

# Quarterly City Council Report for October - December 2018

## Advocacy & Community Input

Continuing our pledge to build our presence in advocacy work. This quarter focused on blog entries to outreach to not only our members, but also to the entire world wide web.

- SCAQMD – Asbestos emissions from demolition/renovations proposed amendments to Rule 1403. As businesses and residents renovate, they are at risk of disturbing asbestos. This information is good for both the businesses and their contractors alike.
- SR-710 Next Steps – Although the 710 tunnel is no longer an option, the next steps will be clearer since the EIR is finalized. Senator Portantino’s press release was a great short resource, but a link to the 9,436 page EIR was included.
- Training Opportunities – San Gabriel Valley Employer Advisory Council’s training on sexual harassment and the I-9/E-Verify processes.
- Senator Portantino’s Legislative Session update and Governor’s Office of Business and Economic Development will also present Business Tools and Resources for City Managers and Business Associations. This included presentations from GO-Biz on California Business Investment Services, Small Business Resources and Support, Permit Assistance, Incentive opportunities, Infrastructure Funding through IBank.
- Active in the Valley Association of Chamber Executives (VACE), San Gabriel Valley Legislative Coalition of Chambers (SGVLCC), and meetings with regional partners Foothill



Workforce Development Board (FWDB) and the San Gabriel Valley Economic Partnership (SGVEP), and in input on important project such as the City of Duarte’s Town Center and speaking on networking to AmeriCorps.

## Office Support & Improvements



Kathy Dennis joined the Chamber in October as the first Administrative Assistant ever. She brings with her a background working for the Cincinnati USA Regional Chamber and a strong background in administrative functions.

With Kathy onboard, the Chamber has started some important technological improvements that have already yielded results.

A financial software upgrade was completed. This upgrade also allows our members and customers the ability to make payments online. Our member and event database is getting more populated and we are starting to pull information that will give us better reporting and more flexibility in reports.

Lastly, we are embarking on electronic data file clean up (it is amazing how many files we have!), and the automation of hard copy files. While these projects range from small to large they are equally important to our level of service.

## Candidates Forums



In October, two separate candidates' forums were held in conjunction with the Pasadena area League of Women Voters. One focused on the school board candidates, and one for the city council race. During both forums, students from Duarte High School government class served as runners, while learning the importance of the election process.

## Community Activities

- Amazing Family Race – Represented Chamber members at the City of Hope during the Amazing Family Race. Celebrating the foundation of the City of Hope as a “tent city,” we had the contestants put together tents. While they were busy doing that, we informed them of the expansion on their campus.
- Family Fun Fest – The Chamber had a booth enjoyed by many as we passed out candies, had cornhole game activities and sold Route 66 T-shirts. Our Ambassadors and staff had a wonderful time talking to locals and passing out Chamber information.



## **Support for Homebased Businesses**

In order to help our homebased business members, we started “Pop Up Shops.” As a member only benefit, those with no brick and mortar offices or store fronts can set up their wares on special days to expose their business to customers that would not otherwise have an opportunity to know about them.



Two pop ups held this quarter. The first Pop Up Shop was Origami Owl by Independent Designer Cheryl Reynolds. Cheryl had a steady stream of customers and ended up being open for two hours longer than the original four-hour block. The second was a Holiday Pop Up Shop, featuring not only Origami Owl, but Tupperware dealer Karen Wilson, JaFra consultant



Gail Jamison, and In Your Image Life Coaching owner Katrina Session. Even on a rainy day, the event was very well attended and a Valentine’s Pop Up Shop is scheduled for February 5<sup>th</sup>.

## **Focus Workforce Development**

In keeping with our board’s commitment to focus on workforce development (WFD), the Chamber has taken a prominent role in the SGV promoting and developing WFD opportunities for businesses and students alike. WFD has taken such a priority in our Chamber that our board decided to rename the “Education Committee” to reflect the focus change. It is now the “Workforce Development and Education Committee.” During the last quarter meetings were held for the Foothill Consortium Advisory Board (representing Azusa, Charter Oak, Duarte and Monrovia school districts). These efforts include not only educational entities (K-University), but businesses, SGVEP and National Academy Foundation (NAF).



Meetings also attended included the FWDB forums with focuses on community outreach and SGV regional assessment.

## **Business Seminar**

Wrapping up the series on personal growth, this quarter’s business seminar was entitled “Growing Your Business Begins with You!” Seventeen attendees were able to participate and learn how to successfully balance themselves on personal in order to grow their business.



## **Membership Activity**

The last quarter had a marked net decrease in membership. While we added eight new members during this time, we lost 10. Unfortunately, half of those 10 members closed their business in Duarte. These included SportClips, Papa John's Pizza, Staples, Wild Thyme Pizza and Alex Romo Automotive. More importantly 95% of members up for renewal during the three months renewed.



## **Cheese Crackers & Conversation**

To get a better understanding from our members of what their expectations are from the Chamber, we took the proactive step to have six members come in one evening to talk about where we are meeting their expectations and where we are coming up short. Also discussed what services we have that they are not taking advantage of and how they maximize their membership. Those attending represented the major arms of the chamber members: businesses, organizations, residents, regional partners and government.

## **Holiday Mixer & Toy Drive**



Once again, the Duarte Chamber held their annual holiday mixer and toy drive at Advantage Ford Lincoln. Dinner was served by members El Picosito and was very much enjoyed by all. The evening was a success with 73 attendees coming together to support the Duarte Community Service Council by donating unwrapped toys for children in need in Duarte. Additionally, they raised over \$125 cash to be used to help those families in ways beyond toys.

## Monthly Networking

**Good Morning Duarte Networking Breakfast** – Held on the third Tuesday of each month, at Cabrera’s Mexican Cuisine. A program of local interest is presented, and networking time is available with current, new and prospective members. CSArts was the featured speaker for October, and the City of Hope Campus Plan update was presented in November. The Chamber was dark for the month of December.

**Ladies Brown Bag Lunch** – These are monthly networking meetings held at different Chamber member locations. There is no cost to members, \$10 for prospective members. Bring your own lunch. If it’s held at a member restaurant, a special priced lunch is usually available.



**Lunch Meets** – These meetings are held once a month and are coordinating gatherings where members can get lunch on their own and just get to know each other in a social setting. No agenda, no stats, just good talk – and good food. Average attendance is 10.

Attendees				
Networking	Oct	Nov	Dec	Total
Duarte Networking Breakfast	26	26	Dark	52
Ladies Brown Bag Lunch	30	19	Dark	49
Lunch Meet	5	10	15	30

## Chamber Charley Horse

Debuting for the holiday season, the Chamber introduced the newly brand Chamber Charley Horse. She is available in a limited quantity to evaluate whether she is a good revenue source for us in the future.

Charley took November off (and like the office staff, she couldn’t just sit idle and made special appearances). During the holiday promotion, she made six visits with a lower than anticipated entry rate for prizes. We will tweak the promotion to generate more traffic to the participating members. The Facebook Live feed reached less than 100 people.



## **Grand Opening**



Monrovia, Arcadia and Duarte chambers helped celebrate the grand opening of Senior Helpers in Monrovia on October 3<sup>rd</sup>. The event brought out over 100 people, including elected officials, board representatives, and numerous business and community members to observe their special day.

## **Recognition**

The impact made by our Chamber to the community were recognized by Senator Anthony Portantino at the 2018 Women in Business Legislative Update and Awards Luncheon. Sheryl was one of three Chamber Executive Directors recognized that afternoon. Under her leadership, the Chamber has grown in support to their members, expanded programs for the community, created ongoing partnerships with local organizations and has provided a Route 66 merchandising program for tourists visiting the area.



Sheryl has continued an impressive transition which also includes advocacy for businesses in our region. She has been a key contributor to workforce development by her participation and advocacy with various public agencies developing partnerships between business and education.

## **Business Visit**

On October 25<sup>th</sup>, Ann Herne and Angie Houg from Real Estate by Ann and Angie (members of the Chamber's Business Outreach Committee), Duarte City Manager Darrell George and Deputy City Manager Karen Herrera visited several businesses in the Big Lots shopping center. Businesses participating in the visit were: One Veg World restaurant, Dr. Paz Medical Clinic, Rite Aid, 99 Cents Only store, Big Lots, Secrets Beauty Salon and El Salvadoreno restaurant.

Overwhelmingly, the businesses were most concerned with the homeless loitering and using the center as their storage and or living facility. Inadequate lighting and the lack of standardized, immovable, covered trash cans might help the center clean. Retail stores are busy preparing for the holidays. The Chamber was able to connect manager from Big Lots to a local charity to pick up donations of food for distribution.

