

May 15, 2020

Altadena

CHAMBER of COMMERCE
& CIVIC ASSOCIATION
est. 1924

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

"Your success is our success."



Memorial Day is an American holiday, observed on the last Monday of May, honoring the men and women who died while serving in the U.S. military. Memorial Day 2020 occurs on Monday, May 25.



Maggie & Doug

El Patrón celebrating 10 years of serving good food to



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 if you

Altadena residents.

El Patrón would like to thank all of our friends and customers for your support!

Maggie says: (pictured on left)

We appreciate your business. God bless you all for all your support!

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



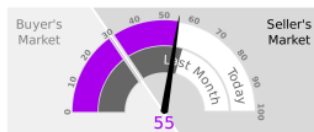
[Click Here For Full Report](#)

ALTADENA, CA 91001
Single-Family Homes

This week the median list price for Altadena, CA 91001 is \$969,900 with the market action index hovering around 55. This is less than last month's market action index of 59. Inventory has held steady at or around 37.

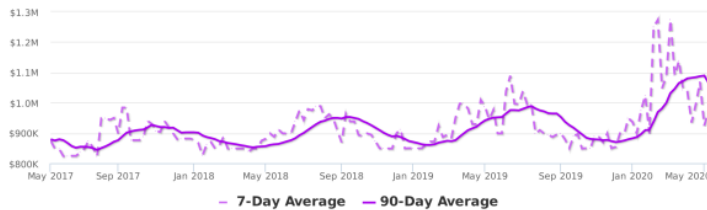
MARKET ACTION INDEX

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



The market has been cooling over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

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
\$2,195,000	3,934	0.25 - 0.5 acre	5	4	91	1	0	90
\$1,195,000	2,050	8,000 - 10,000 sqft	4	3	74	4	1	30
\$887,000	1,671	6,500 - 8,000 sqft	3	2	73	3	2	63
\$649,000	884	4,500 - 6,500 sqft	2	1	94	2	1	71

Thu May 14 2020

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would like to be added to the agenda.

The next meeting:
Tuesday, June 2, 2020

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 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

2020 Golden Poppy Awards

Sunday May 17th, 4pm
from the comfort of your home

Sign up below to receive the link to the virtual presentation

View this email in your browser



ALTADENA HERITAGE
ADVOCACY AND PRESERVATION

2020 Golden Poppy Awards

Join us virtually at the 2020 Golden Poppy Awards and Celebration at 4pm on Sunday May 17.

We have selected four wonderful gardens! We will introduce you to the winners, share their gardens and stories with you all.

A map will be provided of the winning gardens so you can take a look during your local walks.

"See" you all on May 17 for a brief video presentation, Q&A and online socializing!

All registered attendees will be sent the link before the event. Register [HERE](#).

Cheers!
The Board of Altadena Heritage

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 Center. The next meeting is **Tuesday May 19 , 2020**. The meeting will be held virtually. Check web-site for details.

This current situation is about our entire community.

It is about keeping each other safe as we all move through this. We are all in this together and will get through it together.

Support our Altadena Businesses

Businesses are open Shop local - online and use drive-up whenever



How to Keep Your Business Open Amid COVID-19 Challenges

With the threat of COVID-19 still looming, small business owners are facing more stress now than ever before. If you are a small business owner, keeping your business alive and helping it thrive requires a certain level of ingenuity and creativity. It also takes some persistence and dedication to safety, but there are a few ways you can help prop up your small business and weather the coronavirus storm. If you're ready to learn more, take the time to read through the steps below.

Learning to Adapt to New Business Norms

With so many new guidelines and restrictions, being able to adjust your business practices will be crucial from this point forward. These are just some of the steps you may need to take:

- Adopt fresh strategies for [overcoming](#) COVID-19 challenges.
- Create [clear procedures](#) for customers and employees.
- Offer delivery and [pickup options](#) for all future purchases.

Hiring the Right Help to Ease Business Changes

Navigating COVID-19 rules and guidelines to keeping your business open is likely to keep you busy, so consider using these tips to hire freelance and temporary help for your business:

- Look for [Photoshop experts for hire](#) to help with new marketing needs.
- Hire web developers to help create a [user-friendly business website](#).
- Offer [contactless deliveries](#) by hiring part-time delivery staff.
- Look for a [virtual assistant](#) to free up your time for other operations.

Finding the Right Tools to Modify Business Practices

Hiring more staff, even if it's temporary, can help you manage COVID-19 changes, but you may also want to check out these pointers for using online tools to boost your business:

- Use [free infographic tools](#) to create informative social media posts.
- Overhaul or create a business website using a [free website builder](#).
- Update [your payment systems](#) to provide touch-free payment options.
- Connect with your remote staff and clients with [free video conferencing](#).

Keeping Small Businesses Safe for Future Customers

Aside from preventing the spread of COVID-19, adhering to cleaning and safety protocol can also help keep your business out of legal trouble. Here are a few steps you should follow:

- Check [official websites](#) for current COVID-19 info and guidelines.
- Stay informed of any and all [state mandates for businesses](#).
- [Prevent COVID-19 spread](#) by following a strict cleaning routine.
- Ensure that all staff and customers can [practice social-distancing](#).
- [Stay informed](#) about what's going on in your community.

With the tips and steps above, you may be able to help keep your business afloat both during and after the COVID-19 threat has subsided. Still, know that there are also [financial resources available](#) to small business owners if you need some extra support.

Photo Credit: [Rawpixel](#)

possible

CHAMBER EVENTS

**No Upcoming Events
Until Further Notice**

**Board Meetings are held
virtually – 1st Tuesday
of the Month**

Check website for details



It takes a community to raise a child. That's why Altadena Children's Center has called its annual fundraising campaign "It Takes A Community" (ITAC). But community does not mean being physically present, as we have all learned. Community is the connections we have made with friends, family, neighbors, educators. Community is the people you wave to as you walk through your neighborhood. The ones you video chat with and talk about your day. The people you miss right now, and the people who are on the front lines, providing crucial services so that we can all pull through this together. Community is the reason we are staying home right now. It takes everyone, working together, to make a community.

And you are a part of the Altadena Children's Center Community. You probably know a child who is, or has, received the first-class care and education that ACC provides. You know a parent, or are one, who is struggling right now to try and provide that same level of care and attention, while also adjusting to working from home. You understand how valuable quality child care is, how it helps to develop young children, who in turn become the new leaders of our community.

Every year, ACC asks you to donate to the ITAC fundraiser to support the ACC family. Highly trained teachers, clean facilities, coordinated administration and healthy meals are not cheap. Your support makes it possible for parents to have a safe and loving place for their children to grow while they go off to work. This year, your donation is needed more than ever to help this community keep going. Today, we all understand the value of ACC and the support it provides to working parents, the structure and reassurance it provides the children who attend, and its value to our community.



If you are able, please invest in our community. Make a donation to Altadena Children's Center, and make a difference to these families. Your gift will not only sustain ACC in these difficult times, it will preserve the future of ACC for the next generation of children.

With gratitude,

Toni Boucher

Donate online now: <http://charity.gofundme.com/itac2020>

Or, mail a check: Altadena Children's Center-791 E. Calaveras St.-Altadena, CA 91001



Oh, snap!

DebSquaredPhoto is able to work with you at a safe social distance. Now is the time for family portraits and holiday photos, headshots for job pursuits and business profiles, or a video to promote your business. Be ready for the new economy. We have Red Cross, CERT, and other safety training to keep you safe. We sanitize, respect distancing, and wear proper protective equipment.

We love our clients, our friends. We produce *Altadena Neighbors* magazine and have loved meeting more neighbors and sharing stories.

Call us!!! 626-794.6358 debsquaredphoto.com



DRONES FOR PLANNING: A HIGHER STANDARD

**Join us for a webinar on
DRP's new Unmanned
Aircraft Systems (UAS)
Program.**

MAY 27, 2020 @ 2pm

Skype link:
bit.ly/2WtIgAc



Learn more at: PLANNING.LACOUNTY.GOV/UAS



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!

A simple thank you can mean so much.

Join the movement to thank all the people – the grocery store workers, truck drivers, first responders, health care workers and more – who are making sacrifices to support the COVID-19 coronavirus fight.

Click below:

[Proudly express your appreciation by downloading, printing and displaying the](#)

“Thank you to the helpers” sign below in the window of your home, business or vehicle.

Once you’ve displayed the sign, encourage others to participate by taking a photo of it and sharing the image on social media with the #helpers hashtag.

As the beloved television personality Mister Rogers famously said, “When I was a boy

and I would see scary things in the news,
my mother would say to me, ‘Look for the
helpers. You will always find people who are
helping.’”

CHAMBER BOARD

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