

August 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."



The month of August had turned into a griddle where the days just lay there and sizzle. Sue Monk Kid, *The Secret Life of Bees*.

Guide for Businesses Reopening During Coronavirus

Use this guide to help plan your reopening marketing strategy

Here are some of the things you'll need to consider when planning your "reopening" after coronavirus — whatever that may look like — from a marketing perspective. We'll cover:

Phase 1: Planning your reopening

- Should you reopen?



Incorporated in 1924, The

- Planning your marketing and communications around reopening
- Knowing your customers and communicating sensitively
- Checklist for preparing to reopen

Phase 2: Reopening in a new normal

- Announcing your reopening
 - Updating your website and online presence
 - Creating an announcement email
 - Sharing social media announcements and responding to comments
- Checklist for announcing your reopening

Phase 3: Listen, adapt, and grow

- Surveying customers and improving your customer experience
- Keeping up proactive customer communications
- Checklist for proactive customer communication

*Courtesy of Constant Contact



LOS ANGELES COUNTY
**CONSUMER &
 BUSINESS AFFAIRS**
 OFFICE OF SMALL BUSINESS

A message from L.A. County's Health Officer

Dear Business Partner,
 Please note that the Safer at Work and in the Community Health Officer Order requires that all businesses adhere to posted public health protocols including those related to social distancing and other industry specific protocols which can be found at <http://publichealth.lacounty.gov/media/Coronavirus/>. In addition, all businesses are required to report to public health if they identify more than 3 cases of COVID-19 in the workplace within a span of 14 days. This cluster of cases must be reported to either of the following phone numbers: (888) 397-3993 or (213) 240-7821. Public Health will in turn initiate a cluster response which includes providing infection control guidance and recommendations, technical support and site specific control measures. A public health case manager will also be assigned to the cluster investigation to help guide the facility in its response. Public Health offers a variety of other resources available at the link noted above such as posters for customers outlining physical distancing and infection control mandates, guidance on how to respond to a single case of COVID in the workplace, and how to do employee or visitor screenings prior to entry to 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 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:
 September 8, 2020

EVENTS

worksite.

We will also be posting information shortly on how to deal with non-compliant customers.

We appreciate your continued collaboration in keeping Los Angeles County healthy.

Thank you,
Barbara Ferrer, PhD, MPH, MEd



DOUG COLLIFLOWERS MARKET REPORT
626-524-4158 | doug@bhsgolden.com | www.dougcolliflower.com

[Click For Full Report](#)

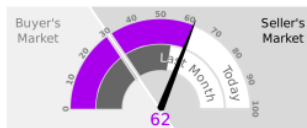
ALTADENA, CA 91001
Single-Family Homes



This week the median list price for Altadena, CA 91001 is \$1,199,000 with the market action index hovering around 62. This is an increase over last month's market action index of 55. Inventory has held steady at or around 31.

MARKET ACTION INDEX

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



Strong Seller's Market

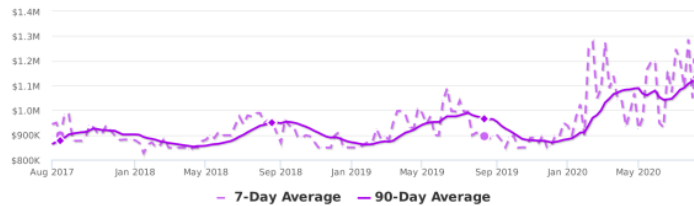
The market continues to get hotter. More sales demand and fewer homes listed have contributed to a relatively long run of increasing prices. Current supply and demand levels show no sign of prices changing from their current trend.

REAL-TIME MARKET PROFILE

Median List Price	\$1,199,000
Per Square Foot	\$593
Days on Market	74
Price Decreased	32%
Price Increased	3%
Relisted	10%
Inventory	31
Median Rent	\$3,600
Most Expensive	\$4,675,000
Least Expensive	\$595,000
Market Action	62

Strong Seller's Market

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
\$2,850,000	4,035	0.5 - 1 acre	5	5	71	0	0	91
\$1,399,499	2,385	0.25 - 0.5 acre	4	3	58	1	4	74
\$973,000	1,759	0.25 - 0.5 acre	3	2	71	3	6	74
\$706,000	1,081	6,500 - 8,000 sqft	3	1	73	1	3	56

Fri Aug 14 2020
DRE #01936718

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1 of 1

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](mailto:office@altadenachamber.org)

Contact Us

Altadena Chamber of Commerce
730 E. Altadena Dr.
Office email:
office@altaenachamber.org
626-794-3988

Town Council

Relief for Renters



Altadena
Town Council

**LA COUNTY
COVID-19**

**RENT
RELIEF**

**VISIT
211LA.ORG
OR CALL 2-1-1**

**ACCEPTING
APPLICATIONS**

**AUGUST 17
TO
AUGUST 31**

- Eligibility based on income
- Financially impacted by the COVID-19 pandemic
- Open to LA County renters, with the exception of City of Los Angeles residents

The Altadena Town Council meets every 3rd Tuesday of the month at 7pm at the Altadena Community Center. The next meeting is Tuesday August 18, 2020. The meeting will be held virtually. Check web-site for details and log-on information.



**LOS ANGELES COUNTY
CONSUMER &
BUSINESS AFFAIRS
OFFICE OF SMALL BUSINESS**

Scam Alert: Scammers Using Fake SBA Website to Steal Information

Beware of a fake SBA website spreading through an email scam, claiming to provide COVID-19 loan relief. [Read our article](#) to learn how to avoid this and other phishing scams.

Scam Alert: SAM Registration & Renewal

Scammers are posing as government agencies and asking for money to renew your System for Award Management (SAM) registration. There is NO COST to register or renew in the SAM database. Do not click on any links and delete these emails.

L.A. County businesses can call us at (800) 593-8222 with questions.

Women-Owned Small Business Resources Webinar

The United States Department of Transportation's (DOT) Office of Small and Disadvantaged Business Utilization (OSDBU) invites you to participate in the Department's Woman-Owned Small Business Resources Webinar to be held on Friday, August 28th at 2:00 pm EDT.

This event is a collaboration between the U.S.

SMALL BUSINESS OF THE MONTH BY SENATOR PORTONTINO

Small Business of the Year - Altadena

Farmers Market

In a district with many outstanding small businesses and local entrepreneurs, **Stacey Whitney, owner of the Altadena Farmers Market** has gone above and beyond through the Altadena Farmers Market. The market is well known for its fresh home grown produce, community friendly environment and its sustainability efforts including a zero-waste initiative.

Department of Transportation (DOT), U.S. Small Business Administration (SBA), and the U.S. Department of Housing and Urban Development (HUD) to inform women-owned small businesses about the tools available at these three cabinet-level agencies. Topics to be covered:

- Overview of DOT small business programs, mission and resources
- Overview of HUD small business programs and mission
- SBA Women's Business Ownership Programs including technical assistance provided through Women Business Centers

Please register by COB August 24th. If you have any questions, please contact DOT at 202-366-1930 or email dot-osdbu@dot.gov.

Our Small Business Counselors Want to Virtually Meet You!

Schedule a FREE one-on-one appointment to learn how to sell to the government

The LA County Procurement Technical Assistance Center (PTAC) offers one-on-one technical assistance and training to help businesses in Los Angeles County that are interested in local, state, and federal government contracting.

Our PTAC Counselors can help your business with most government contracting matters, including:

- Becoming a registered vendor
- Getting certified
- Finding opportunities
- Target market analysis
- Marketing to the government

To schedule your free one-on-one counseling session, please email us at OSB@dcbalacounty.gov and we will connect you with a small business counselor.

Our Call Center Can Help Your Business

DCBA has partnered with the Department of Workforce, Development, Aging, and Community Services, and other County and State agencies to bring you the L.A. County Disaster Help Center. The center has resources for businesses as well as employees to help during the COVID-19 emergency.

Counselors are available Monday through Friday between 8:30 a.m. and 5:30 p.m. to help business owners navigate emergency loan applications and help individuals that were recently laid off due to this emergency. Multilingual help is available.

Contact the Disaster Help Center:

- Call (833) 238-4450
- Visit LACountyHelpCenter.org
- Email DisasterHelpCenter@lacounty.gov

Follow us on Twitter, Facebook, and Instagram for the latest updates, @LACHelpCenter.

600 W. PALM STREET

ALTADENA, CA

COVID-19 No Contact Pick Up Hours
Wednesdays, 1 - 3PM
Delivery Option Available When You Order

Support our Altadena Businesses

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

Supporting small and local businesses is more important than ever.

Shopping locally is investing in our community.

CHAMBER EVENTS

September Webinar
(Details soon)

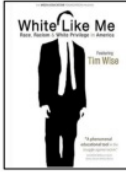
Upcoming Nominations for
Citizen of the Year
and
Business of the Year

"Always pay it forward! If something has been done to help you, then sincerely acknowledge it, but more importantly pay



NBBA Community Conversation Series

Neighbors Building a Better Altadena invites you to a series of community conversations based on powerful documentaries on racial justice. All meetings will be via ZOOM.



COMMUNITY CONVERSATION: Sunday, Aug. 30, 2020 3:00p-4:30p.
RSVP to get the Zoom link: nbbaalta@earthlink.net

FILM: *White Like Me* - Tim Wise's insights on racial injustice and how white privilege damages us all

VIEW the movie in the comfort of your home on **You Tube or Vimeo**

OR at the **pop-up drive-in** at Grocery Outlet's parking lot **Friday, Aug. 28. Sundown 7:23p Space is limited.** First come, first served.

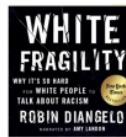


COMMUNITY CONVERSATION: Sunday, Sept. 27, 2020 3:00p-4:30p
RSVP to get the Zoom link: nbbaalta@earthlink.net

FILM: *13th* - From abolishing slavery to mass incarceration - by filmmaker Ava DuVernay

VIEW the movie in the comfort of your home on **Netflix**

OR at the **pop-up drive-in** at Grocery Outlet's parking lot **Sunday, Sept. 25. Sundown: 6:44p Space is limited.** First come, first served.



BOOK: *White Fragility* by Robin Diangelo is an excellent reference for the films and will be the subject of its own community conversation in 2021.



Thanks to the Guajardos of Grocery Outlet for their partnership.

2270 N. Lake Avenue, Altadena

it forward. We are stronger as a community than as doing things alone. So always pay it forward! "

SHOPPING
SMALL
SUPPORTS
A BUSINESS
AND A
DREAM

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