

February 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, March 3, 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
announcement to the 600+
members we have on our



FEBRUARY IS



AMERICAN HEART MONTH

FIRST LIEUTENANT
O. OLIVER GOODALL

A Day Of Celebration!

Sunday, February 16
1:00 p.m. – 4:00 p.m.
679 W Harriet St.
Altadena, CA 91001, USA

*Oliver Goodall and
Tuskegee Airman Tribute
Honoring O. Oliver Goodall
and his fellow Tuskegee
Airman with a plaque at the
house he lived in for more
than 50 years.*

An exciting event to celebrate the life and
legacy of Oliver Goodall and the Tuskegee
Airmen by unveiling a monument in his
honor at his former residence.
www.theolivergoodallproject.com

1 p.m. - 2:30 p.m.
The Woodworking Bus by Side Street
Projects. Build your own wooden
nameplates.

1:15 p.m - 2 p.m.
Onochie Chukwurah & son Emeka
Chukwurah from Rhythms of The Village
will be coming out to share culture
& traditions from the motherland through
drumming and story-time.

2 p.m. - 3 p.m.
Dedication Ceremony featuring Tuskegee
Airmen, Ted Lumkin and Jerry Hodges
and live musical performances.



mailing list. Feel free to contact the Chamber for any information, requests or concerns.

Sincerely,

The Altadena Chamber of Commerce

DOUG COLLIFLOWER'S MARKET REPORT

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

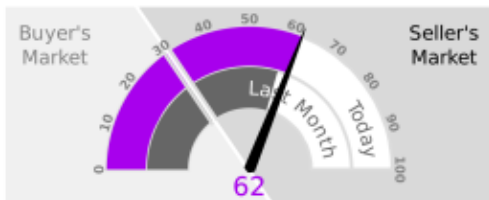


ALTADENA, CA 91001 Single-Family Homes

This week the median list price for Altadena, CA 91001 is \$1,250,000 with the market action index hovering around 62. This is an increase over last month's market action index of 59. Inventory has held steady at or around 27.

MARKET ACTION INDEX

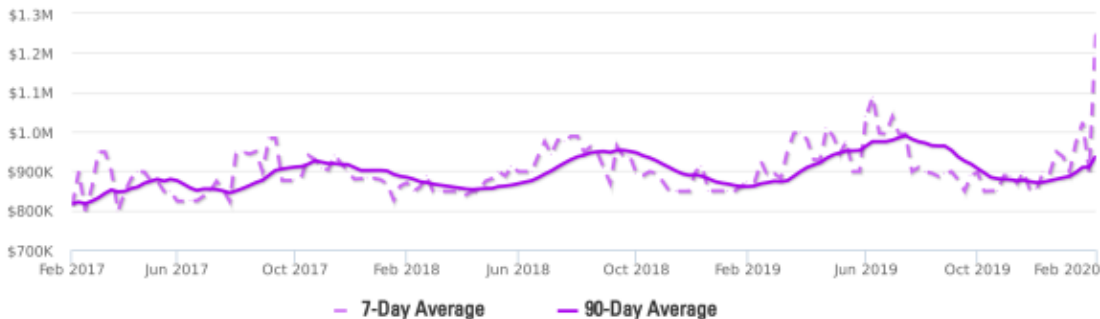
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

The market continues to get hotter. More sales demand and fewer homes listed have contributed to a relatively long run of increasing prices. Current supply and demand levels show no sign of prices changing from their current trend.

MEDIAN LIST PRICE



MARKET SEGMENTS

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$2,347,500	4,556	0.5 - 1 acre	5	4	40	0	1	79
\$1,595,000	3,100	8,000 - 10,000 sqft	4	4	23	2	0	35
\$875,000	1,560	6,500 - 8,000 sqft	3	2	70	2	2	64
\$650,000	859	6,500 - 8,000 sqft	2	1	95	2	3	40

REAL-TIME MARKET PROFILE

Median List Price		\$1,250,000
Per Square Foot		\$551
Days on Market		54
Price Decreased		11%
Price Increased		7%
Relisted		0%
Inventory		27
Median Rent		\$3,600
Most Expensive		\$3,995,000
Least Expensive		\$599,995
Market Action		62

Strong Seller's Market

Wed Feb 12 2020

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1 of 1

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@altadenachamber.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 February 18, 2020** 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.



FREE Smart Controller(s) & Installation Program

For a limited time only, get up to 2 smart controllers and installation for FREE! Limited supply. First come, first served basis.

**REGISTER
TODAY!**

**APPLICANTS ARE REQUIRED TO
ATTEND ONE IRRIGATION
CONTROLLER CLASS!**

February 19 – 6:30 pm to 8:30 pm

La Canada Presbyterian Church
626 Foothill Blvd,
La Cañada Flintridge, CA 91011

February 25 – 6:30 pm to 8:30 pm

Altadena Library Community Room
600 E. Mariposa Street
Altadena, California 91001

March 14 – 1:00 pm to 3:00 pm

La Canada Presbyterian Church
626 Foothill Blvd,
La Cañada Flintridge, CA 91011

**UPGRADE to a smarter irrigation
controller with B-HYVE.**

**Fast & Intuitive Programing, Wi-Fi
App Access, Rain Sensor, EPA Water
Sense Certified & More!**



To apply. 1) Download program application @ www.fmwd.com/#Rebates. 2) Email completed application to WaterWise, Inc. @ Foothill@waterwise-consulting.com with your preferred class date or call WaterWise @ 866-648-2925.



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



SUNDAY, FEBRUARY 25
2:00 - 4:00PM

ALTADENA SEVENTH-DAY ADVENTIST CHURCH
2609 Lincoln Avenue, Altadena, CA 91001

★ ★ Hosted by ALTADENA HISTORICAL SOCIETY, ★ ★
ALTADENA TOWN COUNCIL, & ALTADENA LIBRARY

Join us for the second in our series of Hidden Histories, a program highlighting stories of people of color in Altadena. In celebration of Black History Month, we'll focus on African American contributions to education in the Pasadena/Altadena area. Hear local leaders Michael Mims and Gwendolyn McMullins tell their stories about teaching and working in Altadena.

WWW.ALTADENALIBRARY.ORG/HIDDENHISTORIES

#HIDDENHISTORIES



Altadena
Town Council



Altadena
Libraries



As a business owner, you may feel that your days are too full already and joining the local chamber of commerce (CoC) will be too time-consuming. Think again - the real question is whether you can afford not to join the CoC. The advantages that these worthy organizations confer are well worth the time invested, and your business should benefit by increased networking and timely information about your community and your industry.

Here are the 10 top reasons for joining your local CoC:

- Credibility**
The general public holds the CoC in high regard, and being affiliated with one helps burnish the reputations of members. You'll also improve relations with other businesses, especially if they too are CoC members.
- Visibility**
Hanging a CoC plaque in your front window or on your office wall announces to the world your ambition to make your business the best it can be. You get the added visibility of a listing in the CoC newsletters and social media sites, as well as specialized CoC publications. You can join in and advertise at CoC events and fundraisers, which should generate goodwill in the community. All in all, CoC membership is a big boost to your public relations.
- Networking**
You can capitalize on a great opportunity by joining one or more CoC committees. Not only will you make important connections with your fellow businesspeople, you may also rub elbows with local politicians and other community leaders. Pick a committee where you can make a difference that will help both your business and the community at large.
- Democracy**
Speaking of politicians, your membership in the CoC helps you advance your own interests on the tough political and social questions of the day. Don't just complain about high taxes, red tape and over-regulation, do something about it by helping the CoC confront misguided representatives with the truth. CoC fights to keep free enterprise free and ensure fair treatment for all businesses.
- B2B**
Nothing promotes business-to-business relationships like membership in the CoC. Your fellow business owners become like an extended family, and you are likely to increase commerce with your fellow members. No other organization does a better job at promoting local connections and networking opportunities.
- Information**
A local CoC is a one-stop source for all kinds of local, regional and national information important for the success of your business. CoC sends out newsletters with community updates and the latest information that can help you run your business. The CoC community calendar lets you plan your time so that you can attend important events - don't underestimate the promotional value of these occasions. Naturally, it's wise to invest a few dollars placing ads in the local CoC publications.
- Recommendations**
One nice fringe benefit of CoC membership is all the recommendations you are likely to receive from other CoC members on behalf of vendors and consumers seeking new relationships.
- Special Events**
Throughout the year, you'll find that the CoC offers many special events and programs that can enlighten you and give you additional networking opportunities. It's a fun way to generate new leads for your business.
- Advertising**
Advertising via a CoC vehicle adds extra punch to your marketing and promotional activity. Fellow CoC members take note of and appreciate money spent on advertisements in CoC publications and media, since this helps grow the organization.
- Discounts**
CoC members enjoy a number of special discounts and exclusive services offered by other members. You might be able save money on, for instance, office supplies or phone equipment.

As you can see, the CoC is a useful ally as you develop and grow your business. Don't wait another moment - join your CoC today!

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

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 



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.



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!

GET CERTIFIED TODAY!

Call L.A. County's Office of

Small Business at

(323) 881-3964

or visit

dcbalacounty.gov/osb

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



2020 Board of Directors

Chamber Board



President: Doug Colliflower

Vice President: Dr. Sandra Thomas

Treasurer: Craig Sloane

Secretary: Judy Matthews

Board of Directors

Leslie Aitkens

Billy Malone

Diane Marcussen

Leslie Aitkens

Ed Myers

Jayson Sohi