



# TOLUCA LAKE

C H A M B E R N E W S

Honorary Mayor Fritz Coleman  
Honorary Sheriff Tippi Pyle

P.O. BOX 2312, TOLUCA LAKE, CA 91610 / 818-761-6594 / April 2004 Edition

## Business Development Series Offers Cyber Marketing

The Toluca Lake Chamber offered the first in our 2004 quarterly business development series in February.

A capacity crowd enjoyed a delicious lunch at the Toluca Lake Tennis Club, and heard from our Chamber technology expert, Jerry Washburn, about the new opportunities in cyber marketing. Those attending also had a "sneak preview" of our new Chamber website now in final development.

Each month thousands of visitors from around the world visit our Chamber website. We anticipate that number to grow greatly over the next



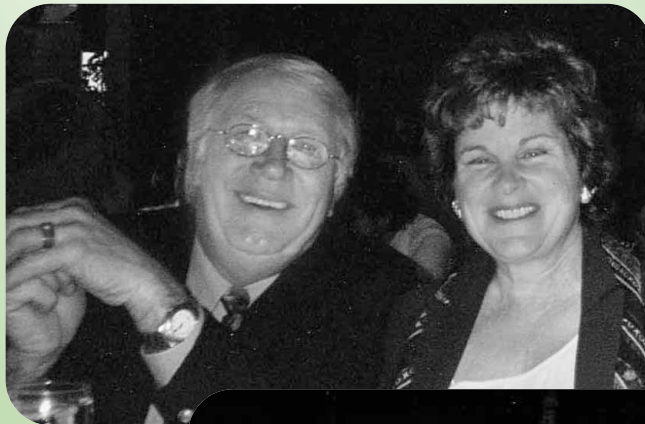
twelve months. A number of member only advertising opportunities will be available as part of that new site.

Please plan to join us at our next business development meeting on May 18. For details contact Randy Wasoff, D.C., 818 845-8500.

## The 30<sup>th</sup> Annual Beautiful People Awards



IN SUPPORT OF AND BENEFITING POSEIDON SCHOOL



ATTENDING THE BRUNCH in support of and to benefit Poseidon School were many members of the chamber. President Richard Bogy, Florence Bogy,



Graham and Natalie Bloxham, Rhoda Minger, Arlene Wartes-Kozlow and Rosemond Perdue, as well as Directors Peter Generales, Byron Hayes, Cathy Saliba and Honorary Director Paul Arney were among the attendees.

# PRESIDENT'S MESSAGE



Last year our long range planning committee undertook the most comprehensive review of our operations in the 55-year history of this Chamber. As part of that process we interviewed a number of our business and residential members to help us understand the issues of greatest concern to our fellow Tolucans. By far, the most pressing concern is finding both a short and long-term parking solution for Toluca Lake.

Toluca Lake was developed 80-years ago, when few cars were on the road, Los Angeles had a viable – and utilized – mass transit system (the “red cars”), and the eastern San Fernando Valley was still principally an agricultural region. There was little or no long-range planning by municipalities at the time, and few could perceive the future for our area (including the “media district” growth).

For many years the Chamber has worked closely with the City to manage the ever-worsening parking situation. During the past year it became clear that Band-Aid solutions would

no longer suffice, and a long-range plan, developed collectively by area residents, business owners and property owners is now

the only solution. Long-range the real answer is a public parking area, but that takes money – lots of money – and it would potentially involve a public-private partnership.

Thanks to the support of Councilman Tom LaBonge, and also the support of Mayor Hahn’s office, the Chamber worked with a group of area residents, employers and property owners to reach a consensus agreement on a long-range plan that we all hope will bring both immediate and also permanent solutions to the problem.

The first step in the plan is an extensive parking pattern study, now being conducted by the Los Angeles Department of Transportation. That Department will then provide their recommendations. Part of the solution will involve parking meters on Riverside Drive (between Sancola and Clybourn) and the adjoining cul de sacs. Various timed meters will be installed to allow both all-day parking (for area employees) and also short-term parking (for visitors to our area). Once this process is completed Toluca Lake can then begin to participate in the city’s parking fund, which will allow us to petition for funding to acquire property and construct a public parking area.

We recognize that installing parking meters is troubling to some, however after years of considering various alternatives we feel there is no other answer. The experts from the city, who have all worked as cooperative partners in this process, agree with that conclusion.

As the process moves forward we will bring you updates.

—Richard Bogoy, President, Toluca Lake Chamber of Commerce

**The American Cancer Society's Discovery Shop needs your quality recyclables. Contact them with your donations at 818 754-8185.**

10124 Riverside Drive



**Discovery Shop**  
A Unique Quality Resale Experience™

800.ACS.2345  
www.cancer.org

**Hope.Progress.Answers.**



## HATS HATS HATS..

Get your official  
**TOLUCA LAKE HAT** at  
the **Packaging Store**  
10218 Riverside Drive  
Toluca Lake

### Toluca Lake Chamber of Commerce

#### STATEMENT OF PURPOSE

The Toluca Lake Chamber of Commerce is organized to preserve and enhance the competitive economic climate of the Toluca Lake Community. The Chamber does this by undertaking positive programs to strengthen and educate our business and residential communities in matters that directly impact the growth and development of the Community, promoting and assisting businesses by encouraging patronage, expanding relationships and performing charitable acts.

#### 2004 OFFICERS & DIRECTORS

Richard Bogoy—*President*  
*The Bogoy Company*  
Kathleen Marshall—*Vice President*  
*The Falcon Theatre*  
Randy Wasoff, D.C.—*CFO*  
Kim Randolph—*Secretary*  
*The Enchanted Florist*  
Shirley Duenckel—*Past President*  
*Ramsey-Shilling Associates*  
DeeDee Barreras—*Director*  
Ryan Barreras—*Director*  
John Bwarie—*Director*  
Joseph Leo Bwarie—*Director*  
Allen Budzichowski—*Director*  
Peter Generales—*Director*  
Amy Grey—*Director*  
Byron Hayes—*Director*

Cathy Saliba—*Director*  
Paul Arney—*Honorary Director*  
*Office of Dario Frommer*  
Ana Munsell—*Honorary Director*  
*Office of Tom LaBonge*  
Officer Nancy Reeves  
*Honorary Director*  
*Senior Lead Officer, LAPD*

#### CHAMBER NEWS

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Rhoda J. Minger  
*The Packaging Store*

DESIGN/LAYOUT  
Bonnie Lambert  
*Lambert Design*

#### CONTRIBUTING WRITERS

Richard Bogoy  
Rhoda Minger  
Bonnie Lambert

## Neighborhood Council Approves Tree Funding

The Toluca Lake Chamber of Commerce is actively involved in a coalition of property and business owners working to plant hundreds of new trees within our Chamber area of influence in the next year.

As part of that process a petition was made to the Greater Toluca Lake Neighborhood Council for funding to begin phase one of that project. At a recent Council meeting a grant of \$10,000 was approved, which will allow us to begin the first phase of planting. At the same time we have filed matching fund requests with the City of Los Angeles which, if approved, could provide up to \$15,000 more in funding. Finally, working with the Los Angeles EAD we have been approved for a number of trees to be installed under that program.

The first phase will focus on planting approximately 90 trees along Riverside Drive and the adjoining streets. The EAD trees will be planted along Lankershim Boulevard and on Magnolia. As funding becomes available the hope is to plant up to two hundred new trees in the next twelve months.

As the process moves forward we will keep you advised.

The Chamber wishes to thank our residential member, Terry Davis, for taking a leadership role of this committee, along with Neighborhood Council President Reyn Blight and all of the members of the Greater Toluca Lake Neighborhood Council who supported this important cause.



## DEPARTMENT OF WATER AND POWER SEEKS SURCHARGE INCREASES

The Los Angeles Department of Water and Power has proposed new increases in several billing surcharges, including the security surcharge and the water quality surcharge. The requested increase will amount to approximately 11 percent of your water bill in 2004 and an additional seven percent in 2005.

Funds raised by the additional surcharges will support upgrades to the safety, security and quality of the system, says the Department.

Los Angeles has a large number of open reservoirs, which present a potential danger in our post September 11th world. The Department stresses that it

has received no credible threats to the safety of Los Angeles' water supply, however they have made protecting the long-term security and quality of our water supply a priority. Further, the Safe Drinking Water Act and other federal regulations have forced the LADWP to address the issue of its open reservoirs.

The requested surcharge increases have partially passed through the committee system at city hall and will in the near future come before the city council for consideration. We urge you to gather information about the proposed changes.

## Chamber Membership Means Business Opportunities

Your Chamber membership has many rewards beyond supporting the community where we work and live. Chamber membership provides you the opportunity to realize business growth in a number of ways.

**•Member to member discounts**  
We encourage our business members to offer discounts to other business and residential member of the Chamber. As we prepare to launch our new Chamber website every member will have the opportunity to offer a printable member to member discount certificate as a benefit of Chamber membership.

**•Links from our website to yours**  
In our upcoming new Chamber website all members are encouraged to include a link to their own business website. Each month thousands of people from around the world visit our current site. We expect that number to grow greatly with our new site launch. Don't be left out. Send us your website address today.

**•Business Development Series**  
These quarterly meetings are designed to both provide important business resource information and to allow our members the opportunity to network with fellow members.

**•Monthly member mixers**  
Our monthly member mixers are an excellent way to showcase your business to potential customers. If you would like to host a mixer please contact us.

**•Chamber newsletter showcase**  
Each month we publish our newsletter, which is seen by thousands of people through mail distribution, distribution at local retail outlets and through our Chamber website. That newsletter includes a featured member showcase. If you would like to showcase your business in an upcoming newsletter please call us.

These are just some of the ways your Chamber membership helps you to develop business. Please call us if you would like to know more about the benefits available to you. (See membership application on page 4)

## Meet Honorary Deputy Sheriff Nancy Marlowe

*At the 55th President's Dinner Dance, held February 7th, Nancy Marlowe was sworn in as Honorary Deputy Sheriff to support Honorary Sheriff Tippi Pyle in enforcement around the village.*



# JOIN TODAY! Membership Application

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ / \_\_\_\_\_

Zip \_\_\_\_\_

Home Phone (     ) \_\_\_\_\_

Business Phone (     ) \_\_\_\_\_

Fax (     ) \_\_\_\_\_

Email \_\_\_\_\_

I do not want my name/business published in Chamber materials.

I would be interested in serving on a Chamber committee to help out.

Please contact me. I have a few questions.

Your application for membership or payment of your Chamber dues will serve as your authorization for the Toluca Lake Chamber of Commerce to communicate with you by phone, facsimile, email or by other electronic means.

If you do not wish to be contacted by us, please mark this box.

Please bill my credit card:

MasterCard    Visa

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

## PLEASE CHECK THE APPLICABLE BOX:

### Business Member

1 to 25 employees—\$125.00

26 to 50 employees—\$150.00

51 & up employees—\$250.00

Associate Member—\$50.00

Residential Member—\$40.00

Non-Profit Member—\$40.00

Renewal for current membership

## PLEASE MAIL TO:

T.L.C.C., PO Box 2312  
Toluca Lake, CA 91602

## We Need Your Support!

We hope in reading this newsletter that you have come to realize a few of the things that this Chamber does for the community of Toluca Lake. We can't do it alone.

We need your support to move forward. If you are not already a member of this Chamber please join today. A simple application form is included in this publication. Although the dues cost is small, your membership will help us to keep Toluca Lake the special community that it is. We also need your help as a volunteer. If you would like to become involved with this Chamber, please call us or drop us a note. Thank you.

## 2004 TOLUCA LAKE CHAMBER Calendar of Events

### April 15, 2004

Member Mixer & Website Launch  
Tentative Host: Wells Fargo Bank  
10225 Riverside Drive  
6:00-7:30 p.m.

### May 18, 2004

Business Resources Series Luncheon  
Topic: Business Referral Groups  
Speaker to be announced.  
12 noon-1:30 p.m.  
Tastebuds Restaurant  
6711 Forrest Lawn Drive  
Contact: Randy Wasoff, D.C.  
818 845-8500  
Luncheon fee: \$15.00



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