

South County Business News

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



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The Chamber can help you plan your succession



Jocelyn Brennan
President & CEO
South County Chambers of Commerce

If you are thinking about retirement and selling your business, the Chamber can be a resource to help you plan your next step. I recently met a business broker who is interested in buying a business on the Central Coast. He inquired with South County Chambers

of Commerce as a way to connect with business owners looking to exit. Many small business owners don't know how to navigate selling their business and end up just winding them down and not maximizing the years of hard work they put into building their business. By connecting them with buyers, the Chamber can create value for current members.

Business brokers are involved in what is known as "acquisition entrepreneurship." According to Walker Deibel, an entrepreneur and advisor who authored a blog post on buythenbuild.com and also a book of the same title, "Entrepreneurship is an in-

credible risk. There are certainly safer ways to make money. But even with the daunting statistics widely circulated, many of us are unavoidably drawn to it. We know only 1 in 10 new businesses succeed."

Deibel also says in his article that the advantages of business acquisition attract investors. "Entrepreneurial success takes many paths, and small business acquisition offers a shortcut. It teaches you to think like an investor while building the skills of a seasoned CEO quickly. The risk is real but so is the opportunity to create value." Read more [here](#).

If are interested in selling your business, please contact jocelyn@southcountychambers.com

Business of the Month: Art in the Park at Dinosaur Caves Park

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Art in the Park as the Business of the Month for August.

Art in the Park is an outdoor art/music festival featuring 40+ artists/vendors, live music, and food. Admission is free. It is located at beautiful Dinosaur Caves Park in Shell Beach overlooking the ocean.

Look for: glass, pottery, jewelry, textiles, furniture, sculpture, paintings, photography, bath and beauty products, gourmet food, plants, flowers, and so much more. Many new artisan vendors have been recently added.

This event is typically from 10 am to 4 pm on the first Sunday of the month. Save the date for these upcoming Art in the Park



Art in the Park
at Dinosaur
Caves Park
in Shell Beach

events later in 2021:

- October 3
- November 7
- December 5

The dates in November and December will end at 3:30 pm instead of 4 pm.

Art in the Park is located at Dinosaur Caves Park on the corner of Price Street and Cliff Avenue—right off Highway 101.



For more information, visit artintheparkshellbeach.com.

UPCOMING CHAMBER EVENTS

Thursday, August 5:
Nipomo Business Meeting
8:30 to 9:30 am
Nipomo Chamber office

Tuesday, August 10:
Pismo Beach Business Meeting
11 am to 12 noon
SeaCrest OceanFront Hotel

Thursday, August 12:
South County Chambers Ambassador Meeting
8 to 9 am
Quintessa Coffee Roasters

Wednesday, August 18:
Chamber Breakfast
7:30 to 9 am
Inn at the Pier Rooftop

Thursday, August 19:
Arroyo Grande Business Meeting
8:30 to 9:30 am
Tribe Coffeehouse patio

Friday, August 20:
Grover Beach Business Meeting
12 noon to 1 pm
at GBeatZ, 675 W. Grand

Wednesday, August 25:
Membership Mixer
5-7 pm
Cypress Ridge Pavilion

Friday, August 27:
Governmental Affairs Committee Meeting
8 am to 9:15 am via Zoom

Thursday, August 31:
Membership Coffee
9 to 10 am
Hilton Garden Inn
Pismo Beach

...

Please RSVP for all events on our Chamber website

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

On Tuesday July 20th, the Board of Supervisors issued a resolution commending San Luis Obispo County Sheriff's Deputies Nick Dreyfus and Clifford Pacas for their "heroic actions" in June of last year during an active shooter incident in Paso Robles. Dreyfus was shot in the face by the gunman. His partner Pacas returned fire and rendered aid to the seriously wounded Dreyfus. Both Deputies were able to attend today's ceremony.

Additionally, the resolution honors those heroes from allied agencies whose officers were wounded during the incident including Sergeant Michael



Smiley of the Arroyo Grande Police Department, Detective Blake Bursiaga of

the Kings County Sheriff's Office, Officer Isaac Clocherty of the King City CHP and Officer Timothy Maxwell of the Coastal Division CHP.

The resolution recognizes those law enforcement officers who "all willingly stood in harm's way to assure the safety of the San Luis Obispo County Community." These officers put their lives on the line to keep our community safe and are true heroes!

Congratulations heroes... and thank you from the bottom of my heart!

Respectfully,

Lynn Compton

**Chairman of the Board of Supervisors
District 4 Supervisor**

Update from Supervisor Dawn Ortiz-Legg, District 3: Avila Beach, Grover Beach, Pismo Beach, and San Luis Obispo

Hello South County! I hope you are enjoying your summer and business is coming back to life.

Here at the County, San Luis Obispo County will go through the redistricting process. Every ten years, supervisorial districts must be redrawn so that each district is substantially equal in population. Redistricting is important to ensure that each Board of Supervisors member represents about the same number of constituents. These numbers are based off the 2020 US Census data. Currently the County of San Luis Obispo, redistricting process must be completed by December 15, 2021.

District lines are adopted by using the following criteria, in order of priority:

1. Each district shall be reasonably equal in total resident population to the other districts, except where deviation is required to comply with the Federal Voting Rights Act of 1965 or allowable by law.
2. Districts shall comply with the Federal Voting Rights Act of 1965.
3. Districts shall be geographically contiguous.
4. The geographic integrity of city, local neighborhood, or community of interest shall be respected in a manner that minimizes its division.
5. To the extent practicable, and where it does not conflict with numbers 1-4

above, districts shall be drawn to encourage geographic compactness.

We want the public to be heard about how they feel the County should be re-districted. To submit a public comment or any question you have regarding redistricting please email your inquiries to redistricting@co.slo.ca.us. To learn more about redistricting please visit the County of San Luis Obispo website at www.slocounty.ca.gov.

Other big news...we are so happy to welcome Rebecca Campbell, as our Assistant County Administrative Officer in late June. Ms. Campbell replaced Guy Savage, who retired after serving seven years as the Assistant CAO and five years as the Director of IT.

Ms. Campbell worked for the County of Kings since 2005, where she served as both the Assistant CAO and most recently as the CAO, since 2017. In this role, Ms. Campbell managed the day-to-day operations of all County functions and activities, which fall under the jurisdiction of the Board of Supervisors, including management of a \$443 Million budget.

Prior to working for the County of Kings, Ms. Campbell served ten years in the United States Navy as an Electronics Technician, and, while stationed in Keflavik, Iceland, she led the building and relocation of a North Atlantic com-

munications facility. She also served as a Career Counselor to assist sailors with their career paths.

Ms. Campbell was named Navy Sailor of the Year in 2001 and received multiple medals for her outstanding service. Ms. Campbell has a master's degree in Business Administration. We are thrilled to have Ms. Campbell here in San Luis Obispo County.

Lastly, I would like to mention that the Shell Beach Library is graciously allowing me to host my Office Hours at their library every 3rd Thursday of the month from 1:00 – 3:00pm. The Shell Beach Library is located at 230 Leeward Ave, Pismo Beach. Please stop by to say hello or feel free to discuss any important topics affecting you or the County.

If you are unable to join us at the Shell Beach Library, I currently holds office hours from 1:00-3:00 p.m. every second and fourth Thursday of the month. I hope to also find other locations in South County to hold monthly office hours, so if you have any suggestions, please contact district3@co.slo.ca.us or call us at 805-781-4336.

Thank you, stay safe and healthy this Summer of 2021!

In your service,

Dawn Ortiz-Legg

**San Luis Obispo County
District 3 Supervisor**

Arroyo Grande News

Hello Chamber Members: It feels as though we are at a crossroads. My last couple of letters were so hopeful about getting back to “normal”. It currently feels like someone has a hold of the rug we are standing on and is threatening to pull it out from under us. It remains to be seen what those above my pay grade will decide. In the meantime I am pleased to report that the City of Arroyo Grande returned to in-person meetings open to the public, with a zoom option at every meeting. This is something I and our council were adamant about: it is past time to update the technology of public engagement.

This is great news for our business community! Your time is precious, and the decisions before us often affect you directly, but it's hard to find the time to come down to Council Chambers and wait for your turn to speak. Now you can tune in remotely in real time from your home or business and give input without inconven-

ience. I sincerely hope you will use this service and I hear from you more consistently. Further, I am happy to report we will save money with this option, since consultants do not have to travel to attend meetings. And I personally tested out the system, as I was in Colorado for the birth of our grandchild on the same day as Council. I am grateful that I didn't have to choose between serving my family and serving my city. I could do both.

Also, Council and the public can participate when under the weather. The more we facilitate access, the better decisions that will be made. Thanks to all staff who worked so hard to make that a reality. It will take us toward a more transparent and open future.

Here's to hoping that rug isn't pulled out—and as always, I am here to listen to you: 805-234-1270 or email crayrussom@arroyogrande.org.

Caren Ray Russom
Mayor, City of Arroyo Grande

Welcome new Chamber members:

- Sandra Maez
-
- SLO County Integrated Waste Management Authority
-
- Fuego
-
- Central Coast Childbirth Network Inc.
-
- Jack's Helping Hand
-
- AGV Events
-
- Lifeline Pregnancy Center
-
- Rugged Radios
-
- Baja Fresh in Arroyo Grande
-
- Cabi Clothing with Heidi
-
- Baguette.About.It
-
- Goodell & White Real Estate Group
-
- Rebecca Baker

Grover Beach News

As you have come to expect, there is a lot happening in Grover Beach this summer and even more planned for the coming year! The City's 2021-2022 Capital Improvement Program was approved as part of the recent budget and includes \$13,000,000 in funding for 22 proposed projects. Here are a couple of the project areas that you are currently seeing and will see in the near future:

Street Sign Replacement: This one has been a lot of fun as the City replaces our decade old signs with new ones that

are more reflective and easier to read. You can still reserve your piece of Grover Beach history by purchasing one of the old street signs – contact Public-Works@groverbeach.org or call (805) 473-4530 for further details.

Intersection Rehabilitation & Striping:

You have probably seen the recently completed utility improvements, pavement replacement, restriping and signal modifications at Oak Park Boulevard and West Grand Avenue. They look great and I'll gotten a lot of compliments on

the new configuration. These improvements are definitely a safety upgrade; however they are different than you may be used to – so, be extra aware of the signs and the striping while you are getting familiar with the changes.

Water Line Repairs: As we all slide deeper into the drought, it is important for our water and sewer lines to be in good shape and to not leak water when we need it most. So, the City will be us-

Continued on page 10

Pismo Beach News

We had a very successful Fourth of July fireworks celebration on the pier after last year's was cancelled due to COVID. The weather was perfect (as I predicted) and the fireworks were spectacular. We gave our residents the first chance to buy tickets to attend a dinner on the pier and view the fireworks up close. At our last Council meeting, we asked our Public Works director about the test injection well results for Central Coast Blue. We don't have a formal re-

port yet, but Ben Fine said that the well preformed as predicted by the modeling. The purpose of the well was to inject water and withdraw it to see how the groundwater basin behaved and the results are positive.

Our businesses are still going strong and I just learned a couple of weeks ago that Pismo Beach did not lose any businesses during the pandemic. Our lodging industry has been performing especially well.

On our next Council meeting, we will be considering taking over Highway 1 (Dolliver and a portion of Price St) from the State. A traffic study concluded that we could improve traffic circulation if we made some changes on Highway 1, but we can only have the latitude to make those changes if we complete the relinquishment from CalTrans. Stay tuned.

• • •

Ed Waage
Mayor, City of Pismo Beach

Recent Ribbon Cuttings



Congrats, Great American Melodrama!

Congrats to The Great American Melodrama & Vaudeville on their reopening last month! They produce top-notch musicals, comedies, and classic melodramas in a lively cabaret setting at prices affordable for the whole family. And every show is followed by a vaudeville revue full of song, dance, and comedy. They just opened the season with Comedy Tonight, a two-act vaudeville revue filled with puns, parodies, song, and dance starring some of your Melodrama favorites. Jam packed with laughter at every turn, Comedy Tonight will have you rolling in your seat. For more information and to buy tickets, please visit americanmelodrama.com.

Congrats, Salt & Stone Salon!

Congrats to new Chamber member Salt and Stone Salon of Grover Beach on their ribbon cutting last month! Formerly known as Tutta Bella Salon, their recent name change is a re-branding effort designed to mirror the growth and transformation of the salon. They said their business made it through some rough times this past year because of the loving support from their clients. The mission of Salt & Stone Salon is to provide the very best service in a relaxing, friendly environment. They offer a wide variety of salon services including haircuts, styling, coloring, and specialty treatments. Their team of expert stylists are professional and experienced in all hair types and styles. Their salon is located at 1750 El Camino Real, Ste. E, in Grover Beach. For more information, please visit saltandstonesalon.com, or call (805) 489-4589.



Congrats, Gold Coast Express Registration!

We celebrated a ribbon cutting last week with Carole at Gold Coast Express Registration. Their Arroyo Grande office is your local California DMV alternative for vehicle title and registration services so you can skip the line at the DMV. Carole carries official DMV inventory on hand for quick vehicle transactions such as registration renewals, stickers, title transfers, license plates, and much more. Gold Coast Express Registration is located in the Village of Arroyo Grande. Contact them for an appointment at goldcoastxr@gmail.com, or call (805) 556-4303. Visit them online at goldcoastx.com.

Arroyo Grande Community Hospital Foundation presents



Golf n' Grub is back in play!

Here's how you/your business can participate

- Tee/Green Sponsorship - \$250
- Volunteer at the tournament
- Become a food or drink vendor
- Donate a raffle item

Proceeds from Golf n' Grub will benefit the Surgical Services Campaign at Arroyo Grande Community Hospital.

Here are a few of our local favorites who will be on the course:

AGCH Cafe • Amazing Grazing • Chef Rick's Ultimately Fine Foods • Chef's Table Catering • Cutler's Artisan Spirits • Far Western Tavern • Fat Cat's Cafe • Firestone Walker Brewing Company • Humdinger Brewing • Optimist Club of Arroyo Grande • Rod & Hammer's SLO Stills • S&O Dessert Co. • SLO Brew the Rock • Talley Vineyards • Villa Cantina • More to come!

To reserve your Sponsorship, visit
SupportArroyoGrande.org or contact
Les Lungren
les.lungren@dignityhealth.org (805)994-5419

 **Arroyo Grande
Community Hospital Foundation.**
A Dignity Health Member

Recent Ribbon Cuttings



Congrats, Mike's Record Rack!

We celebrated a ribbon cutting with Mike's Record Rack of Grover Beach. Owner Mike Leming has been in the record and music business for over 40 years. His store features new and used records, CDs, cassettes, guitars, and more. He buys vinyl, CDs, and tapes in good condition. Mike's Record Rack is located at 201 W. Grand Ave. in Grover Beach. For more information, please visit mikesrecordrackgb.com, or call (805) 202-8027.

Congrats, Clark Center for the Performing Arts!

Congrats to Chamber member Clark Center for the Performing Arts on their ribbon cutting recently to celebrate the reopening of their theater. The Clark Center is a state-of-the-art hub for cultural and community productions, as well as a professional setting for vocational and educational events. They offer two state-of-the-art theaters, the 617-seat Forbes Hall and the approximately 120-seat Studio Theater. Both theaters are used for a variety of professional and community productions and are available to rent. The Grand Lobby is also a gallery for local artists, and The Annex addition is home to a beautiful green room, a scene shop, storage, and office space. For more information about the Clark Center for the Performing Arts and their upcoming season, please visit clarkcenter.org.



Congrats, Jimmy!

Jimmy Paulding, an Arroyo Grande resident who is running for District 4 County Supervisor, celebrated a ribbon cutting at our Chamber office in Arroyo Grande last month. A South County native, Jimmy is currently serving as an Arroyo Grande City Councilmember. He also manages Paulding Law, a local law practice, where he practices in the fields of estate planning and business law. For further information about Jimmy Paulding and his campaign, please visit jimmypaulding.org.

Fashions for a Purpose

Breaking the Silence of Domestic Violence

7TH ANNUAL FASHION EVENT

Benefitting Domestic Violence & Safe Dating Awareness

Saturday, October 16, 2021

9:30 AM Pre-Show // 10:00 AM Event

Prizes & Giveaways

Guest Speaker: Sherriff Parkinson of SLO County
Fashions Presented by Amy Curti, Independent cabi Stylist

BUY TICKETS AT www.MY805TIX.com

Elite Pass \$100 – Virtual Pass + a split bottle of champagne
& large box of Mama Ganache Chocolates

V.I.P. Pass \$50 – Virtual Pass + Mama Ganache Chocolates
On-site* guests will be treated to a free glass of champagne

Virtual Pass \$25 – Pre-Show & Event

Lunch available following event by RSVP ONLY
Catered by Trattoria Uliveto

*Limited seats on-site, all will receive a special gift

Check out our On-Line Auction at
www.fashionsforapurpose.org



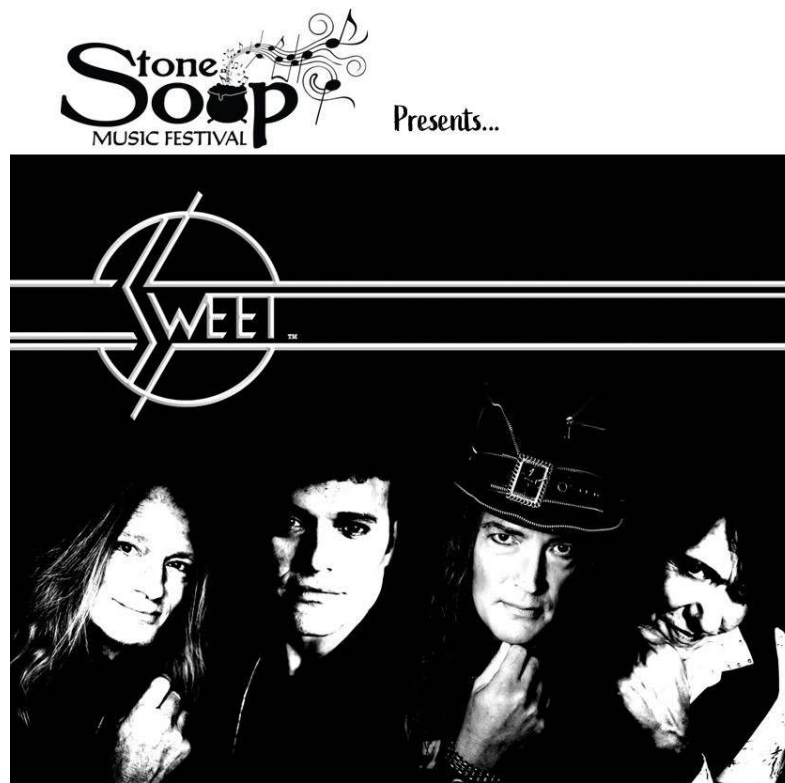
Kimberley Victor, Founder
Mary Kay, Senior Sales Director

For more info call (805) 929-5282 or e-mail FFAP805@att.net

Clark Center for the Performing Arts announces band schedule for Stone Soup Music Festival

GROVER BEACH — The Clark Center for the Performing Arts is thrilled to announce The Sweet as the main headliner for the upcoming Stone Soup Music Festival! This legendary rock band shot to the top of the charts in the 1970s with such hits as Ballroom Blitz, Fox On The Run, Love Is Like Oxygen, Little Willy, Hellraiser, Teenage Rampage, Blockbuster and Action. The Sweet was created by founding member Steve Priest along with drummer Richie Onori, keyboardist/vocalist Stevie Stewart. They assembled a group of top caliber national act musicians which Priest could proudly hail to be on the same equal footing and adeptness as the original lineup. For well over a decade this group entertained millions of music fans across the globe delivering high-quality performances every single night. Priest's handpicked band with an unparalleled chemistry continues to forge ahead with the same vigor, intensity & enthusiasm as always, delivering the "Sweet" brand onward into the 21st century, thus keeping Steve Priest's vision and "Sweet's" legacy fully intact. You do not want to miss this free concert Saturday, August 28th at 8:00pm on the Main Stage!

Other bands and performance groups include The Wavebreakers, Petrella & Mixed Influence, Midlife Crisis, Jazz Jubilee by the Sea All-Stars, Unfinished with The Beatles, Calo, Dusty Shoes, Mariachi Mexicanisimo, Raz Danny, and the Noach Tangeras Band. The Studio of Performing Arts and Dellos Performing Arts Center will kick off the entertain-



Saturday, August 28th at 8:00pm * Ramona Gardens Park, Grover Beach *FREE CONCERT

ment Saturday morning beginning at 10am. Sunday's festivities will begin with the Mardi Paws Dog Parade prior to entertainment on the stages. "Our goal this year was to return to the original concept of this festival by including multiple genres of music that celebrate the variety of cultures in our community," said Clark Center's Executive Director

"Connie O'Henley".

Festival sponsorship opportunities and vendor booths are still available. For more information, please visit www.clarkcenter.org, the Stone Soup Music Festival Facebook page, email stonesoup@clarkcenter.org, or call the Clark Center's business office at (805) 489-4196.

Online training available for nonprofit board officer positions on August 10

July 1 began a new fiscal year for many nonprofits, and that often coincides with changes in leadership. Spokes offers basic training this summer via online classes to help both new and continuing presidents or chairs, secretaries, and treasurers build or refine the skills to be effective in their roles. The next training will take place on August 10 from 12:00 to 1:30 PM.

Board President Roles and Responsibilities: Learn the responsibilities and limitations of your new role, how to plan your year, everything you need to know about board meeting agendas, strategies for efficient meetings, and the basics of voting.

Board Secretary Roles and Responsibilities: Learn all about meeting minutes, critical documents every organization should

have on hand, and how to use technology to lighten the load.

Board Treasurer Roles and Responsibilities: Learn about required financial reports, annual state and federal reporting requirements, and how to use technology to lighten the load.

Classes will be taught by Michael Simkins, Ed.D.: A former teacher, school administrator, and nonprofit executive, Michael has been a member of several nonprofit boards and served as board president, secretary, and treasurer. His professional experience spans the education and nonprofit sectors. Currently, he is Spokes' interim CEO.

Learn more/register at www.spokesfor nonprofits.org or call (805) 547-2244.

Empty Bowls Community Luncheon

5CHC IS KEEPING IT MOBILE

With Drive Thru
Empty Bowl
Pick-Up Parties!
September 11th, 18th, 25th

(805) 574-1638

devon.mcquade@5chc.org

www.5CHC.org

All proceeds benefit 5Cities
Homeless Coalition.

Fair Market Value equals \$25 x
number of event day tickets at
sponsor level.

In order to include your logo in
event materials, please email to
devon.mcquade@5chc.org
no later than August 25, 2021

5Cities Homeless Coalition
PO Box 558
Grover Beach, CA 93483

501(c)3 Nonprofit Corporation
Tax ID #27-0413593

2021 Sponsorships Available Now!

Complete information below
and mail or e-mail to:

Devon McQuade
Devon.McQuade@5chc.org
5Cities Homeless Coalition
P.O. Box 558
Grover Beach, CA 93483



5cities homeless coalition
resources. support. hope.

- ☐ Five Star Level \$5,000
- ☐ Four Star Level \$2,500
- ☐ Three Star Level \$1,000
- ☐ Two Star Level \$500
- ☐ One Star Level \$250
- ☐ Event Supporter \$100

Thank you!



Business Name _____

Contact _____

Address _____

City/State/Zip _____

Telephone _____

Email _____

☐ Enclosed please find a check in the amount of \$ _____

☐ A check is being sent in the amount of \$ _____

☐ Please charge my credit card in the amount of \$ _____

Card # _____

Card Billing Address Zip Code _____

Expiration Date _____ / _____ CVV Code _____

Former Sensorio Director Joins Pismo Beach's Vespera Resort

Tracy Strann, a marketing and event production industry leader who most recently oversaw the outdoor art sensation Sensorio Paso Robles, has been named director of sales and marketing at Vespera Resort on Pismo Beach – a boutique oceanfront resort.

According to Ian Pullan, vice president of asset performance, west for KSL Resorts, which operates Vespera Resort on Pismo Beach, Strann will head up all sales and marketing activities for this new 124-room Central Coast destination – developing and overseeing all sales and marketing initiatives including brand partnerships, advertising, digital, social media, and public relations.

"We are beyond thrilled to have Tracy join our team," Pullan said. "With a deep skill set and decades of experience, she is a multi-talented marketing professional and a seasoned team leader who will be instrumental to our efforts as we transform Vespera Resort into the premier destination on California's Central Coast."

With a diverse background in marketing, advertising, promotions, event pro-

duction, development, corporate sponsorship, publishing and public relations in both corporate and contract settings, Strann joins Vespera Resort with an impressive resume. She was most recently the executive director of Sensorio Paso Robles, California's acclaimed 17-acre outdoor art installation – and oversaw the creation and marketing of its initial display, Bruce Munro: Field of Light, a solar powered immersive art installation which garnered international acclaim and accolades.

Strann's career highlights include working as chief marketing officer and corporate development officer for the Saratoga Performing Arts Center in Saratoga Springs, N.Y.; director, external affairs for the GRAMMY Museum at L.A. Live; and executive level positions at high-profile New York agencies Carat MBS and Deutsch Inc. In her role as



Tracy Strann

principal of Tracy Strann & Associates, she directed event production and promotions for Conde Nast publishing clients such as GQ, Self, Wired and The New Yorker as well as handling such high-profile clients as The Adelphi Hotel, the Mansion Inn of Saratoga and the City of Hope.

She launched her career as a merchandising and fashion director at Saks Fifth Avenue and Neiman Marcus respectively and eventually moved into concert promotions as president of the advertising and promotion division of Metropolitan Entertainment.

Vespera Resort on Pismo Beach offers luxe amenities including a swank lobby lounge; a pool, deck and hot tub overlooking the ocean; an outdoor bar and lawn with fire pits; and a high-tech business center.

Visit www.vesperapismo.com or call (805) 773-1011 for further details.

Free N95 respirators available to businesses at one-day pickup event on August 17

In a proactive effort to support local businesses with CalOSHA N95 – PPE Mask mandates, Mission Community Services Corporation (MCSC) Women's Business Center is partnering with Tova Mac from PPE Unite to distribute FREE N95 respirators to businesses.

On June 17, the State has already began rolling out a program that will impact small businesses. Small businesses will be required to report which of their employees has been vaccinated or not, and promptly supply each non-vaccinated employee with an N95 Respirator Mask (at the business owner's expense). Employees who fail to provide proof of vaccination will be treated as non-vaccinated and mandated to wear the appropriate N95 mask. To support our small businesses, MCSC is offering business owners free masks to hand out to their employees.

MCSC is scheduling a one-day pickup event at their San Luis Obispo office on August 17. Your business can also host a free distribution event/service. For more information, please email laura@mcscorp.org, or call (805) 595-1357.



Grover Beach News Continued from page 3

ing \$2,500,000 from a Community Development Block Grant (CDBG) to upgrade residential water mains all over the city.

Street Repairs: Don't worry, we haven't stopped doing street repairs – we are actually ramping up to improve portions of 9 more streets including Manhattan Ave, Seabright Ave, Trouville Ave, South 10th and 11th Streets and several cul-de-sacs. Additionally, we are nearing completion of a microsurfacing project on 24 streets around the City which will extend the useful life of the streets. Download this [map](#) to see the complete list of Completed, In Progress & future Street Projects – it's pretty impressive how far we have come in just 7 years!

Whew, that's a lot going on with our infrastructure projects – and that is just a small sample of what is going on! Visit the Public Works [webpage](#) to learn about all the projects the city has planned for the near future! Thanks for enjoying Grover Beach and we'll keep working with you to upgrade and enhance our public services and facilities!

Jeff Lee
Mayor, City of Grover Beach



CALIFORNIA *Fresh* MARKET



Proudly Serving the Central Coast Since 1966

California Fresh Market

555 Five Cities Drive
Pismo Beach CA 93449
Phone: (805) 295-7162

771 E. Foothill Boulevard
San Luis Obispo CA 93405
Phone: (805) 250-1425

El Rancho Marketplace

2886 Mission Drive
Solvang CA 93463
Phone: (805) 688-4300

All stores are open daily from 6 am to 10 pm

Tag us on Facebook & Instagram
@californiafreshmarkets @elranchomarket



We Accept



Local, Independent...



You can find us online at CaliforniaFreshMarket.com

Agrarian Hotel celebrated its prestigious LEED Green Building certification with a plaque unveiling on July 28

VILLAGE OF ARROYO GRANDE — The Agrarian Hotel recently announced that it has been awarded LEED Silver, the first new construction project in the City of Arroyo Grande to earn LEED certification. The hotel celebrated this achievement with South County Chambers of Commerce by an unveiling of the LEED plaque at the front of the hotel on Wednesday, July 28, at 4 p.m. Members of the press and the community were invited to attend and share in this celebration.

LEED (Leadership in Energy and Environmental Design), developed by the U.S. Green Building Council (USGBC), is the most widely used green building rating system in the world and an international symbol of excellence. Through design, construction and operations practices that improve environmental and human health, LEED-certified buildings are helping to make the world more sustainable.

“From the project’s conception, our team was committed to providing an excellent guest experience with a beautiful, sustainable building in the heart of the Village,” said owner Mike Panchal. “LEED certification is a great recognition of that commitment.”

The Agrarian Hotel achieved LEED certification for implementing practical and measurable strategies and solutions in areas including sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. Green buildings allow businesses to operate more sustainably and give the people inside them a healthier, more comfortable space to work and play.

More than 25% of The Agrarian Hotel’s energy is offset by a large solar array on the roof. Renewable energy combined



with efficient lighting and equipment results in 30% energy savings compared to a typical building. Water savings are 40% for indoor use, and outdoor water use is reduced by almost 70% through native and adapted plant selections. 80% of construction waste was diverted from landfills.

“One of the most important green building features is the site selection itself,” says Andy Pease of In Balance Green Consulting. “With a central location downtown, guests and staff can easily walk to restaurants, shopping, and services without needing a car. In addition, the creek restoration and walkway add a great pedestrian connection.”

Certification is proof that buildings are going above and beyond to ensure the space is constructed and operated to the highest level of sustainability. More

than 51,200 commercial and institutional projects are currently participating in LEED in all 50 states and more than 181 countries and territories.

“LEED is a transformative tool that ensures a building is designed and operated to achieve high performance, improve human health, and protect the environment,” said Mahesh Ramanujam, president and CEO, USGBC. “By prioritizing sustainability, The Agrarian Hotel is leading the way in their industry and helping USGBC continue towards our goal of green buildings for everyone within this generation.”

• • •

The Agrarian Hotel is located at 325 East Branch St. in the Village of Arroyo Grande. For more information about the hotel, please visit agrarianhotel.com, or call (805) 574-6040.

#love4local



Arroyo Grande Serenity

Income Producing Estate



SLO HAPPY HOMES

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New Chamber Member Highlights



Welcome to the Chamber, Fuego!

Located in Grover Beach, Fuego serves sandwiches, sides, cookies, beverages, and a signature sauce to use on eggs, meat, or veggie dishes. Buy their sauce by the jar for a perfect gift for any "foodie." Fuego is located at 1187 W. Grand Ave. in Grover Beach. Visit them online at www.ilovefuego.com, or call (805) 710-6477. Ask their staff about their catering menu.

Welcome, Central Coast Childbirth Network!

The mission of Central Coast Childbirth Network is to provide a diverse network of birth and wellness professionals who are committed to inform, educate, and advocate for the individual needs of Central Coast families from preconception through the first year of parenting. They provide a comprehensive provider directory, free local support, and web resources to guide parents. For more information, please visit them online at centralcoastchildbirthnetwork.com.



Welcome, San Luis Obispo County Integrated Waste Management Authority (IWMA)!

The San Luis Obispo County Integrated Waste Management Authority (IWMA) is a joint powers authority of county-wide officials, helping residents and businesses manage waste, recycling, and compost in SLO County. Their mission is to provide coordinated efforts to comply with state waste and recycling policy on behalf of member agencies through practical, cost-effective programs, education, and technical support. For more information, please visit iwma.com.



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New Chamber Member Highlights



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Welcome, LifeLine Pregnancy Center!

LifeLine Pregnancy Center offers free pregnancy testing, parenting classes, and other family resources. They provide no charge physical, emotional, spiritual, and material support through educating and encouraging. Their trained client advocates can help with question and concerns. Located in Grover Beach, LifeLine will be moving into a larger building soon and adding a medical component with ultrasound, larger baby boutique, and more. For more information, please visit lifelinepregnancycenter.org.



Welcome, Heidi with Cabi Clothing!

Cabi Clothing's exclusive brand is known for its unparalleled quality and outstanding stylists. Behind every piece of Cabi Clothing, there is a design team who cares about giving their clients beautifully unique pieces that fit their style and budget. Your own personal stylist who gets to know you and recommends pieces that truly fit your body and lifestyle. To reach Heidi, a stylist with Cabi, please call (805) 440-5388, or visit heidibrodmarkle-brun.cabionline.com.



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New Chamber Member Highlights



Welcome, Baguette.About.It!

Since June 2021, their food truck offers an easy-to-approach menu using seasonal and local vegetables, seafood, and meat options. They put a fresh flare on traditional favorites and offer sophisticated items on local, fresh-baked sourdough baguette sandwiches. They also provide share platters and picnic-style foods for parties of 2+ which is key to serving groups at wineries. For more information, please visit baguetteabout.it, or call (805) 668-3268.

Welcome, Verence, of Goodell & White Real Estate Group!

Verence White recently joined the Chamber with Goodell & White Real Estate Group. Just the idea of relocating can be overwhelming, but she can help you make it a smooth transition. Being responsive and available for her clients is something very important to her. If you're thinking about selling, now is a great time to list your home. Contact her at (805) 481-1000 if you have questions or if she can help you with any real estate needs. Reach her via email at verencesellshomes@gmail.com.



Welcome to the Chamber, Baja Fresh!

Stop by and meet the new owners of Baja Fresh in Arroyo Grande: Andrew and Alison. In August 1990, Baja Fresh Mexican Grill opened its first Mexican restaurant featuring all-fresh, traditional fire-grilled favorites. Baja Fresh continues to be passionate about serving the freshest and highest-quality Mexican food in their bright, clean restaurants. They believe in the benefits of eating well, being active, and making a contribution to the communities they serve. Visit their Arroyo Grande location at 929 Rancho Parkway near Trader Joe's.



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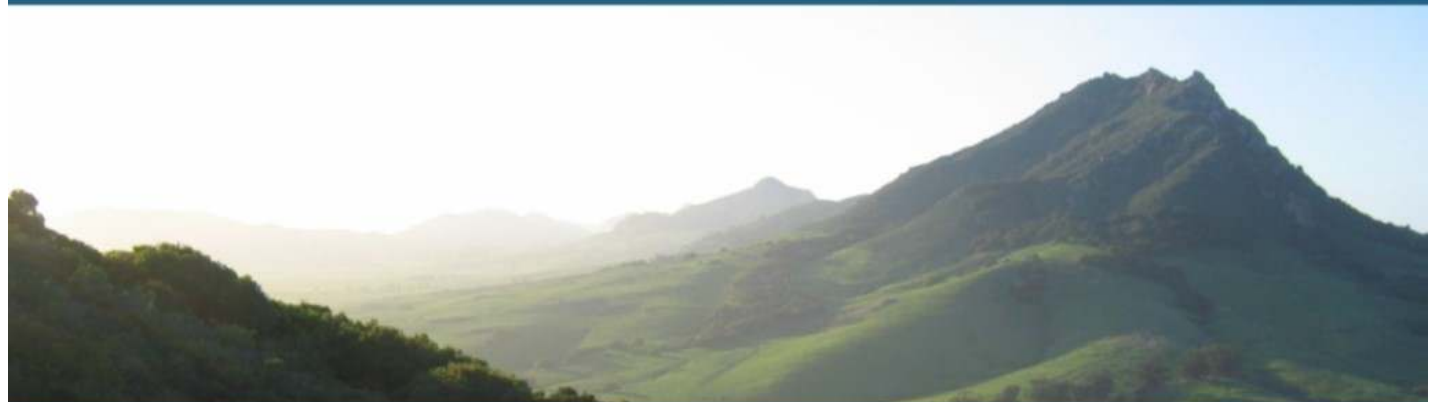


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OCTOBER 22

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Golf Tournament
Cypress Ridge, AG

Register at hbacc.org/events.html All events scheduled to follow CDC and local guidelines for safe social distancing.

Leadership, staff changes at Captive Hearts in Grover Beach

GROVER BEACH—There is a new team leading Captive Hearts in Grover Beach. Captive Hearts is a six-month to one-year, Christ-centered, 12-step ministry that provides life skill teachings, spiritual mentoring, and a safe home to help women heal from their compulsive/destructive behaviors caused by trauma, various addictions, human trafficking, and domestic violence. They have safe homes that house up to nine women.

Chaplain Judy Boen, the founder, retired on April 1, 2021. In May, Captive Hearts honored Judy's dedication with a Retirement Celebration & Fundraiser where over 120 people came to celebrate and bless her. Judy has passed the baton of Captive Hearts to Executive Directors, LeeAnn Smith and Cyd Sebring. Cyd and LeeAnn have been running the Captive Hearts ministry for more than 10 years. They will continue the ministry by partnering as Co-CEOs of Captive Hearts and Second Chances.

The resale store, Second Chances, helps fund and support the Captive Hearts ministry.

Captive Hearts has gained Angela Archambeault as the Director of Finance & Administration, Lisa Lopez as Assistant Day Manager & Driver and Dionne



Founder: Chaplain Judy Boen (middle). Co-CEOs & Executive Directors: Cyd Sebring (right) & LeeAnn Smith (left), Licensed Addiction Specialists

Bailey as the Project & Fundraising Manager. Second Chances has gained David Smith as the General Store Manager and Elaine Lopez as a Sales Assistant. Both David and Elaine possess many years of retail experience and are working side-by-side with Second Chances' seasoned Assistant Manager, Carol Main.

Captive Hearts and Second Chances couldn't do all this without their talented board of Directors: Pastor Andy Rock of Coastal Community Church (Chairman of

the Board), Sherri Masters (Secretary & Fundraising), Pam Montanaro (Fundraising), Frank Loversky (Treasurer), Eli Goode-nough (Grand Writer) and LeeAnn & Cyd (CEOs.)

All these changes and new hires are necessary to take Captive Hearts and Second Chances to the next level. The first set of "next level" changes includes Second Chances undergoing a face-lift and renovations to their current store located next to Grover Beach's Post Office, and possibly an expansion of a 2nd location specializing in furniture, housewares, and unique items. Also, Captive Hearts will be expanding while keeping with the original vision of personal and individualized attention for each individual woman. They will be adding a new safe home and transition home, thanks to the very generous \$500,000 donation from Mr. Steve Spronger. Chaplain Judy was given the vision with LeeAnn and Cyd to create this life changing ministry of "Bringing Healing to Hurting Humanity." The staff, Board, volunteers, donations, and prayer teams of Captive Hearts and Second Chances are carrying it on.

For more information, please call (805) 481-4500, or visit them online at captivehearts.org.

New Chamber Member Highlight: Jack's Helping Hand

Jack's Helping Hand assists children with special needs and cancer through financial assistance and programs. It was founded by Paul and Bridget Ready in memory of their son Jack, whose three-year struggle with a rare form of brain cancer ended in 2004. The Jack Ready Imagination Park is our community's first universally accessible park, giving children of all abilities the opportunity to play in a safe, beautiful place. The park, 33 acres located on the Nipomo Mesa, will be accessible by foot, bike, stroller, wheelchair and walker, and will include themed play structures, sand play area, sports areas, therapeutic equestrian riding center, and a sensory garden. For more information, please visit jackshelpinghand.org.



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Chamber event photos from July mixer and breakfast



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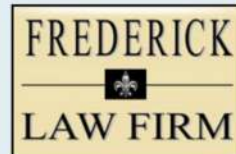
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RISE & Stand Strong recently announced their merger and new brand: Lumina Alliance



RISE & Stand Strong announced their merger last month and unveiled the new name and logo at a special Brand Launch Celebration. Both organizations have been in existence since the mid 1970s, striving to support and empower survivors and educate the community about sexual and intimate partner violence.

The name Alianza Lumina/Lumina Alliance was chosen for the new organization for its metaphorical alignment with their mission.

“Lumina” is of Latin origin and means to light, to illuminate, to shine, and to enlighten. It is a metaphor for their work in shining a light on the issues of sexual and intimate partner violence, which have long been kept in the dark. They hope to serve as a guiding light for the community in ending sexual assault/abuse and intimate partner violence through innovative prevention education services. “Alliance” or “Alianza” refers to the alliance of Stand Strong and RISE as they become one organization. Alliance also represents the organization's alliance with survivors, their loved ones, and the community as they work to end gender-based violence together. Click [here](#) to learn more.

Thank you, renewing Chamber members!

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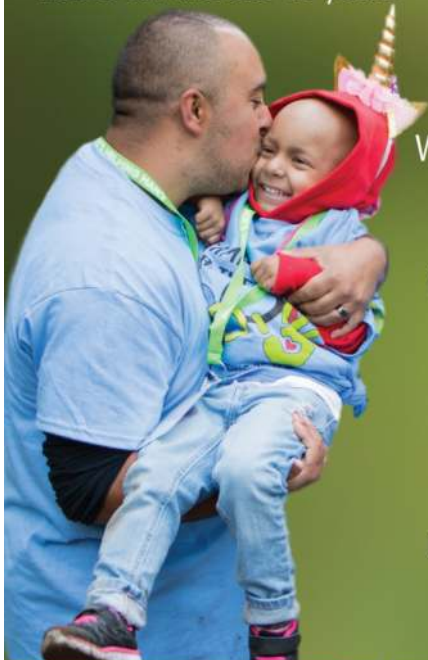
Cal Poly Small Business Development Center

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Jack's Helping Hand has been providing financial assistance with transportation, food, lodging, equipment, and medical bills for local children with cancer, disabilities, and special needs for the last 15 years.



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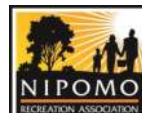
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