

June15, 2020



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

"Your success is our success."



THE SUMMER SOLSTICE FALLS ON JUNE 20.

The summer solstice always occurs between June 20 and June 22, but because the calendar

doesn't exactly reflect the Earth's rotation, the precise time shifts slightly each year. For 2020, the Sun will reach its greatest height in the sky for the Northern Hemisphere on June 20 at 5:44 p.m. EST.

ALTADENA CHAMBER OF COMMERCE STATEMENT ON RACIAL INJUSTICE

As our community and nation continue to witness brutal acts of racism, hate, and bias, we grieve the brutal killing of George Floyd, and so many others before him. The Altadena Chamber of Commerce unequivocally condemns hatred, bigotry, racism, injustice, and acts of senseless violence.

It has long been time for transformative change, now more than ever it is time to come together and focus on our country's core values which define us. Values centered on creating a just society for all. Together we must work to make Altadena a community devoted to equity, diversity, and inclusion.



Incorporated in 1924, The Altadena Chamber of Commerce and Civic Association was formed to promote the commercial, industrial, civic and general interests of the Altadena community and its trade area. The Altadena Chamber of

CHAMBER AWARDS \$4,000 SCHOLARSHIPS VIRTUALLY



On Tuesday, June 2nd the Chamber Board of Directors had the privilege of awarding four scholarships to some very deserving Altadena High School Seniors. The awards were in the amount of \$1000 each and we know these college bound students will find the money helpful. These monies come the Marion Wullschlager Scholarship fund which is buoyed each year at Chamber's Annual installation and Awards Dinner. In addition to honoring the Citizen Of The Year and The Business Of The Year, there is a live auction which generates the funds for these scholarships.

The scholarship winners are:

- Haley Cogshell – Muir High School
- Jordan Patton – Marshall Fundamental
- Jackelin Marinero – Muir High School
- Prisilla Cruz – Muir High School

We are grateful to our members and for the generosity of our sponsors, both of which make these scholarships possible.

Thank you

ATTENTION: **PLEASE DON'T MISS THIS WEBINAR** **Wednesday, June 17 - 8 a.m.**

The Chamber has partner with Neighbors Building a Better Altadena to present an opportunity for our local businesses to get information they need to deal with current challenges and to plan for future success.

- Restaurant owners can learn about the "Great Plates Delivered" meal program for seniors that can be a win-win - for them and the seniors.
- After the short presentations and Q&A, open discussions will be encouraged among entrepreneurs about ideas to revitalize our business corridors in Altadena.

~ Here's a live Zoom link for ease of use: <https://us02web.zoom.us/j/83725272945>

Commerce is a non-profit organization and relies upon membership dues and volunteer labor to staff an office and provide services to the community.

The Altadena Chamber of Commerce is an equal opportunity organization which strives to reflect the positive and extensive diversity of the community. Membership is open to any person, association, corporation, partnership, estate or other business entity sharing the goals and objectives of the Chamber for the betterment of the entire community of Altadena.

The Chamber of Commerce produces special events, hosts periodic mixers, maintains a web site and provides information about Altadena to visitors, residents and businesses.

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

Meetings are virtual until further notice

Please check web-site for details

Please email us at:
office@altadenachamber.org

if you would like to be added to the agenda.

The next meeting:
July 7, 2020

EVENTS





We have partnered with three terrific organizations to bring you resources, encouragement and support to help you navigate our post COVID - 19 business environment

Call link:
Topic: Altadena Businesses Unite Webinar
Time: Jun 17, 2020 08:00 AM Pacific Time (US and Canada)

Meeting ID: 837 2527 2945
One tap mobile
+16699006833, 83725272945# US (San Jose)
+14086380968, 83725272945# US (San Jose)

Join Zoom Meeting
<https://us02web.zoom.us/j/83725272945>

Meeting Format
Q&A Presentations 8 - 9 a.m.
Open Discussion 9 - 9:30 a.m.



Bob Machuca, Senior District Manager
Bob will discuss Serious Challenges Faced by Small Businesses due to COVID-19 such as: employee retention and healthcare, cash flow, and access to capital.



**LOS ANGELES COUNTY
CONSUMER &
BUSINESS AFFAIRS**

Chris Perry, Operations Center Manager
Addressing the needs, concerns and resources for small businesses and adaptations for attracting and serving a virus-threatened clientele.



Otto Solorzano, Acting Director, LA County WDACS
Restaurants learn about Great Plates Delivered a program designed to:
• Help older adults and adults at high risk from COVID-19 to stay home and stay healthy by delivering three nutritious meals a day.
• Provide essential economic stimulus to local businesses struggling to stay afloat during the COVID-19 crisis.

Hosted by:



For additional information, please call/text Doug Colliflower 626.524.4158 or email: doug.colliflower@gmail.com

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DOUG COLLIFLOWER'S MARKET REPORT
626-524-4158 | doug@bhhsgolden.com | www.dougcolliflower.com

[Click For Full Report](#)

ALTADENA, CA 91001
Single-Family Homes



This week the median list price for Altadena, CA 91001 is \$949,475 with the market action index hovering around 56. This is less than last month's market action index of 60. Inventory has held steady at or around 32.

MARKET ACTION INDEX

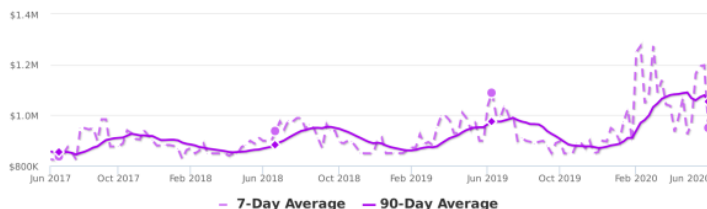
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

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
\$2,022,500	4,302	0.25 - 0.5 acre	5	4	56	1	1	95
\$1,262,475	2,106	6,500 - 8,000 sqft	4	3	72	1	1	46
\$799,000	1,370	8,000 - 10,000 sqft	3	1	76	3	1	77
\$638,150	966	4,500 - 6,500 sqft	3	1	91	2	1	63

Thu Jun 11 2020

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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 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
730 E. Altadena Dr.

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



THE INFATUATION

"Put money into their pockets; order directly from the restaurant, tip generously, and be kind. Because while retweets and comments on Instagram are nice, in a time when it's already incredibly difficult for restaurants to stay afloat, it's more important than ever to show up for the people and places that continue to feed us." - **The Infatuation**



LOS ANGELES-BASED AND OWNED TOSCA FASHION PROVIDES HIGH-QUALITY MASKS FOR BUSINESS DURING THE ONGOING COVID-19 CRISIS

As businesses re-open, the usage of masks/ facial coverings is a necessity.

To meet this need, **Tosca Fashion**, an LA-based and independently owned clothing and design firm, is now distributing high-quality cost-effective masks to businesses.

WHAT SETS OUR MASKS APART?

1) **We are approved by "LA Protect"**. The goal of LA Protect is to work with local manufacturers who are not already in the protective gear supply chain, to produce five million non-medical masks which can be used by workers.

2) **Our masks conform with Kaiser Permanente's design specifications for non-medical masks.**

3) **Our masks are made with 100% cotton** to allow for breathability and comfort. Also, the masks include an inner layer pocket that allows for a filter to be inserted.

4) **You can purchase optional insertable filters.** The filter is a sonic laminated nano fiber layer for extra filtration. The filter is nonwoven and constructed from a polypropylene/nanofiber/polyester composite.

5) **Our masks are reusable** (unlike surgical masks made from paper) and do not add to the amount of trash in our landfills and oceans.

20% of sales revenue generated from the purchase of these masks will be donated to Children of One Planet, a 501(c)(3) Non-Profit Agency, to help children in need. Children of One Planet will work towards addressing the problem of childhood hunger in Los Angeles County.

To ORDER YOUR MASKS go to TOSCAFASHION.COM

Additionally, you may contact **AZITA MILIANIAN** directly at **818 960 8654** for large orders and **SPECIAL PRICING**.

Cloth Face Mask Sizing Guide



Measure from the bridge of the nose to the bottom of the chin.

Size	Measurement
Small	2 1/2" - 3 1/2"
Medium	3 1/4" - 4 1/2"
Large	4 1/4" - 6"

NOTE: Select the largest size that your measurement falls into.

Center. The next meeting is Tuesday June 16, 2020. The meeting will be held virtually. Check website for details and log-on information.

"Always pay it forward! If something has been done to help you, then sincerely acknowledge it, but more importantly pay it forward. We are stronger as a community than as doing things alone. So always pay it forward! "

**Support our
Altadena
Businesses
Businesses
are open
Shop local -
online and
use drive-up
whenever
possible**

CHAMBER EVENTS

**June 17, 2020 -
Webinar:
Altadena
Businesses Unite**



ALTADENA FARMERS' MARKET

The Farmers' Market is open for business

Thank you for supporting our producers!

You may continue to place your orders

at: <https://www.afm-subscription.com/>

Thursday – Saturday evening, 11:59 pm, for the following Wednesday. All orders are for pick up only. We are committed to following the state and county mandates for social distancing. You will not need to leave your car as we retrieve your orders.

PLEASE CONTINUE TO PRACTICE SAFE DISTANCING OF 6FT. OR MORE WHEN YOU RETRIEVE YOUR PRODUCE.

Thank you for supporting the Altadena Farmer's Market!

We are a No Contact Market!

Altadena Rotary Members Awarding Altadena Sheriff Station a check for \$1,000 to help with community outreach.



Rotarians - starting on the left and going clockwise
Craig Sloane, Capt. Marjory Jacobs, Sylvia Vega, David Smith,
Doug Colliflower, Deputy Regina, Club President Mark Mariscal,
Mario Guajardo, Michell Guajardo

BUSINESS OF THE MONTH



Our mission is to Help People Live Their Best Financial Lives. We are not-for-profit and locally focused, providing the best in value for local residents . . . while staying involved in local community events. Pasadena FCU remains committed to this mission on a daily basis, and is the best place for the local community to go for loans, checking and savings accounts, financial wellness, and so much more!

Click here to: [Join today](#) and start enjoying all of the benefits of great value, personalized service, and a commitment to the local community!

WELCOME New Members

Jose Garcia
Pacific Coast Heating
(818)888-3968
info@pchaa.com

Peter Carter
Lee & Associates
pcarter@lee-associates.com
(626)240-2786

Ryan Horton

CHAMBER BOARD

**Doug Colliflower, President
Dr. Sandra Thomas, Vice President
Craig Sloan, Treasurer
Judy Matthews, Secretary**

BOARD OF DIRECTORS

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Michell Guajardo
Larry Hammond
Bill Malone
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