



# ISSUE & POLICY ROUNDTABLE

Thursday,  
September 27th  
12:00pm

Chair  
Jim Knight

THE CHAMBER'S FORUM FOR GOVERNMENTAL AND BUSINESS CONCERNS

## UPCOMING EVENTS

### October

- 1 - **Ambassadors Meeting**  
Chamber  
Conference Room  
271 N. Fairview  
Ave., Ste 104  
12:00pm - 1:00pm
- 4 - **Board Meeting**  
Chamber  
Conference Room  
271 N. Fairview  
Ave., Ste 104  
8:00am - 9:30am
- 9 - **Issue & Policy Roundtable**  
Goleta Beach Park  
Chamber  
Conference Room  
271 N. Fairview  
Ave., Ste 104  
12:00pm - 1:15pm
- 11 - **Lemon Festival Comm. Meeting**  
Chamber  
Conference Room  
271 N. Fairview  
Ave., Ste 104  
8:00am - 9:15am
- 17 - **Executive Board Meeting**  
Chamber  
Conference Room  
271 N. Fairview  
Ave., Ste 104  
12:00pm - 1:30pm
- 20 - **California Lemon Festival in Goleta**  
(Info on back)  
10:00am - 6:00pm  
Girsh Park, Goleta
- 21 - **California Lemon Festival in Goleta**  
(info on back)  
10:00am - 5:00pm  
Girsh Park, Goleta
- 25 - **Issue & Policy Roundtable**  
Cancelled

## SBCC Professional Development Center

Today the Issue & Policy Roundtable will hear from guest speakers Diane Hollems, Ph.D., Dean, Economic Development, Santa Barbara City College; and Pablo Buckelew, Vice President, Continuing Education, Santa Barbara City College. Hollems and Buckelew will discuss the Professional Development Center (PDC). PDC provides short-term, credit-based workplace training for more than 2,000 Santa Barbara area managers and general employees each semester, and is the home of the new Entrepreneurship and Business Innovation Program.

Most of the PDC's 70 courses are half-unit (8 hour) interactive training classes on workplace topics such as: Interpersonal Communication, Conflict Resolution, Strategic Planning, Dealing with Difficult People, Exceptional Customer Service, Project Management, Making Teams Work and many more. In addition, the PDC offers 8-hour computer applications courses in its state-of-the-art computer lab located at the Wake Center.



**Diane Hollems**  
Dean, Economic Development,  
Santa Barbara City College

**Pablo Buckelew**  
Vice President, Continuing  
Education, SB City College

### INTEREST ITEMS

#### ITEM 1: General Plan Amendment Workshops

Last Saturday Kristen Amyx attended the first in a series of open house public workshops the City of Goleta has set up to study several proposed amendments to the General Plan. It was truly a worthwhile experience.

The productive workshop was well structured and promoted a collaborative atmosphere of creativity and honest feedback. City staff was very informative and willing to answer any and all questions from the participants. Dozens of your neighbors and co-workers were there, but the city needs much more input from the community - from people like you.

I strongly encourage you to attend one, or more, of the workshops. If you work, live, or do business in Goleta, your input is valuable and should be heard! Even if you have never been involved in a process like this before, this is your chance to get involved and have a significant impact on the future of our community.

Goleta's General Plan needs to be rectified and the City is offering you a great opportunity to help them in that critical process. Now is the time for you to speak up to ensure that the General Plan is reasonable and balanced and a true reflection of our community's values and needs.

Feel free to contact the Chamber for more information. We hope to see you at one of the workshops!

#### ITEM 2: HBA to meet with SB County Staff on Encroachment Fees

There is much concern over the new proposed fee increases for permits within Santa Barbara County for encroachment. The County hasn't seen an increase in fees in nearly twenty years, but the extent of the increase appears to be overzealous.

Both developers and utility companies are concerned over the proposed fees, and we urge our members to contact the County, and inform your fellow businesses who may be affected. This issue will come to a vote on October 16 before the Board of Supervisors.

For more information contact the Chamber, Grayson@goletavalley.com, or Jerry Bunin, jbunin@hbacc.org if you would like to attend.

### CITY SCHEDULE

#### City to Address General Plan Amendments

Starting in August, the Goleta City Council will begin addressing General Plan amendments in various meetings and workshops. The hope is to streamline the process, and prioritize the essential changes to the Goleta General Plan.

The schedule is as follows:

#### Monday, August 6th, 2007

GP amendment initiation hearing. The City Council will address each item and group it into an appropriate "track." There are three tracks: Housing, Minor Policy Revisions, and Substantive Policy Revisions.

#### Tuesday, September 4, 2007 6:00pm

Sphere of Influence Public Workshop

#### Saturday, September 15, 2007 9:00am - 3:00pm

General Plan Amendment Public Workshop

#### Thursday, September 27, 2007 6:00pm - 8:30pm

General Plan Amendment Public Workshop

#### Friday, October 5, 2007 9:00am - 3:00pm

Housing Element Public Workshop

#### Wednesday, October 17, 2007 6:00pm - 8:30pm

General Plan Amendment Public Workshop



# ISSUE & POLICY ROUNDTABLE

## ENERGY EFFICIENCY

### Free Energy Efficient Upgrades - Get up to \$5,000 worth of energy-efficient upgrades for your business

The Cities of Carpinteria, Goleta and Santa Barbara and the County of Santa Barbara, in partnership with Southern California Edison, announce the Business Direct Install program — a new program that will save a typical small business \$5 a day, \$150 a month, and \$1,800 a year, starting immediately!

As an Edison customer you are eligible to receive new lighting and refrigeration equipment that will save energy, help the environment and lower your monthly utility bills – at no cost to you. The program is scheduled to begin February 12 in Carpinteria, and over the next 6 to 8 weeks will sweep up the Coast through Summerland, Montecito, Santa Barbara, Goleta and Isla Vista. For information about the sweeps, call (800) 332-5483.

#### It's a simple process.

Crews will walk door-to-door signing up qualified businesses and performing on-the-spot assessments. Two weeks later, installation crews will come in to complete your business upgrades.

There's no cost, but you must sign up! If you aren't there when the crews arrive, have a signed Authorization form ready (available online [www.SouthCoastEnergyWise.org](http://www.SouthCoastEnergyWise.org) or by calling (800) 332-5493) so that an employee can give the permission for the assessment.

## NOTES

## LOCAL POLITICAL CALENDAR

### October

- 1 - City Council Meeting  
1:30pm & 6:00pm  
Goleta City Hall  
130 Cremona Drive, Ste. B
- 2 - Design Review Board  
2:00pm  
Goleta City Hall  
130 Cremona Drive, Ste. B

*IPR is the Chamber's forum for governmental and business concerns. The IPR committee will endeavor to study and take positions, when appropriate, on local regional and state issues that affect business and commerce in the Greater Goleta Valley.*

*The Chamber is the largest and most broadly based business representative in the Goleta Valley. It is the Chamber's role to promote a platform of economic health and vitality for the Goleta Valley on behalf of our members. IPR meetings and discussions are open to all Chamber members. When voting on an action item, all members present will be asked to vote. To be valid, votes must include a majority of the committee members listed below:*

- Kristen Amyx
- Jean Blois
- Mark Dispenza
- Mark Ingalls
- Jim Knight
- Bill Macfadyen
- Tim Mahoney
- Bill Redding

## CALIFORNIA LEMON FESTIVAL IN GOLETA



#### WHAT:

The Annual California Lemon Festival in Goleta will celebrate its 16th year this October 20th-21st, at Girsh Park in Goleta. Festival organizer, the Goleta Valley Chamber of Commerce, has sought out some of the most talented musicians and entertainers on the Central Coast. Combined with the pie-eating contests, Girls Inc. 5K Run, Third Annual Goleta Fall Classic Car and Street Rod Show with the return of the Motorcycle Show, and "Safety Street," this will be a festival everyone will enjoy.

The festival takes place on Saturday, October 20th, 10am-6pm, and Sunday, 21st, 10am-5pm, at Girsh Park. Admission and parking are free. Girsh Park is located on Santa Felicia Drive behind Home Depot in Goleta. For more information, go to [www.LemonFestival.com](http://www.LemonFestival.com). Don't miss the exciting atmosphere; grab your family and friends and celebrate the historic Goleta Lemon at the 16th Annual California Lemon Festival. Free for adults and children, everyone will enjoy

themselves with lively activities, educational experiences, dynamic shoes, local arts and crafts exhibitors, and, of course, delicious food.

Love the lemon? Volunteer to help at the Lemon Festival. Contact the Goleta Valley Chamber of Commerce for more information at [Anna@goletavalley.com](mailto:Anna@goletavalley.com) or call (805) 967-2500.

#### WHEN:

Saturday, October 20 10:00am - 6:00 pm  
Sunday, October 21 10:00am - 5:00 pm

#### WHERE:

Girsh Park  
Goleta

#### COST:

Free Admission & Parking!

THE GOLETA VALLEY CHAMBER OF COMMERCE IS A MEMBER OF THE FOLLOWING ORGANIZATIONS:



THE REGIONAL LEGISLATIVE ALLIANCE OF VENTURA AND SANTA BARBARA COUNTIES  
[legislativealliance.com](http://legislativealliance.com)  
5046 Santa Susana Avenue,  
Santa Barbara, CA 93111  
p: 805.637.6816



CALIFORNIA CHAMBER OF COMMERCE  
[calchamber.com](http://calchamber.com)  
P.O. Box 1736,  
Sacramento, CA 95812-1736  
p: 916.444.6670

U.S. CHAMBER OF COMMERCE  
[uschamber.com](http://uschamber.com)  
U.S. Chamber of Commerce  
1615 H Street, NW  
Washington, DC 20062-2000  
p: 202.659.6000