

the City of
 no Real Market-
 space within the
 er and completed
 and upgrades for
 ce Department –
 ation.
 xt to the Camino
 the Marketplace
 e space and paid
 build out of the

and we are so pleased to help the
 City and Sheriff's Department
 out any way we can," said Mark
 Linehan, president of Wynmark,
 and owner of the Camino Real
 Marketplace. "We are also proud
 of the fact that since the opening
 of the Marketplace, including in-
 kind and direct contributions, we
 have been able to contribute over
 \$1.1 million to charitable and

civic organi-
 zations within
 our commu-
 nity."

"This is a
 great day for
 Goleta, and we
 appreciate the
 Marketplace's
 generosity,"
 said Mayor
 Bennett. "This
 is really em-
 blematic of
 the kind of
 company that
 Camino Real
 Marketplace is
 – they saw a
 need, and as
 part of this
 community,
 they took the

*"This is really emblematic of the kind of company that Camino Real Marketplace is – they saw a need, and as part of this community, they took the initiative and donated over a half million dollars for the enhancement of law enforcement services in our community. Companies like Camino Real Marketplace and its owners are one of the reasons that Goleta is such a special place."
 - Mayor Michael T. Bennett*

ty relations deputy
 City Council bud-
 n June 2007, the
 approached the
 This represents a
 of approximately
 year, or \$500,000
 Marketplace will con-
 00 toward public
 ty of Goleta over
 ears.
 chael T. Bennett,
 own and Camino
 ace owner Mark
 joined by civic
 dents from nearby
 pool in officially
 e City of Goleta
 Barbara County

initiative and donated over a half
 million dollars for the enhance-
 ment of law enforcement serv-
 ices in our community. Companies
 like Camino Real Marketplace
 and its owners are one of the rea-
 sons that Goleta is such a special
 place," Bennett concluded.

Since opening in 1998, the
 Marketplace has donated office
 space, rent free, to the Sheriff's
 Department. But, until now, it
 never functioned as a fully inte-
 grated police station. Last year,
 the Marketplace offered to help
 the City meet their longstanding
 goal of having a physical commu-
 nity presence within city limits by

Marketplace, continued on page 4



Mayor Michael T. Bennett, Sheriff Bill Brown and Camino Real Marketplace Owner Mark Linehan cut the ribbon on the new Police Department - Marketplace Station while Mayor Pro Tempore Roger Aceves and two Ellwood fourth graders look on. Photo by [unclear]

Goleta Chamber Endorses Measure A

BY TOM BLABEY

Goleta Valley Chamber of Commerce's Board of Directors voted to endorse Measure A 2008, the County's renewal of the transportation infrastructure sales tax.

"Supporting transportation infrastructure funding, while maintaining a regional approach to common goals, is consistent with the Chamber's top public policy priorities," said Board Chairman Jim Knight. "Measure A 2008 is vital to Santa Barbara County and we urge the County's voters to approve it."

Measure A would ensure a continuation of critical funding for regional projects with benefits to residents and businesses

countywide by raising over \$1 billion in transportation infrastructure funding over the next 30 years.

"Everyone benefits from Measure A," said Kristen Amyx, President and CEO of the Chamber. The City of Goleta is due to receive \$42.91 million in flexible funding for local street and transportation improvements as well as \$7 million for overpass improvements. In addition, Amyx said, "the Goleta Valley will greatly benefit from regional funding for Safe Routes to School, bike and pedestrian programs, South Coast transit (MTD), carpool/vanpool programs, specialized transit for seniors and the disabled, and commuter/passenger rail pro-

grams."
 "Widening U
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 for commuters to
 importance to the
 community," Am
 funding for altern
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 community."

Chairman K
 "We commend
 effort to develop
 plan that the enti
 support. The C
 Chamber enthus
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 Measure A 2008."

Inside the Journal

- Man's Journal page 2
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- from the Ambassadors page 3
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Council Approves Track 2 Amendments to General Plan

BY TOM BLABEY

After a year and half of public input, study, and thorough review, the Goleta City Council voted to approve all ~45 Track 2 amendments to the General Plan, ranging from land use to traffic to safety element policies. (Track

cludes large regional commercial centers in language regarding design standards for new and renovated structures. Policy is now consistent with existing conditions.

Transfer of Development Rights Ordinance/Program (TDR)

city.
 Coastal Reso
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 at Bacara Resort a
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 Visual and Hi
 Policies - "Prote

- Steve Fedde
- Joanne Funari
- Steve Greig
- Bob Grissom
- Megan Hilton
- Theresa Huerta
- Paul Jaconette
- William Macfadyen
- Earl McCutcheon
- Mark Mattingly
- Laura McCormack
- Annie Montalvo
- Karen Ramsdell
- Joe Salcedo
- Darell Slater
- Charlotte Valentine
- John Wiemann
- Craig Zimmerman

CEO Journal
*Policies, Plans and Politics -
 Business is Busy in Goleta*

STEN AMYX
 It has been a dramatic time in the City of Goleta this last month. A milestone was reached that sets plan- for businesses and three key decisions regarding our local me explain: First, Council complet- of amendments first General Plan lled Track 2. The to amend most of n the list that the d were flawed, in- gally indefensible. ements were the at must be made set to tackle more labeled Track 3), fall. Three cheers nd for the fulfill- aign promises by members. also considered a ise Tax in the past aced with increas- nals in the next Council hired a

consultant to analyze the feasibility of a business license program and tax. The Chamber struggled with this one, weighing the pros – money needed for City programs, data collection on the businesses in our City; and the cons, namely new fees for business in an already difficult business climate. We ultimately decided to support the tax with the qualifier that part of the money be reinvested in the business community through an economic development program (see Chairman’s column for more on this). It was an unusual move for a Chamber, but we felt the long-term gain was just enough to cause our support. However, after our support and presentation, the Council decided not to pursue the tax portion of the program.

The next nail-biter involved a move by the City to consider adding a new sales tax in Goleta. A great way to raise revenue in a financially strapped City, the motivation was partly due to the fact that the City felt it wasn’t getting anywhere with negotiations with the County regarding renegotiating the Revenue Neutrality Agreement that commits around
President & CEO Journal, continued on page 4

Details Fiscal Stability in GUSD

M BLABEY
 Boomer, Super- the Goleta Union ct (GUSD), re- ssue and Policy n Thursday, June

like other local schools that rely more heavily on state funding. As a result, GUSD spends about \$11,000 per student versus \$8,000 per student in the Santa Barbara School District. Boom-

and employ people at all levels, a community that enjoys diversity, a rich cultural life and abundant recreation. We want this stimulating environment while retaining the small-town feeling of community. Sound like a tall order? The time is ripe for directed economic development and the Chamber is working in collaboration with the City of Goleta and UCSB.

The City currently has a rich mix of small businesses covering a full range of the trades and service companies in addition to an active high-tech sector.

ing smaller start-ups and making the best use out of the existing infrastructure and offices.

This type of economic development would blend perfectly with the start of UCSB’s Venture Acceleration Initiative (VAI). The goal of the VAI is to assist companies that launch out of UCSB to successfully navigate the first few years of operation where the failure rate for small companies tends to be quite high.

Enter the Goleta Valley Innovation Center. The Chamber’s vision is to have a collaborative

for establishing practical business input involved with se companies in G that having a res Goleta Valley Inn could provide cr to local business phone call.

We will con toward the best po for the business and will cover pr in future issues o I welcome your comments. Plea email me directly cox.net.



Storm Water Permits – Watching Ventura's M

By LISA RIVAS

The Los Angeles Regional Water Quality Control Board (RWQCB) is updating Ventura County’s storm water permit, as are several other Regional Boards in California.

Every community in the State should be watching the process in Ventura because at a recent hearing in South Orange County for that community’s permit, a representative from the US Environmental Protection Agency (USEPA) promoted consistency in the permits, using Ventura as the model.

The proposed permit will cost households approximately \$600 per year to implement, according to the Ventura County Watershed Protection District. Unfortunately, because the per-

mit takes an inflexible, one-size-fits-all approach and uses science not reflective of Ventura’s climate, geology, and terrain, that money will not be used to address our water quality priorities.

The proposed permit discourages infill development and smart growth by requiring large parcels of land be dedicated to storm water retention. As a result, cities and developers will likely need to use undeveloped land, where controls can more easily be constructed.

Furthermore, the regulated cities will never know if they are in compliance with the permit. If a single sample indicates that water is above prescribed numeric limits, the city is presumed to be in violation. However, if a similar sample is below those limits, they are not presumed to be in compliance. As a result, time and money will

be focused more violations than o dressing water qu in a region where s results in high init readings.

The Region Alliance of Ventu Barbara Counties of the Southern C Coalition to ensu addresses water qu ment in a reasonab tive way. The Coal to make busines aware of the imp will cause, and to er to make their voice the Coalition web information, inclu the permit at: ww coalition.org.

Lucas Talks Long-Range Plans for UCSB, Impact on C

By TOM BLABEY

UCSB’s Executive Vice Chancellor Gene Lucas discussed the University’s Long Range Development Plan (LRDP) at the Issue and Policy Roundtable on June 10. Lucas answered questions about how Goleta will be affected by the University’s growth as well as the potential benefits to the community. As UCSB looks ahead, it will rely on the LRDP to shape its future to the year 2025.

The Goleta Valley Chamber supports the LRDP and appreciates the University’s economic value to the region. Lucas es-

past five years, the LRPD details the University’s plans to accommodate a one percent per year growth in student enrollment to 25,000 students in 2025.

The LRDP discusses how UCSB will manage that growth, including water, housing and traffic issues. It details plans for open space enhancements, recreational facilities improvements and alternative transportation.

Included in the University’s plans is significant on-campus housing for students, faculty, and staff to accommodate the increase in the student body. The availability of sufficient water

Water District an districts. Lucas p 90% of campus recycled water.

Other conce the discussion inc to improve surf connections to the ca Vista as well as impacts on the c transportation i Lucas explained t concerns are being will be included in ronmental Impact

UCSB hopes approval of the the University Re

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 ...business owners value
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Pro-business elected officials realize that business owners will do their part, but also that they don't want to be taken advantage of...

going to change and cost them more. They also need to know that our courts aren't going to be used haphazardly to second-guess their management decisions.

Pro-business elected officials give business owners credit for complying with the rules even when their constituents may not like the outcome.

Keep Cost to do Business Low

Finally, pro-business elected officials realize that businesses don't have an endless supply of money. All too often when elected officials want to spend more than they should, they turn

with regulations, the rules aren't pay them, they hurt the business climate. When elected officials add too much to the cost of doing business, they hurt the overall business climate.

People enter business at a great financial risk to themselves and their families. Statistics show that most who take that risk will fail. It is reasonable for them to expect a decent, even handsome return on their investments and those risks.

Pro-business elected officials realize that business owners will do their part, but also that they don't want to be taken advantage of.

Comments

Obviously this is only the beginning of a description of a pro-business elected official.

What would you add? Let me know what you think by e-mailing me at jim@chicochamber.com or Kristen Amyx at kristen@goletavalley.com.

Jim Goodwin, ACE, is president of the Chico (CA) Chamber and vice chair of W.A.C.E., the Western Association of Chamber Executives.

all Chamber members, so that more businesses will have access to the valuable resources.

Each monthly session will have a featured speaker on disaster preparedness, continuity planning and a variety of related topics. The luncheon meetings will also include a Q&A and then a short working session on the "Open for Business" Planning workbook. Members

edgeable experts a format for open concerning their journey through Preparedness "Openness" project.

We are very the direction that spond, Recover is invite and encour participate in the cheons.

Editor's note: The Gap Fire is fresh in our minds and Thankfully, there has been no loss of lives and for that we a

This fire has been a wake up call for many and a critical the need for planning. All of us need to look at our operas identify the potential impact of power outages, evacuated emp issues that occur in these situations.

A few lessons from this recent experience:

Have an old fashioned corded phone at your home and p Cordless telephone systems don't work during power outages unable to charge cell phones.

The loss of power can also affect cash registers, credit ca frigerators and other business machines. A small portable gener you to continue to conduct business, and possibly save perishab

Finally, the "Open for Business" program has many to help you become more prepared. Having a back up cop numbers and addresses, bank accounts and financial info alternative location could make a huge difference in your o another emergency occur.



Members enjoy drinks on the patio at Marmalade Cafe before heading to Select Doubletree during the June Business After Hours.

Meet the Ambassadors

...TINE LeBON

Business After the Magi- included Marmalade Staff- Doubletree ts for the Manager d Thomas nia Garcia, ley. acknowl- Barbara Airbus



and Kevin Young. Our fearless leader Rick Yost deserves a round of applause for organizing our "Magical Mixer Tour." It is a night to be remembered as magical and fun.

The July Business After Hours will be at Alpha Resource Center on July 23rd. The next Ambassadors Meeting will be held Monday, August 4th at the Chamber's conference room and the August Business After

Remember Your Goleta Non-Profit in Your Charitable Giving Plan



NEW DIRECTIONS

for people with disabilities, inc.

a 501 (c)(3) non-profit corporation

staff will present Commission with motions for Track 3 in late summer or a Valley Chamber city planning Council for their throughout the com-review process.

to the County. This Chamber in a difficult because we have agenda to promote generation and the es tax would have ution to a regional would have likely ounty-wide sales lled Measure A. ber didn't take a n, but was relieved and County come of agreement that to cancel its plans k. ch? Yes. Produc- d progress? You

tor of Achievement Award and the 2007 Covenant Care Rehabilitation Operational Excellence Award.

To qualify for the Clinical Indicator Achievement Award, a facility must meet several clinical standards of excellence including: exceeding all clinical indicators – chemical restraints, physical restraints, weight loss, and in-house acquired pressure ulcers.

To qualify for the Operational Excellence Award, a facility rehabilitation director must meet several standards of excellence. including: excellent service delivery resulting in positive patient care outcomes, initiates new programs and participants in those programs, positive feedback from customer and patient satisfaction surveys, and excels in local community relations.

Bus Ridership Exceeds 8,000,000

The Santa Barbara Metropolitan Transit District (MTD) boarded its 8,000,000th passenger at approximately on June 26th. This is the first time the District has exceeded the 8,000,000 mark in a single fiscal year. Last year the District provided 7,600,000 passenger trips MTD provides almost 25,000 passenger trips each weekday resulting in 22,676 cars being left at home on week-days.



The Chamber is pleased to welcome Valerie Kushnerov as Director of Operations. Kushnerov has worked as a project consultant with the Chamber for several years on projects such as the Economic Forecast, the Goleta Business Journal and State of the City. In her new role, she will oversee day-to-day operations, Chamber communications and serve as a back up for the President & CEO.

Kushnerov has been responsible for managing special projects and operations for businesses in the public, private, and non-profit sectors since she founded Navigator Services in 1998.

Kushnerov is a long-time local resident with a degree in Political Science from Westmont College. She was elected to the Goleta Union School District's Board of Trustees in 2006.

11	MONDAY	
12	TUESDAY	ISSUE & POLICY ROUNDTABLE
13	WEDNESDAY	
14	THURSDAY	LEMON FESTIVAL COMMITTEE
15	FRIDAY	

WEEK OF AUGUST 18

18	MONDAY	EXECUTIVE COMMITTEE
19	TUESDAY	
20	WEDNESDAY	READY, RESPOND, RECOVER MEETING
21	THURSDAY	
22	FRIDAY	

WEEK OF AUGUST 25

25	MONDAY	
26	TUESDAY	
27	WEDNESDAY	BUSINESS AFTER HOURS - CIRCLE BAR
28	THURSDAY	ISSUE & POLICY ROUNDTABLE
29	FRIDAY	

WEEK OF SEPTEMBER 1

1	MONDAY	OFFICE CLOSED FOR LABOR DAY
2	TUESDAY	
3	WEDNESDAY	
4	THURSDAY	BOARD MEETING
5	FRIDAY	

UPDATES:

Your Chamber at Work

st month, the Goleta Valley Chamber of Commerce position letters to and spoke before local and state the following topics: (Partial list)

- ne Council to approve the Track 2 Amendments to lan
- ed the Business License program to generate revenue e Development in the City.
- ed UCSB's Long-Range Development Plan
- (Levine) Employment: wages and hours. **OPPOSED**
- (Feuer) Food Packaging cost increase/collection **POSED**
- (Price) Public contracts: small business procurement **act. SUPPORT**



**Trade Show
Event Graph
Displays, Floor Graphics, I**



**Promotional
Branding Graph**