

# South County Business News

A publication of South County Chambers of Commerce—your regional Chamber that is a catalyst for business growth, a convener of leaders and influencers, and a champion for a stronger South San Luis Obispo County community.



June 2023  
Volume 63, Issue 6

## County Supervisors, Mayors to speak at “State of South County 2023” event on June 21st



Supervisor Jimmy Paulding  
District 4 of SLO County

Supervisor Dawn Ortiz-Legg  
District 3 of SLO County

Mayor Ed Waage  
Pismo Beach

Mayor Caren Ray Russom  
Arroyo Grande

Mayor Karen Bright  
Grover Beach

PISMO BEACH—South County Chambers of Commerce’s annual event, “The State of South County 2023,” is scheduled for Wednesday, June 21st, from 11:30 am to 1 pm at Vespera Resort on Pismo Beach. This special event will be outdoors on the hotel’s Starlight Lawn on their oceanfront patio.

Local government officials will be presenting annual updates from their regions. Speakers will include:

- District 4 County Supervisor Jimmy Paulding
- District 3 County Supervisor Dawn Ortiz-Legg
- Pismo Beach Mayor Ed Waage
- Arroyo Grande Mayor Caren Ray Russom
- Grover Beach Mayor Karen Bright

The local community is encouraged to attend. Lunch will be served by the hotel, and all guests will enjoy complimentary valet parking. To register for this special event, please click [here](#), or call the Chamber office at (805) 489-1488.

## Chamber Business of the Month for June 2023: Tenet Health Central Coast

Congrats to Tenet Health Central Coast as the South County Chamber’s Business of the Month for June 2023!

Tenet Health Central Coast is an integrated healthcare system consisting of two acute care hospitals and several affiliated entities, including primary and specialty care, outpatient imaging, and laboratories across the Central Coast. The hospitals are Sierra Vista Regional Medical Center in San Luis Obispo—the county’s only trauma center—and Twin Cities Community Hospital in Templeton. Among their numerous recognitions for quality and compassion, each hospital has earned an “A” from the Leapfrog Hospital Safety Grade in every reporting period since it was created in



2012. Both are internationally recognized Baby-Friendly birth facilities and both have earned the “LGBTQ Healthcare Equality Leader” designation from the Human Rights Campaign Foundation. Tenet Health Central Coast serves many diverse communities throughout the Central Coast, enabling all that come through their doors access to quality, coordinated care and advanced specialty services at convenient locations.

Tenet Health Central Coast Primary & Specialty Care recently announced that it has two expert options for South County residents for Gastroen-

terology/Intestinal Medicine (GI) services at their Arroyo Grande location at 1154 E. Grand Ave. South County residents can benefit from the specialized experience and expertise of Doctors Damian Fernandez and Rahab Hajar who are both fluent in Spanish. To learn more or make an appointment, please call their office at (805) 541-1422.

Sierra Vista Regional Medical Center (1010 Murray Ave. in San Luis Obispo) is hosting a hiring event on Wednesday, June 28th, from 10 am to 2 pm in their main hospital auditorium. Explore exciting opportunities in nursing, allied health, and ancillary roles. Up to \$20K sign-on bonus for select positions. Click [here](#) to learn more and RSVP.

### UPCOMING CHAMBER EVENTS:

#### Wednesday, June 7:

“Rise & Shine,  
South County”  
regional business meeting  
7:30 am to 9 am  
South County Regional  
Center at 800 W. Branch  
St. in Arroyo Grande

#### Thursday, June 8:

Ambassadors meeting  
8 am to 9 am at the  
Chamber conference room  
in Arroyo Grande

#### Thursday, June 15:

“Intermediate  
QuickBooks” workshop  
from 1 pm to 4 pm at The  
Launch Pad cowork office  
in Grover Beach

#### Wednesday, June 21:

“State of South County”  
11:30 am to 1 pm at  
Vespera Resort on Pismo  
Beach (outdoor event)

#### Thursday, June 22:

WAVE Accounting  
Software 101 workshop  
11 am to 12 noon at  
The Launch Pad cowork  
office in Grover Beach

#### Wednesday, June 28:

Membership Mixer  
5 pm to 7 pm  
Oceano Train Depot

#### June 28 to July 4:

Chamber fireworks booth  
fundraiser at Grover  
Beach Vons parking lot

#### Friday, June 30:

Governmental Affairs  
Committee Meeting  
via Zoom  
8 am to 9:15 am

## Update from Supervisor Jimmy Paulding, District 4: Nipomo, Arroyo Grande, Oceano, Huasna, Edna Valley, California Valley, and unincorporated portions of SLO

For my June update, I want to share some fun news from around South County this past month including the opening of the Nipomo Skate Park as well as a successful fundraiser for Transitions Mental Health Association. Also, you may want to mark your calendars for several important upcoming Board of Supervisors meetings later this month.

**Nipomo Skate Park now open:** The long-awaited Nipomo Skate Park officially opened with a ribbon cutting celebration on May 6. It was especially heartwarming to have several of the young people who helped design the park there to help cut the ribbon. This skate park is just the first of what I hope to be many improvements to the Nipomo Community Park that I am currently advocating for, such as a multi-use perimeter trail and a disc golf course.

**A fundraising success for T-MHA's Central Coast Hotline:** I had a blast partici-



**Community members celebrated the opening of the Nipomo Skate Park on May 6.**

participating in Transitions Mental Health Association's Bowl-a-Thon last month which [raised more than \\$20,000](#). This annual fundraiser supports [Central Coast Hotline](#), which provides free and confidential mental health guidance and resource information 24 hours a day over the phone at 800-783-0607. While I may need to work on my bowling skills, I was honored to be recognized as one

of this year's top fundraisers.

**Workshop held to discuss bike and pedestrian safety in Oceano:** The San Luis Obispo Council of Governments (SLOCOG) hosted an excellent [workshop in Oceano last month](#) to engage the community about ways to help make Oceano more walkable and bikeable. SLOCOG is currently working on developing an Oceano Pedestrian and Bicycle Safety Action Plan that will serve as the foundation for future infrastructure grant applications for much needed sidewalk, bike path, and crosswalk improvements.

**Key upcoming Board items:** June is set to be a busy month for the Board of Supervisors. The Board will consider approving the final phase of the Trilogy at Monarch Dunes development in Nipomo on June 6, hold annual budget hearings to approve the FY 23/24 County budget

**continued on page 12**

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

Hello South County! I must start this week by recognizing May was National Small Business month and did you know that of all US institutions, Americans have the most confidence in small businesses? Gallup polling continues to reveal that American adults trust small businesses more than anything else! That's you! I learned this fact when the Fresno-based SBA presented the SLO County-based Precision Construction company the 2023 California Small Business of the Year. Precision Construction's involvement with the SBA was a good reminder of the vast resources at [www.sba.gov](http://www.sba.gov) to help as our economy continues to shift and evolve. In addition, if you have suggestions on how we can assist your business, please let us know!

The County of San Luis Obispo Stormwater Program is hosting a free public webinar 10-11:30 a.m., Tuesday, June 6, to overview a draft of the Post-Construction Stormwater Guidebook.

The new guidebook will replace the County's Low-Impact Development Handbook, which was published in 2014 to support developers with implementing the Central Coast Post-Construction Stormwater Requirements (Resolution R3-2013-0032). The requirements intend to reduce the adverse effects of urbanization on watershed processes and water quality.

County staff, supported by consultants from the Wallace Group, will present an overview of the most significant updates in the 90-minute webinar. Professionals from the design, development, engineering, and construction industries are encouraged to attend. Registration for the webinar is now open, and participants are encouraged to register and submit questions in advance. Information and registration can be accessed at [www.slocounty.ca.gov](http://www.slocounty.ca.gov).

The time came to bid a fond farewell to our fantastic County Parks and Recreation Director Nick Franco, as he retires

and congratulate Tanya Richardson as the new Director. Tanya has been preparing since she joined the Department in 2021 and she brings over 35 years of experience in the field of Parks and Recreation in public, nonprofit, private, and college organizations. Ms. Richardson was the Community Services Director for the City of Sandy, Oregon, the Aquatics Director for Mt. Hood Community College, and the Multi-generational Center Manager and Aquatics Manager for Roanoke County Parks in Virginia. She has a Bachelor's degree in Physical Education with an emphasis in Recreation from the University of Southern California and a Master's degree in Education with an emphasis in Recreation and Tourism Administration from Old Dominion University. Ms. Richardson has extensive experience leading teams, coordinating with nonprofit and other governmental agencies, and managing large projects.

**continued on page 12**

## Arroyo Grande News

Spring is finally here: just in time for summer. As with all cities and the county, it's budget time. This is a stressful time for every public official, since this is when we have to look straight into the face of limited resources and seemingly unlimited wants and needs and make often unpopular decisions.

What makes it even more difficult is that the community often insists on its wants, when the Council's first priority is needs. It is challenging to look the community in the proverbial eye and say "I'm sorry, we can't give you what you want." Such was the difficult decision to eliminate the preschool program run by our Recreation Services Department. We love our families. We love our employees. But there were fatal flaws in the program, including a building that is long past its useful life and will be removed as soon as possible, underenrollment, and a perpetual search for childcare employees. It just wasn't possible to provide that service anymore. We know how disappointing that is to our 44 children served, and the staff who takes them under their wing each day. We had to make a tough and unpopular decision. As business owners, I'm sure you can understand.

Due to staff capacity issues, we were unable to finish several capital improvement projects last year. They will be done in the future, but there are only so many hours in the day. This gave us a silver lining of excess reserves, so the Council has directed that those funds go straight into pavement maintenance. We have a HUGE unfunded liability in our pavement program, and the Council wisely chose to commit as much funding there as possible, including the excess reserves. It is not enough though! We need triple that amount annually just to keep the streets the way they are.

Thank you for your continued support as we make tough decisions. I will always try to prioritize streets and infrastructure first, as they are the most expensive liability we have and are exponentially more expensive as they degrade. It's the most fiscally responsible place to put your money when we have a choice.

Let us enjoy some sunshine together, and I look forward to our next update when summer is in full swing and the festival season is upon us.

**Caren Ray Russom**  
Mayor, City of Arroyo Grande

### A warm welcome to our newest Chamber members:

- CLAD Consulting
- RKM Real Estate Group
- Life & Form Co. Strategic Marketing
- SloCal Graphics
- Carmel & Naccasha LLP
- JN Design
- Muse Salon in Arroyo Grande

## Grover Beach News

Hello from Grover Beach! Lots of good stuff happening on the Central Coast. — We are close to finalizing a fire service agreement with OCSD for a 12-month term at \$1.15 million. Our JPA partner, Arroyo Grande, joined us in this proposal for a short-term contract to maintain fire service delivery next fiscal year while working with the County on a potential long-term service arrangement; the OCSD Board followed suit in supporting these terms. — The implementation and enforcement of our camping ordinance has dramati-

cally improved the conditions in our green belt area and the surrounding neighborhood. We are in the process of stabilizing the area to ensure campsites do not reoccur. Another positive outcome of this endeavor is several campers from this hard-to-reach group have for the first time made contact with 5CHC for services.

— On May 26 our Council voted unanimously to fly the Pride flag during the month of June and AG did the same the next evening. It is extremely heartening to see the commitment of our cities to

ensure we are inclusive and welcoming to underserved and marginalized populations.

— Finally, to all service members who served and fell in military service to our great county, my sincere and heartfelt gratitude. In particular: Hugh Campbell, Pilot Officer, RCAF, WWII (father, dec.); Timothy Haley, Corporal, USMC 1st Battalion, 9th Reg., 3rd Div., "The Walking Dead," Vietnam (bro-in-law) and Dylan White, USMC (son-in-law).

**Karen Bright**  
Mayor, City of Grover Beach

## Pismo Beach News

The big news is our City Manager, Jim Lewis, is leaving us to become the City Manager of Atascadero. Jim has helped us make significant progress in several areas, and we will miss him greatly. Jim was the Assistant City Manager for Atascadero when we hired him over 10 years ago and he lives in Atascadero as well, so returning there is a good move for him.

The Council named Jorge Garcia as

interim City Manager. Jorge is currently our Assistant City Manager. We will conduct a search for a new City Manager, and Jorge will be among the applicants.

The annual Classic Car Show is returning from Friday, June 2nd, to Sunday, June 4th. This event attracts cars from all over the United States along with several local and regional entries. There is live music Saturday 10 a.m. – 5 p.m., sponsors and vendors will be there all

three days, a charity cruise Saturday at 6 p.m. and award ceremony Sunday at 11 a.m. For more information, visit [www.theclassicatpismoeach.com](http://www.theclassicatpismoeach.com).

Another Pacific Breeze free concert will be held Sunday, June 11, at 1 p.m. at Dinosaur Caves Park. Enjoy music from the Mother Corn Shuckers. Kids' activities and food are available.

**Ed Waage**  
Mayor, City of Pismo Beach



## RECENT RIBBON CUTTINGS



### Congrats Elizabeth Head Insurance Agency!

Congrats to Elizabeth Head Insurance Agency on their recent ribbon cutting in Grover Beach! Born and raised on the Central Coast, Elizabeth Head is proud to serve the Five Cities and surrounding areas as your local Farmers' agent. At the Elizabeth Head Insurance Agency, their team provides outstanding customer service and ensures each client is educated on their specific coverage options. They have the expertise to help with auto, home, life, small business insurance, and specialty vehicles. Elizabeth Head Insurance Agency is located at 901 W. Grand Ave. in Grover Beach. They can be reached at (805) 481-1416. Learn more [here](#).

### Congrats Boys & Girls Clubs of Mid Central Coast!

We officiated a ribbon cutting for Boys & Girls Clubs of Mid Central Coast to celebrate their new, state-of-the-art, outdoor sport court at their flagship clubhouse on Railroad Avenue in Santa Maria. Boys & Girls Clubs of Mid Central Coast provides kids a safe place to feel connected and belong—where kids can go after school and during the summer to grow beyond the classroom. Since the first doors opened in 1966, Boys & Girls Clubs of Mid Central Coast has a strong reputation for providing safe, educational, and fun programs for local youth between the ages of 6-18. They have expanded to two counties and 22 Clubs, with more than 2,700 registered youth members. Learn more at [centralcoastkids.org](http://centralcoastkids.org).



### Congrats Grover Beach Community Foundation!

We celebrated a ribbon cutting last month with new Chamber member Grover Beach Community Foundation at the Grover Beach train station—the site of their May 20th event, "Strawberries Through Grover Beach." Recently revitalized and rebranded, the Grover Beach Community Foundation is a nonprofit created by local business owners and community leaders in 2017. They just opened a new chapter with a brand-new Board of Directors to support their local community, encourage involvement, and give back to their neighbors. Their signature kickoff event was "Strawberries through Grover Beach." Congrats to their team on the success of their event! Find more information on [Instagram](#) and [Facebook](#) @Strawberriesthroughgb





# 21ST ANNUAL GROVER BEACH SUMMER CONCERT SERIES



RAMONA GARDEN PARK  
SUNDAYS 3-6 PM

## Soul Kool



Rhythm & Blues, Oldies, & Rock  
June 4th

## Acoustic Generation



60's/70's Laurel Canyon Love! Show  
June 11th

## Careless Whisper



80's Rock N' Roll  
June 18th

## Erin and the Earthquakes



Rock, Funk, Jazz & Blues  
June 25th

## Susan Ritchie Band



Americana, Blues, & Soul  
July 2nd

## Rock Odyssey



70's, 80's, & 90's Classic Rock  
July 9th

## Stevie Nicks Illusion Band



Fleetwood Mac Tribute  
July 16th

## Scratch



Rockin' Blues  
July 23rd

## Dark Desert Highway



Eagles Tribute  
July 30th

## Laurie Morvan Band



Rockin' Blues  
August 6th

## Garden Party



Mellow Classic Rock  
August 13th

## Billy Martini Show



70's Rock, Funk, & R&B  
August 20th



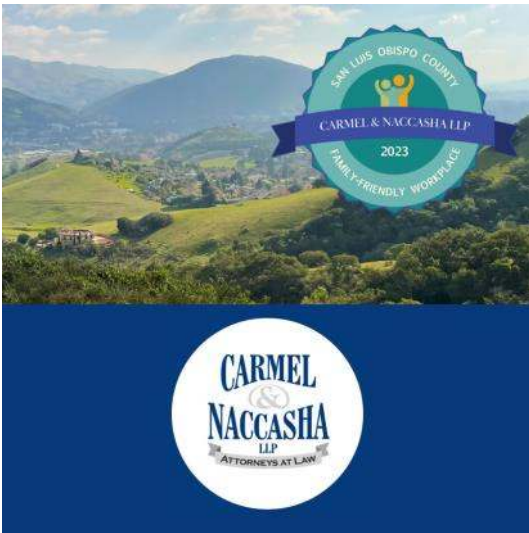
August 26th & 27th

FOOD TRUCKS - BEER - WINE





## NEW CHAMBER MEMBER HIGHLIGHTS



### Welcome Carmel & Naccasha LLP!

Carmel & Naccasha LLP, founded in August of 2004, is a well-established and growing San Luis Obispo County law firm deeply committed to providing exemplary legal services to their clients and our community. Their attorneys have a broad range of legal experience and strive to exceed client expectations with responsive, creative, practical, results-driven service, while adhering to the highest ethical standards. Their firm provides superior legal services to individuals, businesses, nonprofit organizations, and public agencies. Their team’s commitment to giving back, through community service and environmental stewardship, plays an integral role within their firm culture and has become a part of their identity. All members of the firm are encouraged to continue to learn, improve their skills, and to take on leadership roles for the benefit of the legal, business, and civic communities where they live and work. They also take pride in the environmentally conscious practices they have implemented. Visit them online at [carnaclaw.com](http://carnaclaw.com).

### Welcome to the Chamber, CLAD Consulting!

New Chamber member CLAD Consulting is proud to offer high-quality civil engineering consulting services to their clients. Consulting with CLAD protects your interests through the process of design, build, and certification. Their results are driven by their comprehensive expertise, outstanding communication, and attention to detail. CLAD is built on decades of diverse engineering projects that improve communities, infrastructure, and the daily lives of people throughout California. Early project evaluation ensures that your objectives are met with minimal change orders and maximum return. Visit their website at [workwithclad.com](http://workwithclad.com) to learn more about their services and get in touch to see how CLAD can help with your upcoming project.



### Welcome SloCal Graphics!

New Chamber member SloCal Graphics is a full-service advertising specialties company offering a wide range of promotional items to promote your company. They help you find a cost-effective way to market and promote your business with custom promotional items that speak to your customers and clients. With the number of companies they work with the possibilities are only limited by your imagination. They provide fast delivery times and prices to fit all budgets. Shop online at [slocalgraphics.com](http://slocalgraphics.com), or contact them at [clayton@slocalgraphics.com](mailto:clayton@slocalgraphics.com) for ideas.

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## NEW CHAMBER MEMBER HIGHLIGHTS



### Welcome Life & Form Co.!

Life & Form Co. is a marketing strategist company based in Grover Beach with roots in Austin, Texas. Their vision is to build what matters by providing authentic marketing services that tell your brand's unique story. They serve clients across all industries and regions, helping them connect with their audience and achieve their goals through digital and traditional marketing strategies. Whether you seek to increase brand awareness, generate leads, or launch a new product or service, they possess the skills and expertise to achieve your goals. Founder Julianna has a strong enthusiasm for graphic design, marketing, story branding, community outreach, and supporting entrepreneurs and businesses in the competitive design industry. She thrives on providing authentic marketing services that amplify your brand's voice in a crowded landscape. Learn more at [lifeandformco.com](http://lifeandformco.com).

### Welcome RKM Real Estate Group!

RKM Real Estate Group is a full-service real estate firm with the mission of assisting clients towards achieving their real estate goals through sale and acquisition of residential, commercial, and investment real estate. With over 20 years in the real estate industry, their expertise is not only limited to the standard attributes of most real estate agencies; their experience fully encompasses all aspects of the real estate life cycle from acquisition and sales to credit underwriting, appraisal reviews, large-scale real estate development, title, 1031 exchanges and specialized expertise in working with short-sale and foreclosure properties both from the bank and consumer perspective. Their goal is to provide a VIP experience from start to finish and walk with you every step of the way. If you are buying or selling residential homes or working with investors and developers on the sale or acquisition of a large-scale commercial and multi-family properties, they've been there and done it. Learn more at [rkmrealestategroup.com](http://rkmrealestategroup.com).



### Welcome to the Chamber, JN Design!

New Chamber member JN Design offers these design services in multiple materials: Design Concept and Materials Consulting, CAD Design, CNC Water Jet Cutting, CNC Machine/Milling, Metal Casting, TIG Welding, 3-D printing, Electroplating, Sculpting, and Patina and Faux Finishing. Jonathan is driven by a friendly and creative zeal that has impacted the design world for more than 30 years. As a go-to metal design artist for firms such as International Design Group, Pompeii A.D. LLC, Anthropologie, and late Architect Mickey G Muennig, Jonathan loves the collaborative process of conceiving and creating inspirational, timeless designs. Over the past several decades this has taken on the form of sculpture, display fixtures, lighting, water features, bar tops, kitchen hoods, furniture, gates, railings, resin, and pewter bar tops, etc. Learn more at [jndesign.net](http://jndesign.net), or email [jonathan@jndesign.net](mailto:jonathan@jndesign.net).





# CALIFORNIA *Fresh* MARKET



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### 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](#) [@elrancho](#)



We Accept



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## NEW CHAMBER MEMBER HIGHLIGHT



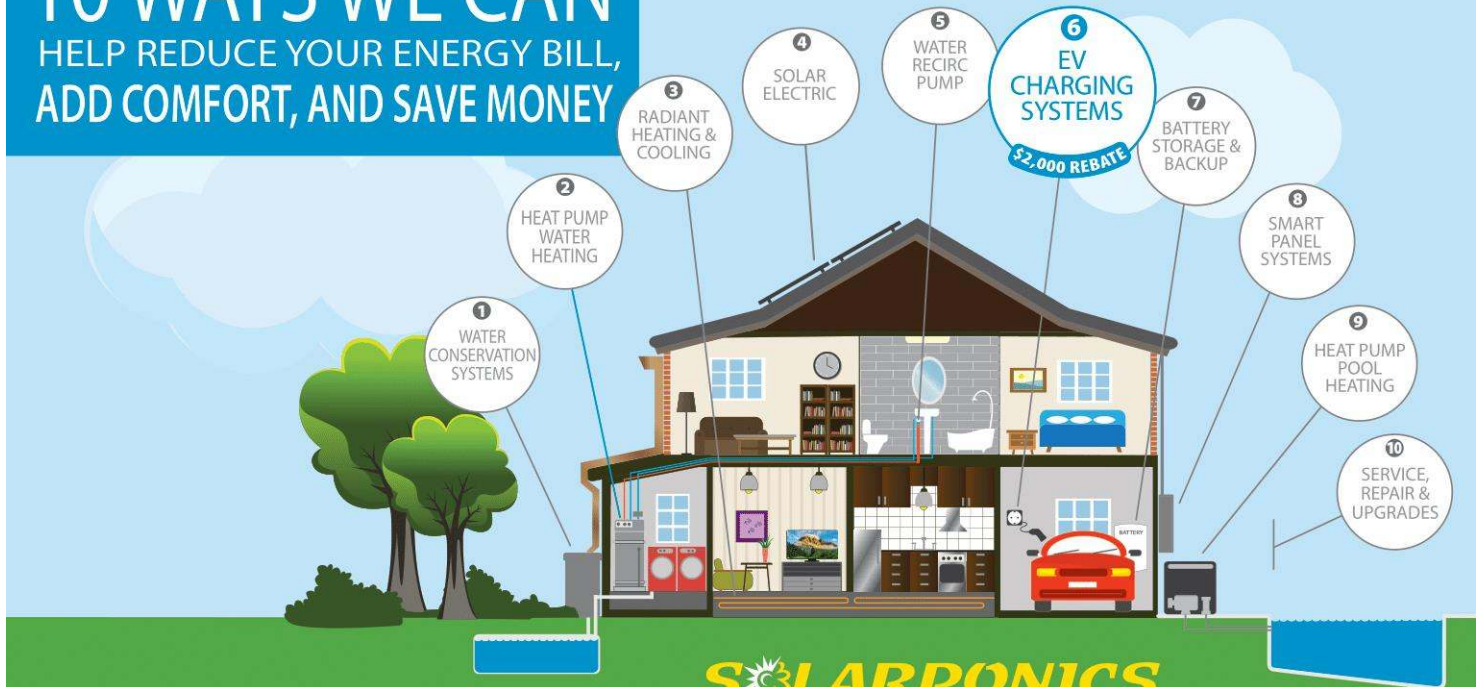
### Welcome to the Chamber, Muse Salon in Arroyo Grande!

New Chamber member Muse Salon recently opened in Arroyo Grande. Their professionals offer years of experience and an eagerness to serve in all things hair, nails, and makeup. Whether you're wanting a classic cut, custom hair color, mermaid hair of your dreams, a beautiful manicure, or curated nail art—they have you covered from head to toe.

The Muse Salon family aims to exceed your expectations when it comes to the salon experience. Every person who walks through the door is their muse. Their team of highly experienced artists strive to make your dreams a reality, helping you find the beauty within. They aspire to treat clients to a fun, luxury hair experience. At Muse, they believe that beauty is not just what you see on the outside but how you feel inside.

The salon is owned by Central Coast native Juju Conaway and was created with the intention to serve the community through beauty. Muse Salon is located at 1452 E. Grand Ave. in Arroyo Grande. Learn more at [musesalon805.com](http://musesalon805.com). Follow them on [Facebook](#) on [Instagram](#).

# 10 WAYS WE CAN HELP REDUCE YOUR ENERGY BILL, ADD COMFORT, AND SAVE MONEY



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# DANA RESERVE

**Rooted in Central Coast culture.  
Committed to Nipomo's future.  
Dana Reserve.**

# N

Nearly 200 years ago, Captain W.G. Dana founded Nipomo with a vision for creating a wonderful home for his family, where they would live, work and enjoy the vast natural beauty of the area. Today, a fourth-generation descendant of Captain Dana, is committed to continuing the traditions of his ancestor through the master-planned community, Dana Reserve. Dana Reserve will be developed with the people of Nipomo in mind. Here, locals will find the Central Coast lifestyle, culture, heritage and the exceptional natural resources of Nipomo are all carefully preserved for future generations.

Dana Reserve is designed to showcase Nipomo's natural beauty, while simultaneously providing affordable homes for local residents. Both citizens of Nipomo and residents of Dana Reserve will enjoy access to extensive horse, bike and walking trails, as well as several parks and play areas. In addition, Dana Reserve will provide Nipomo residents with the added benefits of a new community college campus and daycare center, a fire station location, a high-speed fiber network, and more.

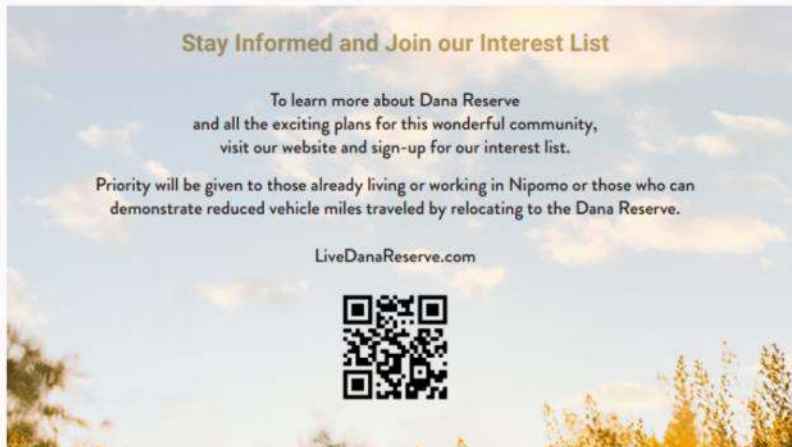


## Stay Informed and Join our Interest List

To learn more about Dana Reserve  
and all the exciting plans for this wonderful community,  
visit our website and sign-up for our interest list.

Priority will be given to those already living or working in Nipomo or those who can demonstrate reduced vehicle miles traveled by relocating to the Dana Reserve.

[LiveDanaReserve.com](http://LiveDanaReserve.com)

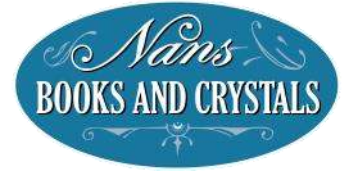


## Nan's Books and Crystals celebrates grand reopening on June 10th

GROVER BEACH—Longtime local business Nan's Pre-Owned Books in Grover Beach is rebranding to become Nan's Books and Crystals. Owner Kassi Dee is expanding the bookstore and turning it into a bookstore/crystal shop with inventory from The Halcyon

Store which is closing so owners Sandy and Louise can spend more time traveling and being with friends and family.

South County Chambers of Commerce will officiate the ribbon cutting on June 10th at 9:30 am prior to the 10 am grand reopening.



We appreciate our renewing Chamber members for their continued support

City of Arroyo Grande:  
Chairman Circle Level Gold member  
Bank of Sierra Pismo Beach:  
Chairman Circle Level Gold member  
Pure Bliss Spa  
Megan's Organic Market  
Carats to Karat  
The Spoon Trade  
The Oaks at Nipomo — Luxury Retirement Living  
San Luis Obispo Coast Wine Collective

California Fresh Market  
Envoy Mortgage, Ltd.  
Foundation for the Performing Arts Center  
Central Coast Greenhouse Growers Assoc.  
Pismo Beach Homes  
Edna Valley Vineyard  
Supervisor Jimmy Paulding  
Bill's Place  
Rotary Club of Pismo Beach/Five Cities  
Fidelity National Title  
Old Juan's Cantina

Guild Mortgage Company  
Central Coast Masonic Lodge 237  
Ken Starr MD Wellness Group  
Avila Beach Civic Association  
Rotary Club of Grover Beach — Five Cities  
Bob & Debbie Perrault  
Solarponics Energy Management Systems  
Willow in Nipomo  
Brisco's Village Gift Shop  
Coast Cities Insurance Solutions  
South County Sanitary Service

### District 4 news, continued from page 2

on June 12-14, and review the Oceano Community Services District's application for divestiture from the Five Cities Fire Authority on June 20. You can find meeting agendas and information about

how to comment, attend, or watch online at [slocounty.ca.gov/bos](http://slocounty.ca.gov/bos).

**Office hours:** I welcome hearing from constituents. Please schedule an appointment by emailing our office at [district4@co.slo.ca.us](mailto:district4@co.slo.ca.us) or calling 805-781-4337. You can also sign up for my

email newsletter and learn more about the district on the District 4 webpage at [slocounty.ca.gov/district4](http://slocounty.ca.gov/district4).

Sincerely,  
**Jimmy Paulding**  
San Luis Obispo County  
District 4 Supervisor

### District 3 news, continued from page 2

Director Richardson was selected through a nationwide search that resulted in over 150 candidates and interviews that included park staff, community members, and partnering organizations. Welcome Tanya!

The Board received an ambitious update from Joe Dzvoniak and the Homeless Division on May 16th listing the number of potential projects in the pipeline to add more beds and services. If funded by the State of California, the three large projects are slated for Paso Robles, SLO city, and Grover Beach, adding over a 100-bed capacity.

Speaking of dedicated people helping to house individuals, South County's own Janna Nichols was recognized by Congressman Salud Carbajal as one of the Central Coast's 2023 Women of the Year! The Board of Supervisors also issued a resolution to recognize Janna's 10-year mark at 5Cities Homeless Coalition and her contribution to SLO County.

Congratulations Janna and thank you for your tireless and compassionate leadership!

Do you want to make a meaningful impact on June 2 for Hunger Awareness Day? You can join @slofoodbank and become a #HungerHero! Share on social, donate, fundraise, or help people get CalFresh to support compassionate hunger relief in our community. Come join me as I dance my socks off at the Good Fruit Benefit Concert at SLO Brew, 7 pm on June 2nd! Tickets and information at [www.slofoodbank.org](http://www.slofoodbank.org)

June 3 & 4 will be PRIDE weekend with a ton of great events! [www.slopride.com](http://www.slopride.com)

The SLO Chapter of the NAACP will host a Juneteenth celebration. Learn more at [www.juneteenthslo.com](http://www.juneteenthslo.com).

I was a guest speaker at the Family Care Network Independent Living Program's award night. The event honors the hard work and achievements of foster youth within our community. During the event, I met with graduating teens who received scholarships from local organizations and generous individuals.

Being a teenager is challenging under normal conditions, and their circumstances compound those everyday stressors. I see our County's incredible support system within our institutions, nonprofit partners, and resource families. It takes a village of outstanding individuals who want nothing more than to see these teens succeed. As Christopher Reeve said, "a hero is an ordinary individual who finds the strength to persevere and endure despite overwhelming obstacles." Not only are these young people quite remarkable, so too are the staff and volunteers. They are heroes, guiding and supporting these kids as they overcome significant obstacles. Each year we see the results: Most of these students grow to discover their own inner heroes and strive for their future and contribute to our communities. There is always room for more volunteers to support these incredible young adults. [www.fcni.org](http://www.fcni.org).

**Dawn Ortiz-Legg**  
San Luis Obispo County  
District 3 Supervisor





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## California Fresh Market to open at Dana Reserve in Nipomo

NIPOMO—California Fresh Market, which has a store in Pismo Beach, recently announced its plans to open a new location in the commercial center in Nipomo's Dana Reserve.

"Dana Reserve in Nipomo is a perfect opportunity for us to meet the needs of our existing customers in a convenient location for our company and the community. This area of the Central Coast is home to a number of working families who are looking to feed themselves and their families or pets with delicious and high-quality groceries," said Alfred Holzheu, President of California Fresh Markets.

"This location saves time on the road for those customers who would otherwise have to drive from Nipomo or Santa Maria to our closest location in Pismo Beach. California Fresh Markets also accommodate Supplemental Nutritional Assistance

Program (SNAP) participants. We are proud to offer wholesome, nutritious grocery items to a wide range of community members.

"We look forward to the added housing for employees close to our existing and planned locations. We expect the new location to employ at least 120 employees, due to the high value we place on customer service, and the need to make so many of our products fresh every day. Over half of these workers would be full-time, plus management staff such as the service deli, produce, fresh service meats, grocery, and adult beverages department managers.

"We are excited about bringing our special brand of commitment to fresh foods to Dana Reserve and the Nipomo community," Alfred said.

The Pismo Beach store is located at 555 Five Cities Dr.—near the Pismo Beach Premium Outlets.

## Hunger Awareness Day is Friday, June 2nd

SAN LUIS OBISPO COUNTY—Hunger Awareness Day is Friday, June 2nd, from 9 am to 6 pm at different locations throughout San Luis Obispo County. This countywide event brings our community together to raise awareness about hunger, highlights the ways that the SLO Food Bank works to alleviate it, and encourages everyone to get involved in providing hunger relief. Learn more about this impactful event at [slofoodbank.org/had](http://slofoodbank.org/had).

SLO Food Bank's goal is to raise \$112,000 on this day to support their mission of providing nutritious food to those in need.

**Good Fruit Benefit Concert:** Friday, June 2, from 7 pm to 11 pm at SLO Brew Rock, 855 Aerovista Ln. in San Luis Obispo. Come join the SLO Food Bank, SLO Brew Live, and Megan's Organic Market on Friday, June 2, for the 3rd Annual Good Fruit Hunger Awareness Day Benefit Concert for ages 21 and up. Enjoy music by The Mother Hips, Wolf Jett, and The Silent Comedy and a silent auction at the SLO Brew Rock Event Center. Ticket link [here](#).

**CalFresh Application Assistance:** Friday, June 2nd – 10 am to 5 pm at libraries countywide.

## TRAILBLAZER. CATALYST. COMMUNITY LEADER.

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Jacqueline Frederick has been a trial lawyer for over 40 years and has tried cases throughout California. She was the only woman to be elected to the Board of the Los Angeles Trial Lawyers Association from 1982 to 1990 and is the current President of the Central Coast Trial Lawyers Association.

She is an accomplished trial lawyer and in 2021 was awarded the largest general damages verdict in the history of San Luis Obispo County winning \$13.8 million for her client.

Jacqueline is a 2016 Wall of Fame Award recipient and was awarded the Outstanding Women Lawyer in 2014, The San Luis Obispo County Bar Association Seitz Award in 2017 and the Access to Justice Award in 2019, among other recognitions for her professional and community achievements.



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**2023 Kids SUMMER DAY Camp**

 For ages 7 - 13 

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Join us for this Fun and Creative Camp: Learn about the Rancho and the Chumash : Games and Art : Hiking and Gardening: STEM Programs and Exploring birds, mammals, insects, and more!  
 Lunch and a Camp Tshirt are Provided

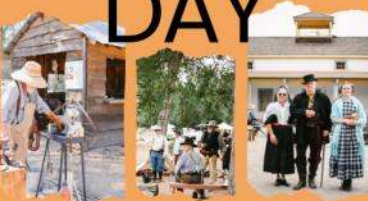
 **Week 1: June 12th - 16th**  
**Week 2: June 19th - 23rd**  
**Week 3: June 26th - 30th**  
 9AM - 3 PM

 **June 12-30**

FOR MORE DETAILS VISIT OUR WEBSITE AT [DANAADOBE.ORG](http://DANAADOBE.ORG)

**SAVE THE DATE**  
 SEPTEMBER 30TH, 2023

**HERITAGE DAY**



**WHERE HISTORY COMES ALIVE**

**SATURDAY JULY 8, 2023**

**DAVE STAMEY** 

**ON THE RANCHO**

Tickets include Admission and a BBQ Dinner:  
 General (BYO Chair) - \$60  
 Vip Table for 8 - \$600

GATES OPEN AT 4:00 PM  
 CONCERT STARTS AT 5:30 PM

For more details visit our website at [DANAADOBE.org](http://DANAADOBE.org)

### Join Us for DANA'S Monthly Sunday Speaker's coming this Summer

Peter Hiller Presents:  
**Jo Mora: The California Trail and Beyond**  
 June 11th at 1 pm

Gena Bentall Presents:  
**Be Sea Otter SAVVY**  
 July 16th at 1 pm

Colleen Beck Presents:  
**Who counted as Family?**  
**What godparenting meant for the Danas.**  
 August 20th at 1 pm

### Sunday Speaker Admission

Non-Member: \$8  
 Members: FREE  
 Ages 17 to 6: \$3  
 5 & Under: Free



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## Leadership South County Class IV learns about local tourism at their May day session

OCEANO — Last month Leadership South County Class IV's day session focused on tourism. The day started with leadership development training by CultureStoke where participants learned about communication. Class IV enjoyed lunch provided by Old Juan's Cantina, followed by a guest speaker from Visit SLO CAL, and a tourism panel focused on hotels, marketing, and wine. Thank you to our main Leadership sponsor, PG&E, Day Sponsor Vespera Resort on Pismo Beach, and our Hummer tour sponsor Old Juan's Cantina. Thanks also to California State Parks and the Oceano Dunes Visitor Center for hosting the class.



### Bubbles & Tea Coffeehouse opens June 8th in Nipomo

NIPOMO — New Chamber member Bubbles & Tea Coffeehouse will celebrate its ribbon cutting and grand opening on Thursday, June 8th. South County Chambers of Commerce will officiate the ribbon cutting at 5:30 pm before the grand opening starts at 6 pm.

"I want to thank my community for all of your love and support you've shown us," said owner Maricruz Sanchez. "Nipomo deserves a locally owned coffeehouse/wine bar we can call our own. Everything in this space was created with all of you in mind."

Bubbles & Tea Coffeehouse is located at 338 W. Tefft St. Suite B.

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# Rise & Shine, South County

**REGIONAL BUSINESS MEETING  
HOSTED BY SOUTH COUNTY CHAMBERS OF COMMERCE**

**Wednesday, June 7th, from 7:30 am to 9 am**  
**South County Regional Center**  
**800 W. Branch St. in Arroyo Grande**

Connect with government leaders and meet other business owners. This Chamber event is open to the local business community. Coffee and pastries will be provided.

RSVP for this free event at [southcountychambers.com](http://southcountychambers.com).



South County  
Chambers of Commerce



## 2023 Chamber Board of Directors, Staff, & Ambassadors

### Board of Directors:

Kristen Palera  
The Lodge at Two Moons  
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Josh Erdman  
Torchlight Marketing  
**Vice Chairperson**

Jeff Chambers  
Tommy Hilfiger  
**Immediate Past Chairperson**

Anthony Salas  
Epic Entertainment  
**Treasurer**

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associate member  
**Secretary**

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Garing, Taylor, & Associates

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Arroyo Grande Community Hospital  
Dignity Health

Mary Gardner  
SLO Regional Transit Authority

Kim Banks, BBSI

Stacie Lager  
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Kassi Dee  
Nan's Pre-Owned Books

Nicole Moore,  
SeaCrest Oceanfront Hotel

Adam Verdin  
Old Juan's Cantina

Tim Jensen  
CoastHills Credit Union

Mary Ishikawa, Allstate Suncoast  
Insurance Services

**Chamber Staff:**  
Kathy McCorry  
**CEO**  
ceo@southcountychambers.com

Ligia Zavala  
**Chief Operations Officer**  
office@southcountychambers.com

Holly Leighton  
**Marketing & Tourism Coordinator**  
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Jessica Blanco  
**Business Engagement Liaison**  
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Megan Leininger  
**CWC Manager**  
California Welcome Center (CWC)  
megan@southcountychambers.com

Hugo Balcazar  
**Membership Coordinator**  
hugo@southcountychambers.com

Kyrstin Pull, **Event Coordinator**  
for South County Regional Center  
kyrstin@southcountychambers.com

**Chamber Ambassadors:**  
Donna Milne, 1st Capital Bank  
**Chairperson**

Vanessa Oms, Envoy Mortgage  
**Vice Chairperson**

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Lettie Fuller, Mechanics Bank

Sue MacCagno Palmer  
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SLO Happy Homes

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Erika Weber, Guadalupe-Nipomo  
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Mary Kay Cosmetics  
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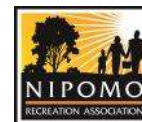
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# THE STATE OF SOUTH COUNTY 2023

A conversation with our SLO County Supervisors and three local mayors



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business news & events here.*

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**Oceano Train Depot  
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Wednesday, June 28, from 5 to 7 pm

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