

July 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."



In 1984, July was designated as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. Visit our local ice cream shops.



Local Ice Cream Shops

Bulgarini - 749 E Altadena Dr,
Carmela - 2495 E Washington Blvd
Bloomfield - 1727 E Washington Blvd

Marketing Guide for Businesses Reopening During Coronavirus

Business owners must keep that in mind as they plan to resume some of their normal operations.

In fact, “normal” might look very different for a while, as we all work together to take precautions to overcome this pandemic and keep ourselves and those around us safe.

It is absolutely critical to review guidelines specific to your state before considering your next steps. Once you know what is permitted in your area, you’ll also want to consult the CDC’s guidance for safely reopening your business.

Remember — “reopening” could look like a lot of things, ranging from a long term pivot to relying primarily on social distancing, to fully reopening a brick and mortar location to the public, with added safety precautions. Know that there isn’t a one-size-fits-all solution, and you’ll need to form a plan based on your unique situation. That said — you’re not alone.

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?
- 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

**HAPPY 30TH ANNIVERSITY TO MS.
DRAGON PRINTING & COPY**



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 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:
August 4, 2020

Thank You Altadena for 30 Years!!



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(626) 798-0127

873 E. Mariposa St. • Altadena, CA 91001-2420
Debbie Collins/owner Established 1990



ALTADENA HERITAGE
ADVOCACY AND PRESERVATION

Altadena Heritage
ONLINE EVENT: Third Thursday
- CoolRoofs

Coming soon, don't forget to register
Thursday July 16th, 7 pm

ALTADENA HERITAGE THIRD THURSDAY
WEBINAR – JULY 16th at 7PM
Learn all about CoolRoofs

Time is running out! [REGISTER HERE](#) don't miss this opportunity to hear about saving money and staying cool! You'll be glad you did!

Cool roofs are constructed with shingles that reflect heat. LA County requires that all new and replacement roofs be “cool roofs.” How effective are cool roofs? How much do they cost? How much will you save on your electricity bill? Join us for this online interactive Zoom webinar.

DATE: Thursday, July 16, 2020
TIME: 7:00 pm

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

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



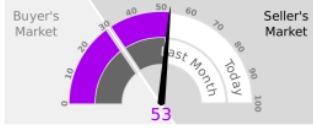
[Click For Full Report](#)

ALTADENA, CA 91001
Single-Family Homes

This week the median list price for Altadena, CA 91001 is \$1,198,500 with the market action index hovering around 53. This is an increase over last month's market action index of 52. Inventory has held steady at or around 38.

MARKET ACTION INDEX

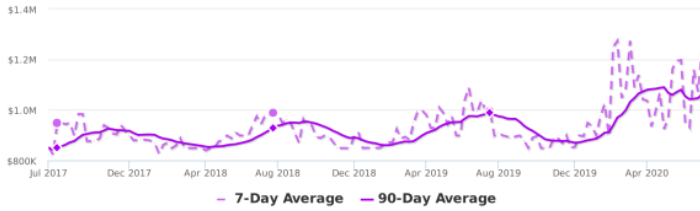
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

The market has begun to heat up in recent weeks. We're already in a Seller's market and not surprisingly prices are showing evidence of moving up along with the lower levels of inventory.

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
\$1,995,000	3,934	0.5 - 1 acre	5	5	67	2	2	74
\$1,499,000	3,311	8,000 - 10,000 sqft	5	5	59	1	1	46
\$934,000	1,837	8,000 - 10,000 sqft	3	2	68	4	3	78
\$736,950	1,176	6,500 - 8,000 sqft	3	1	93	1	2	63

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 July 21, 2020. The meeting will be held virtually. Check website for details and log-on information.

**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.**

**BUSINESS OF THE
MONTH**

Attention Californians:

#ShopSafeShopLocal

has launched...

We know that these have been unprecedented times for small businesses in California, but help is on the way.

The Small Business Advocate, Isabel Guzman partnered with small business leaders throughout the state to launch the #ShopSafeShopLocal website; a toolkit for small business owners and a movement for the support of local small businesses.

The website has resources from organizations and corporate sponsors on sales & marketing, operations, shipping & delivery, advise & resources, trainings & networks, and how to navigate CA State Agencies. The website also provides a digital media toolkit, industry specific guidance, personal protective equipment, and free business consulting.

Let's spark a movement across California that supports



Great Plates Delivered Extended: Help a Local Senior or Business in Your Community

Great news, Great Plates Delivered has been extended until August 9th. That means there's still time to help a local senior or business in your community! Through L.A. County's Great Plates Delivered Program you can help provide an eligible senior with three (3) home-delivered meals a day.

Seniors over 65, seniors 60-64 years of age who have been diagnosed or exposed to COVID-19 or those at high-risk for COVID-19 may qualify. When you help a senior connect to Great Plates Delivered you're also helping your local restaurant, hospitality and transportation community get back to work. To learn more or apply for meal assistance, [click here](#).



Steve's Pets is a family-owned and operated pet store and grooming shop. They've been in business for over 40 years. Located in the heart of Altadena on Lake Avenue.

Steve's Pets offers convenience, quality products, and fantastic service that you can rely on from a locally-owned business. Grooming services are offered along with a wide variety of pet food and supplies including poultry feed. Steve's Pets works with the Pasadena Humane Society to adopt out cats & rabbits. Steve's host a shot clinic every Sunday and a anesthesia free teeth cleaning clinic once a month.

**2395 Lake Ave,
Altadena.
626 798-6290.
626 797-4247 for
Grooming
Hours are:
10a-7p Mon-Fri,
9a-5p Saturday
10a-5p on Sunday.**

CHAMBER EVENTS

**Mid-year Membership
Campaign**

Become a member or renew

ALTADENA VOICES



What does **"Social Injustice"** mean to you? Now is the time to be heard. Now is the time to be seen. Join your fellow Altadenans in creating a collaborative art installation from the safety of your home and demonstrate the diversity and unity that is Altadena.

Pick up your own 4 x 6 canvas July 15 – 22
at the Main Altadena Library, curbside pick-up

Canvas drop-off: July 29th -Aug 5
Hours: 11:00 am - 1:00 pm & 3:30 pm - 5:30 pm

Who can participate? Live, work, or go to school in Altadena.

For more information: [Facebook.com/Altadenavoices](https://www.facebook.com/Altadenavoices)
Brought to you by Community Involvement Committee



Altadena
Town Council



your membership if you haven't done so already.

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

"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! "

Dear Business Leader,

Now, more than ever, your voice is critical in helping ensure a complete 2020 Census count. We recognize that many companies and employees are in a period of crisis. However, one of the most important actions you can take from now until October is encouraging everyone to [complete their 2020 Census](#).

A Complete 2020 Census Count Means:

- **Ensuring Critical Services to Your Employees and Customers:** For every Californian missed by the census, our state loses critical annual funding for things such as schools, healthcare, and roads. A complete 2020 Census count could lead to more jobs, local funding for infrastructure, workforce development, and resources for entrepreneurship.
- **Allocating Appropriate Unemployment Insurance Funds:** In FY 2016, census data informed the allocation of **\$375 million** in California to help cover unemployment insurance claims. For employees who are laid off, income claimed from unemployment insurance is a critical monetary source.

- **Allocating Appropriate Workforce Development Funds:** Using data from our last census as a guide, California received over **\$200 million** to cover programs that help businesses recruit workers and provide job training to help meet business-specific needs.



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**

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

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