

CITY STAFF RELEASES REVISED DOWNTOWN SPECIFIC PLAN

City Staff has been working on a second draft of the Downtown Specific Plan. The revised draft is now posted on the city's website. Visit www.ci.lafayette.ca.us and go to DSP. There you can download the new version. Public meetings will begin soon and the Chamber will be holding a meeting to review the changes - date and time TBD.

Here are some highlights of the revised plan:

- Over the last three years the public process has included more than 300 people attending public workshops and meetings, more than a 100 people submitting public comments and over 2,400 residents participating in a citywide community survey.
- The plan articulates a vision to preserve and enhance the small-town character while guiding change that will occur in the downtown over the next 20 years.
- Reasons for the Plan:
 - The new Library is a significant cultural attraction for the downtown. It will attract regional visitors. Future development of parcels around the Library should complement this asset.
 - Our current General Plan calls for three distinctive areas -Downtown Core, East End and West End. It demands that the city establish urban design guidelines, provide public parking and encourage hosing in the downtown.
 - There will be significant redevelopment money available after the Library is completed. About \$20 million will be available for projects and another \$30 million available for affordable housing. The Specific Plan will identify projects, priorities and approximate costs.

Continued on page 7.

Opening Saturday, November 14, 9am-5pm, the long-anticipated Lafayette Library and Learning Center

As the home of the Glenn Seaborg Learning Consortium, this unique facility has been called a "national model" by library professionals across the country, and heralded as a visionary construct of education, collaboration and community. Festivities begin a week earlier with a not-to-be-missed Gala, "Celebrate a Novel Evening," on Saturday, November 7, 6:30 to 11 pm.

Lafayette's own Spring Loaf Catering will be serving up sensational flavors inspired by classic American novels. Treat yourself to the tastes of Huckleberry Finn and Cannery Row. Sample San Francisco at Tales of the City, or munch away, Dr Seuss style, and channel your inner sillies. Think Scarlet and Rhett and savor Southern classics, or enjoy Asian Fusion influenced by The Joy Luck Club. And no Novel Evening would be complete without a signature drink toasted to the spirit of F. Scott Fitzgerald. . . .

Continued on page 4.

Upcoming Events

Fri. Oct 2 • 7:30pm

Rossmoor Big Band Dance

Rheem Theater
350 Park St., Moraga

Fri. Oct 9 • 8am

Coffee with the Mayor

Chamber Conference Room

Mon. Oct 12

Columbus Day

Chamber Office closed

Tues. Oct 13 • 12:30 pm

Shop Lafayette Working Group

Chamber Conference Room

Wed. Oct 21 • 11:45 am

Green Committee

Chamber Conference Room

Thurs. Oct 22 • 8:30 am

Entrepreneur's Club

Chamber Conference Room

Fri. Oct 23 • 8:00 am

Business Issues/Govt. Affairs

Chamber Conference Room

Sun. Oct 25 • 8:30am

Lafayette Reservoir Run

Downtown Lafayette

Mon. Oct 26

Chamber Office closed

October Mixer **OCTOBERFEST!**

Wed., Oct. 14 • 5:30-7pm

**German Bratwursts,
Potato Salad & Beer!**

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and **THE RYE'D PIPER**

Heritage Bank

101 Ygnacio Valley Rd, Ste. 100
Walnut Creek

MESSAGE FROM CHAIRMAN - TONY EICHERS

As the summer season winds down and the fourth quarter is upon us, we continue to keep a close eye on the economy. I am hoping that the government predictions are correct and we are beginning to see a slight recovery.....just in time for the holidays! I know that sometimes it takes awhile for the 'actual' recovery to affect small businesses and communities, so please continue your competitive edge and keep your customers happy.

With the Fall beginning, so too does the flu season. Everyone is concerned about the H1N1 virus and to what levels the flu could escalate, please read information that is provided by numerous resources and prepare yourselves, your family and customers.

Here are some sources - www.cdcgov/H1N1FLU/ and http://en.wikipedia.org/wiki/2009_flu_pandemic.

17th Annual Lafayette Reservoir Run - Sunday, October 25 New "ELITE" MILE Added

The Lafayette Reservoir Run is the city's most popular "family affair", involving kids, parents, grandparents and hundreds of serious runners from all over the Bay Area. Over 2,500 participants compete in a 10K, 5K or 2 mile race through the heart of downtown Lafayette, around the reservoir and back. Sprinters, walkers, the "stroller brigade" and many of Lafayette's top four legged residents share the streets on the last Sunday morning in October. Race times begin at 8:30am and "day of" registration begins at 6:30am. Enjoy music provided by Stanley Middle School and a pancake breakfast provided by the Lafayette Rotary Club. This event is presented by the Lafayette Chamber of Commerce and the City of Lafayette. Our thanks goes out to Oakwood Athletic Club of Lafayette. As our Presenting Sponsor, year after year they have made this event possible with most of the proceeds going right back to our local schools.

This year we have added a surprise. We are gathering a dozen or so 4 minute and sub 4 minute milers to run in our 1st ELITE Mile. This one mile road race will take these world class runners up Mt. Diablo Blvd. and back down to the finish line. The MILE will be run at 8:00am. Be sure to be here a few minutes early this year. The spectacle will be over in 4 minutes. This race is sponsored and organized by Sports Basement.

Parking is available at the BART parking lot. Walk down to Plaza Center (Mt. Diablo Blvd. at Moraga Rd.) where all the fun is taking place. Pre-registration forms are included in this newsletter or can be obtained by visiting the Lafayette Chamber of Commerce website, www.lafayettechamber.org. or registering online with www.active.com (Note: registration fee added when using active.com).

Beneficiaries of the event are the local schools and the services and programs of the Chamber. There are division awards for all top participants in the 5K and 10K. The two mile fun run is a non-timed event.

If you are interested in volunteering to help with the event, please contact Karen@lafayettechamber.org.

LAFAYETTE CHAMBER OF COMMERCE MISSION STATEMENT

To promote and maintain a healthy business climate and to preserve and enhance the quality of life in Lafayette.

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Lafayette Park Hotel & Spa

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LAFAYETTE CHAMBER OF COMMERCE

100 Lafayette Circle, Suite 103
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Fax: 925-962-1401

Gate Hours
.7 a.m.-7 p.m.
(7 days a week)

Office:Hours:
Mon.-Fri. 10 a.m. - 6 p.m.
Saturday: 8 a.m. - 4 p.m.
Sunday: 10 a.m. - 2 p.m.

A SPECIAL THANK YOU
to the hundreds of volunteers and committee members that helped make
the 2009 art & wine festival our biggest event ever!



Cops arresting Jay.



View down Lafayette Circle
as the festival was beginning.



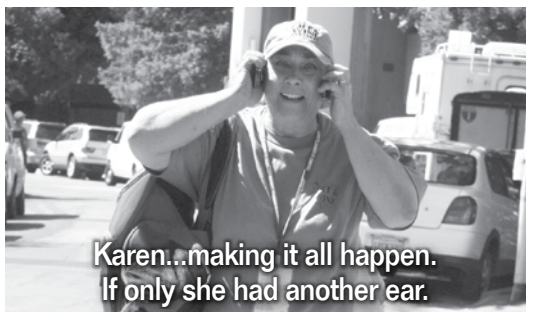
Crowd at Art Stage
on Lafayette Circle.



Mother & daughter
dancing to one of
many Festival bands.



High School Volunteers
at Premium Wine Booth.



Karen...making it all happen.
If only she had another ear.

All Photos: Michelle Billings

Business Briefs.....

September Mixer Creekside Partners

The Avalon University of Metaphysics and the Avalon School of Massage Therapy offer the following classes and events for October: Toning Circle with Crystal Bowls, October 7; Bloom Through Deep Writing, Thursdays, October 8-29; Prenatal Massage, October 22 & 28; Ask The Witches! A Special Avalon Event, October 28, 7:30 ~ 9:30 pm. Sorry, no Healing Night this month. To register, call 925-280-6500 - www.avalonofwalnutcreek.com.

Lafayette Rotary Club invites you to participate in the Annual Golf Classic on October 5th at Rossmoor Country Club. Whether you play golf or not, the event is a great way to network and socialize with members of our community. Sponsorships begin for only \$200 (your company logo on a tee sign). We are still accepting silent auction items as well. Please contact Troy Winkles at 925-962-6952 for information on registration, dinner that follows, and sponsorship opportunities.

Mt. Diablo Business Women Networking Dinner, 5:45 - 8:30 pm, October 8, 2009. Lafayette Park Hotel, 3287 Mt. Diablo Blvd, Lafayette; \$37 member, \$55 guest. Guest speaker, Majory DeRoek President, Association of Image Consultants International and Certified Image Professional will present "Business Dress or Business Casual" For info and registration please contact: www.mtdiablobusinesswomen.org. Register Early by noon 10-5-2009. Please no walk-ins!

Youth Homes's First Gala Event "The Art of Hope" will be held October 10 - 6pm-11pm at the Blackhawk Museum. The event will feature elegant food, wine, music and dancing as well as a short theater piece and auction. Youth Homes, Inc. is a non-profit organization committed to serving the needs of abused & neglected children by providing high quality residential & outpatient counseling treatment programs. For tickets & more information call 933-2627 or nedda@youthhomes.org.

Jamba Juice is now offering lunch items such as salads, gourmet wraps and sandwiches. They are located at 3518-C Mt. Diablo Blvd. You can reach them at 289-4215 or check out their website at www.jambajuice.com.

Mt. Diablo Nursery & Garden will feature artist and garden designer, Sheri Kurz on October 4, 2009, 1-4pm. Explore the nursery, taste local food and wine and see Sheri's extraordinary botanical watercolors and cards. Sheri's work has been exhibited at Filoli in Woodside and at the Gardens at Heather Farms Florilgium in Walnut Creek. Be sure to visit the new Nursery web page at www.Mtdiablonursery.com to see examples of Sheri's work. For more information call (925) 283-3830

Premium office space available at 1078 Carol Lane in Lafayette. Suite #202 - 710 sq.ft.- \$1175 monthly has closed in office within the office and some office furniture in it available at no charge. Suite #203 - 580 sq. ft. - \$ 960 monthly also has closed in office within the office. This is a prime location near the Lafayette Park Hotel. Contact Warren Boschin at Warren E. Boschin & Associates - 299-8975 - for more information.



Left to right: Andy Hempeck and Rick Ashburn, principals of Creekside Partners

The mixer for September was hosted by Creekside Partners showcasing their new location in the La Fiesta Square complex. Rick, Andy and Brenda did an excellent job getting ready for our crowd of over 50 members and guests. Spectacular appetizers were provided by Chef Dan and as always our fantastic ambassadors were there to help with the duties of coordinating the mixer. Thanks to all the businesses who donated prizes for our raffle, Creekside Partners, Diablo Valley Trophy, Sports Basement, Lafayette Car Wash, and Town Hall Theatre. Please visit their website at www.CreeksidePartners.com or call 284-1260. They are located at 985 Moraga Road Suite #205.

	
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Lafayette Library and Learning Center Continued from page 1.

Students from area schools will serenade with music and song while Mixx Company, a 10-piece dance band, will keep the party swinging beneath the Grand Tent spanning Mt. Diablo Boulevard at the library's entrance. Dreaming of Cabo or Carmel, or delving into a case of collectible wines? The Gala's Raffle is full of such enticements.

So join friends and neighbors and celebrate the opening chapter of our state-of-the-art Library and Learning Center. Be sure to purchase your Gala tickets, available October 1. Tickets are limited and sure to sell out!

Gala tickets \$175 per person; raffle tickets \$100 per ticket. Details available at lafayettelib.com starting October 1st, or by calling 925.330.4821. Complementary shuttle service from BART.

**LAFAYETTE CHAMBER OF COMMERCE
ALL STAR
AWESOME AMBASSADORS**

A big thank you for your continued support to our Awesome Ambassadors - without their helpful hands at our events we could not offer the wonderful programs we do for our businesses and community.

AMBASSADOR NAME AFFILIATION

- Kathy Barleen *Volunteer*
- Jacques Bernou *Jacques Bernou, LA.c*
- Warren Boschin *Warren E. Boschin & Associates*
- Sonia Chilingirian *Sonia's Beauty & Body Salon*
- Jerry Compton *Merchant Services*
- Barb Conlon *J. Rockcliff Realtors*
- Ray Elliot *Costco*
- Norma Evans *Volunteer*
- Cherie Flanagan *POS Card Systems*
- Lisa Gallo *Wedbush Morgan Securities*
- Scott Hampton *Clocks, Etc.*
- Tom Henry *Morgan Stanley Smith Barney*
- Gayle Pulley *Go Green - Develop Wellness & Income*
- Algie Pulley *Volunteer*
- Steve Snyder *RPM Mortgage*
- Tawni Jones *Union Bank*
- Terri McDonald *Home Systems Integrations*
- Jeff Stark *LPL Financial*
- Sanjay Prasad *Pacific National Bank -
New ambassador*
- Kate Thon *Mary Kay Cosmetics -
Returning ambassador*
- Shelli Shepard Wahl *Oakmont Memorial Park -
New ambassador*

We are currently looking for additional ambassadors for our committee, please contact Barbara at 284-7404 or email Barbara@lafayettechamber.org.

**2010-2011
Board of Directors Ballot**

Enclosed in your newsletter you will find the ballot for our next Board of Directors Election. You are encouraged to vote. We will be electing 6 new directors this year. They will serve a two year term, beginning January 1, 2010. A ballot will also be sent to you in the mail. Please vote for up to six of the candidates that have been randomly listed on the ballot. Also enclosed are statements by each of the candidates. Our current Board of Directors will ratify the votes at their November meeting.

**2010-2011
Lafayette Chamber
Business Directory**

Your new Business and Community Directory has been mailed to your business. If you are an out-of-town business owner, please drop by to pick up your copy.

ROCK THE PLAZA



It was a "sold out" crowd at the Plaza Park for the Spazmatics' August 21 performance for the annual "Rock the Plaza" - part of the Chamber's "Try Lafayette First" program.



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The Storyteller Bookstore

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284-3480 (phone)
Contact: *Linda Higham*

CATERING

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greenlantern_catering@hotmail.com
Contact: *Rick Green*

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Contact: *Thomas Taylor*

EDUCATIONAL SERVICES

ABC Reading Center

957 Mountain View Dr.
Lafayette, Ca 94549
285-6036 (phone)
clafaille@comcast.net
Contact: *Christine LaFaille*

Christine is a Credentialed Teacher and a Reading Specialist. She has over 20 years of teaching experience and has taught and tutored children in many local schools. She believes that early intervention is the key to future educational success. She opened ABC Reading Center in 2004 and specializes in grades pre-Kindergarten through 5th grade. Christine offers a one-on-one, individualized program focusing on each child's needs.

ENTERTAINMENT

Addison Street Band

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www.addisonstreetband.com
Contact: *Russ Comer*

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Contact: *Maurosan Milhomen*

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Contact: *Amanda Mazzei*

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Contact: *Kelly Allison*

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tvicario@filice.com
www.filice.com
Contact: *Tracy Vicario*

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balbir@walnutcreeklandscaping.com
www.walnutcreeklandscaping.com
Contact: *Balbir Singh*

PRESCHOOLS/CHILD CARE

Robin's Nest Child Care

Lafayette, Ca 94549
283-5668 (phone) (510) 808-4012 (fax)
rlmenzies@gmail.com
Contact: *Robin Menzies*

Robin's Nest Childcare is a small, in-home childcare program that is dedicated to providing a warm and inviting, family atmosphere that allows children to develop at their own pace. Robin has lived and worked in Lafayette since 1985. As a parent volunteer for the Acalanes School District, she discovered her love for working with children.

SENIOR SERVICES

Right At Home

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Contact: *Joyce Newport*

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Revised Downtown Specific Plan Continued from page 1.

The Chamber will post a date and time for our next meeting to help business owners and property owners sort through the changes to the plan before it goes to EIR.

Here are some of the upcoming meetings the city will hold:

October 13 - Update on Revised Draft public review
City Council • 7 pm, Community Center

November 5 - Review of Revised Draft
Planning Commission • 7 pm, Community Center

December 3 - Review of Revised Draft
Planning Commission • 7 pm, Community Center

AUGUST

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Pacific Union Real Estate - Pat Brennan
Proclaim Promotions!
Wildwood Acres Resort

More than One Year
Cedric Cheng Design
Kopitiam Restaurant
Lamorinda Democratic Club
Lamorinda Healing Arts
LoveBugs Salon
Orinda Academy
POS Card Systems
Ring Construction, Inc.
Risk Concepts Insurance Brokers, Inc.
Sola-Brite
The Stratford at Countrywood
US-Asia Connect
Walnut Creek Marriott Hotel

Renewing Members

Focus on the Arts

Local artist Robin Purcell exhibiting her watercolors at Fastframe of Lafayette during the month of October 2009, with an opening reception on October 4 from 12-4 p.m. Educated at the University of Connecticut, she had a successful career as an Art Director in advertising and package design. Moving to California a decade ago, Robin was immediately drawn to the exciting landscapes and perpetually sunny days of the East Bay. Her paintings of Mt. Diablo have been juried into many exhibits, and won numerous awards. FASTFRAME is located at 3571 Mt. Diablo Blvd., next to Postino's. Call Owner Anthony Ruiz at 283-7620 for more information.

'ART' by Yasmina Reza runs through October 3 - Three men, one painting, and the gratuitous use of the word "deconstructionist." Town Hall Theatre is proud to present 'ART,' the brilliant comedy by the Tony and Olivier Award-winning playwright Yasmina Reza directed by Aurora Theatre's Soren Oliver. For tickets and information visit www.townhalltheatre.com.

"October Quartet, An Exhibit of Four Artists," featuring Carla Williams Gelbaum, Mindy Goldman, Margaret Lucas-Hill, and Judy Miller opens at the Lafayette Gallery, 50 Lafayette Circle, Lafayette, Ca 94549. The four artists work is on view from October 13-31, 2009. The public is invited to a reception for the artists on Thursday, Oct 22, from 6:30-8:30pm.

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
<h1>October</h1>				1	2 Rossmoor Big Band Dance 7:30pm Rheem Theater 350 Park St. Moraga	3				
				4	5	6 Executive Committee Meeting 8 am The Duck Club	7	8	9 Coffee with the Mayor 8am Chamber Conference Room	10
				11	12 Columbus Day Chamber Office closed	13 Shop Lafayette Working Group 12:30 pm Chamber	14 Mixer 5:30 pm-7:00pm Heritage Bank (Oktoberfest) 101 Ygnacio Valley Rd. Ste. 100 Walnut Creek	15	16	17
				18	19 Chamber Board Meeting 12 pm Lafayette Park Hotel & Spa	20	21 Green Committee 11:45 am Chamber	22 <small>ESTABLISHED 1982</small> Entrepreneur's Club <small>An Alliance of Independent Business Professionals</small> 8:30 am Chamber	23 Business Issues / Governmental Affairs Meeting 8:00 am Chamber	24
25 Lafayette Reservoir Run 8:30am Downtown Lafayette	26 Chamber Office closed	27	28	29	30	31				