

GET CONNECTED JAN. 21

- Learn about current and upcoming contracting opportunities
- Meet and build relationships with L.A. County Small Business Advocates and procurement personnel
- On-site registration, certification and verification will be available
- Workshops, presentation, networking and exhibitors
- Find out more about resources available and participate in informative workshops

FREE EVENT

8:00 a.m. – 12:00 p.m.
University of La Verne
Campus Center, 3rd Floor
2000 Second St.
La Verne, CA 91750

REGISTRATION REQUIRED

For more information call the Office of Small Business at 323.881.3964.



University of
La Verne



announcement to the 600+ members we have on our mailing list. Feel free to contact the Chamber for any information, requests or concerns.

Sincerely,

The Altadena Chamber of Commerce

Join Our Mailing List

Give us your email address to add on our listing.

Office email address:
office@altadenachamber.org

Contact Us

Altadena Chamber of Commerce

Office email:

office@altaenachamber.org
626-794-3988

Town Council



Altadena
Town Council

The Altadena Town Council meets every **3rd Tuesday of the month** at 7pm at the Altadena Community Center. The next meeting is **Tuesday January , 2019** open to the public and all are encouraged to attend.



In order to receive all benefits of being a member of the Chamber membership dues must be current.

L.A. County is improving how you vote!

VOTING REVOLUTIONIZED

*Explore the new voting experience at a
demonstration center near you.*

For locations and hours visit: LAVote.net/DemoCenters



LOS ANGELES COUNTY
Registrar-Recorder/County Clerk





California's 27th Congressional District Representative Candidate

Conversation

With **Christian**

Wednesday
Jan. 22nd at 6:30pm



DALY

Allow Christian to Listen to your questions & concerns.
Hear how Christian will work for you in Congress.



Join Us at:
2057 N. Los Robles Ave.
Pasadena, CA 91104

For more information: www.ChristianDalyforCongress.org




THE HOMELESS COUNT, NO MATTER WHERE THEY LIVE.

Every January, we embark
on a 3-day mission to count
our homeless neighbors
across Los Angeles.

Sign up today to volunteer
at theycountwillyou.org.

#TheyCountWillYou

January 21-23, 2020





*96th
Annual Awards
&
Installation Dinner*

Join Us to Honor

Veronica Jones

2019 Citizen of the Year

Grocery Outlet

Mario & Mitchell Guajardo

2019 Business of the Year

Live Auction Benefiting
Marion Lee Wulschlager Scholarship Fund

Friday, January 31st 2020
6:00 PM Cocktail Reception
7:00 PM Dinner
Altadena Town & Country Club
2290 Country Club Dr., Altadena, CA 91001

\$85 Per Person
Advanced Payment Required

RSVP

www.altadenachamber.org/tickets

office@altadenachamber.org

626-794-3988

Cocktail Attire

ELIOT ARTS MAGNET ACADEMY SPEAKER SERIES

SPEAKERS • MOVIES • WORKSHOPS
IN THE ELIOT HISTORIC AUDITORIUM



PHIL HETTEMA

PRESIDENT AND CREATIVE EXECUTIVE
OF THE HETTEMA GROUP

February 20, 6:30 p.m.

*Creativity and Imagination:
Designing Magic in the Real World*



MICHELE ZACK

AWARD-WINNING AUTHOR
AND HISTORIAN

March 19, 6:30 p.m.

*Civil Rights in Pasadena:
Historical Perspectives on PUSD Today*



DENISE M. VERRET

CEO AND DIRECTOR OF LA ZOO

April 23, 6:30 p.m.

Lean In To Lead



Open to the public
Hosted by Eliot Arts Annual Fund
All tickets \$10



Brand Identity

Brochures

Pamphlets

Posters

Ads

Packaging

Direct Mail

Social Media

Brainstorming

and all things creative



Dear League of Women Voters Supporter,

In 2020 the League of Women Voters Pasadena Area will be marking the centennial of the 19th amendment establishing women's right to vote, and of the founding of the League of Women Voters. We are celebrating our first hundred years of making democracy work with a gala event on February 15th, 2020 at Almansor Court in Alhambra, CA, where we will recognize community and League leaders for their contributions to the civic life of our area.

There are several ways in which you may choose to support this momentous event.

- Purchase a ticket to our event at a cost of \$100 per person.
- Purchase a Sponsorship Table at a cost of \$1500 (includes 10 tickets as well as recognition in our program booklet and prominent signage at the event)
- Purchase one-half Sponsorship Table at a cost of \$750 (includes 5 tickets as well as recognition in our program booklet and prominent signage at the event)
- Purchase an ad in our program booklet (see the ad form attached)

Please go to our website, lwv-pa.org, to make your purchases with a credit card, or send your check to: LWVPA, 65 South Grand Avenue, Pasadena, CA 91005.

The League looks forward to another hundred years of working to engage, inform and empower voters and to increase diversity, equity and inclusion within our organization and in the communities we serve. The League of Women Voters is a non-partisan organization of grassroots volunteers. We advocate for issues but never support political parties or candidates.

Your support is greatly appreciated.

Donations are tax deductible to the full extent of the law through the League of Women Voters Pasadena Area (LWVPA), a 501 (c) 3 nonprofit organization. Tax ID # 951879838. Proceeds from the event will benefit advocacy and voter service community programs.



LEAGUE OF WOMEN VOTERS®
PASADENA AREA

Alhambra Altadena Arcadia Bradbury Duarte LaCañada-Flintridge Monrovia Monterey Park
Pasadena San Gabriel San Marino Sierra Madre South Pasadena



ASSEMBLY MEMBER

Chris Holden

DISTRICT 41

Invites Nominations for

WOMAN OF DISTINCTION

NOMINATION DEADLINE: JANUARY 31, 2020



In celebration of Women's History Month in March 2020, we are honoring outstanding women whose service & work have made a positive impact in the 41st Assembly District



NOMINATION DEADLINE: **JANUARY 31, 2020**

- Open to all women who live or work in the 41st Assembly District: La Verne, Monrovia, South Pasadena, Upland, Claremont, Pasadena, Altadena, Rancho Cucamonga, Sierra Madre, or San Dimas.
- The selection committee will select one woman to be honored from each city listed and among those selected; one woman will be selected as the 41st Assembly District Woman of the Year where she will be honored at a special ceremony in March 2020 at the State Capitol.
- Submit completed nomination form by deadline.
- No self-nominations.
- For more info contact Kevin Mulligan at kevin.mulligan@asm.ca.gov or 626-351-1917. Applications available on line at www.asmdc.org/holden



WHAT WOULD YOUR BUSINESS DO
WITH A **\$25,000**
TO **\$1.5 million**
BUSINESS LOAN?

TAKE THE NEXT STEP

CALL SMART FUNDING TODAY
AND GROW THE BUSINESS OF YOUR DREAMS

GET PREQUALIFIED BY CALLING OUR
ECONOMIC DEVELOPMENT UNIT:
(626) 586-1856
Economic.Development@lacdc.org

OR VISIT OUR WEBSITE AT
www.smartfunding.biz

GET THE BUSINESS CAPITAL

YOU NEED



Community Development Commission
of the County of Los Angeles
Economic Development Division
700 West Main Street
Alhambra, CA 91801



A Trusted
Community Resource

LA County Business Resources



L.A. County Resources to Help Your Small Business Grow!

Small Business Initiative (SBI)
SBI is a five-year program designed to help small business owners (25 or fewer employees) save money, make money, and grow their business during the yearly minimum wage increases. SBI makes various County resources available to small businesses located in Los Angeles County.

Contracting with L.A. County

From automobiles to medical supplies, the County purchases billions of dollars in goods and services each year.

L.A. County's Office of Small Business can help you get in on the action with L.A. County's Contracting Connections program, which aims to help grow and strengthen the region's small businesses. Some of the benefits of certifying include:

Bid Preference:

Eligible small businesses may receive a 15% bid price reduction or 'preference' when bidding competitively on certain County solicitations for goods and services.

15-day Prompt Payment:

If you are certified as an Local Small Business Enterprise you can receive payment within 15 days of receipt of an undisputed invoice.

GET CERTIFIED TODAY!

Call L.A. County's Office of
Small Business at
(323) 881-3964

or visit

dcba.lacounty.gov/osb



Business Development & Access to Capital

L.A. County can help you find the resources you need, including:

- Small Business Concierge
- Procurement Technical Assistance
- Workforce Development
- Business Management Assistance
- Business Retention & Layoff Aversion
- Talent Management
- County Loan Programs
- Expedited Plan Checks (Restaurants)
- Minimum Wage Compliance
- And More!

View the complete
L.A. County Small
Business Resource
Guide by scanning
this QR Code.





Christian DALY

California's 27th Congressional District Representative Candidate

Bring in a New Day Meet & Greet

Saturday, Jan. 25th at 10:00am

Economic-Equity, Education and Equality

Christian will talk about the important issues facing our country and future of our 27th District.

Location:
759 Sunset Ave.
Pasadena, CA 91103

For more information:
www.ChristianDalyforCongress.org

CHAMBER EVENTS

- January 31, 2020 Installation Dinner - Altadena Country Club

- Do we have your promotional materials/flyers?

Your Chamber Board Members are attending at least 2 to 3 networking events each month. To each event, we take all the Chamber Member promotional materials that we have. If you have not already given us your flyers/brochures, feel free to

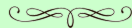
drop off a stack any time during business hours.

- Community Day. Get out from behind your desk and join us and your fellow Chamber Members on the 4th Wednesday of each month at the Altadena Farmer's Market. This is a great opportunity to meet your community.

Questions email: membership@altadenachamber.org

2019 Board of Directors

Chamber Board



President: Doug Colliflower
Vice President: Kelly Bennett
Treasurer: Craig Sloane
Secretary: Leslie Aitken

Board of Directors
Billy Malone
Diane Marcussen
Judy Matthews
Ed Myers
Jayson Sohi
Dr. Sandra Thomas