



GOLETA CHAMBER NEWS & EVENTS

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A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

Mid-Year in Review

Mid-year is a good time to take stock of how much progress is being made on various community issues, and the Chamber's own set of goals for the year. The Goleta Chamber is taking on big initiatives again this year and most are continually successful.



KRISTEN AMYX
President
& CEO

Agricultural Viability Study

Data is sorely needed in the dialog and debate about the increase or decline of urban agriculture. While people talk a lot about preserving our agriculture industries, what does it really mean to open a new farm, ranch, orchard, nursery, etc, in the Goleta Valley? What does it really cost and what impact would it have on the community? Working agriculture businesses certainly know the costs and risks, but for the rest of us, clear, objective, and quantifiable data is needed.

The Chamber has commissioned a study to help us raise the level of dialog and serve our members with an honest report. Due to be released this summer, the first phase of the study is underway and will focus on the economic viability of agriculturally zoned parcels in the Goleta Valley.

(For more information on this topic, don't miss the feature story in the 2006 edition of Goleta Magazine.)

Website Redesign

New committees have begun their work. A priority this year is to upgrade the Chamber's website, which currently

receives more than 800 user sessions per day. The improved website will feature new member and visitor applications, updated graphics, a more user-friendly environment, sponsorship opportunities, and include more information on the Chamber's work on representing business to government. The

communications committee has recently chosen a vendor to do this work and will soon begin designing the new website.

City General Plan

The Chamber's involvement in the City's progress on the General Plan continues. The City will hold one more public hearing on June 13th regarding the Conservation Element, and then they are scheduled to present "concluding comments" on June 26th. The Chamber will release an analysis of the final plan shortly after. The draft Environmental Impact Report (EIR) has been released for initial review. We will analyze and release our comments on the EIR, also near the end of June.

Annual Economic Forecast Presentation

The Chamber's annual presentation of economic data for the Goleta Valley will once again be presented with a report from the UCSB Economic Forecast project. Save the date now for Wednesday, July 19th, 9:30am - 1:30 pm at Bacara. Our keynote speaker is Lynn Jacobs, Director of Housing and Community Development for the State of California, and the panel discussion will feature urban agriculture businesses. Contact me at 967-2500 for sponsorship or ticket information.

ON THE SIDE

Local Business and Employer Tax Seminar

Michael Millenheft, Employment Tax Consultant, invites you to a free-of-charge Federal/ State Basic Payroll Tax Seminar Friday June 9 from 9:00am to 2:30pm. The seminar will be held at the Southern California Edison Building, 103 David Love Place, Goleta. This seminar is intended to help you avoid potential and costly consequences, by increasing your understanding of the law as it relates to your business. Some of the topics that will be covered include:

- How and when to report and pay state and federal payroll taxes
 - The basics of how to distinguish between an employee and an independent contractor
 - About reporting on an independent contractor
 - Different ways to receive assistance for your business.
- Due to limited seating, reservations are recommended. To RSVP, or for additional seminar subjects, dates, times, locations, visit EDD online at www.edd.ca.gov/taxsem or call (866) 873-6086.

Afternoon of Fine Art

You are invited to a special Quick Draw art event, exhibition and sale of original paintings, by some of the premier artists in the Santa Barbara Area. Many local artists' paintings will be featured, along with a wine and cheese reception. Artists include Ellie Freudenstein, Rick Garcia, Karen Gruska, Ray Hunter, Thomas Van Stein, and Ralph Waterhouse. This fundraising event will be held on Saturday, June 10, from 3pm to 6pm at Stow House, 304 Los Carneros Road, Goleta.



GOLETA'S FINEST 2006

Another elegant year for Goleta's Finest award ceremony. Award winners and presenters (listed from left to right, top to bottom) are as follows:

- Brian Sarvis, David Edelman,
- Jim Logan, Steve Fedde,
- Kristen Amyx, Mike Edwards,
- Kimmis Brady, Alvin Dworman,
- Ken Curtis, Larry Harter,
- Michael Bennett, Tim Mahoney,
- Deborah Shaner, Heather Liu,
- Kim Sia, Robin Cederlof,
- and Lynn Hudson.



Double the Attendees in Sacramento

The Regional Legislative Alliance (RLA) of Ventura and Santa Barbara Counties was represented by nearly twice the people who attended last year. Approximately 44 business leaders descended on the State capitol to encourage elected and appointed officials to make decisions to promote a vital economy in the region.

The RLA plans the trip in conjunction with the California Chamber of Commerce's Annual Summit, participating in sessions addressing state issues impacting businesses throughout the State. Independent of the Summit events, the RLA packed meetings into a day to discuss region-specific issues.

"We plan our individual meetings for the day prior to the State Summit. The relationship-building that goes on - makes the trip so incredibly valuable for the RLA members," said Kristen Amyx, RLA Chair. "We have face-to-face discussions about the hard issues (such as housing, transportation and taxes on businesses) impacting the Santa Barbara and Ventura region."

In addition to the region Assembly members and Senator, the RLA will meet with two of Governor Schwarzenegger's appointees. Dan Dunmoyer is the Deputy Chief of Staff and Senior Advisor for Policy Development for Governor Schwarzenegger. He is responsible for developing and overseeing a variety of

public policy-related issues for the Governor's office. Dunmoyer's time with our members focused on the Governor's Strategic Growth Plan and the administration's efforts to rebuild California's aging infrastructure.

Lynn Jacobs is the Director of the California Department of Housing and Community Development, which operates under the aegis of the Business, Transportation and Housing Agency. She was appointed by Governor Arnold Schwarzenegger in April 2006. Her position includes oversight for administering the State's housing finance, rehabilitation, and community development programs, oversight of the state's housing policy, planning and code-setting processes.

Additionally, Jacobs leads the administration of Proposition 46, \$2.1 Billion in Bond Funds for affordable housing. Although new to her post, Jacobs stressed the need to address affordable housing issues in our region and to use State mandates to track progress and reward results.

The trip was a reminder of the incredible amount of work that needs to be done to further the gains for businesses, and reduce the proposals that negatively impact business -- a reminder of the necessity of the RLA. As always, the group returned to the region further educated and enlightened and we hope the individuals who met with the group say the same for themselves.

GENERAL PLAN SCHEDULE

June 7, 2006 (Wednesday) Continued Hearing - Draft EIR	Agency/Council Comments on DEIR	July 10, 2006 (Monday) (If Needed) Conclude Agency/Council Deliberations and Direction on Draft Plan
June 13, 2006 (Tuesday) Continued Hearings - Conservation Element	June 26, 2006 (Monday) Close Public Hearings on Draft EIR (including Agency/Council Comments) and on Draft Plan + Begin Final	Goleta General Plan Public Hearing Draft Available free online at www.cityofgoleta.com Reference copies are available at the Goleta Public Library and City Hall for \$50 in print and \$10 on CD.
June 14, 2006 (Wednesday) Preliminary Agency/Council Direction - Conservation Element	Agency/Council Deliberations on Draft Plan	
June 21, 2006 (Wednesday) Continued Hearing - Draft EIR +	June 28, 2006 (Wednesday) Final Agency/Council Deliberations and Direction on Draft Plan	

ON THE CHAMBER CALENDAR

June BAH Mixer

WHO: Goleta Valley Chamber of Commerce

WHAT: Business After Hours Mixer

great networking, entertainment,
food and beverages.

WHEN: June 28th, 5:00pm - 7:00pm

WHERE: Maravilla, 5486 Calle Real (between
Fairview and Patterson)

COST: Chamber Members - \$5

Non-Chamber Members - \$10

June

1 - Board Meeting
Chamber Conference Room
271 N. Fairview, Ste. 104
8:00 am - 9:00 am

5 - Ambassadors Meeting
Chamber Conference Room
271 N. Fairview, Ste. 104
12:00 pm - 1:00 pm

13 - Issue & Policy Roundtable
Chamber Conference Room
271 N. Fairview, Ste. 104
12:00 pm - 1:15 pm

27 - Issue & Policy Roundtable
Chamber Conference Room
271 N. Fairview, Ste. 104
12:00 pm - 1:15 pm

28 - Business After Hours
Maravilla
5486 Calle Real
Goleta, CA
5:00 pm - 7:00 pm

29 - Executive Board Meeting
Chamber Conference Room
271 N. Fairview, Ste. 104
12:00 pm

July

3 - Ambassadors Meeting
Chamber Conference Room
271 N. Fairview, Ste. 104
12:00 pm - 1:00 pm

Save the Date

**July 19 - Goleta Economic
Forecast Tabletop Expo**
Bacara Resort & Spa
8301 Hollister Ave.

ONTHE SIDE

SB County Housing Element
Santa Barbara County's Planning Commission last Wednesday unanimously made a decision that is bad housing policy, bad land use policy, and bad environmental policy. The commissioners voted to put, in the North County, all the affordable housing needed to meet state Housing Element requirements. Numerous public speakers urged the commissioners to at least include some South Coast sites in an environmental study that would analyze their potential to be rezoned for multi-family housing with a minimum density of 20 units an acre. In order for the county to get its Housing Element certified by the State, 62 acres of land have to be rezoned for higher density and more affordable housing. The county is one of the nation's five least affordable housing markets, particularly on the South Coast where the median-priced home sells for \$1.2 million. North County commissioners Jack Boysen and Joe Valencia had previously stated publicly several times that they wanted those 62 acres divided throughout the county, but last week they chose to wait at least a year, and possibly longer, to see what South Coast sites might be recommended by the committee that will draft a community plan for the unincorporated Goleta area. South Coast community and neighborhood groups have opposed housing in the area and asked for an updated community plan before recommending sites to be rezoned. The decision last week, which cannot be appealed to county supervisors because it wasn't a legislative action, was ironic, given the county's worsening traffic congestion problems. Santa Barbara County governments will ask voters in November to approve a three quarter cent sales tax increase to fund \$1.6 billion in regional and alternative transportation improvements.