

South County Business News

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



January 2022
Volume 62, Issue 1

Looking forward to serving you in 2022

Happy New Year! The Chamber Board of Directors and staff met during December 2021 for strategic planning sessions, and we are excited for new opportunities to support local businesses and community partners.

This month we are opening a new cowork space in Grover Beach in partnership with the Cal Poly Center for Innovation (CIE) and the City of Grover Beach. This site will house an aerospace incubator program from its location on Front Street—just a short walk from all of these great opportunities: the “West End” of Grand Avenue with its shopping and restaurants, the beach boardwalk, and the monarch butterfly grove.

We are also updating our current cowork space in Nipomo. If you are interested in

more information on either cowork space opportunity, please let us know. We are hiring soon for a staff person to work from our Nipomo office, and we just hired a Membership Coordinator, Gabby Aura, to help with new members and event planning. We are still searching for the next CEO.

If you would like to host a Chamber breakfast or lunch in 2022 and have seating for 80-100 people, please let us know. We are also looking for locations to host smaller coffee meetings of 20-30 people.

Don't miss the information in this newsletter about the second round of childcare assistance grants available for Pismo Beach residents and the back-by-popular demand Buy Local gift card program in Grover Beach.

If you haven't already, please take our membership survey [here](#) to help us plan our events for 2022, and be sure and sign up for a Chamber business meeting or committee [here](#) that interests you or meets in your community. We currently have business meetings in Grover Beach, Pismo Beach, Arroyo Grande, and Nipomo. These are excellent opportunities for networking and hearing first-hand updates from City staff or the representing County Supervisor. There are also Zoom meetings for governmental affairs or the marketing committee that plans that Business of the Month award process.

Please reach out to us at info@southcountychambers.com, or call the Chamber office at (805) 489-1488.

— Board of Directors of South County Chambers of Commerce

UPCOMING CHAMBER EVENTS (IN-PERSON MEETINGS UNLESS OTHERWISE INDICATED)

Thursday, January 6:
Nipomo Business Meeting
8:30 to 9:30 am
Nipomo Cowork/Chamber
office at 239 W. Tefft St.

Tuesday, January 11:
Pismo Beach
Business Meeting
11 am to 12 noon
SeaCrest Oceanfront
Hotel banquet room
(below Blast & Brew)

Thursday, January 13
Ambassadors meeting
8 to 9 am
Blast & Brew downstairs
banquet room

Wednesday, January 19:
Chamber breakfast
7:30 to 9 am
Vespera Resort on Pismo
Beach ballroom

Thursday, January 20:
Arroyo Grande Business
Meeting 8:30 to 9:30 am
via Zoom

Friday, January 21
Grover Beach Business
Meeting 12 noon to 1 pm
GBeatZ at 675 W. Grand
Ave. in Grover Beach

Wednesday, January 26:
Membership Mixer at
DANA Adobe & Cultural
Center in Nipomo
5 to 7 pm
Adobe tours from 4-5 pm

Friday, January 28:
Governmental Affairs
meeting via Zoom
8 to 9:15 am
Please RSVP to receive
the Zoom login

Meet Kassi Dee, 2022 Chair of the Ambassador Committee

2022 Chairperson of the South County Chambers Ambassadors, Kassi Dee, became the new owner of Nan's Pre-Owned Books in Grover Beach when her grandmother, Nan, retired in 2020. She was also just recently appointed as a Commissioner for the Grover Beach Parks, Recreation, and Beautification Commission.

Kassi was awarded in October 2021 as the Chamber Ambassador of the Year. She is described by her fellow Chamber ambassadors as cheerful, enthusiastic, energetic, and helpful. One ambassador said “Kassi is always cheerful. She keeps everyone involved and helps make them feel welcome at every opportunity. Her



Kassi Dee, the 2022 Ambassador Chair, received the 2021 Chamber Ambassador of the Year award on October 6, 2021 at Villa Loriana.

smile is contagious. She has had an amazing year and is so deserving of this award. Her enthusiasm and eagerness are infectious. She is a growing leader in the community and a joy to work with.” Another ambassador commented “Kassi

embodies joy and happiness. I get a recharge every time I see her beautiful face.”

Kassi is a long-time resident of the Five Cities area and has been involved with the Central Coast community through her family for most of her life.

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

Well, 2021 was a busy year and I want to wish everyone a very happy New Year! This past year has been filled with many accomplishments by your Board of Supervisors, yet much angst and sadness over the ongoing COVID impacts that continue to affect individuals, our health care profession, our small businesses, our institutional populations, and our overall economy.

Looking back in 2021, we began the year swearing in three new Supervisors. Supervisor Debbie Arnold assumed a third term, Supervisor John Peschong assumed a 2nd term, and Supervisor Dawn Ortiz-Legg was appointed by Governor Newsom for the balance of Supervisor Adam Hill's term for two years. I was appointed Chairman of the Board, for the second time, with Supervisor Gibson as appointed vice-chairman.

Much of the year was spent answering questions over COVID vaccine rollouts and our tiered approach for distribution. As usual, we addressed our regular Board business issues including budgets, departmental needs, the Legislative Platform, etc., but in addition to the regular business there were some more unique issues that came before the

Board this past year.

Agriculture, one of our main industries, noted decreases in grape production yet increases in the acres of strawberries planted. Businesses continued to struggle with how to adapt to COVID mandates and how to attract customers while staying safe. The Board voted to leave the Integrated Waste Management Association, a joint powers agreement, and to bring those duties back under the County, into the Public Works Department where they had been performed in the years past.

The County opened its first Detox center for low-income individuals struggling with addiction in an effort to assist those in need. In addition, we approved a novel new plan for 20 pallet homes to be placed in Grover Beach to assist the homeless population and enable them to avail themselves to supportive services in one place. There were several housing projects, throughout the county, that were begun to help meet housing needs. We opened a new enhanced site for safe overnight parking for the homeless (overnight vehicle camping) on Oklahama Road in San Luis Obispo that will serve the entire county. We are just fin-

ishing construction on the state-of-the-art animal shelter that will service the entire county, with assistance from our city partners.

We have moved forward in partnership with REACH, to develop a regional economic action coalition and partnership to foster start-up businesses, attract new businesses, break down barriers, and grow our high-wage industries here along the coast in light of the Diablo Canyon decommissioning.

We concluded the year with appointing a new Director to LAFCO, and a new Water Director, and after the COVID-constrained census was completed (done every 10 years), we adopted a final redistricting map for the county in December. Additionally, cities, Assembly, and Senate districts followed the same process, too. I hope the latest rains will be a pattern we will see repeated throughout the winter months.

Thank you all for all you do for our community. I know I am partial, but this Chamber and its members are the best!

• • •

Lynn Compton
San Luis Obispo County
District 4 Supervisor

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

Happy New Year 2022! It is a fresh start for all, and I hope everyone had the same luck I did to spend quality time with family. There is nothing more important than family, no matter what shape and size it comes in...and San Luis Obispo County has established many resources for our local families.

One of the best resources I admire is the Center for Family Strengthening, along with their program for Spanish speakers called "Promotores Collaborative."

The Center for Family Strengthening (CFS) offers multiple programs to ensure that strong families are a community priority by providing parent education, community outreach, and healing services for child abuse victims. In addition, CFS partners closely with family support organizations to provide resources to families in need, protect families in need, and protect children from abuse and neglect.



The Promotores Collaborative is also a support network. The word "Promotores" translates to "promoters" and the SLO County "Promotores" are members of the Latino community who are doing just that—assisting families and individuals address unmet mental health, health, and human service needs.

A fun example of their family education is sharing information with parents about the caloric intake of non-nutritional food—by showing how much sugar is in one baggy, it clearly demon-

strates how much goes into a single soda. Eye opening!

The Promotores are a significant asset working side by side with the SLO County Public Health Dept, providing outreach services and event planning to support the County's mobile vaccine clinics in under-served areas in San Luis Obispo County. Their website offers informational videos available in Spanish, Mixteco, and English. For more information visit

Continued on page 8

Arroyo Grande News

Happy New Year SCCC! I trust your holidays were full of joy and family and all the magic that comes at this time of year.

I am eagerly anticipating 2022 as a year of economic growth and continued recovery from the scourge of COVID. Arroyo Grande has fared well overall, especially due to the efforts of you, our business community. Your fortitude, resilience, and strength continue to impress us all. We would be nowhere without you.

We have some items coming up that may interest you. We will be finalizing a rate study for water and wastewater in January. We will also be looking at a cost

sharing agreement for the Central Coast Blue project. Most importantly, we will be receiving information about infrastructure financing- basically how we are going to ensure our roads are maintained over time given the escalating costs and shrinking dollars from the state: not an easy issue to solve so I am eagerly awaiting this one. As always, I welcome your input on any of these matters.

I wish you a Happy New Year and the most prosperous and healthy one yet.

• • •

Caren Ray Russom
Mayor, City of Arroyo Grande

Welcome new Chamber members:

Harper Jo & Company
in Pismo Beach

•

Gail M. Webber, M.A.,
Executive Coaching
in Grover Beach

•

loanDepot in Pismo Beach

•

Jimmy D's Spaghetti Joint
in Grover Beach

Grover Beach News

Welcome to the end of 2021 and the beginning of 2022! As we take a moment to look back at this year, I am amazed at how quickly time has gone by and why it has taken so long to get through this year. Grover Beach did some great things over this past year and we are looking forward to some very positive things next year.

We started the year hoping that COVID would improve over what happened in 2020 but 2021 continued a level of uncertainty and frustration with the pandemic. Realizing that the pandemic was impacting our business community as well as our residents, Grover Beach, in partnership with the Chamber, developed a successful "Buy Local" program and we anticipate bringing that program back in 2022. We said goodbye to Councilmember Mariam Shah as she moved to rural Arroyo Grande but are very hap-

py that she has stayed involved in Grover Beach and the South County. Dan Rushing has been a wonderful addition to the City Council and along with Karen Bright, Anna Miller, and Robert Robert we are a productive Council that makes thoughtful and fully discussed decisions. I have enjoyed working with this group and look forward to working together with Council and staff in 2022.

A partial rundown of topics we addressed in 2021 include (think Billy Joel's "We Didn't Start the Fire" without the classic lyrics and iconic singer... hahaha):

COVID...South Oak Park Boulevard... more Measure K-14 street repairs... CDBG waterline upgrades...West Grand Avenue Masterplan...16th Street Park Playground Equipment...Central Coast Blue...a clean Financial Audit...City goals around Housing and Homeless - Eco-

nomic Development - Public Safety - Infrastructure Improvements ...Oceano Dunes State OHV...Fireworks...5-Year Capital Improvement Program...Utility Box Art Program...ADA Transition Plan... Citywide Street Sign Replacement... Lodge Permit Extension...strong Financial Reports...Water Supply Update... Housing Element update...Stage 1 Water Shortage Declaration...multiple Committee appointments... Commercial Cannabis updates...GBeatZ and Outdoor Operations/Mobile Vendors ...Street Sweeping...Labor Agreements through 2024... District-Based City Council elections... Speed Survey...53-unit Affordable Housing with PSHH and HASLO...ARPA project allocations...Short-Term Rental Updates...Sidewalk Infill Program...Child Care Assistance...Five Cities Fire Authori-

Continued on page 8

Pismo Beach News

Happy New Year 2022! We start a new year with many challenges with COVID being one of the top ones. The variants seem to keep on coming so we will need to find a new way of coping with the virus. We have to be safe and also continue with our lives.

We are moving forward on our new Public Safety Facility on Bello Street with a new Fire Station and an expanded Police Station. At our January 4, 2022 Council meeting, we will be considering

the approval of pre-qualification of three design-build companies. We will also receive an update on the project. During the construction phase, we will need to relocate some of our police and fire so we have a lot of planning to do. At this meeting, we will also be considering a fee structure for our parklets.

We also have a goal-setting workshop on January 28th to consider any changes to our currently adopted goals. Besides the Public Safety Facility, we are

planning for extensive street repaving or resurfacing along with beautification of James Way and additional playground equipment at some parks.

Finally, we are hoping that the recent rains will help our water situation, but we have a long way to go before we are out of the drought so please continue to conserve our precious water.

• • •

Ed Waage
Mayor, City of Pismo Beach

Recent Ribbon Cutting



Congrats, Alex Lopez with T-Mobile!

Congrats to new Chamber member Alex Lopez, local Hometown Expert with T-Mobile, on his ribbon cutting last month. Based in Grover Beach, Alex is a local representative for T-Mobile. Their goal is to change wireless for good. Their company is consistently recognized for taking care of customers and creating a great work environment. T-Mobile is proud of the hard work their team puts in to build a supportive, welcoming culture that places people first. They are customer obsessed and employee committed. From disaster relief efforts to renewable energy initiatives, they recognize their responsibility. Alex can be reached at (323) 989-3433 or alexis.lopez528@t-mobile.com.



SERVING SENIORS & THEIR FAMILIES IN SLO COUNTY

Many families visit their parents during the holidays and are surprised or even shocked by the changes they find. Confusion, frailty, the car is banged up, bills piling up, or the house is in disarray. As a Geriatric Care Manager, I can help you navigate the challenges that come with aging—and avoid costly mistakes.

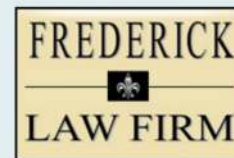
For a free consultation,
please call (805) 441-7550.

ALEXANDRA MORRIS
GERIATRIC CARE MANAGER
ALEXANDRAMORRISGCM.COM



AGGRESSIVE YET CARING REPRESENTATION. CALL US FIRST.

The Nipomo office of Frederick Law Firm is the solution you need when seeking a dedicated, local injury attorney or professional lawyers who are skilled in a wide variety of legal fields such as real estate, criminal law, wrongful death, agricultural law, and others. Firm founder, Jacqueline Vitti Frederick, is a forceful advocate, South County-based personal injury attorney with over 32 years of litigation experience throughout California.



CALL 805-929-1120 • WWW.FREDERICKLAW.NET
JACQUELINE@FREDERICKLAW.NET

#love4local





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

'Buy Local' gift card program returning to Grover Beach

GROVER BEACH — After a successful Buy Local gift card program in 2021 for local businesses, the City of Grover Beach plans to re-launch the popular shopping campaign again to further boost the economy and show support for local businesses in the city.

During the months of February through April 2022, 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. Starting February 1, 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 southcountychambers.com and choose their preferred gift card. The selected gift card can be picked up at the California Welcome Center in Pismo Beach or mailed to the recipient within one to two weeks.

In partnership with South County Chambers of Commerce, the Grover Beach City Council launched the Buy Local program last year as part of the City's ongoing efforts to stimulate the economy, retain local jobs, and help small businesses recover and thrive. In 2021, there were approximately 2,500 receipts submitted totaling \$225,000 in customer spending. The City of Grover Beach purchased



\$53,000 in gift card purchases at nearly 30 local businesses, which generated a total of \$278,000 in funding for local businesses.

"This was a very successful program that will have long-lasting dividends for our businesses," said Grover Beach Mayor Jeff Lee. "I thank South County Chambers of Commerce for its tremendous partnership in assisting us with this program to help our businesses."

Shoppers and diners—both local residents and visitors to the area—expressed their appreciation for the program since their purchases earned gift cards that extended their shopping dollars.

"Thank you so much for this program," said Megan Cielatka from Oceano. "It's definitely made me make sure to shop locally and support our awesome hometown businesses before going anywhere else." She made a purchase at Exploration Discovery Center and requested a free gift card to La Casita Mexican Restaurant.

"My husband and I have enjoyed supporting Grover Beach and using the gift cards for our weekly date nights," said Missy Perry from Grover Beach.

For this second round of the Buy Local program, the City of Grover Beach will purchase up to twenty \$25 gift cards from each qualified local business that is selected, up to a total of \$500. Grover Beach businesses can apply to participate in the Buy Local program by contacting the Chamber office at info@southcountychambers.com.

Welcome, Gabby Aura and Amy Layman, to the Chamber team

Gabrielle "Gabby" Aura is the new Membership Coordinator at South County Chambers of Commerce. She brings a background in customer service and sales to her new position. She grew up in Seattle, Washington, and moved to the Central Coast 14 years ago where she met her husband. They currently live in Arroyo Grande where they raise their three young boys.

Gabby enjoys the local restaurants, wineries, and small-town communities and loves being part of the Chamber's endeavors to promote the success of local businesses.

"I am excited to be a part of the Chamber team in the role of Membership Coordinator," said Gabby. "I look forward to introducing businesses and nonprofits to the Chamber and helping them take advantage of all of the benefits." Gabby can be reached via email at gabby@southcountychambers.com.

• • •

We also recently welcomed the California Welcome Center—Pismo Beach's newest Visi-



tor Services Assistant Amy Layman. Amy started with South County Chambers at the end of September and has since been providing exceptional customer service to all the visitors who stop by. She brings lots of energy and positivity to her role. Amy lives in Atascadero, spends her free time hiking all over the county, and previously ran her own daycare service for over 15 years.

Amy is currently pursuing an online Master of Science in Travel and Tourism from Temple University. Her interest in tourism originates from her love of unique lodging and she even operates her own rental property. The passion Amy has for this area and for tourism in general makes her a great asset at the Welcome Center.

Stop in at the California Welcome Center in Pismo Beach (open 7 days a week from 10 am to 5 pm) and say hello to Amy. Be sure to introduce yourself and your business. She will be at the Welcome Center on Friday afternoons, Saturdays, and Sundays.

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



PEGGY A. KING
Property Manager
PLUS Property Management
CalBRE # 00683322

1176 East Grand Ave. in Arroyo Grande
805-473-6565 • 805-994-4170
plusmanagement.net • pking@plusmanagement.net

Follow us on
social media!



PLUS
PROPERTY MANAGEMENT

We protect what you can't predict!

Kathleen Parker, EA

Tax and Business Solutions

- Coaching
- Bookkeeping
- Taxes



805-619-8877

www.kathleenparkerea.com

FIRST-OF- THE-NEW-YEAR CHAMBER BREAKFAST

**Wednesday, January 19
from 7:30 am to 9 am**

**Ballroom at Vespera Resort
on Pismo Beach at 147 Stimson Ave.**

**Guest speaker: Judy Mahan, Cal Poly CIE
Economic Development Director
SBDC and Incubator Program**



CAL POLY
Center for Innovation
& Entrepreneurship



REGISTER TODAY: southcountychambers.com,
or call (805) 489-1488.

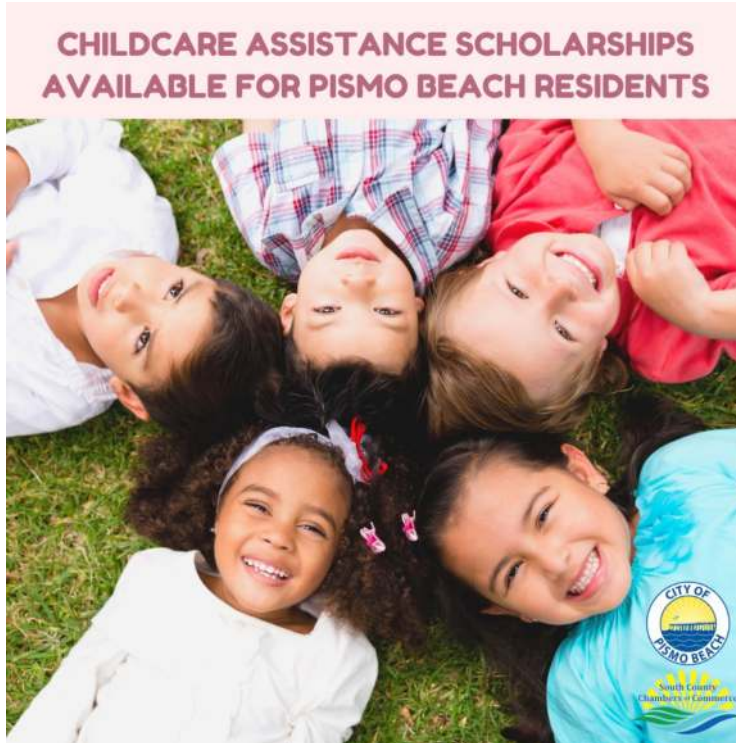
City of Pismo Beach offering a second round of childcare scholarships to assist struggling families

PISMO BEACH — The City of Pismo Beach announced they will offer a second round of scholarships for childcare assistance to help struggling families. The grant funding, through the Pismo Beach Childcare Assistance Grant Program, will help Pismo Beach residents meet immediate financial needs due to COVID-19 impacts. The Pismo Beach Childcare Assistance Grant will provide individual scholarships for supporting childcare payments from three to 12 months.

The grant gives up to \$2,000 for a Pismo Beach resident, and the monthly amount may vary based on need and duration of assistance. There is \$14,000 still available in funding.

Pismo Beach Councilmember Marcia Guthrie envisioned this grant program out of her own experience.

"I remember how challenging it was as a single mother to find quality childcare when it was a more normal time, but now more than ever, it is a more desperate need," she said. "I am pleased the



City could set aside money and make a dent in this challenge."

South County Chambers of Commerce facilitates this program in partnership with the City of Pismo Beach. A scholarship review panel will meet to review the applications and work with the City of

Pismo Beach to ensure necessary documentation is received before notifying recipients and distributing funds. These funds will be awarded to families who demonstrate a financial need and meet the criteria. The City has already awarded \$30,000 total to three Pismo Beach childcare facilities—Happy Time Cooperative Preschool, Robin's RugRats, and Downtown Baby Shell Beach—and \$4,000 total to two Pismo Beach families.

"Oftentimes the high cost of childcare can be a barrier for employees returning to work," said Pismo Beach City Manager Jim Lewis. "The City Council recognizes this and approved the Pismo Beach Childcare Assistance grant program—funded by the American Rescue Plan Act—to help residents with the cost of childcare and expand capacity at Pismo Beach childcare facilities."

To apply for the scholarship, please click [here](#). The deadline to apply for the second round of funding is January 15. For questions, call (805) 489-1488.

Grover Beach Continued from page 3

ty updates...Homelessness updates...continued IWMA participation...Community Survey... Police Dispatch...all while meeting virtually each 2nd and 4th Monday of the month.

I invite you to join us virtually and hopefully (soon) back in person at an upcoming meeting. Please remember the good things about 2021, learn the lessons worth learning, forget those things that you don't need to remember...and see you in 2022!

Jeff Lee
Mayor, City of Grover Beach

Update from District 3: Avila Beach, Grover Beach, Pismo Beach, and San Luis Obispo Continued from page 2

www.cfsslo.org or for assistance in English and Spanish contact (805) 788-8247 or Medi-calsupport@cfsslo.org. Families needing assistance in Mixteco can call 805-903- 3153.

During the holidays, I had the chance to visit with the Promotores Collaborative and listen to their heartfelt stories about helping their community.

Should you be seeking ways to share your good fortune, please consider donating to the Center for Family Strengthening as they use donations to help children and their families get back on their feet. Please visit: <https://cfsslo.org/#donate>

As we kick off 2022, please consider visiting me during weekly office hours, set at 1:00 – 3:00 pm every Thursday. On Thursday, January 13th I will be at the Avila Beach Community Center. On January 20th, I will be at the Shell Beach Library and January 27th at the Exploration Discovery Center in Grover Beach.

Sending happiest wishes to you and yours for a safe, memorable, and fun holiday season!

...

Dawn Ortiz-Legg
San Luis Obispo County
District 3 Supervisor



Residential HOME LOAN SPECIALISTS!



CONVENTIONAL



FHA



VA



JUMBO

(805) 369-6370

New office in Arroyo Grande
at 1174 E. Grand Ave.

All applications are subject to credit approval. Program terms and conditions are subject to change without notice. Some products may not be available in all states. Reverse Mortgages will be brokered to a third party lender. Other restrictions and limitations may apply. [This is not a commitment to lend - Envoy Mortgage Ltd. #6666 (www.reversemortgage.com) 10496 Katy Freeway, Suite 250, Houston, TX 77043, 877-232-2461 - www.envoymortgage.com] CA - Envoy Mortgage, L.P. - Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act - License #413 0597. Other authorized trade names: Envoy Mortgage LP; Envoy Mortgage of Wisconsin; Envoy Mortgage, A Limited Partnership; Envoy Mortgage, L.P.; Envoy Mortgage, Limited Partnership; Envoy Mortgage, L.P.; Envoy Mortgage, LTD. Limited Partnership; ENVOY MORTGAGE, LTD. LP (USED IN VA BY: ENVOY MORTGAGE, LTD); Envoy Mortgage, LTD. (LP) | 12222021



We are here to serve all of your real estate needs!

Blankenburg Properties Team has joined forces
with C21 Hometown Realty

Same great service, same great team:
Cindy Blankenburg and Gene Garcia

Contact us for your best real estate experience.

Cindy@CindyBlankenburg.com

805-710-3794

Gene-RE@GeneGarcia.com

805-710-3793

Website: BPTeam.c21.com



**Hometown
Realty**



FIRST-OF-THE-NEW-YEAR CHAMBER MIXER



MEMBERSHIP MIXER

THE CULTURAL CENTER AT THE HISTORIC DANA ADOBE

671 S. Oakglen Ave. in Nipomo

**WEDNESDAY, JANUARY 26
FROM 5 TO 7 PM**

**GUIDED TOURS OF THE ADOBE
AVAILABLE FROM 4-5 PM**



Space is limited. Please RSVP
at southcountychambers.com,
or call (805) 489-1488.



New Chamber Member Highlights



Welcome to the Chamber, Jimmy D's Spaghetti Joint!

Jimmy D's Spaghetti Joint of Grover Beach recently joined the Chamber as a new member. Their restaurant opened in November 2021 at 1301 W. Grand Ave. and serves only the best Italian food in a casual, friendly atmosphere that will make you feel like you are eating in Italy. They serve authentic Italian dishes using fresh ingredients, time-honored recipes, and a commitment to excellence. They are passionate about food and the recipes that their family passed down through the generations. The mission of Jimmy D's Spaghetti Joint is to spread their love for food with each dish that leaves their kitchen. Owned by Jimmy Delmore, the restaurant is open Thursdays through Sundays from 4 to 9 p.m. Learn more at jimmysjoint.com, or call (805) 904-6898.

Welcome, Harper Jo & Company!

Located at 579 Five Cities Dr. in Pismo Beach, Harper Jo & Company offers women's clothing, accessories, and home décor. Stop by their local store or shop online at harperjoclothing.com. They can be reached at (805) 540-0017.



Welcome, loanDepot of Pismo Beach!

The Pismo Beach branch of loanDepot recently joined the Chamber as a new member. They offer home purchase and refinance loans through seamless mortgage solutions powered by technology and unrivaled customer service. Their goal is to provide customers with an exceptional level of care in achieving financial goals. Helping the communities in which they live and serve is one of their company's core values. Most recently, they donated \$3M to support individuals, families, and children directly impacted by the COVID-19 pandemic, as well as first responders, healthcare workers, and support personnel. Over the course of their 11-year history they have donated millions of dollars and volunteer hours to charities nationwide and locally. For more information, please visit them online at www.loandepot.com/branches/pismo-beach-ca, call (805) 394-7184, or email sfranklin@loandepot.com.

San Luis Obispo County Farm Bureau Named 'County of the Year'

Chamber member San Luis Obispo County Farm Bureau has been named "County of the Year" by the California Farm Bureau. San Luis Obispo County received the award at the 103rd California Farm Bureau Annual Meeting last month in Garden Grove, Calif. County farm bureaus across the state were judged for excellence in policy implementation, leadership, member services, agricultural promotion, and public relations.

"Our members, board of directors, and staff stepped up this past year to advocate for our industry," said Brent Burchett, executive director of San Luis Obispo County Farm Bureau. "We brought our local agricultural community together to address serious challenges facing our farmers and ranchers on issues ranging from wildfire insurance and property tax protections to water regulations and access to vaccines for agricultural workers."

San Luis Obispo County Farm Bureau received the County of the Year Award in its agricultural membership class of 500 to 799 members.

Burchett said the recognition has special meaning as it comes just as San Luis Obispo County Farm Bureau kicks off its 100th anniversary in 2022.

"In 1922, this community recognized the importance of giving agriculture a greater voice when it formed a county



From left to right: SLO County Farm Bureau Executive Director Brent Burchett and President Hilary Graves, and California Farm Bureau President Jamie Johansson. (Image courtesy of California Farm Bureau)

Farm Bureau," Burchett said. "The strength of Farm Bureau is that we bring the entire farming, ranching, and agribusiness community together. There are dozens of great organizations who support specific commodities, but uniting as a Farm Bureau amplifies our industry's voice in the public policy arena."

For more information about San Luis Obispo County Farm Bureau, please visit slofarmbureau.org.

ORDER YOUR 2022 LABOR LAW POSTERS



Ensure your employment postings and notices are current and meet legal obligations. Required notices must be physically posted in your office.

To learn more, visit southcountychambers.com and click on the Resources tab at the top of the page.





Do you take care of business but your health is falling behind?

FREE HOLISTIC NUTRITION WORKSHOP
for business owners & key employees

Learn

- some tools to support yourself and your team
- how to take a holistic approach to your health, weight & stress
- how to eat for your metabolic body type

RSVP loveholisticlivingslo@gmail.com
to reserve your spot

CERTIFIED HEALTH & LIFE COACH, AYURVEDIC COUNSELOR & CERTIFIED IN RIM ESSENTIALS


1/20/2022
@ 5PM-6PM


Pismo Beach
Cities Lions
Club at 202
Addie Street,
Pismo Beach.

City of Grover Beach Scheduled to Hold Two Remaining Public Hearings in the Districting Process

GROVER BEACH — The City of Grover Beach is scheduled to hold its two remaining [public hearings](#) for the district formation process on January 24 at 6 p.m. and February 28 at 6 p.m. At the January 24 hearing, the City Council will review and discuss draft maps submitted by January 6 and provide feedback to the City's demographer on map options they would like to consider for adoption at the February 28 public hearing. Once the City Council selects a map for adoption, the current system of at-large citywide elections will be replaced with district elections in which voters will vote for one City Council Member who lives in their district. Grover Beach residents will continue to vote for an at-large Mayor. The new voting system will first affect the two seats and the at-large mayor up for election in 2022, then followed by the next two seats in 2024.

The way City Council districts are drawn determines how a community is represented in the halls of government by understanding its needs and concerns. Grover Beach residents are highly encouraged to participate in the districting process and attend these meetings as new election lines will determine which communities are placed in each



City Council district. Participating in the districting process can also lay the groundwork for achieving a strong collective voice.

Residents of Grover Beach have an opportunity to draw their own map for the City Council to consider for adoption. The selected district map must be drawn in accordance with the [FAIR MAPS Act](#) and [AB 1276](#), which states districts must be: geographically contiguous (each council district should share a common border with the next), respectful of the geographic integrity of local

neighborhoods or communities in a manner that minimizes its division, drawn with easily identifiable boundaries that follow natural or artificial barriers (rivers, streets, highways, rail lines, etc.), and, drawn to encourage geographic compactness with boundaries not drawn for purposes of favoring or discriminating against a political party.

Paper and online mapping tools are available on the City's districting website at groverbeach.org/districting and can be used to draw as many maps as residents would like throughout the entire districting process.

The deadline to submit maps to be considered by the City Council at the third public hearing is January 6 at 5 p.m. The deadline to submit ALL maps to be considered at the final public hearing, scheduled for February 28, is February 10 at 5 p.m.

All proposed maps submitted by the public and the City's demographer will be posted on the City's districting website. Residents are encouraged to review draft maps and share their feedback during the public hearings or via email to districting@groverbeach.org. For more information regarding the public hearings and mapping tools, please visit groverbeach.org/districting.

Thank you, renewing Chamber members!

Wallace Group: Diamond Level Chairman's Circle Membership

Byron Grant: Century 21
Hometown Realty
Kings Mortgage Services, Inc.
Laetitia Vineyard & Winery
Harvest Church
Allan Real Estate Investments
Grover Beach Community Library
Arroyo Grande Valley Kiwanis
San Luis Ambulance Service, Inc.
Timbre Winery

Linda Vleit Insurance Services
Mayor Caren Ray Russom
Compass
Pacific Western Bank
American Cancer Society
The Management Trust
Chic Interiors
New Beginnings Community
Church of the Nazarene
SLO County Farmers Market
Central Coast Party Factory

— We appreciate your support!



Who would you choose? Nominate a Business of the Month

Local businesses contribute to our economy, provide jobs, and demonstrate leadership. Many of these local leaders also invest time and money by giving back to our community. This deserves recognition and celebration. For this reason, South County Chambers of Commerce (SCCC) recognizes a Business of the Month.

The SCCC Business of the Month Criteria:

1. The business is a current SCCC Member in good standing.
2. They conduct responsible, ethical business in South San Luis Obispo County; Avila Beach, Pismo Beach, Grover Beach, Oceano, Arroyo Grande, or Nipomo.
3. They contribute significantly to the local economy and/or the local workforce.
4. They have demonstrated leadership in the business community.

The Business of the Month is recognized in the Chamber's monthly newsletter "South County Business News," on social media, and at the Chamber's monthly breakfast or luncheon. The SCCC Businesses of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

...

Please help us choose by nominating a local company for *Business of the Month*. Visit southcountychambers.com, and click on the Resources tab at the top of the page to nominate a business.



Nominate your choice...
FOR OUR NEXT CHAMBER BUSINESS OF THE MONTH

**Previous honoree:
Pismo Beach
Veterinary Clinic**



Solstice
green directory

Get Listed for 3 Months!
REACH OVER **30,000** READERS FOR ONLY **\$109**

Call Today!
805.473.5064

**Your Central Coast Guide to
Green and Healthy Living!**

read online @ www.slosolstice.com

[@solsticegreen](https://www.instagram.com/solsticegreen)

4251 S. Higuera St., Ste. 800 • San Luis Obispo



SPONSOR A CHAMBER MEMBERSHIP

Help a local business or nonprofit renew or start a membership with the Chamber. As a membership sponsor, you will be celebrated on our social media channels, in our monthly newsletter, and in our weekly email communications. Email info@southcountychambers.com.

2022 Chamber Board of Directors, Staff, & Ambassadors

Board of Directors:

Nicole Moore
SeaCrest Oceanfront Resort
Chairperson

Jeff Chambers, Tommy Hilfiger
Vice Chairperson

Jill Quint
Deltina Coffee Roasters
Immediate Past Chairperson

Ron Reilly
Garing, Taylor, & Associates
Secretary

Michael Specchierla
SLO County Office of Education
Treasurer

Ken Dalebout
Dignity Health/AG Hospital

Mary Gardner
SLO Regional Transit Authority

Kim Banks, BBSI

Kristen Palera, Inn at the Pier

Tiffany Terra, Home Instead

Josh Erdman, Torchlight Marketing

Anthony Salas, Epic Entertainment

Marshall Brown
Farmers Insurance—Stacy Korsgaden

Stacie Lager
SLO County Farm Supply Company

Stephanie Zatzke
9Round Kickboxing

Chamber Staff:
Ligia Zavala
Chief Operations Officer
ligia@southcountychambers.com

Holly Leighton
Marketing & Tourism
holly@southcountychambers.com

Gabby Aura
Membership Coordinator
gabby@southcountychambers.com

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

Amy Layman
California Welcome Center (CWC)
Visitor Services Assistant

Jocelyn Brennan
Leadership South County
leadership@
southcountychambers.com

Michelle Lea, **Bookkeeper**

Chamber Ambassadors:

Kassi Dee
Nan's Pre-owned Books
Kassi's Book Hive
Chairperson

Donna Milne, 1st Capital Bank
Vice Chairperson

Kai Lynch
Guild Mortgage Company
Immediate Past Chairperson

Linda Vleit
Linda Vleit Insurance Services

Lettie Fuller
Mechanics Bank in Grover Beach

Sue MacCagno Palmer
Sue's Mobile Notary/Signing Service

Mary Ishikawa
Allstate Suncoast
Insurance Services

Kris Sinay
Garing, Taylor & Associates

Shannon Bowdey & Michelle Mills
SLO Happy Homes

Grace Lemos
Achievement House Inc

Kimberley Victor
Mary Kay Cosmetics
Fashions for a Purpose

Cosimo Allegretta
WeGo Delivers

Kim Banks, BBSI

Samantha Coelho, C&H Storage
Balanced Beauty Boutique

Tara Hoffman
Tara's Mobile Footcare

Erika Weber, VTC Enterprises

Geadell Giatti, Grand Inspirations
Home Furnishings & Décor

Carole Brown
Gold Coast Express Registration

Rod Brown
Geriatric Care Management
and Dementia Consulting

Fernando Granados
Envoy Mortgage in Arroyo Grande

Rob Railsback, State Farm Ins.

Merritt Ward, CenCoast Realty

Rachelle Krelle, eXp Realty

Thank you to our Chairman's Circle Sponsors!

Founding Level Sponsors



Diamond Level Sponsors



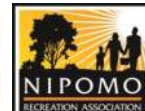
Platinum Level Sponsors



Santa Maria Refinery



Gold Level Sponsors



PACIFIC PREMIER BANK

Deltina Coffee Roasters is not a new coffee shop— but a clever rebrand in Oceano

OCEANO—In December 2021, Chamber member Quintessa Coffee Roasters changed its name to Deltina Coffee Roasters.

When faced with the necessity of a name change, owners Jack and Jill Quint, knew that they wanted the new name to incorporate the Oceano community. After speaking with several locals, Oceano historian and resident, Linda Austin, shared newspaper articles from 1892 that considered the name Deltina for the area that is currently Oceano. The name is derived from the fact that Oceano is the meeting point for the Arroyo Grande and the Pismo Creeks, thus forming a delta. The new name pays homage to the Oceano community and its wonderful history.

“As the first coffee shop in Oceano, it felt very fitting, and we are happy to give back to a community that has supported us from the beginning,” said owner Jill Quint. “Deltina Coffee Roasters is new in name only. It is still the same friendly team and the same organic coffee.”

Deltina Coffee Roasters is located along Highway 1 in Oceano at 1945 Front St. For more information, please visit www.deltinacoffeeroasters.com.



Give A Lasting Gift *Commemorative Tiles*

Leave your mark at the Garden



Create Your Own Custom Message



San Luis Obispo
**BOTANICAL
GARDEN**

SLOBG.org

805.541.1400 x303

3450 Dairy Creek Road, San Luis Obispo

HAPPY NEW Year!

2022





Serving Business Members in
ARROYO GRANDE • AVILA BEACH • GROVER BEACH
NIPOMO • OCEANO • PISMO BEACH

Mailing address: PO Box 672
Arroyo Grande, CA 93421

800A West Branch St.
Arroyo Grande, CA 93420
(please call ahead for an appointment)

239 W. Tefft St.
Nipomo, CA 93444
(please call ahead for an appointment)

333 5 Cities Dr. Suite 100
Pismo Beach, CA 93449
(California Welcome Center)
Open seven days a week 10 am to 5 pm

Phone: (805) 489-1488
Email: office@southcountychambers.com
www.southcountychambers.com

ADDRESS SERVICE REQUESTED

*Just published!
Read the latest South County
business news and events here.*

SHOW YOUR LOVE FOR LOCAL



SHOP & EAT LOCAL

Supporting our local businesses and restaurants is essential.
Choose your preferred way: in person, curbside pickup, or delivery.
However you choose, they will appreciate it! Follow South County
Eats and Drinks on Facebook and Instagram and South County Shops
on Facebook to stay connected to local updates.

