Jocelyn Brennan
President I CEO
South County Chambers of Commerce

Dana Reserve project will be an asset for Nipomo

The Nipomo Steering Committee of South County Chambers of Commerce, a monthly meeting comprised of Nipomo business and community members, met in early July and recommended their support of the Dana Reserve housing project, a new development planned for Nipomo. The committee wrote a letter of support to the South County Chambers Board of Directors to recommend they also vote in favor of supporting all aspects of this project through all phases until completion. The Board of Directors met on July 10 and voted in support of Dana Reserve.

Nick Tompkins from NKT Commercial, the developer of Dana Reserve, presented the project to the Nipomo Committee on July 2. The Nipomo Committee said the project is in line with the vision and mission of South County Chambers of Commerce and aligns with the Chamber's Public Policy guidelines. The location of this project is zoned for this use, and the committee said they are grateful to have this project developed by a longtime local resident with a history of accomplishing responsible projects and community outreach.

Dana Reserve is a 288-acre parcel that was originally part of the 1840 land grant awarded to Captain William Goodwin Dana. It was recently acquired by Nick Tompkins, a local resident, real estate developer, and a third-generation descendant of Captain W.G. Dana. Tompkins is the Managing Member of the Dana Reserve LLC and plans to create a new Nipomo neighborhood deeply connected to historic Nipomo. Dana Reserve includes over 1,200 homes featuring 12 distinct neighborhoods of varying housing styles and sizes. These homes will be surrounded by over seven miles of hiking, biking, pedestrian, and equestrian trails. There will also be a central public park and open space preserve, passive parks in each neighborhood, and a community gathering center. Other on-site features will include flex commercial space, general retail, grocery, small shops, eateries, a hotel, education facility, and a daycare center to serve the needs of working families.

This community will also represent sustainability practices with energy-efficient housing, lower water use, and a lighter carbon footprint. Additionally, the Dana Reserve project will exclusively use imported water from outside Nipomo and, through return flows at the sanitation facility, introduce this water to the Nipomo Water Basin. This will allow the Nipomo Community Services District to return more water to the basin than it returns from groundwater pumping.

For more information about Dana Reserve, please visit their website at LiveDanaReserve.com.

August SCCC Business of the Month: Old Juan’s Cantina

Our Business of the Month for August, Old Juan’s Cantina in Oceano, exemplifies how to pivot with the challenges of COVID restrictions. They created a convenient drive-through in their parking lot, that later developed into a hut, back in March when businesses were first closed. When the Governor closed indoor dining statewide on July 13, Old Juan’s extended their drive through hours and continued to offer delivery. To accommodate their guests, they also expanded their outdoor seating at the Cabana. Tables are available on a first-come, first-served basis. Customers can order online, call ahead, or order at the drive through.

Their founder, John “Old Juan” Verdin, opened his doors to serve Central Coast families more than 40 years ago. John incorporated many of the dishes, sauces, and traditions brought from Guanajuato, Mexico, by his mother, Josefin. Now John’s legacy and the Old Juan’s tradition is continued through his son and daughter, Adam and Eva.

Old Juan’s Cantina is located at 649 Pier Ave. in Oceano. View their menu and specials at oldjuanscantina.com.
Update from Supervisor Compton on COVID-19 (as of July 29, 2020):

The SLO County death numbers have increased, but we are in considerably better shape in our community, than in comparable communities. All of these individuals were in 70’s or 80’s and had significant underlying medical conditions. Most of these individuals passed away in residential care facilities, where they hadn’t been outside of that particular facility since we started seeing the virus in our county. Thus we know these individuals received their source of infection from staff or from those visiting facilities. This population is a very vulnerable population. We certainly don’t want to blame facility, staff, etc. as they are working very diligently to contain outbreaks at these, and other similar facilities. The last three deaths occurred in one of our skilled nursing facilities within the county, and we are seeing a small upticks in cases in that same facility. We are working with all the managed care facilities and with those who oversees all skilled nursing facilities.

These deaths are occurring in people who have not left their homes for weeks /months, and are located in congregate care facilities, so that means the virus was brought into the facility, to them. So, we need to understand that younger individuals, who might easily recover from the virus, are the source for more vulnerable members of the community, so we must continue to try to keep our case counts down so there are less sources to be exposed to these vulnerable individuals.

Testing – The turn-around time for testing results from our local testing labs has decreased, and we are now seeing a 4-5 day turn around time...this is likely due to the fact that we are still asking asymptomatic individuals who haven’t been around a known positive case, not to get tested right now.

We still recommend exercising outdoors, recreating, go to beach, etc. If doing so, please stay within your family unit, keep apart from other units, physical distance, wear mask if going inside a business, etc. All the same things we have been preaching all along.

The main issue that Public Health Department has been working on – they rolled out recently – and that is a pathway for schools, districts, private schools, etc. to request a waiver for in-person elementary school attendance. This waiver is only for elementary schools, per the state criteria.

At the July 29 press briefing, the Public Health Department indicated that they would be posting all the necessary documents online for this waiver process (forms and process, instruction, frequently asked questions documents, etc). There have been a number of schools in the public and private sector that have requested such a waiver.

Many schools had already submitted their reopening plans before the state order came down, saying they can’t open. With this new waiver process there is the potential option for in-person instruction for elementary schools, however, they will have to refine those plans as changes were made to the guidance (ex. mask wearing required for 3rd grade and up), and demonstrate how they will keep smaller groups of students together.

This disease/virus doesn’t occur in our younger population as often, nor is it transmitted as easily from this population of younger students to adults. School districts might consider middle schools for additional space for these elementary students, as middle school students are not allowed to open under any conditions, according to the state... this move into the middle schools could possibly accommodate further distancing for those elementary schools who wish to open.

The process for schools and school districts to move forward, is again, to ask for a waiver. These schools can only open for in-person instruction if all required components are in place. There must be collaboration and consultation with parent groups, labor and community groups, etc.

Such schools must implement the school guidance in all of the parameters, and need write a school plans to demonstrate they have attended to all requirements (ex. mask wearing from 3rd grade up, staff/family education, distancing, health screening, training, etc. and other state guidance). They must also designate a “point of contact,” between the Public Health department and that individual school. That person will be our “go-to” person if there are some cases that break within a school setting. We want a rapid communication channel within any school to address any such outbreak within school setting, be it with a student or staff. Time is short before schools are to make such a decision, and there is a known period of uncertainty. At this point most schools have decided to do distance learning, but for those elementary schools that want to do in-person learning, we will try to turn their application around in within a 1 week time frame. Please submit your plans early, so we can turn around these applications. The public can view all this information, the application forms, and frequently asked questions on website at readyslo.org.

Child Care – This is an allowed “essential activity” according to the state. Such facilities have been allowed to operate all during this outbreak. We have worked with our local child care providers to have all the protective measures implemented. Our licensed child care facilities are allowed to be open as an “essential activity” and that group includes those that are done in homes.

There has been much dialogue as to how to do such activities with these individuals, and how to do so correctly under the state guidance. We are trying to support this strained industry. There are many issues, including those at facilities that accommodate children of varying ages, etc. We want to give rational support to licensed facilities, and are aware that new “pop-up” facilities will be opening, since there is the absence of school ing, and we are open to dealing with creative ideas on how to deal with those new facilities. We have received plans from individuals and are working with them (families, school coops, etc.) on ways to move forward.

Visit readyslo.org for guidelines and for the state childcare guidance that provides the list of best practices.

As always, please contact my office with any questions or comments at: district4@co.slo.ca.us. Or call us at: (805) 781-4337.

Respectfully,
Lynn Compton
San Luis Obispo County Supervisor
District 4
Dear Chamber Members: It’s hard to believe how much has changed since the last newsletter. It seems the level of uncertainty is growing, not subsiding. I know how hard it is for you to make plans, care for your employees, purchase inventory, and do all the things necessary to keep your head above water. I wish I knew when this will get easier.

In Arroyo Grande, our Council and our staff took a very proactive approach to helping businesses in any way we can. Before anyone even asked, we expedited permits, waived COVID-related use fees 100%, approved tents, sidewalk seating, parklets, communal public seating on city property, closed a street for business use... the list goes on. We have the best of intentions and a great track record so far, but we need your help in keeping us known what YOU need. We will do everything in our power to help you.

Many of you who have been here a long time know Arroyo Grande didn’t always work this way. We had a reputation for being difficult. One thing is for sure - it’s different now, and it’s easy to see. We see what we are made of in times of crisis, and I tip my hat to the AG City Council and Acting City Manager Robeson and Deputy City Manager McDonald for our/their work to show what responsive city government looks like. We aren’t perfect, but this is just night and day different from the past. It is my sincere hope that these response times, reduced fees, and outdoor seating arrangements continue after COVID is over. It has brought life to our city that makes it feel even more connected than ever before.

I know there is so much to do, but a little good news helps, doesn’t it? If you have questions or comments, of course you can contact me directly at crayrussom@arroyogrande.org, or 805-234-1270. I await your call.

Caren Ray Russom
Mayor, City of Arroyo Grande

Grover Beach News

Calling all Grover Beach businesses!!! You may have heard that Grover Beach, in partnership with the Chamber, used a combination of SB 1090 funds and General Fund monies to provide $150,000 in micro-grants to 20 local businesses. The micro-grant amounts ranged from $1,000 to $10,000 and were meant to help businesses impacted by COVID-19 to reopen.

Well, the City is working on another program to help businesses and this is where you come in...are you a business that the State says has to close all indoor operations like bars and restaurants or hair salons, barbershops, nail salons or other personal care businesses?

If yes, the City and the City Council want to hear from you and are looking for your creative ideas. We recently approved a program to allow for the use of outdoor spaces such as private parking lots, sidewalks and possibly even portions of the street to help you serve your customers. Please contact us at (805) 473-4550 or at cityhall@groverbeach.org and we will work with you to expand the use of outdoor areas near your business! Also, the City is currently waiving fees for the Temporary Use Permit or the Encroachment Permit needed to use these spaces. Permits would be issued through an expedited 48-hour review process and our intent is to help make these areas safe for you, your customers and the public. This effort has already started with over 15 businesses moving into outdoor spaces – we would love to hear from you next! #GBTogether

Jeff Lee
Mayor, City of Grover Beach

Pismo Beach News

The City of Pismo Beach recently announced that it will be making additional options available to various types of businesses to facilitate enhanced business activity in a safe and responsible manner.

The City will be taking forward progress in responsible expansion to support the business community by removing on-site parking requirements as well as other barriers that restrict other business types for utilizing outdoor space.

This action allows restaurants to utilize their entire parking lots or other private property areas for outdoor seating. Additionally, for personal service businesses such as barbers and hair salons, they will be able to use outdoor space in creative ways. “This could mean that businesses next to each other could share outdoor space and work together for their collective success,” said Jim Lewis, City Manager.

Working collaboratively with the Pismo Beach Chamber of Commerce and the South County Chambers of Commerce, the City will also be making cul-de-sacs adjacent to Price Street, available for businesses that want to create outdoor eating areas. Businesses interested in these opportunities can contact either Chamber of Commerce or work with City Staff. Businesses and property owners are encouraged to create private partnerships to create additional seating, service, and retail opportunities.

The goal of these programs is to provide additional options to businesses while acknowledging the unique challenges to Pismo Beach.
Class II of Leadership South County met in early July for some dynamic discussions and insights around the topic of housing, both from their guest speakers and their class experts. Presenters included Lindy Hatcher of Home Builders of the Central Coast, Jacob Grossman with Coastal Community Builders, and Dan Ferrier with CA Offsite, Ferreira Inc, Studio Prime, Monarch Windows, and Architectural Iron Works. Dan and his team were unable to attend due to an unforeseen emergency earlier in the week.

Key Points from this leadership session:

+ Effective leaders make decisions in a timely and effective manner and are able to clearly explain the basis for their decisions.
+ Base decisions on facts and priorities rather than trying to please everyone.
+ Use this model to accelerate your decision-making process:
  
  **Model: T.E.R.M.S < ROI + FV + PD + L**
  
  **Translation:**
  - Time: How much time will this take?
  - Energy: How much physical energy will this take?
  - Resources: What type of resources are needed?
  - Money: How much money will this require?
  - Sanity: How much mental and emotional energy will it take?

  **ROI** - Return on Investment / Impact based on:
  - Impact: How will this decision impact you, your family, your team/company/community?

  **Growth** - How will this decision stretch, grow, strengthen your character, your team/company/community?

  **Values** - How does this decision align with your values? Who you are? What you value? Who you want to be?

  **Logic** - Does this decision make sense given your current responsibilities / commitments? Can you logically build a business case for making this decision?

  **Future Value** - How will you benefit from this decision years from now?

1. Evaluate, quantify, and score each category.

Left side of equation: T.E.R.M.S

Right side of equation: ROI + FV + PD + L

2. Compare TERMS vs. ROI + FV + PD + L

3. If ROI + FV + PD + L is GREATER THAN T.E.R.M.S = move forward with the decision.

If you have any questions about the Chamber’s Leadership South County program please reach out to Marty Imes, Leadership South County Director at marty@southcountychambers.com

If you have questions about Organizational and Leadership Development please contact our partners CultureStoke (www.culturestoke.com) at hello@culturestoke.com.
DANA RESERVE
WORK AND PLAY CLOSE TO HOME

It's no secret that finding housing in SLO County is difficult. And for many, buying a home here seems like an unattainable goal. The Dana Reserve is looking to change all that.

The Dana Reserve proposal is a unique, local vision for a multi-use community capturing the essence of the Central Coast lifestyle—living simply, working locally, celebrating family, and enjoying the outdoors. Originally part of the 1840 land grant awarded to Captain William Goodwin Dana, this 288-acre parcel located at the southern gateway to San Luis Obispo County was recently acquired by Nick Tompkins, a local resident, real estate developer, and third-generation descendant of Captain W.G. Dana. He is the Managing Member of the Dana Reserve LLC and plans to create a new Nipomo neighborhood deeply connected to historic Nipomo but with modern day amenities.

Dana Reserve includes 1200+ homes featuring 12 distinct neighborhoods of varying housing styles and sizes to fit families in every stage of life. These homes will be surrounded by over seven miles of hiking, biking, pedestrian, and equestrian trails, a central public park and open space preserve, passive parks in each neighborhood, and a community gathering center. Other on-site features include flex commercial space, general retail, grocery, small shops and eateries, a hotel, an education facility, and a daycare center to serve the needs of working families. This community also represents the best of sustainability practices including energy-efficient housing, lower water use, and a lighter carbon footprint. Additionally, the Dana Reserve project will exclusively utilize imported water from outside Nipomo and, through return flows at the Sanitation facility, introduce this water to the Nipomo Water Basin. This means, for the first time ever, the NCSO will have the ability to return more water to the basin than it removes from groundwater pumping.

As the county moves forward prioritizing the local housing crisis, Dana Reserve provides a timely solution to the local workforce that offers diverse and attainable housing options, both for sale and rent, conveniently located to area work centers. Employers will now be able to maintain and attract qualified workers and the current workforce can stay in the county and take advantage of a variety of housing choices for new home buyers, empty nesters, and everyone in between.

Truly, the Dana Reserve embraces the area’s iconic past and ensures the continuance of a thriving community for generations to come while providing desperately needed housing and celebrating the beloved heritage of San Luis Obispo County.

For more information on this exciting new community visit LiveDanaReserve.com
Recap of Meeting on July 31:

With a very different COVID-19 environment in the state's Capital, the Chamber’s Governmental Affairs Business Meeting participants heard from the California Chamber of Commerce’s (CalChamber) Policy Advocate Leah Silverthorn on current legislation before the California State Legislature that has a significant impact on businesses beyond the COVID-19 response. Additionally, she briefed the committee on California Propositions on the General Election 2020 ballot going before the voters and the rationale of CalChamber’s opposition and support positions on them before taking questions from the committee. The committee also heard from elected officials from the Cities of Grover Beach and Arroyo Grande on updates from their cities, their priorities, and any effects on local businesses.

— Clint Weirick, Co-Chair
Governmental Affairs Committee
of South County Chambers of Commerce

Photo compilation by Clint Weirick

Want to participate in our next Governmental Affairs Business Meeting? Save the date for Friday, August 28, at 8 am. This will be an online Zoom meeting. The online registration page is now open. Please RSVP for this meeting at southcountychambers.com to receive the link to login.

[Image: Hermes Creative Awards 2020 Gold Winner - Digital Ad Campaign]

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Grand Inspirations Home Decor is located at 866 W. Grand Ave. in Grover Beach and offers "re-loved" furnishings and decor. Owner/Manager Geadell provides affordable options for the aesthetically minded. Each piece is curated by Geadell to meet an eclectic-appeal. Themes run from Vintage to Mid-Century Modern and include Farmstyle and Industrial concepts. Visit their website at grandinspirationshomedecor.com.

Inspirations Floral & Event Design
404 E. Branch St. Suite B in the Village of Arroyo Grande
mayrasilvasdesigns.com • (805) 270-4373

We celebrated a ribbon cutting in July with Chamber member Inspirations - Floral & Event Design, LLC in Arroyo Grande. They offer full-service design, decor, and florals for weddings and events. Their studio is located in the Village of Arroyo Grande at 404 E Branch St. Suite B. For more information, please visit mayrasilvasdesigns.com.
**New Chamber Member Highlights**

**Welcome to the Chamber, Let’s Wing It!**

Let's Wing It serves delicious baked chicken wings, salad, and Patricio's pizza. Only the best ingredients are purchased, and their portions are generous. Delivery is also available. Call Let's Wing It and they'll bring it! They are open Wednesdays and Thursdays from 4-9 pm and Friday through Sunday from 12 noon to 9 pm. Let's Wing It is located at 1301 W. Grand Ave. in Grover Beach. For more information, please visit their website at letswingit.com, or call (805) 474-1000.

**Welcome to the Chamber, Salvation Army of Arroyo Grande!**

The Salvation Army's mission is to serve the needs of the community. In addition to drug/alcohol rehabilitation, they offer services for education, youth, families, seniors, veterans, health, disaster, and the homeless. The Salvation Army began in 1865 and is now active in virtually every corner of the world. It has evolved over the decades into a social service provider—with an unmatched scope and breadth—with a mission to meet human needs without discrimination. For more information, please visit their website at salvationarmy-socal.org.

**Welcome to the Chamber, Monterey Bay Community Power!**

Monterey Bay Community Power (MBCP) is a new Founding Level Chairman's Circle member of the Chamber. MBCP is a Community Choice Energy agency established by local communities to source carbon-free electricity for Monterey, San Benito, and Santa Cruz counties and now parts of San Luis Obispo County while retaining PG&E’s traditional role delivering power and maintaining electric infrastructure. As a locally controlled not-for-profit, MBCP is not taxpayer-funded and supports Tri-County economic vitality by providing cleaner energy at a lower cost, supporting low-income ratepayers, and funding local renewable energy projects. For more information, please visit their website at mbcommunitypower.org.
New Chamber Member Highlights

Welcome to the Chamber, BWS Creations!
These sisters design and handcraft custom gifts and home décor with high-quality curated products and a detail-oriented approach. Their products are called “pieces with purpose” because they believe in doing things on purpose, with purpose. They want to provide customers with custom pieces that help them celebrate, commemorate, or grow. Whether you’re decorating your home, pulling together an event, looking for a gift, or growing your business, they want to provide you with the perfect item to express your style. From the beginning of their Better With Sisters brand in 2018, they have made it a part of their business model to support charitable organizations that they believe in. For every purchase made, a portion of the proceeds will go to a charitable organization to help the underprivileged, or to preserve and improve our environment for future generations. They mindfully select nonprofits that empower and support women, the underserved, and the environment. To learn more, visit bwscreations.com.

Welcome to the Chamber, Éclair Bakery!
Sibling duo Amanda and Chandler have been working at the bakery for over 12 years. Located in the Village of Arroyo Grande, Éclair Bakery specializes in custom wedding and specialty cakes in addition to European-style pastries. By offering clients personalized, made-from-scratch creations, Éclair Bakery demonstrates a commitment to high-quality production served with care. They are located at 117 E. Branch St. # B. For more information, please visit their Facebook or Instagram page, or call (805) 481-7654.

Welcome, Ribline by the Beach, to the Chamber!
The Rib Line has been barbecuing beef ribs, tri-tip, and chicken for over 20 years. They also serve burgers, grilled salmon, farmers’ market salads, chili, baked beans, potato salad, cornbread, house-made dessert, and much more. The Rib Line provides full-service catering, from elegant sit-down service to fun barbecue pop-ups. They only use the freshest ingredients for your event: weddings, dinners, company events, parties, picnics, and more. Their Grover Beach restaurant is located at 228 W. Grand Ave. For more information, please visit their website at ribline.com, or contact them via e-mail at riblinecatering@gmail.com.
BE OUR NEXT "MVP" CHAMPION

MVP = Members Valuing Peers

Support another local business or nonprofit during this difficult time.

Provide a $1,000 grant for local businesses to receive the benefits of membership with South County Chambers of Commerce.

Congrats to our first three MVPs: Verdin Marketing, Old Juan's Cantina, and Garing Taylor & Associates!

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Who would you choose? Nominate a Business of the Month

Local businesses contribute to our economy, provide jobs, and demonstrate leadership. Many of these local leaders also invest time and money by giving back to our community. This deserves recognition and celebration. For this reason, South County Chambers of Commerce recognizes a Business of the Month.

The SCCC Business of the Month Criteria:
1. The business is a current SCCC Member in good standing.
2. They conduct responsible, ethical business in South San Luis Obispo County; Avila Beach, Pismo Beach, Grover Beach, Oceano, Arroyo Grande, or Nipomo.
3. They contribute significantly to the local economy and/or the local workforce.
4. They have demonstrated leadership in the business community.

The business of the month is recognized in the South County Chambers (SCCC) newsletter, on social media, and at the monthly luncheon (or webinar). The SCCC Business of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

***

Please help us by nominating a local company for business of the month. Visit southcountychambers.com, and click on the Resources tab to nominate a business—it could even be your own.

Valerie Vaz of AMF Media Group is the Marketing Committee Chair for South County Chambers of Commerce.
Other Marketing Committee members include Mary Sansone of 1st Capital Bank, Heidi Gavlak of American Cancer Society, Erika Rose Hampe of Oaks at Nipomo, Cheryl Wakefield of Doc Burnsteins, Fred McMurray at Westvyne, Eric Fahnoe of Dimes Media Group, and Eric Daniels of PG&E.
Luxurious Peruvian Alpaca knitwear

Our large variety of luxurious Peruvian Alpaca knitwear is available for the whole family. Alpaca fleece is softer than cashmere and more durable than wool, cotton, or synthetics. We work very closely with many Native groups from the Andes, helping them to improve their lifestyles.

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Monday-Friday: 8:00 a.m.- 6:00 p.m.
Saturdays: 9:00 a.m.-3:00 p.m.
Dignityhealth.org/centralcoast/urgentcare

COVID-19 SUPPORT GROUP

THURSDAYS
5:30 - 7:00 PM
JULY 23RD - SEPTEMBER 24TH
On Zoom
info at HospiceSLO.org

Anyone who has been impacted by the pandemic, directly or indirectly, is welcome.

Providing:
Individual Grief Counseling Support Groups
Care Management (For those with a life limiting illness & not currently receiving home health or medical hospice services)
All services free of charge
Accepting new clients
Chamber Board of Directors, Staff, & Ambassadors

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Rudy Stowell, Pure Bliss Spa
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Marty Imes, Executive Director  
of Leadership South County
marty@southcountychambers.com
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Mary Ishikawa  
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Kris Sinay  
Clark Center for the Performing Arts
Rob Railsback  
State Farm Insurance
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Vince Perrine  
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Olivia Domingues  
Pampered Chef
Kimberley Victor  
Mary Kay Cosmetics  
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Cheryl Wakefield  
Doc Burnstein’s Ice Cream
Anita Shower  
Miss Etiquette/Eco Club 5 Cities
Michael Leon  
Burke & Pace Lumber
Carey Oberly  
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PLEASE SUPPORT OUR LOCAL BUSINESSES

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IS YOUR BUSINESS STRUGGLING DUE TO COVID-19? WE CAN HELP.

Monthly payment plans are now available.
ADDRESS SERVICE REQUESTED

JOIN US ONLINE
MEMBERSHIP COFFEE
TUESDAY, AUGUST 18, FROM 9 - 10 AM

MAKE NEW BUSINESS CONNECTIONS, AND LEARN ABOUT ALL THE BENEFITS OF MEMBERSHIP WITH SOUTH COUNTY CHAMBERS OF COMMERCE.

PLEASE RSVP AT SOUTHCOUNTYCHAMBERS.COM TO RECEIVE THE LOGIN FOR THIS ZOOM MEETING.