



ON THE CHAMBER CALENDAR

<p><b>April</b></p> <p>6 - Board of Directors Chamber Conference Room 8:00 am</p> <p>11 - Issue &amp; Policy Roundtable Ty Warner Hotels and Resorts re Sandpiper Golf Course Remodel with Erinn Lynch Chamber Conference Room Noon</p> <p>18 - Regional Legislative Alliance Forum with U.S. Senator Dianne Feinstein Doubletree Resort Cabrillo Blvd., Santa Barbara 9-11:30 am</p> <p>24, 25, 26 - Business Legislative Summit in Sacramento</p> <p>26 - Business After Hours Hidden Oaks Golf Course 5760 Calle Camarada Santa Barbara 5-7:00 pm</p> <p>28 - Executive Committee</p>	<p>Chamber Conference Room Noon</p> <p><b>May</b></p> <p>4 - Board of Directors Chamber Conference Room 8:00 am</p> <p>6 - Goleta's Finest Community Awards Gala Bacara Resort &amp; Spa 8301 Hollister Ave. 6-10:00 pm</p> <p>9 - Issue &amp; Policy Roundtable Terri Maus-Nisich for Susan Rose re County Visioning Process Chamber Conference Room Noon</p> <p>23 - Issue &amp; Policy Roundtable Chamber Conference Room Noon</p> <p>24 - Business After Hours Goleta Historical Society/Stow House 304 N. Los Carneros Rd.</p>	<p>5-7:00 pm</p> <p>26 - Executive Committee Chamber Conference Room Noon</p> <p><b>June</b></p> <p>1 - Board of Directors Chamber Conference Room 8:00 am</p> <p>13 - Issue &amp; Policy Roundtable Chamber Conference Room Noon</p> <p>27 - Issue &amp; Policy Roundtable Chamber Conference Room Noon</p> <p>28 - Business After Hours Goleta Valley Chamber of Commerce Office 271 N. Fairview 5-7:00 pm</p> <p>30 - Executive Committee Chamber Conference Room Noon</p>	<p><b>July</b></p> <p>6 - Board of Directors Chamber Conference Room 8:00 am</p> <p>11 - Issue &amp; Policy Roundtable Chamber Conference Room Noon</p> <p>19 - Goleta Economic Forecast Presentation Bacara Resort &amp; Spa 8301 Hollister Ave. 8:30 am-1:30 pm</p> <p>25 - Issue &amp; Policy Roundtable Chamber Conference Room Noon</p> <p>26 - Business After Hours Unity Shoppe 1236 Chapala St., Santa Barbara 5-7:00 pm</p> <p>28 - Executive Committee Chamber Conference Room Noon</p>
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# GOLETA BUSINESS JOURNAL

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A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

## Focus on Business

The Chamber is hard at work implementing the strategies set forth in the beginning of the year. Our renewed commitment is to create a strong local economy, promote the community, provide fabulous networking opportunities, represent the interests of business with government and political action. Inside this newsletter you'll find information on each of these areas of work. I'd like to highlight a few.



**KRISTEN AMYX**  
*President & CEO*

Chamber will publish a study guide for the thousand-page document. Call or email for details.

### SACRAMENTO

Members of our Chamber will travel again this year with the RLA to Sacramento for the California Chamber of Commerce's Annual Business Legislative Summit on April 24 and 25. We have scheduled meetings with each of our local elected representatives and several key people in the Governor's staff. Watch your email for our pre-trip electronic survey of hot topic and issues.

### POLITICAL ACTION COMMITTEE

We are helping to form a new Political Action Committee (PAC) this year. Convened to address election issues important to business, housing, jobs and the local economy, the South Coast PAC is being formed in order to participate in the upcoming political process of selecting our representatives. The South Coast PAC will raise funds for advocacy and for contributing to individual campaigns. The PAC's Board of Trustees will screen candidates and make endorsements.

If you are interested in participating or making a contribution, please contact me at 967-2500 or [Kristen@GoletaValley.com](mailto:Kristen@GoletaValley.com)

### TRANSPORTATION AND TRAFFIC

We wrote in the last newsletter about our work on the local Goleta Transportation Element in the City of Goleta's General Plan. We are also interested in the County's progress toward renewing Measure D, the 1/2 cent sales tax that funds local transportation projects. A presentation was given to members at the Issues and Policy Roundtable last month. While we gave valuable input, there was no consensus yet for an endorsement of policy. However, the Economic Vitality Committee, a county-based group of business representatives and elected officials in which the Chamber is a member voted to "support efforts to continue tax-based funding, similar to Measure D," and will present this recommendation to the Board of Supervisors and SBCAG. This is great progress for our fledgling economic development committee.

### THE FINEST AMONG US

Take a moment to think about the past year in Goleta and who comes to mind as a community asset? Perhaps it's someone in the limelight for doing something great, or perhaps it's someone quietly giving of himself to help others. Please nominate someone special for our 58th annual community awards and make your reservation to attend on May 6th, 2006.

### PARTY IN JUNE

It's official - we'll have to hold a grand, grand opening to celebrate

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### ONTHE SIDE

#### 2006 GREEN AWARDS

The Green Award Consortium will be accepting nominations for the 2006 Green Award from April 21, 2006 through June 23, 2006. The Green Award is an annual honor that is given to selected businesses, schools, and nonprofit organizations that have undertaken voluntary activities demonstrating exceptional commitment or innovation beyond their primary mission in helping to protect, improve, and preserve the environment.

In selecting the recipients, the Green Award Consortium will consider the following factors: Measurable improvements to environmental quality; Comprehensive environmental philosophy; Ongoing or long-term environmental benefits; Creativity and innovation in technology or approach; and Model achievements.

To obtain a nomination form, brochure, and more information in order to nominate a business or organization in Santa Barbara County, please call (805) 568-3440 or visit [www.greendifference.org](http://www.greendifference.org).

Nominations may be hand delivered, mailed, or sent electronically and must be postmarked or received by June 23, 2006. Winners will be notified in early September 2006 and will be honored at the 12th annual Green Awards Luncheon to be held on Friday, September 22, 2006.



## GOLETA VALLEY CHAMBER OF COMMERCE

*A Head for Business, A Heart for the Community*

271 N. Fairview, Suite 104 • PO Box 781 • Goleta, CA 93116



### U.S. SENATOR DIANNE FEINSTEIN TO SPEAK

The Regional Legislative Alliance of Ventura and Santa Barbara Counties (RLA) will host the Senator on April 18th here in Santa Barbara. Our group's ability to draw such a distinguished guest confirms our growing stature and is a compliment to our cooperation across the two counties. You may RSVP to us at 967-2500 or watch your mail and email for the flyer coming soon. (see inside for details)

### GOLETA GENERAL PLAN

The City of Goleta released its draft of the General Plan near the end of March. Public hearings are scheduled to begin April 19th with an initial public hearing on the draft plan, then continue over a period weeks with different hearings focusing on different elements of the plan, e.g. land use, housing, transportation, safety, public facilities, noise, open space and visual/historic resources. These meetings are the public's final opportunity to weigh-in on the 20-year plan for our community. The



## ISSUE &amp; POLICY ROUNDTABLE SUMMARIES

**Jan 10 - Airport Terminal Expansion, Hazel Johns, Assistant Director, S. B. Airport** discussed the overall plan that includes a renovation of the original terminal which will remain as a part of the new design. New construction will amount to 60,000 square feet. This will be the first terminal expansion since 1976 despite the fact that with 853,000 passengers flying in 2005, Santa Barbara Airport is the busiest airport in the region, though physically smaller than many others.

For additional information contact Johns at [hjohns@santabarbaraca.gov](mailto:hjohns@santabarbaraca.gov) or visit [www.flysba.com](http://www.flysba.com).

**Jan 24 - General Plan Transportation Element Draft, Scott Schell, Principal Transportation Planner, Assoc. Transportation Engineers:** The Transportation Element sets policies and identifies improvements for the transportation system required to serve the uses planned in the Land Use Element. The Transportation Element was published in Dec 2005 to be heard Jan 23, 2006.

City looked at 6 different major improvements: . . . New bridge at Winchester Canyon; Over-crossing at 101 & Ellwood Station - Full bridge not pedestrian only; Phelps Rd Extension to take traffic off Storke, Hollister Los Carneros; . . . Ekwill & Fowler in Old Town (Is Funded); Overpass Road Extension.

The cost of improvements will be incorporated in the new Goleta Transportation Element Plan (GTIP) which will set future traffic fees. The City has a history of delays that result in loss of funding.

Assoc. Transportation Engineers has raised the issue of whether the City should take a step back & look at GTIP as it is currently designed. The council would like to do all at a cost of about \$20 million for each over-crossing per Steve Wagner, City Public Works. Assoc. Transportation Engineers questions whether the \$20 figure is accurate.

No Environmental studies have been done yet.

City's policy is that every intersection should be a 'C' (their stan-

dard). .Plan will still have locations that will not meet this standard. Their model shows new over-crossing will not ease Storke & Hollister.

There are inconsistencies between the Traffic & Land Use Plan. The issue is, "do all the elements work together?" Alternative Transportation is also an issue. There is not much in the plan or incentives for the private sector to get involved.

The Chamber will continue to follow and encourage members to attend the meetings, write letters, etc. A balanced plan is the goal.

**Feb 14 - Glen Annie's Future, John Dewey, Consultant to Glen Annie Golf Course:** With costs higher than expected and revenues lower than projected, the owners of Glen Annie Golf Course are exploring alternate uses of the 156-acre property at 205 Glenn Annie Road.

In 1988 the original investors envisioned a golf course for working people.

Initial approval was received in 1993 but there were still many obstacles to overcome and eventually to project was sold to the present owners. Building started in 1997 with an original budget of \$12 million. However, total cost to build was \$20million.

It takes 70-80,000 rounds of golf per year to break even. Since opening Glenn Annie has averaged 40-50,000 per year, resulting in a loss of \$1.5million every year.

Some have suggested making it a private club. It would take 400 members at \$75,000 to do so.

Of the 156 acres, the course covers 100 acres, 22 acres of which are environmentally sensitive.

Meetings have been held with community groups, Goleta City Council and the County to get the community' ideas, some of which are:

- Close it and let it grow back to lemons, etc.

- Housing, including workforce housing. This could be done and still preserve environmentally sensitive habitats and create a trail system.

- Agriculture - similar to Fairview Gardens but the soil is not viable. It would take years of doing nothing to make it certified for organic farming.

The company is beginning conceptual planning soon for alternative use that would contain components of value to the community.

Due to the location outside of the Goleta city limits the possibility of any zoning change lies in the hands of the County.

**Feb 28 - Measure D (A), Gregg Hart, Santa Barbara Association of Governments:** Funding from a half-cent sales tax in S. B. County, known as Measure D, provides essential funding for roads, sidewalks and other infrastructure projects in the county. The original ballot measure will expire in 2010 unless the voters approve renewing the tax when they vote in the June 06 election. (A 2/3 vote is needed)

SBCAG conducted a county-wide poll that indicates what the public thinks is most important and number one is transportation, including alternative transportation and the need to relieve congestion.

At the present time there is a large gap between needs and revenue.

A balanced A & B Plan for 30 years is proposed:

- Measure A - Renewal of Existing 1/2-cent sales tax

- 60% of the funds would go to local projects

- Measure B - New 1/4-cent sales tax

- 30% of the funds would go to local projects

These Measures would take effect in 2010 and would be on the November ballot.

For more information contact Gregg Hart at 961-8905 or [ghart@sbcag.org](mailto:ghart@sbcag.org)

**March 14 - Where Are We Headed? Michael Towbes, The Towbes Group:** Mr. Towbes recently presented his power point with the Santa Barbara County Planning Commission when they considered revisions to the

County Housing Element.

His points included:

- Recent newspaper headlines have stated enrollment drops in local school districts.

- Another item stated that City College officials want to build a campus dorm to draw students from out of state and abroad.

- Santa Barbara County, for the first time, has launched a TV blitz to attract job applicants because housing expenses are driving out employees.

- Santa Barbara's Housing has been named the "least affordable" in the U.S.

- The single most common reason for voluntary, non-retirement separations in Fiscal Year 2004-05 was "Moving Out of Area"

- The County workforce is aging, with 1/3 nearing retirement. The number of employees over the age of 50 has increased since 2000.

- The County has an increasing proportion of employees who commute, (up 15% since 2000) including an increase in the number who live outside Santa Barbara county (621 in 2005).

Among those commuters over 70% drive alone, an increase since 1990.

- Carpooling is down since 1990.
- The County is experiencing reduced numbers of applicants for entry-level jobs.

The County Housing Element:

- The County Housing Element contains RHNA allocations of 2,486 Units and projected production of 1,251 Units. This is a projected shortfall of 1,235 Units. At 20 Dwelling Units per Acre, 62 acres are needed to take care of the shortfall.

- However, Mr. Towbes believes the projected production is wishful thinking. Actual production of Very Low and Low Income Units from January 2001 through September 2005 was 395 Units. The total Housing Element cycle is January 2001 to July 2008. We are 63% through this Housing Element cycle, but we have produced only 16% of the County RHNA allocation of Very



## NEW MEMBERS

**Rancho San Marcos Golf Course**, 4600 Highway 154, Santa Barbara, CA 93105; (805) 683-6334

**Bank of Santa Barbara**, 12 E. Figueroa St., Santa Barbara, CA 93101; (805) 730-7862

**Tips N Toes**, 5276 Hollister Ave # 214, Santa Barbara, CA 93111; (805) 683-6680

**Santa Barbara Neighborhood Clinics**, 970 Embarcadero del Mar, Isla Vista, CA 93117; (805) 968-1511

**Lauren Nicole**, P.O. Box 60314, Goleta, CA 93116; (805) 964-9361

**Citrix Online, LLC**, 5385 Hollister Avenue, Santa Barbara, CA 93111; (805) 690-2339

**American Eagle Airlines, Inc.**, 500 James Fowler Road, Goleta, CA 93117; (805) 681-3551

**Sansum Santa Babrara Medical Foundation**, 470 S. Patterson Ave, Goleta, CA 93111; (805) 681-7700

**LA Weight Loss Centers**, 185 S. Patterson Avenue, Goleta, CA 93111; (805) 681-1912

**Quizno's Subs**, 5723 Calle Real, Goleta, CA 93117; (805) 252-7738

**Heritage House**, 5200 Hollister Ave., Goleta, CA 93111; (805) 967-2661

**Nett & Champion Insurance Services**, P.O. Box 967, Santa Barbara, CA 93102; (805) 963-2009 Ext:14

## GOLETA'S FINEST

Don't miss the biggest community event of the year, Goleta's only Black Tie gala, and a wonderful opportunity to recognize the people in our community who go above, and beyond to make Goleta a wonderful place to live, work and travel.

The 58th annual Goleta's Finest Community Awards Dinner will again be held at Bacara Resort & Spa, this year on May 6th, at 6:00 in the evening. Tickets are available now and can be purchased for \$100 per person, or \$800 for a table of eight. Please Rsvp by April 28th, no tickets will be available at the door.

For more information or to make a reservation please contact the Goleta Valley Chamber of Commerce at 805.967.2500, or email [sylvia@GoletaValley.com](mailto:sylvia@GoletaValley.com).

## ONTHE SIDE

## 3RD ANNUAL SMALL BUSINESS SUCCESS FORUM

In celebration of National Small Business Week, on Saturday May 13, 2006, the Royal Scandinavian Inn in Solvang will host the 3rd Annual Santa Barbara County Small Business Success Forum. The Small Business Success Forum is a unique countywide effort, and will feature a gathering of unprecedented business assistance resources, workshops, and experts to aid entrepreneurs in business start-ups, business growth, and the revitalization of struggling enterprises.

The Small Business Success Forum will be hosted by Larry Crandell - "Mr. Santa Barbara" - and will include special workshops as well as a business luncheon. The Forum will also include "A to Z" resources - table-top exhibits with representatives from public, federal, local, and private sectors, as well as the opportunity to meet with SCORE counselors for free on-site business advice.

Topics to be discussed at the Forum include, but are not limited to: Maintaining cash flow; how to obtain a business loan or angel/venture financing; how to start and grow a small business (The "SOHO" Trend) with financial aid and technical assistance and resources; how to boost a work force and productivity while reducing employee turnover; how to reduce business taxes; energy saving strategies; how to plan for retirement; and adding value for sale of an enterprise.

All sizes and sectors of businesses are welcome to utilize this free forum.

For more information about the 3rd Annual Small Business Forum, Please call the Small Business Entrepreneurship Center at (805) 879.1729 or [Alan@smallbizentrepctr.org](mailto:Alan@smallbizentrepctr.org)

## When OSHA Comes Calling

OSHA's list of most-violated safety and health standards offers employers guide for improvement

The Occupational Health and Safety Administration recently revealed the 10 most-violated OSHA standards for the 2005 fiscal year. The publication of the OSHA top-10 list serves a greater purpose to employers than merely relaying yearly statistics. The list sheds light on the enforcement policies and procedures of OSHA. By more-closely focusing compliance efforts on the most-frequently-cited violations, employers could eliminate employees' exposure to some serious workplace hazards and reduce their own exposure to 50 percent of citations.

OSHA has repeatedly stated that inspectors are not asked to look at any possible violation more than another. Unfortunately, logic dictates otherwise. Year after year, the same violations grace the OSHA top 10 list.

OSHA makes no secret of the fact that it looks at the Bureau of Labor Statistics (BLS) data to determine illnesses and injuries common to an industry. Inspectors come into your facility knowing the top hazards in your industry. For example, 4 to 5 years ago, OSHA noticed an increase in powered industrial truck injuries. Since then, powered industrial truck violations have moved from No. 15 to No. 6 on the list of most-common violations. Employers should investigate

## THE TOP 10

The OSHA 2005 top 10 contains most of the same standards that have appeared on the list for the last several fiscal years. Scaffolding violations hold the top spot for the fourth year in a row. Ladder violations are the only new entrant to the top 10. The complete list is as follows:

1. **Scaffolding (1926.451)** - 2005 marks the fourth straight year that scaffolding holds the top violation spot. Scaffolding violations make up more than 10 percent of all violations found by OSHA inspectors. Employers are bound to protect employees from falls and falling objects while working on or near scaffolding at heights of 10 feet or more.

2. **Hazard Communication (1910.1200)** - Hazard communication violations hold the No. 2 spot for the second year in a row. Hazard communication violations account for approximately 8.5 percent of all violations. Failure to develop and maintain a written program is by far the most pervasive type of this standard violation.

3. **Fall Protection (1926.501)** - Employers are required to provide protection for employees working above 6 feet. Fall protection was also No. 3 on OSHA's top 10 list in the fiscal year of 2004.

4. **Respiratory Protection (1910.134)** - Employers are required to establish and maintain a respiratory protection program. Respiratory Protection violations have moved up from No. 5 on the 2004 list. The majority of the violations involve failure to establish a program, failure to provide medical evaluations to determine employee ability to use a respirator and failure to provide respirators.

5. **Lockout/Tagout (1910.147)** - This stan-

dard outlines minimum performance requirements for controlling hazardous energy during machinery maintenance. Violations of the lockout/tagout standard have shown modest improvement from its 2004 inclusion as No. 4 on the list.

6. **Powered Industrial Trucks (1910.178)** - Violations involving powered industrial trucks moved up two spots from last year's No. 8 ranking. The violations are heavily weighted towards training inadequacies.

7. **Electrical (Wiring) (1910.305)** - This standard covers the grounding of electrical equipment and has slightly improved over 2004's sixth-place ranking.

8. **Machine Guarding (1910.212)** - Machine guarding violations have improved since the 2004 fiscal year. However, 3.5 percent of all OSHA violations still involve failure to provide and use proper safety guarding procedures.

9. **Electrical (General Requirements) (1910.303)** - This standard differs from the electrical wiring standard in that it covers general safety requirements for designing electrical systems. Taken together, the two electrical violations would rank No. 4 on the list of top 10-most-violated OSHA standards.

10. **Ladders (1926.1053)** - This standard covers the general requirements for ladder safety. The 2005 fiscal year marks the first inclusion for ladders.

As the top-10 OSHA violations account for more than 50 percent of all OSHA citations, it is clear that attention must be devoted to the top offenses.

the BLS list of illnesses and injuries common to their industries and structure their safety program and compliance efforts accordingly.



MEMBERS IN THE NEWS

Stardust Cruises Limousine Service is one of three finalists for the National Limousine Association's 2006 Operator of the Year Award.

Companies are judged on five levels including staff/chauffeur training, innovative services, safety records, customer relations and industry and community involvement.

Buena Vista Care Center has hired Paul Rivers, a Respiratory Care Practitioner, with over 34 years experience working in all facets of Respiratory Care.

American Association of Respiratory Care (AARC), the American Academy of Sleep Medicine (AASM) and the California Society for Respiratory Care (CSRC).

Dana Newquist has recently been elected to the Board of Trustees of Sansum Diabetes Research Institute.

Newquist graduated from Northeastern University in Boston, and went on to serve in the U.S. Army. Newquist has lived in Santa Barbara for 35 years.

where he is actively involved with the care of patients. As well, Newquist is very involved with the local community, as he serves on the Board of Directors of the Montecito Fire District.

For additional information about Sansum Diabetes Research Institute call (805) 682-7638 x 243.

The Pacific Coast Business Times has honored two Goleta Valley Chamber of Commerce members with nominations for 2006 Family Business Awards.

Trudi Carey, President of The Carey Group, Inc., announces the

promotion of Wendy Kneubuhl to Senior Asset Manager and Chief Information Officer of the self-storage division of The Carey Group.

Venoco provides weekend tours aboard the "Condor Express" giving the general public a close up view of the "World's Most Spectacular Seeps."

There are two tours each day at 8:30 and 10:30 am on Saturday, May 6th, Sunday, June 25th, and Saturday, September 30.

If you have questions, please contact Marybeth Carty at 745-2282 or mcarty@venocoinc.com



ONTHE SIDE

BETTY ROSNESS PRESENTED SERVICE AWARD

Sansum Diabetes Research Institute honored Betty Rosness with the 2005 Sansum Award for Service at the organization's 60th Anniversary Celebration.

SDRI Board Chairman Jim Sloan presented the prestigious award to Mrs. Rosness for her dedication to the organization's goals to prevent, treat, and cure diabetes.

Ms. Rosness has served on the SDRI Board of Trustees for four years, in which time she has co-chaired the successful "Advancing the Sansum Legacy" capital campaign.

She presently serves on the board of the Sansum Diabetes Research Institute and is the senior editor of the Channel City Club of Santa Barbara.

Five years ago, she founded the Santa Barbara County Women's Health Coalition. Rosness was a member of the board of directors of Financial of Santa Barbara and Santa Barbara Savings & Loan from 1977 to 1990.

Through her business, Rosness Advertising Associates, she was called upon by many non-profits to serve on their committees and boards, including Santa Barbara Cancer Foundation, Girls, Inc., UCSB Affiliates; Channel City Club, Santa Barbara Scholarship Foundation, Children's World of Hospice, Goleta Valley Community Hospital and Cottage Health System, Breast Care Center, and Santa Barbara Rescue Mission.

For more information on the Sansum Award and SDRI, call (805) 682-7638 or visit www.sansum.org.

Senator Feinstein makes first regional appearance with RLA

On April 18 Senator Dianne Feinstein will present her Washington Report to the business community of Ventura and Santa Barbara counties.

Goleta Valley Chamber of Commerce, as a member of the Regional Legislative Alliance of Ventura and Santa Barbara Counties, will be a host for this event.

Chamber members and the public can make reservations to the luncheon by calling Goleta Valley Chamber of Commerce, 967-2500. Cost of the luncheon is \$55 with a \$10 discount for attendees whose organizations are members of a participating chamber of commerce.

Full table sponsorships also are available for chamber member businesses.

Since her election to the United States Senate in 1992, Senator Feinstein has worked in a bipartisan way to build a significant record of legislative accomplishments helping to strengthen the nation's security both here and abroad.

Senator Feinstein serves on the Judiciary Committee where she is the ranking member of the Terrorism, Technology and Homeland Security Subcommittee; the Appropriations Committee, where she is the ranking member of the Military Construction Subcommittee; the Energy and Natural Resources Committee; the

Select Committee on Intelligence and the Rules and Administration Committee.

The Regional Legislative Alliance works to provide a strong united voice on behalf of business in support of legislative issues that support a vital regional economy in Ventura and Santa Barbara Counties. Members of the Alliance are Camarillo Chamber of Commerce, Carpinteria Valley Chamber of Commerce, Gold Coast Hispanic Chamber of Commerce, Goleta Valley Chamber of Commerce, Moorpark Chamber of Commerce, Oxnard Chamber of Commerce, Port Hueneme Chamber of Commerce, Simi Valley Chamber of Commerce, Ventura Chamber of Commerce, Ventura County Economic Development Assn., and Western States Petroleum Association (WSPA).

Items of interest cover broad range this spring

CONTINUED FROM PAGE 1

our new offices. Join us in June for the special event, or stop in anytime to see the newest addition - an installation of artwork from Artwalk for Kids/Adults, an outreach organization to benefit at risk, special needs, and learning disabled youth and adults.

gram of art instruction. Pieces are available for \$225. Proceeds from the sale of works of art are split between the artist and paying for materials for the program.

SOUTH COAST HOUSING LEADERSHIP COUNCIL

A new group has gathered community leaders to talk about the need for housing for our workforce and the recent backlash against the

idea. Although no new workforce housing has been built recently, or is being planned, much attention has been given to opposition to the idea of more housing.

First on the group's agenda is to hold a candidate's forum for 2nd District County Supervisor. The event will be held Thursday, May 4th in the evening. Details to come.

ISSUE & POLICY ROUNDTABLE SUMMARIES

Low and Low Income units. Assuming the same production rate for the remainder of the Housing Element cycle (which is unlikely,) the total Very Low and Low Income production will be about 624 units.

With a more realistic estimate, the acreage to be rezoned should be: County RHNA Allocation . . . . 2,486 Realistic Production Estimate . . 624 Shortfall . . . . . 1,862 Acreage needed to be rezoned . . .93 Acres

That is 50% more than the 62 acres now estimated.

Why are the Housing Element projections so inaccurate?

- Actual production doesn't come close to projected production.
Estimates in several categories are very unrealistic.

Table with 2 columns: Projected and Produced. Rows include Units on Agricultural parcels, Residential second units, and Mixed use units.

- What should the county do?
Go back and recalculate the realis-

tic amount of Very Low and Low Income Housing to be produced in this Housing Element Cycle, and then rezone the correct amount of acreage.

- Analyze where the shortfall is and distribute the rezoned land in the unincorporated areas where there is the greatest need.

It's time to stop complaining about State mandates. It's time to act responsibly and do the right thing for this County's future.

For more information contact Mr. Towbes at 962-2121 or mtowbes@towbes.com.

Advertisement for Stardust Cruises Limousine Service. Includes text: 'INTERNATIONALLY AWARDED 2006', 'Operator of the Year Business Card of the Year Among Best Websites in Industry', and images of a classic Ford Model A and a white limousine.

Advertisement for AAA Automobile Club Southern California. Text: 'Think of the Auto Club as your complete TRAVEL AGENCY', '3712 State Street Santa Barbara, CA 93105', 'Hours: 9:00 a.m. to 5:00 p.m. Monday thru Friday (805) 898-2870 Direct (805) 682-8645 Fax'.

Advertisement for Select Personnel Services. Text: 'Call Today! 805.687.1200', '3820 State St., Ste. A Santa Barbara, CA 93105', 'www.selectpersonnel.com', 'Our jobs meet YOUR schedule!', 'Part-time, Direct Placement, Temp Placement', 'Experts at bringing job seekers & employers together for over 20 years!', 'Accounting, Administrative, Clerical, Industrial, Legal, Marketing, Sales, Technical'.



# Luncheon Notes '05 Successes, Lays Out '06 Course

## New board members and Chairman installed, past Board members and CEO honored at Chamber's Annual Meeting

**M**ore than 150 Chamber members gathered on February 17th to acknowledge the enormous amount of work accomplished over the past year, and to chart a course for 2006 at the Chamber's Annual Membership Luncheon. New Board Chairman Timothy Mahoney presented Chamber CEO Kristen Amyx with the Chairman's Award on behalf of outgoing Chairman Brian Gregory, and former-mayor Jean Blois installed new board members Charles Baltuskonis, Kathleen Boomer, Joanne Funari, and Darrell Slater.

Taking a look at the headlines and images of the past year during Amyx's presentation showed just how much the Chamber had accomplished in key areas including the Goleta General Plan, televised public meetings at the City of Goleta, public outreach on the General Plan, saving Goleta Beach, and an enormous facilities upgrade.

The time and effort to accomplish all of these tasks was also commended: The Towbes Group, Bermant Development, Sares-Regis Group, Mentor Corporation, The members who work on committees, the Board of Directors who set our course and make tough decisions; the Committee Chairs who brainstorm ideas and energize the volunteers; volunteers who work in our office and at events and the Ambassadors, Interns and Staff who make it all come together - Tim Mahoney and Jim Knight, Patricia Fabing, Christine Le Bon, Steve Fedde, Mark Ingalls, Paula Purcell, John Wiemann, Craig Zimmerman, Mike Edwards, and Greg Jenkins, Rick Yost, Sylvia Redding, Anna Thomas, Lance Johnson, and interns Sonya Carillo and Rachel Lurie.

Outgoing board members Mike Edwards



Chamber CEO Kristen Amyx accepts the Chairman's Award presented by 2006 Chair Tim Mahoney.

(Immediate Past Chair), Ted Ontiveros, Ida Rickborn, and John Wiemann were recognized for their service on the Chamber's Board of Directors and the many additional groups, projects and committees that they participated in.

The highlight of the event is always the award presentations. Ambassadors provide a critical link between the Chamber and it's business members. This year's Ambassador of the Year Award went to all of the Chamber's ambassadors for their con-

sistent dedication and cooperation. Honorees are: Nancy Cullinan, Adlean Fuller-Harris, Kathy Goodman, Betty Hensel, Christine LeBon, Susan Miller, Rita Norman, Amie Parrish, Joanne Uhl, Charlotte Valentine, and Kevin Young.

CEO and President Kristen Amyx was honored with the Chairman's Award for her exceptional work representing business in the hostile climate of the South Coast. Her consistent ability to exceed expectations and enhance

### PRESIDENT'S REPORT:

It's been a watershed year for the Goleta Valley Chamber of Commerce. Responding to the needs of the business community, we endeavored to create change: change in our community, change in our government, and change in our own Chamber of Commerce

There are five key elements that the Chamber focuses on: creating a strong local economy promoting the community, providing networking opportunities, representing the interests of business with government, and political action.

Last year we set out with some clear goals: 1) Raise the level of community awareness and dialog about the founding documents of our new city - the General Plan; 2) Represent the interests of business with

City government in the face of being left out of the process; and 3) Strengthen our relationships with regional partners in the effort to create a strong local economy.

Chamber membership meetings, newspaper reports and editorials, and City public meetings themselves all featured growing dialog about things that, from our perspective, were critical issues to be undertaken by city hall: Public meetings weren't televised; Citizen representation was dwindling; No money for Girsh Park (i.e. no support for active local recreation opportunities); No new homes planned; Mounting legal fees of nearly \$1 million and No settlement in the lawsuit with Residences at Sandpiper.

Throughout this past year, we have given extensive input on the Transportation element - the 20-year plan for roadways and intersections- and the Housing ele-

ment - the document that allows or denies new homes being built. In both cases we have utilized the best experts in the fields of housing and transportation to analyze, debate and provide meaningful, feasible feedback and policy suggestions to City decision-makers. We have also lobbied the state departments that oversee and authorize these elements of general plans to keep them abreast of progress (or lack thereof) and to make sure that stakeholders input is not ignored through the entire process.

We also worked extensively with a County committee to recommend a long-term solution for the erosion problem at Goleta Beach. The Chamber has long supported Goleta Beach as a valuable asset to the community and we worked hard to create the plan that was eventually endorsed by the Board of Supervisors.



Clockwise from top left: A full room; Outgoing Immediate Past Chair Mike Edwards; new Board members Joanne Funari and Kathleen Boomer; Outgoing Board members laugh with Tim Mahoney.

the role of the Chamber of Commerce within the community made her out-going Chairman Brian Gregory's choice for recognition.

Incoming Board members were then approved by attending members, and Charles Baltuskonis of Community West Bank, Kathleen Boomer of the Goleta Union School District, Joanne Funari of Business First National Bank, and Darrell Slater of Ralphs Grocery Company were sworn in by former-

Mayor Jean Blois.

The program finished with 2006 Chairman Timothy Mahoney encouraging members to take advantage of their Chamber and to participate. "Stop on in and see the new office, meet the staff, participate in an Issue & Policy Roundtable Luncheon or a Business After Hours mixer," Mahoney said, emphasizing the broad range of activities and interests within the Chamber and how they can strengthen any business.

In July the Chamber was informed that the City would not renew our contract to provide information to visitors and residents. The annual, \$20,000 contract previously funded portions of the Goleta Map, Goleta Magazine, the "800 number", a visitor section on our website, banners, and the Goleta section of the film production guide.

This year at the Lemon Festival we also added the first Goleta Fall Classic car show. The addition has brought a whole new crowd and level of interest to our popular community event.

During our third year with the Regional Legislative Alliance of Ventura and Santa Barbara Counties, we traveled to Sacramento, holding individual meetings with our legislators, government appointees and governors staff, promoting support for local roadway and traffic solutions and solu-

tions to the workforce housing crisis in our area. In November, we held a transportation symposium - a historic gathering of members of business, elected office and transportation directors from both counties.

And then, finally, we moved! It was the culmination of a year-long effort to raise funds and manage the construction project at our new office in the Fairview Center. This project came together with the help of many, many friends of the Chamber. We had great support from the following businesses [a number of our members] - I highly recommend using each of them for your next project: Santa Barbara Surfacing, Anderson Systems, Synergy Computing, Evans Communications, Hayward Design, Smart Business Interiors, Mammoth Moving, Bay Alarm, T.J's Carpets, Murphy Electric, Marborg, Murray Duncan Architects, JP Malone, Vogue Signs, and Goleta Valley Paint

Board of Directors uses day-long session to fine tune plans for coming year

Setting a year's worth of priorities and sketching a plan to achieve them is hard work, especially when it is for an organization as ambitious as the Goleta Valley Chamber of Commerce. For the second year in succession Bacara Resort & Spa hosted the Chamber of Commerce's Board Retreat, held on March 10th, where the broad strokes of the Chamber's mission were narrowed to a finite number of projects for staff and member-volunteers to focus on.

"I think we got a lot of work done. It seems like board members are one the same page about what our priorities need to be this year," said CEO Kristen Amyx. "It seems like it all comes back to politics. We need to make sure that our businesses can survive in Goleta, and the biggest impediment to that is local government that is openly hostile toward business interests."

In addition to the overarching political theme, there were also three other areas that received the most attention. The following areas will be worked pursued with a combination of committee and staff direction:

### EVENTS/FUNDRAISING

This group will plan the quarterly luncheons, possibly adding table-top expos, other networking strategies, plan the "grand opening" event, and give other fundraising guidance. We will need a committee chairperson, preferably from the board, and 3-4 other volunteers from the membership.

### BOARD LEADERSHIP

This group will work on a development strategy for new board members. We will need a chairperson and 3-4 members of the Board.

### COMMUNICATION/WEBSITE

This group will work on a new Chamber website, e-communications, printed products and sales materials. We will need a committee chairperson from the Board, 4-5 volunteers from the membership and board.

Email Kristen@GoletaValley.com if you are interested in participating on any of these committees.