



# The Villager

A monthly publication of Clayton Valley Village

March 2016 Vol. 3 Issue 3

## Clayton Valley Village Prints and Begins Distributing Its First Brochure!

### 3rd Monthly Village-sponsored Lunch 'n' Learn

March 23 at Atria Walnut Creek. *“Staying Put or Moving Out? The When, Where, How and Whys of Each Option”* See page 5 for details



Branding at BRAVO . Prof. Aakers speaks. See page 3.

### Another Way to Tell the CVV Story

It's just back from the printer. CVV's first brochure is already being distributed around Clayton and Concord.

Written by the CVV Task Force and designed by artist Carol Hansen-Grey, the full-color, six-panel brochure highlights the benefits of membership and welcomes potential volunteers to get involved.

Copies are available by calling 925-672-8717. Plan to share it with your friends and neighbors or have them call to receive one for themselves.



The Villager is sponsored by



# Take a Peek at the CVV Brochure!

## Benefits of Membership

Upon opening, Clayton Valley Village will offer the programs and services that seniors in our area indicate they want most, based upon our surveys.

- Transportation to appointments and grocery shopping
- Volunteer handyman/woman services for routine home maintenance
- Pet walking and clean-up
- Computer and smartphone help
- Phone call check-ins/friendly visits
- Hobby groups
- Walking groups and exercise classes
- Social activities, special events
- Guest speakers and special-interest discussion groups
- Discounts and other benefits from local businesses
- Attending regional and national village conferences
- Volunteering with local church and civic organizations to help their causes

Other services will be added as member needs arise. All service providers, whether volunteers or professionals, will be screened and subject to background checks.

## Help Clayton Valley Village Begin Operations in Fall 2017

Consider becoming a member of Clayton Valley Village and reaping the benefits of knowing you can remain in your home as you grow older. Contact us to find out about membership and rates.

### Please Contact Us

PO Box 683  
Clayton, CA 94517

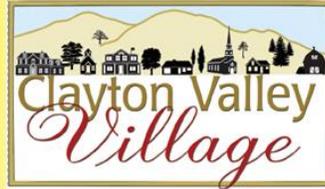
925-672-8717

Call us to find out how you can help Clayton Valley Village become a reality in our community

Help us create a network of Volunteers and Seniors working together to provide assistance for your parents, your friends, your community... and YOU!

### Visit our website at:

[www.claytonvalleyvillage.org](http://www.claytonvalleyvillage.org)



*"Helping Seniors Live Successfully in Their Own Homes."*

## CVV Mission

To create and sustain a network of Community Volunteers and Seniors working together to offer Members the services they need to remain active and independent in their homes as they age.

## Who We Are

Clayton Valley Village is one of nearly 400 villages currently open or in development across the United States. We are currently in the development stage, overseen by our own CVV Task Force, all neighbors committed to creating a village in the Clayton Valley Community.

Clayton Valley Village is a membership-based, nonprofit organization functioning under the 501(c)3 designation of our fiscal sponsor, the Diablo Valley Foundation for the Aging.

We are developing a set of programs and services for seniors, using resources and talents that exist within our community. To help spread the word, we have been holding social and informational events like our spring Art & Wine Tasting Festival, Sunday Suppers and Silent Auctions, and monthly social hours. We hope you will join us.



## Reaching Out



## Volunteer

We are currently looking for people with an expertise or a desire to be involved in the development process. If you share our excitement, we could use your help in areas like Fundraising, Outreach, Member Services and Events Planning. Volunteers of all ages are welcomed.



## Donate

Contributions to Clayton Valley Village are tax-deductible to the fullest extent permissible by law. We are solely funded by membership fees, fundraising events, grants and donations.

Contact us at  
[www.claytonvalleyvillage.org](http://www.claytonvalleyvillage.org)  
or (925) 672-8717



### **Workshop on Fundraising for Nonprofits Conducted by Janice Brewer. March 17**

CVV Task Force members are urged to attend ó whether you are on the Fundraising Committee or not. This is a subject all of us should be familiar with.

March 17, 1:00 ó 3:00 pm. .B'Nai Shalom Congregation, 74 Eckley Lane, Walnut Creek. Sponsored by East Bay Villages. A nominal fee charged.

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**The Villager** is a free, electronic publication of Clayton Valley Village. Editor, Gary Carr, (925) 672-8717, [carrpool@pacbell.net](mailto:carrpool@pacbell.net).

Editor welcomes all submissions and reserves the right to include or edit all material. Other publications are welcome to reprint any material herein with proper attribution, unless otherwise specified.

#### **Questions or Comments about CVV ?**

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Clayton Valley Village is a 501c3 organization. Donations are tax-deductible. And welcome.  
[www.claytonvalleyvillage.org](http://www.claytonvalleyvillage.org)

### **Village Organizers Learn about Statewide Unity and Branding Strategies**

The February 9 meeting of BRAVO (Bay Region Area Village Organizations) drew Village organizers from all over the Bay Area. The day-long meeting, held at the Lafayette-Orinda Presbyterian Church in Lafayette, covered two major topics.

The first was a discussion of the California Coalition of Villages, a statewide organization designed to help California villages gain more economic and political clout. Attendees were given much to chew on, even before lunch.

The second was a lecture on branding by David Aaker, Vice President of Prophet Brand Strategy and Professor Emeritus, Marketing Strategy, Berkeley-Haas School of Business.

Prof. Aaker's main point was that villages become memorable to their several publics by having a story to tell that defines the village in a nutshell. One village told the story of the woman who was overjoyed when a volunteer came over and put up her bird feeder. That kind of story elevates the öbrandö for the village, according to Aaker.

Attending the meeting from CVV were Joanne Wasak, Gary Carr, and Maria Xiaris.



L-R: Howard Meadow & Patsy Barich (Walnut Creek Village), Joanne Wasak & Maria Xiaris (CVV)

## Villages Host 3<sup>rd</sup> Monthly "Lunch 'n' Learn" March 23

Lamorinda, Walnut Creek, and CVV villages sponsor another in a series of informative presentations

*"Staying Put or Moving Out? The When, Where, How and Whys of Each Option"*

### Speakers Panel:

**Dayna Wilson**, certified Seniors Real Estate Specialist® with Keller Williams

**Edrienne Baebler**, Atria Walnut Creek Sales Director

**Karen McCullough**, "The Gal on the Move"

Come learn from the experts how to develop a plan of action — whether you choose to age-in-place or transition to a more manageable residence — one that best serves your needs now and in the future. The goal is to equip attendees with proven solutions to avoid three common mistakes older homeowners make. You will leave empowered with the information to live your life by design, not default!

### Topics to be covered include:

- É Waiting until a crisis to have the "What If" conversation
- É Equipping your home for safe and successful aging-in-place
- É Learning about the abundance of senior living lifestyles and care options available

**Date:** Thursday, March 23, 11:30 am to 1:00 pm

**Location:** Atria Walnut Creek, 1400 Montego, Walnut Creek

**Lunch:** Provided by Atria Walnut Creek!

**Parking:** Limited lot parking, street parking available (also there is a driveway drop-off for limited mobility attendees)

**Cost:** No cost for this event, but you must register in advance (by March 21, 2016, or until full (space limited to 30 people)

**RSVP:** call 925-956-1990 to reserve by March 21

Audience and speaker at first Lunch 'n' Learn sponsored by local Villages and held in Lafayette.



## Joining a Village Can Be a VERY Economical Move

by Gary Carr

Perhaps you have been following the progress of the new senior living facility planned for the corner of Ygnacio Valley and Oak Grove in Walnut Creek. Named Viamonte, the facility will be adjacent to the 25-acre shopping center, anchored by a new Safeway, and housing many shops and restaurants.

The 194-unit senior living project is scheduled to break ground in the second half of 2017.

According to the San Francisco Business Times, a total of 174 units in the projects will have condo-like finishes and operate as a Continuing Care Retirement Community, where residents pay an initial fee and monthly dues to pay for services including housekeeping, maintenance and assisted living. Another 20 units will be assisted living and memory care units. About 80 percent of the initial fee is returned if the resident leaves or passes away.



Architectural rendering of Viamonte facility planned for Walnut Creek. Cost of a 2BR unit is estimated at \$320K, plus \$500 monthly fee.

The article adds that amenities at Viamonte include a pool, a garden, a lounge, activity and community rooms, with marketing toward senior residents who are active.

OK, what does all this have to do with Clayton Valley Village?

Here's what a spokesman for the nonprofit Northern California Presbyterian Homes & Services had to say. NCPHS that is developing the project in collaboration with Episcopal Senior Communities.

"People who live in [Continuing Care Retirement Communities] they are ... avid fans," he said.

However, according to AARP, continuing care is "the most expensive of all long-term-care options,"

And the cost?

Costs for a unit at Viamonte haven't yet been fixed, since the construction budget hasn't been determined as of February of this year.

Nevertheless, the NCPHS spokesman said that buyers of Viamonte condos will pay an "entry fee," estimated to be around 20 percent less than buying comparable condos in downtown Walnut Creek. The Zillow website shows two-bedroom, two-bath condos selling in the low \$400,000 range downtown with monthly fees around \$500.

If you do the math, 20 percent of \$400,000 is \$80,000 for the two- bedroom unit. Plus a monthly fee of around \$400, or \$4,800 per year.

But here's one alternative.

If you are a member of Clayton Valley Village, the yearly fee for programs and services will be \$900 for a household. You won't get a pool or a garden, but you might already have those. Plus, you can stay in your own home, which might already be paid for. And you won't have to pare down and move all the wonderful stuff you've accumulated over the years. (Much to your children's chagrin but it's payback for all the times you got on them for their messy rooms.)

Something to think about, eh?

*Factoid: The spokesman for the Viamonte developer said that around 27 percent of Walnut Creek residents were over 65 in 2010, compared to 12 percent of Contra Costa County residents over 65, according to U.S. Census data. There aren't any other Continuing Care Retirement Communities in the city and few in the East Bay, he added.*



### **April 1 is the Deadline for Becoming a Founding Member of CVV at a Discount**

CVV will offer Founding Memberships at a discounted rate until April 1, 2016. The discounted rate has been set at \$500 annually for an individual Membership and \$800 annually for a household. This reduced Founding Membership fee will not be increased as long as the Founding Member chooses to remain with Clayton Valley Village. Founding Memberships will run for 12 months from the date of opening, projected for Fall 2017, and possibly earlier. Normal rates are \$900 (Household) and \$600 (Individual) per year. For full information, call 925-672-8717 or email [carrpool@pacbell.net](mailto:carrpool@pacbell.net).

## Calendar for March & Beyond

### Meetings

**Thurs., March 10, 1:30 pm. Member Services Meeting.** Kathy Carrø's house.

**Monday, March 14, 3:30 pm. CVV Task Force Meeting.** Diamond Terrace Private Dining Room

**Thurs., March 17, 1:00-3:00 pm. East Bay Village Meeting** ó a workshop on Fundraising. Conducted by Janice Brewer. A nominal fee will be charged. B'Nai Shalom Congregation, 74 Eckley Lane, Walnut Creek. You'dl be out in time to head for St. Patrick's Day festivities.

**Thurs., March 23, 11:30 am-1:00 pm. "Lunch 'n' Learn" program.** "Staying Put or Moving Out? The When, Where, How and Whys of Each Option." Atria Walnut Creek, 1400 Montego, Walnut Creek. This event is free to the public, but you must register by March 21. Call 925-956-1990. More information on page 4.

**Friday, March 25, 1:00-3:00 pm. CVV Events Committee Meeting.** Marsh Creek Cabana 1:00-3:00 pm. RSVP Sonja Wilkin at (925) 350-1330 or [sonjawilkin@gmail.com](mailto:sonjawilkin@gmail.com)

**Thurs., March 31, 7:00 pm. Clayton Business and Community Association (CBCA) monthly meeting.** Oakhurst Country Club.

### CVV on Display!

For the entire month of March, photos, T-shirts, and of course the new brochure will be on display at the Clayton Library. Lots of things to see, plus the chance to pick up Applications for Membership and/or Volunteering. See you at the stacks!

A big thank-you to the Clayton Community Library Association and to the Library Staff.

At right, the tireless Sonja Wilkin. Photo by Sue Manning. Ms. Wilkin's T-shirt by Innovative Impressions.



## Events

**Through Mar, 13.** Piedmont Oakland Rep presents *Blood Tango, a New Musical* by John McMullen, Tal Ariel, and Elizabeth Jane Dunne. "The vampire myth with a new twist." Fri-Sat-Sun at 7:30 pm. - \$25. Pacific Boychoir Academy, 215 Ridgeway Ave, Oakland Tickets <http://www.piedmontoaklandrep.org> 800-838-3006. See page 10 for details.

**Tues., March 22, 4:00-6:00 pm.** CVV Meet 'n' Greet Social Hour. El Tapatio Mexican Restaurant, 4633 Clayton Road, Concord

**April 2 & 3 (Sat & Sun).** Creekside Arts Festival. Clayton Community Library

**Sat., April 2. Soroptimist Poker Tournament Fundraiser** 6:30 pm. Concord Moose Lodge, 1805 Broadway (behind Park and Shop). See page 9 for details.

**Friday, April 22. Bingo Night!** Fundraiser for CVV. Montecito Senior Living, 4756 Clayton Rd., Concord. Details TBA.

**Sat., April 23. Clayton Cleans Up.** Begins in Downtown Clayton.

**April 30-May 1 (Sat & Sun) Clayton Art & Wine Festival.** Downtown Clayton

**Coming up in May.** CVV Day Trip to Lodi for lunch, wine-tasting. Date TBA.

## Monthly CVV Meet 'n' Greet Social Hour

It's an early **Fiesta!**

*Get a Jump (a Big One) On Cinco de Mayo*

Get updated on Clayton Valley Village  
Meet the Volunteer Team . Share Ideas  
Find Out What "Tapatio" Means

**Tuesday, March 22, 4-6 pm**

**El Tapatio Mexican Restaurant, 4633 Clayton Road, Concord**

**Happy Hour Prices**

# Soroptimist

International of

Diablo Vista

## Fundraiser



### BLUE DOG EVENTS POKER TOURNAMENT

**Saturday, April 2, 2016** 5:30 - 6:30 Free Instruction and check-in

6:30 pm: Tournament

Hors d'œuvres plus two drink tickets included

**Concord Moose Lodge**

1805 Broadway (behind Park and Shop)

Concord, CA 94520

**Buy-in: \$60**

Re-buys: \$20 / Add-on: \$20

\*Payouts: \$500, \$250, \$150

For Information or reservations call:

Sue Manning ô 925-672-2727

e-mail: [bsming@aol.com](mailto:bsming@aol.com)

*\*prize pool to be determined by number of players*

*It's a Vampire Valentine...*  
 Piedmont Oakland Repertory Theatre presents  
**Blood Tango**  
 The vampire myth with a new twist.  
 An original musical by John McMullen,  
 Tal Ariel, and Elizabeth Jane Dunne.  
 Directed by John McMullen.  
**Feb. 5–March 13.**  
 Fridays, Saturdays Sundays. All performances at 7:30 pm.  
 Tickets \$19-29.  
**www.PiedmontOaklandRep.org**  
 or call Brown Paper Tickets **800-838-3006.**  
 Pacific Boychoir Academy 215 Ridgeway Ave Oakland, just off Piedmont Ave.

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