South County Business News

A publication of South County Chambers of Commerce—creating partnerships and opportunities that ensure South County businesses prosper

Shoppers can earn free gift cards with #BuyLocal program



Jocelyn Brennan President I CEO South County Chambers of Commerce

Local residents and visitors can earn free gift cards to participating Grover Beach businesses by shopping, dining, and supporting salon/personal care as well as fitness services in Grover Beach. When a shopper spends \$100 or more at a Grover Beach small business (in the retail, restaurant, brewery, winery, fitness, and salon/ personal services sectors), the shopper can select from a list of participating Grover Beach businesses to receive a free gift card for \$25. To claim the gift card, shoppers need to upload their receipt of \$100 or more to our Chamber website at southcountychambers.com and choose their preferred gift

card. The selected gift card will be mailed to the recipient within one to two weeks. Receipts can be uploaded <u>here</u>.

In partnership with the South County Chambers of Commerce, the City Council of Grover Beach launched the #BuyLocal program as part of their ongoing efforts to stimulate the economy, retain local jobs, and help small businesses recover and thrive. The #BuyLocal promotion started last month and will continue until gift cards are claimed.

Grover Beach businesses can still apply to participate in the #BuyLocal program by clicking here. The City of Grover Beach will purchase up to twenty \$25 gift cards from each qualified local business that is selected, up to \$500. Grover Beach businesses that are currently signed up include Surfside Deli, Studio 805 Sa-Ion, The Spoon Trade, Fuego, Studio 150, Grand Inspirations Home Furnishings & Decor, Brass & Needle Beauty Bar, Bittersweet Brewing Company, Grover Station Grill, Exfoliate Skin Therapy, Nan's Pre-Owned Books, 8575 Perfetto

Caffe, Let's Wing It, Rib Line by the Beach, La Casita Mexican Restaurant, First Class Seconds, Red Bee Coffee, Pardon My French Bakery, Monarch Grove Winery, Shear Elegance, and Yamato. Shoppers are encouraged to shop safely to support local Grover Beach businesses and earn valuable gift cards.

Your generosity in supporting local business is in partnership with the efforts of The City of Grover Beach and South County Chambers of Commerce. The #BuyLocal program is part of the ongoing response to the COVID-19 pandemic.

Since this program is to support small, local businesses that are directly impacted by the COVID-19 restrictions on business, the following business types do not meet the requirements for the #BuyLocal Program: Corporations, Convenience/Drug Stores; Grocery/Supermarket; Lodging; Fueling or Gas Stations; and business chains that are not locally owned.

For further details, please visit southcountychambers.com, or call (805) 489-1488.



March 2021 Volume 61, Issue 3

UPCOMING ONLINE
CHAMBER EVENTS
(CONNECT VIA ZOOM):

Thursday, March 4: Nipomo & Oceano Business Meeting 8:30 to 9:30 am

Tuesday, March 9: Pismo Beach Business Meeting 11 am to 12 noon

Thursday, March 11: SCCC Chamber Ambassador Meeting 8 to 9 am

Thursday, March 18: Arroyo Grande Business Meeting 8:30 to 9:30 am

Friday, March 19: Grover Beach Business Meeting 12 noon to 1 pm

Thursday, March 25:
Membership Coffee
9 to 10 am
(nonmembers of the
Chamber are welcome
as a one-time guest)

Friday, March 26: Governmental Affairs Committee Meeting 8:00 to 9:15 am

All online Chamber meetings can be accessed by logging in with your computer or device—or calling in by phone. Please RSVP on our website to receive the Zoom login or call-in details.

March 2021 Business of the Month: Food 4 Less of Arroyo Grande

In 1883, Barney Kroger invested his life savings of \$372 to open a grocery store at 66 Pearl St. in downtown Cincinnati. The son of a merchant, he ran his business with a simple motto: "Be particular. Never sell anything you would not want yourself." It was a credo that would serve The Kroger Co. well over the next 130 years as the supermarket business evolved into a variety of formats aimed at satisfying the ever-changing needs of shoppers. Their most urgent



mission is to be there for their customers when they need them most, with open stores and openhearted hospitality. They're taking proactive steps to protect the health and safety of their associates, customers and communities, including adjusted store operating hours, enhanced cleaning procedures, physical distancing precautions

and expanded associate benefits. Kroger companies are committed to community engagement, positive social impact and charitable giving nationally and locally. They direct their charitable giving and service—at the national and local levels—to nonprofit organizations that focus on hunger relief, military personnel and their families, health and nutrition, disaster relief and more.

Their Arroyo Grande store is located at 1132 W. Branch St.

Update from Supervisor Lynn Compton, District 4: Oceano, Nipomo, and Arroyo Grande

2/26/21 Weekly COVID-19 Update from Supervisor Lynn Compton:

SLO County residents age 65 and older can now reserve an appointment to get their first dose of a COVID-19 vaccine. This decision comes at the recommendation of the local Vaccine Task Force based on current vaccine supply and risk of serious outcomes from COVID-19.

Residents age 65 and older, as well as eligible residents under Phase 1a, can reserve a COVID-19 vaccine appointment. Appointments are currently limited, due to limited vaccine supply, but more appointments may become available weekday mornings as supply allows.

"Because we have a very limited number of vaccine doses right now, please let those most at risk for exposure and serious health outcomes get an appointment first if you can safely continue to shelter at home to reduce your risk of exposure," said Dr. Penny Borenstein, County Health Officer. "Everyone in SLO County will have a chance to get vaccinated against COVID-19, but those at higher risk should get their shot first."

The County expects to administer more than 6,100 doses next week at its COVID-19 vaccine clinics, which will operate Tuesday through Thursday. SLO County is home to over 38,000 residents between 65 and 74 years old.

However, less than 2,000 first dose appointments will be available next week only at the clinic in San Luis Obispo. Less than 500 second-dose appointments will be available at the SLO vaccine clinic for those who already received Pfizer, and the Arroyo Grande and Paso Robles vaccine clinics will each have about 1,900 second dose-appointments for those who already received Moderna. Until local supply increases, County officials ask

that eligible residents allow our most vulnerable community members to have first access to vaccine.

"Community members over 65 now have their turn to get vaccinated, but, unfortunately, we have very few appointments available at this time," said Dr. Borenstein. "We've made great progress in administering the vaccine we have and hope our future vaccine allocation from the State will allow us to continue to protect more members of our community."

Schedule an appointment at www.Recoverslo.org/
VaccineAppointments or by calling the County's Phone Assistance Center at (805) 543-2444, which is now available 7 days a week, 8 a.m. to 5 p.m.

Respectfully, Lynn Compton San Luis Obispo County Supervisor District 4



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Arroyo Grande News

Hello Chamber Colleagues: Spring is here and there is a lot to be happy about. Vaccines are rolling out. The time change is coming, along with more functional daylight hours and longer days in general. COVID numbers are dropping steadily, with no superspreader events on the horizon. I am genuinely optimistic that things are going to get better soon.

Here in Arroyo Grande, we know the hardships for businesses don't end with vaccinations. We know the struggles are real and will take time to overcome. This is why the City Council has directed staff to put together a suite of programs to help with COVID recovery, using economic development funds from our Diablo Canyon kitty. We began discussing them in February but due to the late hour, we continued the discussion to the March 9th meeting. This is a good thing, and I want to hear from you! The things we are thinking about include: another round of rent relief, which means immediate cash for your business; "COVID resiliency" grants that could

help you with things like safety upgrades, pointof-sale machines, web design for online sales, and other proposals; beautification efforts to attract in-person business; a shop local gift card program similar to other cities; a "COVID Superstar" award program to recognize businesses that have gone above and beyond to comply with COVID mandates (I appreciate you, and I want to celebrate you!); and other programs related to non-business programs. We have not prioritized this list, and it's likely we won't do them all due to limited funds. One thing the council has said so far is that we want the money we spend to be impactful: we don't want to try to do everything. Please let us know what you think and what you need. And if your idea isn't on this list, tell me any way and I'll bring it forward. It is nice to anticipate some sunshine in the coming month, both literally and figuratively. Let's look at the bright side for March.

> Caren Ray Russom Mayor, City of Arroyo Grande

Welcome new Chamber members:

Vespera on Ocean, Platinum Level Chairman's Circle member

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Steve's ATV Rentals

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The Document People

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UPS Store

•

Anthony J Luis

•

Transitions Mental Health

•

Peterson Team Realty

•

Brass & Needle Beauty Bar

Grover Beach News

By now, hopefully you have heard of the Grover Beach #BuyLocal program where shoppers can earn free \$25 gift cards to a participating business if you spend \$100 or more at a Grover Beach small business (in the retail, restaurant, brewery, winery, fitness, and salon/personal services sectors). You can find out more information at the City website and at the Chamber website. You can submit receipts here.

Another local item of interest is the status of the Oceano Dunes and the riding area. On March 18, 2021, the

Coastal Commission will hold a public hearing to potentially take action on revisions to the Coastal Development Permit associated with operation by the CA Department of Parks and Recreation. The Coastal Commission staff report has been released and staff are making some bold recommendations for the future look of the Oceano Dunes. The Grover Beach City Council will have an item on our March 8, 2021 meeting agenda to receive input on the situation and determine if we want to take a formal position on the

current recommendation. Since this can be a divisive issue on both sides of the discussion, we encourage your local input and participation at the meeting(s). Visit the City website to learn about how to contact Council members and to participate in the March 8th City Council meeting. The agenda and city staff report should be released by the end of the day on Thursday, March 4, 2021. We look forward to your input and assistance.

Jeff Lee Mayor, City of Grover Beach

Pismo Beach News

We are still seeing large numbers of visitors to Pismo Beach. The nice weather is a factor but people also want to get outdoors to recreate. Most of our businesses appear to be doing well with some exceptions. The city's revenue has been strong as a result.

The COVID numbers continue to fall which is encouraging news. We still need to be vigilant to keep the numbers on a downward trend.

The County and others are doing a

great job of administering the vaccine that is available which is a big help. We are also hopeful that the declining numbers will mean that some of the restrictions will be modified in the near future.

The Pismo Beach City Council certified the Final Environmental Impact Report for our Central Coast Blue water recycling program which is a major milestone. We are drilling a test well at the Coastal Dunes RV Park along High-

way 1 to help understand how the groundwater basin will respond. The dry weather we are having is a reminder of the importance of this additional source of water.

Our Police Chief, Jake Miller, is retiring after a long career of distinguished service and we will miss him. He helped keep us safe especially during the pandemic.

Ed Waage Mayor, City of Pismo Beach

New Chamber Member Highlights



Welcome Vespera on Ocean in Pismo Beach!

Welcome Vespera on Ocean as a Platinum Level Chairman's Circle member! Embodying an upscale beach house-inspired design, Vespera on Ocean offers a fun, active, and stylish escape for guests to relax, unwind, and enjoy the best of Pismo Beach. Overlooking the ocean, Vespera on Ocean invites you to experience a taste of beach living. Their spacious, residential-style guest rooms and suites make you feel like you're in your own private beach house, enjoying the surrounding surf, sky, and sand. Most rooms provide oversized bathrooms and oceanview balconies. Their restaurant, Somerset Grill Pismo Beach, offers takeout, patio seating, and room service options. Hotel amenities are open with social distancing guidelines in place. Vespera on Ocean is located at 147 Stimson Ave. in Pismo Beach. For more information, please visit vesperapismobeach.com, or call (805) 773-1011.

Welcome Steve's ATV Rentals in Oceano!

Since 2001, Steve's ATV Rentals has been providing rentals of ATV, UTVs, and Dune Buggies to the Oceano Dunes. In 2008, they added locations in Oregon Dunes and the Southern California desert. They rent where they like to ride themselves and live and breathe the thrill of ATVs and UTVs. A post from Steve's ATV Rentals on February 17: "On Friday 2/19, Oceano Dunes will enter Phase 2 of reopening. That means only 100 campers, 1000 Street legal vehicles and 1000 green sticker OHV's can use Oceano as of right now. All the OHV rental companies like us are part of phase 3. This means we have to wait just a little while longer. We are happy to have this news for all that enjoy the ride! We hope to have a date for you on when we will re-open. Stay tuned." Steve's ATV Rentals is located at 332 Pier Ave. in Oceano. For more information, please visit stevesatvrentals.com, or call them at (805) 481-2597.





Welcome Peterson Team Realty in Grover Beach!

Peterson Team Realty recently joined South County Chambers of Commerce as a new member. Serving residential and investment buyers and sellers in San Luis Obispo County, the Peterson Team provides a comprehensive marketing package. Their office is located at 160 South 3rd St. in Grover Beach. Call/text (805) 550-4490 for more information.

Show your support for the Oceano Dunes!

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New Chamber Member Highlights





Welcome Transitions-Mental Health Association (TMHA)!

A nonprofit organization serving San Luis Obispo and North Santa Barbara Counties, Transitions-Mental Health Association is dedicated to eliminating stigma and promoting recovery and wellness for people with mental illness through work, housing, community, and family support services. TMHA operates over 40 programs on the Central Coast, a wide variety of services that assist individuals and family members taking the recovery journey. In 2019, TMHA celebrated its 40th anniversary providing mental health services on the Central Coast. What used to be called SLO Hotline is now their Central Coast Hotline—a name change that affirms their relationship with both San Luis Obispo and Northern Santa Barbara Counties alike. Their office is located at 784 High St. in San Luis Obispo. For more information, visit t-mha.org, or call (805) 540-6500.

Welcome UPS Store 6192 in Arroyo Grande!

The UPS Store 6192 of Arroyo Grande recently joined South County Chambers of Commerce as a new member. They provide shipping, printing, notary service, Live Scan fingerprinting, and more. They also offer a mailbox for mail and packages, document finishing, packing, and freight services. The UPS Store 162 is locally owned and operated. They are located at 1375 E. Grand Ave., Suite #103, in Arroyo Grande near Panda Express and CVS. For more information, please call (805) 904-6480.





Welcome to the Chamber, The Document People!

The Document People provide legal document preparation, paralegal services, and process serving to all of San Luis Obispo and Santa Barbara Counties. Tyler Stuart, LDA, is the owner of The Document People SLO and has been in the legal industry since 2008. He decided to open The Document People because he realized that when it came to legal documents and the understanding of legalese, the general public had little to no knowledge. The Document People is a registered and bonded legal document assistance company that saves you time, money, and headaches. They prepare all documents, file the documents with the proper governing agency, and serve the other party should the law require it. Rather than charge by the hour, they charge one flat fee so you know upfront what you will spend. Visit them online at documentpeopleslo.com, or call (805) 292-9000.

New Chamber Member Highlights

Welcome Brass & Needle Beauty Bar in Grover Beach!

Brass & Needle Beauty Bar is a multi-service spa/salon that offers spray tanning, Lipo Laser cavitation, and microblading. With over 15 years of customer service experience, Brass & Needle Beauty Bar's mission is to create a relaxing yet luxurious retreat from the pressing worries of the modern world. Offering only organic and naturally derived products, they strive to provide their clients with a sanctuary for the senses. Their salon is located at 555 S. 13th St. Suite C in Grover Beach. For more information, please call (714) 249-5565. Brass & Needle Beauty Bar is a participant in the #BuyLocal program. Shoppers who spend \$100 or more at their salon can select a free gift card for \$25 from a list of participating Grover Beach businesses. For more information, please visit southcountychambers.com.



#love4local







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Pacific Wildlife Care Names New Executive Director

The Board of Directors of Pacific Wildlife Care (PWC) recently announced the selection of Christine Johnson as its first-ever Executive Director. Johnson takes the lead at the nonprofit organization that is recognized as one of the premier wildlife rehabilitation centers in California and is San Luis Obispo County's only licensed rehabilitation center that cares for injured, orphaned, sick, and pollution-damaged birds, land/air mammals, and reptiles/amphibians.

Johnson comes to Pacific Wildlife Care with over two decades of experience in community and nonprofit leadership in a variety of settings. Most recent work experience includes positions with Stand Strong (formerly the Women's Shelter Program) and the Central Coast Aquarium. Johnson also served for four years as an elected City Council member for the City of Morro Bay and currently volunteers as a Board Member for Leadership San Luis Obispo.



Executive Director Christine Johnson

"It is an honor to be selected by the Board of Directors of Pacific Wildlife Care and to join a dynamic team of staff and volunteers who are both passionate about SLO County wildlife and respected advocates for how we can coexist peacefully with our wild neighbors." Johnson said.

Johnson's activities for PWC will be two-fold: to support the ongoing day-to -day operations of PWC's animal care and public education efforts, and to lead the nonprofit's transition from its current location in Morro Bay to a more centralized site to enhance services across SLO County. A capital campaign will be launched in the near future for the development of a new, expanded animal rehabilitation center on land purchased, with donor support, along Buckley Road in SLO. Additionally, Johnson confirms that PWC's annual fundraiser, Soupabration, is scheduled for Sunday, November 7, 2021 at the Historic Octagon Barn in SLO.

"Pacific Wildlife Care is in expansion mode as we get ready to launch a fundraising campaign to help us accomplish our relocation from Morro Bay to a site near the airport in SLO," said Johnson. "From that mid-county site, we will be more accessible to the entire county. We are currently very active serving wildlife in South County and many of our 200+ volunteers live in the Five Cities area."

Contact Christine Johnson via email at christine@pacificwildlifecare.org.



Our goal is simple. Our mission is clear. We will set high standards, and we will exceed them.



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Your feedback is needed to help improve traffic flow on Highway 101

Please take a 10-minute survey to offer your ideas and concerns about mobility along the US 101 and the local network US 101 corridor.

The US 101 Santa Maria to San Luis Obispo Multimodal Corridor Plan (101 MCP) is a collaboration between Caltrans District 5, the San Luis Obispo Council of Governments (SLOCOG), and the Santa Barbara County Association of Governments (SBCAG).

The 101 MCP will analyze US 101, State Route 227, and the local network between Santa Maria and San Luis Obispo to discover ways to relieve congestion and improve mobility. Please click here to take the survey.

New CASA class sworn in, ready to advocate

On February 22nd via Zoom, the Honorable Judge Roger Picquet swore in 17 new CASA volunteers. These volunteers were sworn in as officers of the court and are ready to advocate for 17 vulnerable children in our County.

Court Appointed Special Advocates of San Luis Obispo County (CASA of SLO County) is a nonprofit organization that advocates for the best interests of abused and neglected children within the court system. CASA of SLO County recruits and trains volunteer advocates, who are paired with individual children to learn their situations and stand up for their needs. CASA of SLO County is a local partner of National CASA, which provides support to a network of more than 1,050 local community program



offices. Their mission is to ensure that each and every child grows up in a safe, nurturing and permanent home. They are a 501c3 charitable organization, founded in 1993.

If you are interested in learning more about volunteering with CASA of San Luis Obispo County or would like to make a donation, please visit www.slocasa.org.

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April 13, 20, 27

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Governmental Affairs Meeting Update

The February Government affairs committee meeting featured guest speaker Noah Bileau from Assemblyman Jordan Cunningham's office. He spoke about the SB74 Grant and the Keep California Working Act, which is aimed to keep small businesses running.

Other speakers at the meeting included:

- Supervisor Dawn Ortiz-Legg gave a County update.
- Clint Weirick, a representative for California Senator John Laird, gave an update at the state level.
- Grover Beach City Council member Karen Bright gave a City update
- Arroyo Grande City Council member Keith Storton gave a City update
- Dan Carl, District Director of the Central Coast Coastal Commission, gave an update regarding the Oceano Dunes. On Thursday, March 18, starting at 9 am, the California Coastal Commission will host a public hearing regarding Oceano Dunes issues and is specifically focused on a review of the Commission's coastal development permit (CDP).

— The Governmental Affairs Committee for South County Chambers of Commerce meets the fourth Friday of the month from 8 am to 9:15 am. The next meeting will be Friday, March 26, via Zoom. Please visit southcountychambers.com to RSVP and receive the Zoom login.



2021 BUSINESS HIGHLIGHT OPPORTUNITY FOR SOUTH COUNTY CHAMBER MEMBERS

Speak at one of our upcoming webinars for up to two minutes about your business or nonprofit for an opportunity to present your message in front of other business owners, their employees, nonprofits, political representatives, and the community as well as thousands of video viewers. Your two-minute presentation can include a video, slideshow, or photos (displayed by screen share).

Your business name will be mentioned in all promotions of the webinar before and after event. A recording of webinar will be shared on social media so a larger audience can view your business highlight.

Please email office@southcountychambers.com, or call (805) 489-1488 for further details.



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Friends of Five Cities Fire Authority

The Green Vase

Blueprint Express

Help-U-Sell Town & Coastal Proper-

ties & Town & Coastal Property

Management

Blankenburg Properties

The Quarterdeck Restaurant

Coastal Christian School

Placer Title Company

Keller Williams Realty Central

Coast

Grocery Outlet of Arroyo Grande

Fluid Resource Management

Posies in the Village

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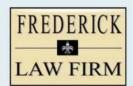
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New address: 1052 E. Grand Ave., Suite A, Arroyo Grande

Here are a few Grover Beach businesses who are participating in #BuyLocal. See the article on page 1 for details.













southcountychambers.com #love4local #BuyLocalGB #GBtogether

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Ligia Zavala Chief Operations Officer ligia@southcountychambers.com

Holly Leighton Marketing & Tourism holly@southcountychambers.com

Megan Leininger, Manager California Welcome Center (CWC) megan@southcountychambers.com

McKenna Seyboldt **CWC Visitor Services**

Marty Imes, Executive Director of Leadership South County marty@southcountychambers.com Michelle Lea, Bookkeeper

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