Reflecting on a Successful Annual Dinner

Thank you for making this year’s annual dinner a special night to celebrate South County businesses and the people who make it an amazing place to live and work. We owe many thanks for the success of the event. Thanks to our ever-faithful Chamber ambassadors and Board members who helped us load or unload hundreds of chairs and countless tables for this event. Thank you to our event sponsors, Sentinel Peak Resources and Plains All American Pipeline as well as our Chairman’s Circle members (listed on page 14). We appreciate our local businesses who generously donated our live auction packages as well as the individuals who coordinated the donations.

We appreciate Epic Entertainment volunteering at our event, and thanks to Vivian Krug Cotton for photographing our event. Browse the Annual Dinner gallery at southcountychambers.com.

Consider getting involved this year with a South County Chambers of Commerce Committee. This is a great way to be involved with the business community, make connections and be informed on issues relevant to the local economy and business.

There are many opportunities:
- Governmental Affairs Ambassador
- Annual Dinner Planning
- Marketing and Beautification and Steering Committees:
  - Arroyo Grande, Village, Avila Beach, Grover Beach, Nipomo, Oceano, or Pismo Beach.

Please call us for more details at (805) 489-1488.

Did you miss the 2019 harassment prevention training for supervisors? An online training opportunity is available with a special discount for Chamber members. See our website for details.

Visit our SCCC website to view the South County Community Events.

Our 2019 Ambassador of the Year: Lettie Fuller of Mechanics Bank

Lettie Fuller, Vice President/Branch Manager at Mechanics in Grover Beach, has 20 years of banking experience. Lettie is the current President of the Grover Beach Rotary Club, Cruising Captain for the San Luis Yacht Club, Sergeant at Arms for Toastmasters South County Presenters, a member of Foot-Printers International, and has served over 10 years as ambassador for South County Chambers of Commerce. Lettie volunteers at the Concerts in the Park during the summer months by selling beer and wine at the Rotary booth at Ramona Park. She organizes all the sailing trips for the San Luis Yacht Club including a trip to the Sea of Cortez, Mexico, as well as trips to Martha’s Vineyard, Catalina Island, and Channel Islands. Sailing is a passion of hers that she enjoys with her husband, Marty.

“Being active in the community is very important to me as I am a native of the Central Coast, and I want to give back to my community,” she said. Lettie volunteers during the Stone Soup Festival in Grover Beach with the Chamber by pouring wine and beer, checking in the dogs during the Mardi Paws parade, or selling tickets at the Chamber booth.

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Welcome New Members

Ekmanian Tax & Accounting
Barry Brown Real Estate
Masterpiece Hair Studio
Western Insurance Advisors
Michelle Ann Photography
JM Architecture
Vivint Solar
Grocery Outlet of Arroyo Grande
Shine Dental Hygiene
Madelyn Koontz, retired
Cal Coast Properties
Rohr & Associates
April Wong, real estate broker
Cen Coast Realty
The Metal Shop, Inc.
Dignity Health Urgent Care in Pismo Beach
Caliber Home Loans

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

The Board of Supervisors made some important progress on housing by updating our Accessory Dwelling Unit (ADU) Ordinance. Here is what the Board voted on at the January 28th Board of Supervisors Meeting:

- Approved the new Accessory Dwelling Units (ADUs) Ordinance that reduces regulatory barriers and streamlines the permitting of ADUs as required by State law. I have concerns with some of the unintended impacts from these modifications, like lack of parking requirements, but the removal of these regulatory will ultimately make it easier for additional units to be constructed.
- Approved two renewal contracts for $36,049 each between the County and Stand Strong and RISE San Luis Obispo County for the County Domestic Violence Program Presley Fund Monies and battered Women’s Shelter Trust.
- Approved the Lopez Drive Bridge Seismic Retrofit Project and adopted the initial study.
- Approved the funding priorities and authorized the grant application for the Homeless Housing, Assistance, and Prevention Program for up to $3,700,000.
- Recognized Major Victor Freudenberger USMC Ret. for his dedication to our nation and in honor of his 100th birthday. Major Freudenberger served in the Pacific during World War II and also in the Korean War. I had the pleasure of sitting next to him at the World War II luncheon recently and was honored to spend time with such an honorable, courageous man. Easily my favorite part of the day!
- Recognized the Big Brothers Big Sisters Organization of San Luis Obispo County on their 25th Anniversary and for their quality youth mentoring programs.
- Commended Nikki Schmidt in recognition of 29 years of service with the County of San Luis Obispo. Congratulations Nikki and good luck on retirement! See you around Nipomo!
- Consideration of the County’s 2020 State Legislative Platform. The Board moved forward with its 2020 Legislative Platform which includes protecting Prop 13 and opposing split roll option!

The South County Chambers of Commerce’s 2nd annual leadership development program officially kicked off with an amazing retreat at the Lodge at Oak Creek Ranch in Santa Margarita.

With our partners at CultureStoke (culturestoke.com), attendees spent a day and a half co-creating the vision for the year ahead as well as taking some time to delve into leadership, trust, organizational learning, and communication. Through a series of workshops, exercises, and facilitated discussions the group explored and bonded over their own leadership opportunities as well as sharing knowledge with each other. With such a diverse group of leaders, the Chamber and CultureStoke are excited to see the impact these amazing leaders are going to have on our community.

If you have any questions about the Leadership South County program, or would like to apply for Class III, please reach out to Marty Imes, Leadership South County Executive Director, by e-mailing him at marty@southcountychambers.com.
Arroyo Grande News

Happy New Year, Chamber members! The Arroyo Grande City Council has been hard at work discussing issues that will shape the vision of development in the city for years to come. I strongly encourage you to participate in upcoming to-be-scheduled community outreach events regarding economic development. We directed staff to develop an ad-hoc committee to steer our economic development efforts as we revisit our economic element of our general plan. I hope you will consider getting involved!

We also have two big fiscal decisions coming up: Central Coast Blue and a possible sales tax measure. The former is intended to create a recycled water project that would both bring a new source of water and protect our basin from saltwater intrusion. The latter is a tough decision that has everything do with the rising cost of pavement and infrastructure maintenance, as well as preserving the top-notch safety services our residents expect. No decisions have been made at this time, but the discussion will happen soon. Again, I hope you will come to our meeting and help us make the determination of whether to bring it forward, and if so, with what provisions.

Lastly, I would like to commend The Law Office of James Murphy for its incredible holiday light display. I hope next year more businesses will step up their competitive game, as I intend to throw down the gauntlet and have a holiday lights contest next year. Are you in?

As always, thanks for all you do to keep our community and economy strong.

Caren Ray Russom
Mayor, City of Arroyo Grande

Grover Beach News

What a month this has been... the highs and lows have been exhausting. To name just a few: Grover Beach had a fatal pedestrian accident on North Oak Park Boulevard, the Chamber had a successful Annual Dinner & Recognition Awards event, the world lost Kobe Bryant, and the Presidential impeachment hearings/trial have been overshadowing local, state, and national conversations. No one would blame anyone for dropping out of sight for a day, a week, or a month to recover and rejuvenate their energy.

And yet, these are the times your friends, family, co-workers, customers need you! For instance, hearing the stories of each of the Citizens of the Year was amazing... but the words from Tom Rehder, the Grover Beach Citizen of the Year, continue to resonate with me. His love for his family, his business, Grover Beach, and his eagerness to give back to those members of the community through events like the Grover United Car Show are purely altruistic and inspiring. To me, he represents what the Chamber family should continue to strive for: integrity, inclusion, diversity, collaboration, adaptability, creativity, and forward thinking with a focus on business and results. Together I hope that we keep each other accountable while taking a couple minutes to catch our breath and relax before the next high-pressure situation comes along.

Jeff Lee
Mayor, City of Grover Beach

Pismo Beach News

The City of Pismo Beach has been selected by Smart Cities Connect to receive a Smart 50 Award. The award recognizes the city’s effort to improve its operations by employing strategies to more effectively manage its operations. Some of the efforts include: Smart Parking Strategy; Smart Water Meters; City Website Improvements and Promenade Digital Signage. The city is one of 50 cities worldwide to receive this award.

The city was also recognized for its solar energy and energy-efficiency efforts which will reduce our energy costs by 40%. The award will be presented at the annual conference of Smart Cities Connect in April in Denver. At its recent Goal Setting meeting, the City Council discussed ways to fund a new fire station on Bello Street and an expanded police station. The current fire station downtown does not meet our needs, and the Council gave direction to staff to work on a potential ballot measure to increase the Transient Occupancy Tax by one percent.

The City is updating its General Plan/Local Coastal Plan at this time. The GP/LCP is the blueprint for the City’s future, especially for land use and housing. As a coastal city, the LCP has to incorporate strategies to address sea level rise and its impacts.

If you want to comment, go to the City’s website, pismobeach.org.

Ed Waage
Mayor, City of Pismo Beach

Thank You Renewing Members

Wallace Group
(Diamond Level Chairman’s Circle)
Wells Fargo Advisors
Ralph and Duane’s Office and Cocktails
Jiffy Lube
Quality Wine Barrels
Aloha Inn
SLO Botanical Garden
Whittle Fire Protection
Whittle Vineyards
Burke & Pace Lumber Co
McDonald’s
Chameleon Style
Brian N Beres DDS
AYSO Region 716
Linda Vleit Insurance Services
Felipe Bolivar
Central Coast Aquarium
Turning Leaves Recovery Life and Wellness Coaching LLC
County of SLO/Assessor’s Office
Social KLiCs Digital Marketing
Central Coast Party Factory
Gene and Gracia Bello
Santa Maria Tire
FzioMed Inc
Burrola Financial
Chic Interiors
Hubbell Real Estate Group
Bennet-Loomis Archives
Hearts and Hands Christian Childcare & Preschool
Eckerd Connects
Senna’s Insurance Services
American Legion Post 136
Help-U-Sell Town & Coastal Properties & Town & Coastal Property Management
Sure Mortgage Solutions
Arroyo Grande Valley Harvest Festival
Andrea Fine | Portrait
Malcolm DeMillie
Rancho del Arroyo
The Spoon Trade
James R Murphy Jr
Nipomo Rexall Pharmacy
Mission Paving Inc
All Safe Mini Storage
SeaCrest OceanFront Hotel
Lindquist Family Wines & Verdad Tasting Room
Recent Ribbon Cuttings

Masterpiece Hair Studio
180 Pomeroy Ave. in Pismo Beach
masterpiecehairstudiopbca.com

Masterpiece Hair Studio provides upscale hair treatments and premium services for men, women, and children. Their services include makeup application, hair cutting, styling, coloring, highlights, color correction, mineral/mask treatments, and bridal/special occasion styling. Masterpiece stylists use Eufora hair color and styling products, age-defying Refinee skincare, and Sorme makeup.

Ada’s Fish House
558 Price St. in Pismo Beach
adasfishhouse.com

Ada’s Fish House is a family owned and operated establishment, boasting fresh fish and seafood in a relaxed atmosphere. They offer classic coastal dishes with an East Coast influence such as steamed clams and lobster rolls with specialties of Pacific Coast Halibut, grilled swordfish, and seafood pasta. Ada’s sources fresh seafood daily in order to provide the highest-quality product to their customers. Executive Chef and owner, Douglas MacMillan, is always introducing new and exciting dishes: simple and fresh.

Branch Street Deli • branchstreetdeli.com
203 East Branch St. in the Village of Arroyo Grande

Branch Street Deli offers an all-around welcoming dining experience for families, friends, and business colleagues. Enjoy your meal in their indoor dining area—equipped with two big screens for news and sports—or dine outdoors on the large patio that includes large umbrellas for lunchtime comfort and gas heaters for evenings.

Michelle Ann Photography • Arroyo Grande
michelleannphotography.com

Michelle started photography at a young age when she was hooked by the concept of perfectly freezing time and telling a story that invokes emotion. After completing college, she studied at the Charleston Center for Photography. Her style as a photographer is relaxed and fun, and her goal is to capture moments to remember forever. Michelle Ann Photography is based in Arroyo Grande.
We had a great turnout for our Membership Coffee and Cowork Space Grand Opening at our Nipomo office on January 29. Thanks to Idler’s Home for donating the appliances for the kitchenette. Jeff Wade from the Cal Poly CIE Small Business Development Center and Loreli Cappel from the Economic Vitality Corporation of SLO County spoke briefly at the grand opening. Cowork space is still available. For an application, please call our office at (805) 489-1488.

Congratulations to Beachside Window Cleaners on their recent ribbon cutting. Based in Oceano, they offer window cleaning, solar panel cleaning, rain gutter cleaning, and pressure washing. They provide service to residential and commercial customers. Call or text (805) 825-1103 for a free estimate.

Ben Collins is the campus pastor. They offer a warm, friendly welcome; a diverse, intergenerational church family; relevant, systematic teaching from the Bible; and eclectic, gospel-centered worship.
CHAMBER LUNCHEON

Learn the latest news in real estate and housing and how it affects your home and your business

WEDNESDAY, FEBRUARY 19

11:30 AM - 1 PM
SOUTH COUNTY REGIONAL CENTER
ARROYO GRANDE

Mario Estrada, President of the Pismo Beach Association of Realtors, will share his insights on real estate and housing in South County. Lunch will be catered by Old San Luis BBQ. This event is sponsored by Grocery Outlet of Arroyo Grande. Please RSVP at southcountychambers.com, or call (805) 489-1488. $20 Chamber members or $25 nonmembers.
COME AND SEE HOW OUR VET CLINIC IS GROWING TO BETTER SERVE YOU

VISIT OUR OPEN HOUSE: WEDNESDAY, FEBRUARY 26, 5:30-8:30 PM

We are your best friend's best friend.

Meet our amazing team!

Enjoy food, wine, and an opportunity to win a gift basket. Meet our new doctor, Sheradan Pate, DVM, new rehab tech, and our clinic owners. Tour our new, state-of-the-art cat boarding facility. Wellness Plan fees will be waived at our open house. Our new canine rehabilitation and acupuncture services start March 1.

Visit us online at pismobeachvet.com or call (805) 773-0474.
Chamber mixer at the historic Dana Adobe Cultural Center in Nipomo

Enjoy appetizers, wine, and giveaways at this beautiful, historic landmark in Nipomo

WEDNESDAY, FEBRUARY 26, FROM 5-7 PM
DANA ADOBE CULTURAL CENTER
671 SOUTH OAKGLEN AVE., NIPOMO

The Dana Adobe, a California State Historic Landmark, is the oldest home in San Luis Obispo County and a registered historical site. Their mission is to engage visitors with the stories of California’s Rancho Era History, connecting them with the peoples, the land, and its resources to foster environmental stewardship and cultural understanding. Members of the South County Chambers of Commerce can be a vendor at this special event at no charge. Mixers are a free benefit of South County Chambers of Commerce members and their employees. Members are encouraged to invite a nonmember business colleague as a one-time guest.

Please RSVP online at southcountychambers.com, or call (805) 489-1488.
Join us to Celebrate the Ribbon Cutting for Cruise Planners, 805-556-7003 brenda.critzer@cruiseplanners

"February Special" Call for Free Travel Consultation & Itineraries
www.sparklevacation.com

Monday, March 2, 2020 5:00 - 7:00 PM
Join Us for Appetizers and wine while we learn about the elegance of Viking Cruises

Hilton Garden Inn Pismo Beach
601 James Way | Pismo Beach | CA | 93449

RSVP ENCOURAGED (2/29/2020)
Join us for Viking Cruise deals
NOW OPEN AND READY TO RENT!

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NIPOMO

For more information, please contact our South County Chambers of Commerce office at (805) 489-1488, or e-mail info@southcountychambers.com.
City of Grover Beach

Housing Element Update Community Workshop

The City of Grover Beach is working on an update to the Housing Element that will address the future housing needs in the city. The City invites members of the community to participate in a Housing Element workshop on:

**Wednesday, February 12, 2020, at 6 p.m.**
Ramona Garden Park Center, 993 Ramona Avenue, Grover Beach, CA 93433

Please join us to learn more about the update process, identify specific needs and opportunities, and share your insights and ideas on how the City can improve housing opportunities in the future.

**What is the Housing Element?**

The Housing Element is one of eight state-mandated elements of the City’s General Plan which establishes goals, policies and objectives to guide the development of housing in Grover Beach.
DON'T MISS THIS IMPORTANT WORKSHOP

Active Shooter Training
Learn from the SLO County Sheriff's Department how to prepare and stay safe in the event of an active shooter at your place of business

WEDNESDAY, MARCH 4, 2020 | 7:30 - 9 AM
SOUTH COUNTY REGIONAL CENTER | ARROYO GRANDE

Coffee and a light breakfast will be included as well as an opportunity to ask questions. Please register for this event at southcountychambers.com, or call (805) 489-1488. $20 Chamber members and $25 nonmembers.
South County Regional Center
800 West Branch St.
Arroyo Grande

Plan your next big event here

The South County Regional Center is ideal for wedding receptions, family reunions, corporate outings, retirement parties, business meetings, spiritual events, baby showers, birthday parties, and other special occasions. This over 11,000-square-foot multipurpose building is outfitted with a full kitchen, covered barbecue, stage, sound system, round and eight-foot rectangle tables, chairs, and wireless Internet access. This venue seats up to 300 guests based on layout with tables and chairs. There is plenty of off-street guest parking. Tours and contract signings are available by appointment only. For scheduling questions and pricing information, please contact our Chamber office by e-mail at office@southcountychambers.com, or call (805) 489-1488.
Chamber Board of Directors, Staff, & Ambassadors

**Board of Directors:**
- Tony Goetz
- The Casitas of Arroyo Grande
  **Chairperson**
- Erika Bylund
- Point Sur Advisors
  **Vice Chairperson**
- Jim Walker
- Pacific Premier Bank
  **Immediate Past Chairperson**
- Jeff Chambers
- Tommy Hilfiger
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- Nicole Moore
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- Eric Daniels
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- Mary Gardner
- SLO Regional Transit Authority
- Shari Barnhart
- Mechanics Bank, Arroyo Grande
- Fred Reed, The Agrarian Hotel
- Lynne Schlenker
- The Great American Melodrama

**Chamber Staff:**
- Michael Specchierla
  San Luis Obispo County Office of Education
- Jill Quint
  Quintessa Coffee Roasters
- Rudy Stowell
  Pure Bliss Spa
- Jake Barnick
  Kautz Chevron
- Jocelyn Brennan
  President & CEO
  jocelyn@southcountychambers.com
- Ligia Zavala
  Office Manager/
  South County Regional Center
  ligia@southcountychambers.com
- Audrey Powell
  Director of Membership
  audrey@southcountychambers.com
- Holly Leighton
  Marketing & Tourism
  holly@southcountychambers.com
- Marty Imes, Executive Director of Leadership South County
  marty@southcountychambers.com
- Michelle Lea, Bookkeeper

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Thank you to our Chairman’s Circle Sponsors!

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Call for an appointment

Conveniently located off Fair Oaks Ave, in the Matthew Will Memorial Building, adjacent to Arroyo Grande Community Hospital

Still want a paper copy of our newsletter?
Let us know.

Every month we send our Chamber newsletter digitally and through direct mail to nearly 700 Chamber members who are local businesses and nonprofits. We are reducing our printing costs for 2020, so please let us know if you would still like a paper newsletter direct mailed to your address by calling us at (805) 489-1488. Thanks for reading!
Membership Coffee
Tuesday, February 25, from 8:30 - 9:30 AM
Quintessa Coffee Roasters
1945 Front St, Oceano

8:30 AM: Coffee, Light Breakfast, and Networking
8:45 AM: Membership Benefits Presentation

Please RSVP for this free event at southcountychambers.com, or call (805) 489-1488. Nonmembers are welcome.