The Chamber was proud to serve our members in 2020 making strides advocating on behalf of our business community during 2020.

25 chamber members share their news, updates, advice, and words of wisdom and encouragement to start off the new year!

The Chamber is excited to announce changes to the Awards to celebrate the perseverance of businesses with our community.

We hope you can join Krystlyn Giedt, the Chamber CEO and representatives from the San Mateo County Harbor District, Midcoast Community Council, City of Half Moon Bay, and Pescadero Municipal Advisory Council for an interactive discussion about the upcoming happenings on the Coastside. February 11, 2021 via Zoom. Register for free online at business.visithalfmoonbay.org/events

Through 2020 the HMB Coastside Chamber significantly increased our advocacy, marketing of members, and ability to provide members with important, timely information.

Members have reported receiving $1,694,115 in COVID Aid Funding thanks to the efforts of the Chamber.

500+ Social Media posts promoting members and sharing COVID-19 updates, garnering over 50,000 views.

Generated 55,000+ webpage views of member listings, business info, and COVID-19 resources for business.

Deciphered 1000+ emails of resources and regulations to distill down to the pertinent information for our members.
2020 was a wild ride, to say the least. For the Chamber, it was our Superbowl. Situations like this are why Chambers were born. To help businesses traverse rough times. Like everyone else, we had to do layoffs, we lost about 50% of our revenue, and ran into roadblocks being excluded from PPP and pretty much every other federal and state funding source. But that didn’t detour us! Advocacy became such an important tool during these times. Our passion for our members guided us to push through, like all of you, and do what we are good at.

In the beginning of the pandemic, the first thing to deal with was the absolute insanity of information overload. The Chamber did its best to sign-up for and sift through as many emails as we could to stay on top of breaking news and output distilled info that would be concise and of most benefit to our members. Thanks to our efforts, members have reported receiving over a million dollars in grants and loans that they attribute to our help. Along with funds, we also focused on information for tax breaks, fee waivers, protection laws, and ordinances that were consistently shifting but our businesses needed to know about and shift with them to stay compliant. We’re really proud of what we did and what we helped accomplish.

The other big move was increasing local awareness of the businesses in their own backyard. We took to social media from Instagram all the way to Nextdoor to spread the word of who was open, how were they serving customers, and how to support them. We went on social media overdrive and we saw amazing bumps in engagement between the community and the businesses. 99% of the interactions were positive, productive, and we have a kick-ass community to thank for that! All of the programs we started will be hanging around for a long time, and we’re always working on new ones to continue to evolve and be the best champions for business we can be.
Is Chinese Medicine, acupuncture, Chinese prescription herbs, electro-stimulation, cupping, moxa, etc. right for you?

Chinese medicine is very collaborative, meaning that the medicine and your body work together for the best outcome. How much your body responds will depend on how long you’ve had the disorder, how physically deep-seated it is, how much core strength and constitution you have, how much your clinician understands your malady, and how comfortable you are with that clinician. Studies by Harvard Medical School decades ago found that patients who like their doctor(s) tend to fare better than those who don’t or ambivalent.

Western medicine is often the best choice for traumatic injury and acute medical disorders. Chinese medicine is often best for chronic disorders, and for that grey area when the acute phase of illness or injury is past but the body has not yet returned to full, balanced function. It also excels at keeping the body in balance and preventing illness.

Chinese medicine may be used to treat any kind of physical disorder as well as emotional imbalances. Most people think of it only for treating pain. And it does have a stellar reputation for treating pain. The World Health Organization recognizes acupuncture as an effective treatment for pain. The National Institutes of Health (NIH) has declared acupuncture as an effective treatment for musculoskeletal pain for the past 20 years. Yet, for over 2,000 years, it has been used effectively for all sorts of maladies: stress management, anxiety & depression; hypertension; gastrointestinal disorders, allergies; insomnia; osteoarthritis; menstrual cramps & PMS; menopausal symptoms; Irritable Bowel Syndrome; adjunct therapy for patients getting chemo; neurological problems like migraines, Bell’s Palsy, Parkinson’s Disease, etc.

The only challenge is finding the clinician that your physical body is able to collaborate with. Not every MD is right for every patient, regardless of their depth of training. Not every licensed Chinese medicine clinician, whether a licensed acupuncturist (LAc) or doctor of acupuncture and Oriental medicine (DAOM) is right for every patient. Find the one who is right for you and you are likely to be pleasantly surprised at your body’s capacity for wellness and balance.

Dr. Ella Woods, received her clinical doctorate from the American College of Traditional Chinese Medicine in San Francisco, having conducted a clinical residency in Shanghai, China. She treats bipeds (humans) at Acupuncture Works in Rockaway Beach, Pacifica, and quadrupeds (dogs and cats) at A Well Adjusted Pet on Palmetto in Pacifica.

So long 2020!

While it doesn’t seem like we could ever have another year as chaotic and uncertain as 2020 turned out to be, I understand feeling a little hesitant to start making resolutions for 2021. After all, what if ...? It’s a valid point, but I suggest ignore it, and reduce your intake of news!

The first piece of advice for making resolutions that you actually keep is to think big and get excited but start small. Make small incremental changes to your diet, to your exercise regimen, or to other parts of your daily routine. When you start the year you always have grandiose ideas for where you want to be by the end of it, keep your focus on it!

The second piece of advice is to not compromise and don’t make a goal small because the bigger one may set you up for failure. A goal too small won’t excite you enough for you to pursue it.

Thirdly, write your goals and read them daily. Improve upon it, rewrite it if you have to, this will keep you motivated.

Lastly, but an important step toward maintaining your New Year’s resolution is accountability. Surround yourself with a community of positive successful people who will push you and encourage you to achieve your goals. When you let people who love and respect you in on the goals you have for yourself, you’ll be more motivated.

Whatever New Year’s resolutions you’re striving for this year, know that you have my support and encouragement. And if part of that resolution is improving your smile while hiding the current one behind a mask, there is never a better time than now. My team and I have a safe and fun environment waiting for you.

Dr. Alexa Alborzi
ABOUT BARTERRA WINERY

In our new location at 315 Main St, Barterra Winery will offer the best of the vineyard tasting experience in the heart of Half Moon Bay. Visiting Barterra is like taking a tour through Northern California’s finest appellations featuring wines from Napa, Sonoma, Amador and Lodi. We are constantly building partnerships with small producers and have a hands-on approach, visiting the vineyards and meeting with our winemakers on a regular basis. We also partner with local farms and producers for a variety of food and retail items.

Barterra offers wine experiences that are accessible to beginners and appreciated by wine connoisseurs. When you visit Barterra Winery, you can expect a friendly and educational experience without the exorbitant prices or stuffiness of Napa. Our knowledgeable staff is there to guide your tasting and purchase experience by discussing your preferences, palate and food pairings. We are also the perfect place to try something new and encourage people to taste the unique blends and varietals that we offer. Need a recommendation to impress your new neighbors with a gift? Or maybe a bottle to bring to a fancy dinner? Barterra has you covered!

We guarantee the quality of each bottle we sell, because we know it has been bottled, transported and stored with the utmost care. Ask about joining our wine club to get access to special discounts, library wines and unique experiences. Stop by our tasting room and you’re likely to find owners Paul and Ginger Minoletti, or son Chris and his wife May, behind the counter, ready to pour!

Note: Due to the current restrictions, we are open for retail and wine by the glass to go only. We look forward to re-opening outdoors and indoors when it is deemed safe to do so.

BGCC HELPS KIDS CONNECT TO THEIR CLASSES

While many know the Boys & Girls Club of the Coastside (BGCC) for facilities they have built for youth sports, BGCC transformed to meet a new need during Covid-19. This fall students in Cabrillo Unified School District went back to school using synchronous remote learning. This model of instruction involves students attending all classes over the internet using technologies like Zoom or Google classroom. It is a safe way for students to connect with teachers and attend classes during a pandemic. To access these classes, students must have stable internet access. Unfortunately, there are many in our community that do not have the necessary stable internet access to participate in online classes. BGCC developed safety protocols (approved by the County) that allow us to open for students with no internet and/or no safe space for remote learning.

We are happy to host over 50 students in stable cohorts of seven doing their remote learning in Club spaces at Cunha. In partnership with the City of Half Moon Bay, we offer this same service for high school students at the Ted Adcock Community Center.

BGCC is open daily for students to connect to their classes in a socially distant, safe manner supervised by a skilled counselor who can help with anything from a lost Zoom link to a computer that isn’t charging. Students attend four one-hour classes each day on Monday, Tuesday, Thursday and Friday. After a short break, they return to their cohort space and work on homework and other independent assignments. On Wednesdays there are no classes, but students are still expected to complete work. In partnership with Half Moon Bay Library, students have access to Hotspots to complete their asynchronous assignments. This service is open to any student who needs it. Many students enjoy the opportunity to work in a communal space and they have been diligent about obeying the strict safety protocols. For more information, contact BGCC at 650-712-9710 or info@bgccoastside.org
RETURNING MEMBERS

Acupuncture Works
Bach Dancing & Dynamite Society
Barterra Winery
Bay Chevron
Bodas Construction Inc.
Boys & Girls Club of the Coastside
Cabrillo Education Foundation
CalPlumbing
Chris Mickelsen
Coastal Arts League
Coastal Repertory Theatre
Coastside Community Orchestra
Coldwell Banker - Main Office - Suzanne Peterson
Compass Real Estate - Robin Kirby
Daniel T. Kresteller, CPA MS
Dark Heart Nursery
Half Moon Bay Brewing Company
Half Moon Bay Distillery
Half Moon Bay Golf Links
Johnston House Foundation
Juliette Kulda - The Kulda Group - Keller Williams Realty
Jungletraders
Mavericks Community Foundation
McDonald’s of HMB
Midpeninsula Regional Open Space District
Miramar Farms, Inc.
Ocean Blue Real Estate - David Oliphant
Palladino Painting Inc.
Pam LoCoco Fiduciary
Puente de la Costa Sur (Puente)
Purisima Family Medicine, Inc.
San Mateo County Harbor District
Sea Hugger
State Farm Insurance - Heidi Kuiper
Verdura Construction

Thank You!

NEW MEMBERS

Abundant Grace Coastside Worker
www.abundantgracecw.org

Avenue Pilates HMB
www.avenuepilateshmb.com

Bach Dancing & Dynamite Society
www.bachddsoc.org

Coldwell Banker - Heidi Frank
buy-sellcoastsideproperties.com

HEDGER & WALTER, LLP
(650) 726-1401

Sean Engmann, Realtor at Compass
www.seanengmann.com

Spangler’s Deli
www.spanglersmarket.com/deli

Spangler’s Market
www.spanglersmarket.com/market

Swell Yoga Studio
www.swellyogastudio.com
FIVE HELPFUL TIPS TO REDUCE PLUMBING PROBLEMS

1 - Drain the sediment out of your water heater. This procedure should be done annually. Refer to your owners manual.

2 - Make sure there’s a bonding wire between the cold, the hot and the gas pipe. By not having any electrical charge going through your water heater, it will last longer.

3 - One of the major problems in the home is a clogged drain. Most drains in bathroom are clogged by hair. Any type of strainers that you can purchase and clean on a regular basis will reduce clogs.

4 - Kitchen sink clogs. Most kitchen sink clogs are produced by grease and/or food particles. By reducing both these items traveling down your drain you will have less stoppages.

5 - Every six months it’s a good idea to check the areas around your kitchen sink. Start at the top where your sink meets the counter. If you see holes or cracks where your sink meets the counter make sure you clean the area and fill them with appropriate caulk. In regards to the sink cabinet, remove all the items underneath the sink and do a visual inspection. Make sure there is no moisture or discolorations such as mold or water stains. Make sure you have a good water barrier on the bottom of the cabinet.

If you need any more help regarding your plumbing needs we are here to help. We are local and we’re here to serve.

WE WELCOME VOLUNTEERS

Animal Rescue and Adoption is one of the most rewarding jobs. In how many jobs do you get puppy kisses and kitty purrs? How many jobs let you see the joy when their new companion arrives? How often do you hear a little boy say, “Dad, my new dog gave me a high five” or a little girl cuddling her kitten say, “He’s purring!”

How often have you sat bottle-feeding tiny kittens, watching their ears bounce back and forth with each swallow, or birth puppies? These magical experiences have happened at Companions In Waiting. We don’t discriminate on age or health (only size) and we help as many animals as we can.

Since Companions In Waiting began in 2003, we have helped over 500 cats, dogs, kittens and puppies find their forever homes. At that time, CIW was, to our knowledge, the only formal animal rescue and adoption group on the coast side, and we continue helping animals on the coast and peninsula. CIW is an all-volunteer organization: the monies raised from adoptions and our calendar fundraiser go directly to expenses (mostly medical) leading toward the animals’ adoption.

We welcome volunteers, especially after the pandemic. Volunteers help staff the Adoption Fairs, foster cats, kittens, dogs or puppies, walk dogs, help set up and tear down Fairs or help in other ways. It doesn’t take much time but mean so much to all of us including the animals.

The look in a dog’s eyes when they realize they are in a safe, warm place with kind hands and good food, or in a cat’s eyes when they feel the touch of a brush grooming their fur, is unforgettable. When an adopter says their new pet is the best companion they’ve ever had, you know the family is happy, the animals are happy and we’re happy. What could be better?
As COVID-19 cases surge around the country and here at home, and we anxiously await widespread availability of the COVID-19 vaccine, the City of Half Moon Bay is ramping up plans for social and economic recovery in coordination with San Mateo County, the Coastside Chamber of Commerce, and other key partners. These plans will be guided by a diverse, multi-sector Recovery Task Force (RTF) and will result in a set of action-based recommendations that address both immediate recovery and what it will take to create a more equitable, vibrant, and resilient economy over the long-term. Formation of the RTF is now underway.

The RTF is aligned with the City Council’s key priorities for FY 2020-21, which include economic development. The RTF’s work will also be informed by other county and state recovery initiatives, with a focus on the unique needs of the Coastside. For purposes of this project, the Coastside is defined as the area from Montara south to the County line and east to Skyline Boulevard.

Globally, the tourism and hospitality industry, restaurants, and small businesses have been hit particularly hard by this pandemic. These same sectors make up the majority of the local economy of the Coastside, and inclusion of these and other business sectors will be an important factor in managing task force representation for this project.

The pandemic has also exposed long-standing economic disparities so ensuring that recovery efforts are inclusive of disadvantaged communities and those most affected by COVID-19 in our community is an important guiding principle for this project. Another guiding principle is collaboration and that local governments, business, nonprofits, and the community at large all have a role to play in creating a Coastside economy that works for everyone.
CLAM, IN A NUTSHELL

“Hey, whatever happened to that nonprofit that was going to show movies and start a student e-magazine?”

The Coastal Literary Arts Movement, affectionately “CLAM,” has been in hibernation mode since COVID-19 changed so many things. But as vaccines are administered more widely, we can look forward to a day when all our projects can resume. CLAM will be back!

Yes, we still plan to kick start an e-magazine that students from two school districts will run, with content in Spanish and English, text and graphics, news and commentary. In the process they’ll learn how to use WordPress, run a business, and collaborate in a cloud environment—all marketable skills.

Yes, we still plan to show films in the local theater, some Spanish movies with English subtitles, others in English with Spanish subtitles. All with popcorn available for purchase.

Yes, we still plan to find funding for a full-time, professional, bilingual journalist to help tell the stories of Coastside families and cultures, while also assisting our budding student journalists.

And, yes, we still need help from volunteers, from our Board of Directors on down.

These are realistic goals. They don’t require huge sums of money, or hundreds of people. They do require people who will say those three little words that mean so much, “Let me help.”

For more information visit www.CoastalLit.org or call Louie at (415) 722-2626. Thank you.

CREATING MAGIC

Coastal Rep has been putting on live theatre on our coast for over 30 years, and although the last year has been difficult, we have still been creating magic. ‘BackLot Drama’ began over the summer when we welcomed small audiences to see an outside performance of the thriller Sorry, Wrong Number; our online theatre students have been creating video showcases of their talents and our family of actors shared some of their favorite holiday stories and traditions.

We are also pleased to announce that Half Moon Bay now has its own 158 seat movie theatre, following the donation and installation of a high-quality movie projector and screen at Coastal Rep. Not only will we be able to screen films, but the theatre will also be available to rent for private movie screenings or corporate meetings when restrictions are relaxed.

Movies are also being brought to life by our young actors, as rehearsals for Disney’s The Little Mermaid Jr have begun on-line and we are crossing our fingers that we may be able to get small groups of kids together in the spring in advance of our May production. ‘BackLot Drama’ will be back as soon as conditions allow, and the cast of the comedy Native Gardens are primed to pick up from where they left off last year.

Check out the latest development at coastalrep.com or follow us on Facebook and Twitter, and if your young actor is interested in performing this spring, it is not too late to join.
The Journeyman Real Estate Appraiser sees a lot at each home visit, but here are some points worth sharing:

1) Features come and go; some good (plantation shutters), some not so much (garden windows). More importantly, don’t get too caught up in the latest fad or style. Concentrate on the best quality you can afford that fits within the neighborhood.

2) Find your own style. Get help with colors if you need to. Consider cool and functional features outside the mainstream.

3) That one separated room an agent might be willing to call a bedroom would not pass muster with an appraiser if it was not within close access to a full bath. A closet is much less important. Imagine being sick and having to climb stairs or walk to the other side of the house to get to a bathroom. But keep in mind that a den is more useful today than ever before.

4) Throwing good money away. This appraiser recently saw a very fine, Cherry and granite kitchen torn out for white, Euro-style cabinets and quartzite countertops. That effort cost $165,000. The owners were happier, but it did not help the value of their home. On the other hand, this appraiser has also seen a number of extensively updated homes that left alone the mid-century retro bath. Why? Because the quality of those older baths is at least as good if not better than baths built in now. Retro can be cool, and often has extra value.

5) Two bathrooms are worth than the cost to add one more to a one-bath home.

6) Location! Where will the children play? Steep hills or heavy traffic makes for unhappy children and/or parents.

Be thoughtful and open-minded as you approach any home; especially your own.
**VIEW FROM THE HANDLE BARS ~ SAVORING THE COASTAL TRAIL**

The Coastal Trail stretches from Half Moon Bay to Pillar Point Harbor, also known as “Princeton Harbor”. The Coastal Trail is an icon nod to the uncompromising beauty of the northern California coastline. It is 6 miles long, 8 feet wide, for the most part, and paved. It is west of Hwy 1, away from traffic (be cautious of State Park Parking intersecting the trail). Great for bikes, walking, scooting, or skating.

For safety reasons and for the respect of other people’s fear of Covid, please wear your mask as you pass people.

You will always see something breath-taking on the Coastal Trail. Sometimes you see whales swimming near shore. Sometimes a Red-Tailed Hawk diving for prey. And, even with Covid, you can still have a great conversation with a neighbor or friend, unmasked, at 10 feet apart in the breeze. It almost makes you weep to see a face, and a smile. OK, not almost.

When Covid restrictions relax, come and cruise the Coastal Trail. Start in Princeton Harbor or in Half Moon Bay. Six miles of heaven. Use your bell, be gentle to the pedestrians. The trail is away from traffic, except a few State Park entrances, like Dunes, Venice and Francis, which are fun to detours to check out views. Coastside selfies!

Great Coastside stops are
Bikework on Kelly Ave., right off Hwy!
Paddle in Princeton Harbor with Half Moon Bay Kayak.

Then eat, drink and be merry at the restaurants, eateries and bars. In particular, the Coastside has great beer.

Beer and food places include:
In the Harbor: Half Moon Bay Brewery, Old Princeton Landing, and Mezza Luna
In HMB: Spangler’s Deli, Cafe Society, Moonside Bakery

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**SUPPORTING THE COASTSIDE**

Over the last ten months, Coastside Hope has responded to the critical safety net needs of our community by remaining open during the pandemic. This would have not been possible without the generosity and solidarity of our community. On behalf of the Coastside Hope team, we want to thank our neighbors for their gifts, contributions, and donations during this challenging time for all. The COVID-19 impact has been shocking to all on the Coastside, but particularly to the working poor, seniors on fixed incomes, the disabled, the fallen middle class, working folks who may not be eligible for government programs, and the homeless. Now more than ever we want to make sure that our neighbors in need have access to basic life necessities such as food, clothing, shelter, and essential utilities. In the past nine months, we have helped 458 families and 3,121 individuals receive food. Coastside Hope has been able to provide direct financial assistance to 181 households totaling 528 individuals who did not qualify for a government stimulus or unemployment. Our case managers have processed a total of 100 rental aid applications between March and December and we expect the need to continue.

Coastside Hope is working hard to help provide critical safety net services to our neighbors in need and our efforts wouldn’t be possible without the help of our community- thank you!

Our on-going services include: Rental Assist., Crisis Intervention and Case Management, Emergency and Supplemental Food Pantry, Shelter Referrals, Food Stamp Apps (CALFRESH), Health Insurance Assist, Utility Assist, Low-Income Tax Preparation, Once-Monthly Family Supplemental Food, Twice-Monthly Senior Supplemental Food, Monthly Household Goods Program, Forms Assist. (Unemployment, SDI, etc.), Warm Clothes, Immigration Assist., Citizenship Classes, Translation and paperwork Assist., Referrals – if we can’t help you, we will do our best to find someone that can.
The congregation of Coastside Lutheran Church is looking forward to 2021 focused on re-envisioning what church is going to look like in the “new normal.” As it did for many, the pandemic brought with it numerous changes for us and caused us to rethink how to continue being a faithful church community. When the pandemic began, we decided out of love and concern for our members and for our Half Moon Bay community that we would do all we could to minimize chances for the virus to be transmitted while continuing to keep connected and serving.

Since then, our worship team and our coronavirus response team comprised of scientists, health care providers and business leaders, have worked together to lead our transition to worshiping and meeting on-line. While not the same as in-person, we have discovered that meeting on zoom has its own benefits, allowing us to reach out and share God’s message of love, radical hospitality and inclusiveness with new friends here in Half Moon Bay and across the country. And while the pandemic forced us to suspend the free breakfast that was served in collaboration with Abundant Grace every Wednesday and Thursday in our fellowship hall, our outreach team continued to feed our hungry neighbors by supplying prepackaged lunches and gift cards for distribution by Abundant Grace.

As we move into the new year, we are energized to continue discovering new ways of using all the gifts and resources we have, from technology to our facility to our outdoor spaces like our labyrinth and community garden. Our hope is to collaborate with community partners and welcome and serve our neighbors even more in 2021. We invite everyone to check out our webpage, www.CoastsideLutheran.org to learn more about this vibrant, growing faith community where all are welcome, no exceptions!

The Coastside Women's Club, founded in 1986, is a 501(C)(3) non-profit organization. Our mission is to provide charitable, social and educational activities for women in our coastal communities. We currently have 130 members. Our philanthropy supports local charities and scholarships for Half Moon Bay high school seniors. For several years, the CWC has been the largest donor of scholarships on the coast. In 2020 we awarded eight $3,000 scholarships. We are extremely proud that our total donations to scholarships and local charities have exceeded $375,000!

As with most organizations this year, we have had to adapt our social and fundraising activities to the limitations imposed by the Covid 19 pandemic. We have held virtual board meetings and book clubs. We have ongoing online bridge tournaments. In Sept. we had our first virtual General Meeting, at which Dr. George Rutherford, an expert on the public health response to the pandemic in the Bay area, provided us with his insights. Our members continue to enjoy outdoor activities, such as golf and bocce ball. One of the most anticipated events of the year is our Dec. Holiday Luncheon, which is also our “Time for Giving” fundraiser. While we had to forego the luncheon part, we were able to hold a virtual holiday-themed gathering on Dec. 10th. We were treated to an amazing musical performance by local professional musicians Kathrynne Jennings and Paul Phillips. We heard from two of our scholarship recipients. We played Bingo, had a raffle drawing, and awarded several gift certificates to a local restaurant. Through this event, we raised $20,000 for our scholarship fund, thanks to the incredible generosity of our members!

As President of the CWC for the past 2+ years, I have been extremely heartened and encouraged by the talents, creativity, commitment and generosity shown by our members, especially in these difficult times. We look forward to welcoming new members and continuing our social and philanthropic activities in 2021! - Judy Kocher, President, CWC
You will likely agree that the worst parts about the COVID-19 pandemic have been the many lives lost and being separated from loved ones. The loss of lives depicts a worst-case scenario of what happens when a virus can’t be stopped. Distancing is an attempt to avoid exposure altogether. But there is a missing link that has gotten less attention. How can we help people who are exposed, not become deathly ill? The key is a strong immune system, and chiropractic care is a highly effective immune booster you may not have known about.

Our bodies have what it takes to help fight off viruses. Our immune systems—when functioning properly—have many lines of defense. You may not experience symptoms until a virus has evaded several of your body’s natural immune strategies. If your immune system is in top-notch shape, you have a better chance if you can contract a virus to fight it, and develop antibodies while hopefully remaining asymptomatic. Even if you are exposed to an inert virus through a vaccine, your immune system still needs to respond in order for the vaccination to be most effective.

Unfortunately, most of our population’s immune systems are functioning sub-optimally. If you experience chronic stress, whether physical or emotional, you may be compromised because your body’s resources are being used elsewhere. You should support your immune system so it can do its job and increase your chances of immunity.

Some age-old immune boosters include eating healthy and allowing your body to rest and de-stress. More recent studies have proven that chiropractic care has dramatic positive effects on the immune system. This is because chiropractic care impacts the nervous system and allows our bodies to be more resilient to stress and more responsive to changes in our environment. The sooner you have immunity, the safer our community.

Most restaurants focus on customer satisfaction. To achieve customer satisfaction, they make a friendly environment, they come up with many promotions but along the road, they forget the key ingredient.

Chef Edith, who has been a “5 Star” employee of the month at the Ritz Carlton, Half Moon Bay focuses on the key ingredient that we are talking about. Chef Edith, focuses on bringing the best quality food to the table with the touch of her magic hand and fills the dish with lots of love. Being raised in Half Moon Bay and working in the restaurant industry for a long time, finally, she is proud to have her own restaurant where she has no restrictions and where she can fly freely.

Evangeline Cuisine is owned by a husband and wife team in the heart of Half Moon Bay. We are very happy that we are surrounded by so many humble people who treat us like a family. They have been here for us all this time and it is our privilege and an honor to serve the quality of food that they really deserve. The customers have been very generous and kind to us. The biggest achievement for us is to see the happiness in their face when they eat our food. That’s why we always bring the best quality food to the table. The food takes a little long for us to make because we only make the food after we get the order. For some items in the menu, we recommend the customers to order a day before so that we can provide them with the best quality and as fresh as it can be. Lastly, we would like to thank everyone and we would also like to ask everyone to be safe. Everything is going to be fine.
HAPPY NEW YEAR FROM HEDGER & WALTER, LLP!

We are a local law firm helping businesses and nonprofits meet legal requirements in achieving their vision. We advise nonprofits and businesses on a wide range of issues, including employment law, business transactions, and internal investigations of employee or director misconduct.

Our practice areas include:
- Employment law
- Business transactions
- Cybersecurity legal compliance
- Privacy law
- Nonprofit law
- Tribal-State-County-Federal Relations

We offer discounted rates for local nonprofits and benefit corporations because our mission is to help build a stronger coastside community.

Two important legal updates for early 2021:

1) Emergency paid leave Covid-related
   a) At this time, there appears to be no extension for emergency paid sick leave (EPSL) and emergency paid family leave (EFMLEA) provisions under the federal Families First Coronavirus Response Act (FFCRA), and any such leave expired on Dec. 31, 2020.
   b) Private employers do have an option to claim dollar-for-dollar tax credits on wages paid to employees by voluntarily granting leave consistent with the existing FFCRA framework between January 1 and March 31, 2021 under the employer’s paid leave policy.

2) Paycheck Protection Program 2
   a) Small businesses and nonprofits may apply for Paycheck Protection Program 2 (PPP2) funds. The application process expected to begin mid-January 2021, and will be available through March 21, 2021.
   b) An eligible business or nonprofit will have had a 25% or greater reduction of "gross receipts" when comparing any quarter in 2020 to the same quarter in 2019.
   c) Eligible spending must be comprised of at least 60% on payroll costs (compensation, health, retirement and state and local payroll taxes) over a Covered Period of either 8 or 24 weeks.
   d) PPP2 loan forgiveness for loans of $150K or less will require a one-page certification.

You can reach us at (650) 726-1401.

WELCOME IN THE NEW YEAR WITH A STAY AT THE OCEANO!

The Oceano Hotel & Spa, Half Moon Bay Harbor is your perfect Home Away from Home. If you need a little inspiration, it’s time to move your virtual school and home office seaside!

Enjoy Your Waterfront Suite with enhanced comfort and conveniences, including complimentary high-speed internet, HDMI-compatible TVs for easy presentation viewing, and in-room desks. To keep you feeling refreshed and energized throughout your day, enjoy a short stroll from The Oceano Hotel to numerous restaurants all offering To-Go options for you to savor a coastal breakfast and lunch back on your Private Suite Balcony. Your stay at The Oceano Hotel is sure to meet all your needs.

After a busy school or workday, take a moment to relax and experience the beauty of the Pacific Coastline from its sandy beaches to marine reserves. Or explore the great outdoors with a walk along the California Coastal Trail. The Oceano Hotel is offering a special $199 Friends & Family Rate to all Local Half Moon Bay Chamber Members. Book a Deluxe Ocean-View Suite and Stay from Now through February 28, 2021.

Have complete peace of mind during your stay with The Oceano Hotel’s COVID-19 protocols and procedures based on current San Mateo County Health guidelines. The health and safety of all guests at The Oceano Hotel is our top priority. We look forward to welcoming you soon!

For more information and to Reserve your Stay, please call us at 650.726.5400 and reference our “Friends & Family Rate” enter Booking Code “FF” at checkout on our website www.oceanohalfmoonbay.com.
NURTURING AND JOYFUL

Sea Crest is a safe, nurturing, and joyful JK-8 community of learning. We currently offer on-campus instruction 5 days a week, a full-distance learning program, and an independent study track for families with atypical schedules. At Sea Crest, our goal is to excite, enrich, and empower our learners. In turn, they feel known, loved, and valued.

Sea Crest provides a well-rounded, student-centered program that places a strong emphasis on community building and social-emotional learning. The curriculum is challenging and creative, providing in-depth units of study through project-based learning. Students have daily enrichment opportunities in Spanish, Visual Arts, Theatre Arts, Music, Design and Innovation, Technology, Physical Education and Athletics integrated into their schedule.

Curious about Sea Crest? We invite you to get a sneak peek into our program safely via Zoom. Prospective families can log into our virtual classrooms to experience an interactive and engaging session with students, teachers and administrators, followed by a short Q&A session.

Economic diversity is important to us. We offer a flexible tuition program that allows us to attract students from a wide range of economic backgrounds, allowing qualifying families to pay according to their resources. We believe that the cost of a Sea Crest education should not be a deterrent to any family and that having students from all walks of life enriches our community and the educational experience.

While space is limited, we are accepting applications. Inquire now, schedule a virtual tour, or sign up for a sneak peek to experience our school. Visit seacrestschool.org/admission or contact admission@seacrestschool.org.

ACTIVE OLDER ADULTS

Where do you turn if you want to be actively involved in climate change and environmental issues? Or learn how to manage your electric costs by choosing the best rate plan, especially when PG&E rolls out a new Time-of-Use Rate Plan in September 2021? And what if you want to participate in online exercise classes? If your mind doesn’t quickly jump to Senior Coastsiders as the ‘go-to’ resource, then perhaps it’s time you explored the variety of offerings we have available, primarily for individuals aged 55 and older, but often for all ages in the community.

At Senior Coastsiders, we are approaching 2021 with cautious optimism: our staff, volunteers and instructors continue to offer online classes, activities and programs to keep our community healthy, connected, safe, engaged and supported. The January 2021 edition of our newsletter, The Beacon, is packed with all sorts of information and opportunities including:

- virtual activities: book club, peer support groups, smartphone classes
- online physical activity classes: Zumba Gold, Pilates, Rosen Movement, Parkinson’s Exercise, Gentle Yoga, Functional Mobility, Balance Class, Qigong
- online creative classes: Art every Day
- in-person activities: computer tutoring, COVID testing

There is something for everyone, all adapted to the constraints of COVID-19. We look forward to offering even more when it is safe for us to meet together again, including activities such as tax preparation, film nights, bridge and Mah Jong groups, art classes, author talks, opera videos, educational presentations, and so much more. Check us out at www.seniorcoastiders.org. You’ll be pleasantly surprised!
These are exciting times at the San Mateo County Harbor District, promoting a wide range of recreational and commercial opportunities, including fishing, kayaking, sightseeing, bird watching, shopping, dining, and paddlesports. During the COVID-19 pandemic, both Pillar Point Harbor and Oyster Point Marina have proven to be a remarkable asset to San Mateo County and surrounding areas by providing superior and safe access to the marine environment for exercise and enjoyment of the outdoors.

The District has also completed several projects to improve access and usability of the Harbor and Marinas. A new, and greatly improved, the public fishing pier was completed at Pillar Point Harbor. The new fishing pier is fully accessible, and many people have already taken advantage of the improved pier to attempt to catch the next “big-one”. The Pillar Point Harbor Master’s Office was also completely remodeled, brought up to code, and made fully accessible to better serve the public. The West Trail Project, the RV Park Restroom and Green Space Improvement Project, and the Surfers Beach Replenishment Project (which will include Harbor dredging) are all underway, in mid-planning or final planning stages, and the projects are expected to break ground in 2021.

Water quality and pollution control have also been a focus of the Harbor District. Working with the San Mateo County Resource Conservation District, an extensive program to clean, inspect, and at times repair, all the stormwater pipes at Pillar Point have been completed. Drains leading directly to the stormwater pipes have been plugged or rerouted, and an aggressive anti-dumping campaign within the Harbor has been extremely effective in eliminating potential pollution sources. The District has also continued its relationship with Sea Hugger to maintain a plastic collection device to eliminate plastics and micro-plastics from entering the sea and the food chain.

We are pleased to report, with the dedication of our TABLE of PLENTY (TOP) volunteers and partners, we have been able to continue to fulfill TOP’s mission as a weekly supper for struggling families, seniors and homeless. The realities of the pandemic have demanded rapid thinking, instant change, and new partner-collaborations with benefits for all. The transformation of TOP operations has been a miracle. We went from a weekly sit-down dining room with flowers, live music, and delicious, nourishing meals with all the trimmings to trying out new ways to deliver excellence to each person we serve. Personal Home Delivery became our repeatable process for serving the most vulnerable in our community.

Only 20 TOP volunteers serve the greater need. We are working smarter and faster to deliver 220 meals each week—70 more than before COVID-19. TOP ambassadors reach out by phone to those alone and isolated.

The TABLE of PLENTY was founded in 2012 by a Priest and a Wine Merchant: Father Charlie Fermeglia in partnership with Clyde Beffa, wine merchant and long time resident of Half Moon Bay.

Our partners & collaborators: Senior Coastsiders, Abundant Grace Coastside Worker, Coastside Hope, Half Moon Bay Bakery, No Strings Attached, Simms Organics, IDES, and you, our faithful donors. Thank you!

"Doing together what we could never do alone."
—Sister Jeanette Braun, SNDdeN, TOP Founding Director

www.tableofplentyhmb.org

We appreciate your continued support
https://tableofplentyhmb2021donation.eventbrite.com
HEALTH, AGRICULTURE AND ENVIRONMENTAL LITERACY—HEAL HAS GONE VIRTUAL!

For well over a decade, The HEAL Project (THP) has run its Intensive Garden Program (IGP), a 26-week garden-based science education course for 2nd and 3rd graders on the coast. During normal school years, IGP students at Hatch and Farallone View Elementary Schools spend hours in the garden classroom monitoring seed growth, sampling fresh produce, and learning how to compost.

With restrictions on in-person learning this year, THP educators put their brains together with teachers and parents to figure out how to keep students exposed to garden-based education during asynchronous learning. We were ecstatic to roll out a virtual IGP for Hatch Elementary School students this fall! The virtual IGP consists of 26 mini video lessons packed with hands-on activities like the “soil in a jar” experiment. Each week, students log on to our video portal to view the newest lesson. Materials like mason jars and seeds are distributed to the students to ensure that they have all the supplies necessary to participate in the video activities.

For our Programs Manager Donya Foley, “It’s been really exciting to find a way to connect with kids on a virtual and remote level.” Ms. Foley remarks that while nothing can replace the experience of students being physically present in the garden, “sending materials to each child’s home to accompany interactive virtual lessons is a way to replicate our experiential education model as best as we can right now.”

Although there have been challenges in creating an engaging virtual IGP series, THP educators are certainly not slacking on keeping it fun; our famous weekly riddles live on, and our educators get to tap into their silly sides to keep the videos entertaining.

Learn more about our programs at www.theHEALproject.org.

HOW WILL THE PANDEMIC AFFECT MY CHILD ACADEMICALLY?

STUDIES SHOW MATH MATTERS MOST!

If you are worried about your child suffering academically as a result of the pandemic, you’re not alone! The best thing you can do is provide support for your child that is customized to meet his/her needs to keep your child at ‘true’ grade-level vs grades that are accommodated for COVID issues. For early education, parents are worried about long-term effects, and that is understandable—especially for math. When a child is behind in math, statistically their chances for success go down each year. However, if the child can get caught up, there are no long-term effects. Many studies have shown that students are 20-50% behind in math due to COVID. Because math is foundational and cumulative, it is going to affect students long-term more than other subjects. Having your child evaluated is a great way to see where they are and what can be done for their long-term success. COVID has made grades an inconsistent and unreliable measure for where kids are mathematically. For middle and high school, concerns are about grades and their effects on college.

Applying to college is a daunting process. With roughly half of the students graduating from a 4-year college (PRE PANDEMIC), investing in finding the right school for your child pays off; it affects the likelihood to graduate and thus, lifetime earnings. Resources are available from Tatum Hutton at www.collegetimenow.com and www.tutortimenow.com, in addition to joining the mailing list for the newsletter and blog. Tatum Hutton, a Harvard graduate, has been on the coast for 10+ years with outstanding results in guiding/teaching students in middle and high school, college, and beyond. Post-COVID math evaluations, tutoring (1:1 or small groups), test prep, and college admissions are all services Tatum provides with an exceptional team as the coasts’ premier tutoring and college advising resource.
VILLAGE ADAPTS, THRIVES AND GROWS IN QUARANTINE

The Village of the Coastside - celebrating our sixth anniversary - supports a membership of older adults aging in their own homes. Villagers are committed to actively Aging Better on the Coastside - with cultural and social events, exercise and outdoor adventure. Services such as rides, small home repairs and computer/tech assistance are also available to those who want a little extra support.

We Have Adapted - We’ve hunkered down and Zoomed around. Our coffee meet-ups and happy hours went online with an added Wednesday check-in and discussion sessions featuring books and other topics. All members receive The Weekly Messenger for online cultural events, connections to nature and health and fitness ideas - seasoned by a joke or two. We still have weekly hikes in groups taking all the appropriate precautions. We laugh, we stay up to date and we get involved. See our Facebook page for a taste of what interests us.

We Have Expanded - Besides increasing our outreach among local neighbors we have become part of the VSMC - Village of San Mateo County which includes Sequoia and MidPeninsula villages. Belonging to VSMC expands the variety of activities and personal services we can offer. This is a growing national movement that we’re proud to be part of.

We Look Forward - Please visit our website www.villageofthecoastside.org. There you’ll find information about Upcoming Events, who we are and resources about aging. We look forward to future interactions with Chamber members - please let us know how you can be part of our future and we can be a part of yours.

We Welcome - Please pass on our information to anyone you know in need of community or a volunteer opportunity in these days of quarantine. We welcome members, supporters and fresh ideas. Happy New Year.

ANNUAL AWARDS : CELEBRATING AWESOMENESS

When it was time to plan the event, our Board, in wanting to show true appreciation for our business community had one big question. Would how they’ve done the awards in years past suffice after what was such an insane year? In unison, they said...no! They would not!! So we got to thinking and it was decided that this year we’re going new-school and celebrating AWESOMENESS!! And to add more fun, the votes are open to the membership so we can spread the cheer!

This year’s categories are:
Frontline Phenom : Recognizing those supporting frontline workers.
Pivot Pioneer : Recognizing those that have pivoted to overcome the challenges.
Service Superhero : Recognizing those who aided individuals during crisis.
Hospitality Hero : Recognizing those who used ingenuity to continue operations.
Funding it Forward : Recognizing those providing financial support to aid relief.
Above & Beyond : Recognizing those that had over-the-top customer service.
The Phoenix : Recognizing those who fought hard to keep their business alive.

We hope you join in the fun on Zoom in February and show your support to all of the great businesses who survived the year 2020.
The Chamber of Commerce and Visitors’ Bureau is a partnership of community and business professionals working together to strengthen a sustainable socio-economic climate in our unique Coastside community. This membership organization builds business relationships and represents the interests of business and community with government.