



ON THE CHAMBER CALENDAR

August

- 7 - **Ambassadors Meeting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:00pm
- 8 - **Issue & Policy Roundtable**
UCSB Construction Project
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 22 - **Issue & Policy Roundtable**
Urban Forestry for the City
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 23 - **Business After Hours & Chamber Ribbon Cutting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
5:00pm - 7:00pm

September

- 1 - **Executive Board Meeting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:30pm
- 7 - **Board Meeting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
8:00am - 9:30am
- 11 - **Ambassadors Meeting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:00pm
- 12 - **Issue & Policy Roundtable**
Life Skills Program
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 26 - **Issue & Policy Roundtable**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 27 - **Business After Hours**
Lemon Launch
Girls, Inc.
4973 Hollister Avenue
5:00pm - 7:00pm

October

- 2 - **Ambassadors Meeting**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:00pm
- 10 - **Issue & Policy Roundtable**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 21 - **California Lemon Festival**
Girsh Park, Goleta
10:00am - 6:00pm
- 22 - **California Lemon Festival**
Girsh Park, Goleta
10:00am - 5:00pm
- 24 - **Issue & Policy Roundtable**
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 25 - **Business After Hours**
Not held this month due
to the Lemon Festival.

CALIFORNIA LEMON FESTIVAL 2006
OCTOBER 21 & 22
GOLETA
October 21 & 22, 2006
Saturday: 10am-6pm • Sunday: 10am-5pm
Girsh Park
Santa Felicitas Drive (Behind Home Depot) Goleta
FREE ADMISSION & PARKING
Please no pets at the Festival
FOR MORE INFORMATION:
800.646.5382 • www.LemonFestival.com



GOLETA BUSINESS JOURNAL

2006 SUMMER ISSUE

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A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

Goleta's Future



KRISTEN AMYX
President & CEO

Each year in July, the Goleta Valley Chamber of Commerce presents information on the local economy of Goleta. We work to provide a critical mass of information on the pertinent topics that are important to business and community in our hometown. We have a responsibility to gather data that you, as a business member and resident, need and won't find anywhere else.

Hot topics perennially are the local economy, jobs, wages, retail sales, real estate, government revenue, economic trends, and a comparison of our local story to the bigger, outside world. In addition, we take the opportunity to focus on one or two other subjects; this year: housing and urban agriculture.

Ag is becoming a big subject for Goleta on a myriad of platforms: ag industry performance, ag preservation, ag conversion for housing, and a political campaign topic in the County 2nd district. The Chamber focused our 2006 Goleta Magazine on the challenges and changing trends in urban agriculture industry in the Goleta Valley. Earlier this year, the Goleta City Council

authored a policy to freeze the zoning on any Goleta parcels marked for ag. The Chamber commissioned an independent study to bring this topic into focus, centering on two key elements: Goleta Valley locations zoned for or actively participating in agriculture activities and the economic viability of farming on the currently fallow properties earmarked for ag use.

The lack of existing data on the subject and an apparent lack of interest from any other parties to delve past the surface of the topic compelled us to extend considerable time and resources to the study.

The report, released at the Economic Forecast presentation on July 19th at Bacara was startling. In the current climate of high land values and small, undeveloped parcels, there is no financial viability to beginning a new farm venture. Existing farms that have no new

land costs and a reliable source of cheap water are viable at relatively low rates of return. This information seems to be a critical element in making future, long-term land use decision, such as our new 20-year general plan.

The report on our local economy was equally startling. While the nation and state are experiencing strong growth of revenues, Goleta is stagnating. Flat revenue numbers, minimal job growth and lackluster performance are holding Goleta back from local economic vitality.

On the housing front, a state representative reported on the regional efforts and rewards for creative housing solutions to meet a changing world.

An audience of 150 attendees plus 24 businesses with table-top displays spent several hours taking in the numbers, facts and figures.

The Goleta Valley Chamber of Commerce doesn't claim to have all the answers. But we convened the experts to give their professional analysis of the key factors affecting Goleta over the next few years.

ONTHE SIDE

Assemblymember Pedro Nava to Host Business Resource EXPO for the Santa Barbara County Business Community

Assemblymember Pedro Nava, along with the Goleta Valley Chamber of Commerce, the Santa Barbara Regional Chamber of Commerce, the Santa Barbara Hispanic Chamber of Commerce, the Carpinteria Valley Chamber of Commerce, and the Solvang Chamber of Commerce will be hosting a business resource expo for Santa Barbara County businesses. The focus of the expo is on how to do business with the federal, state, and local government. There will also be many public and private organizations on-hand to provide resources and information to prospective entrepreneurs and area businesses. "I want to bring together as many resources as possible from both the public and private sectors to Santa Barbara County so that partnerships can be created so that local businesses can learn how to take advantage of the myriad of opportunities available to them to grow and prosper," said Assemblymember Nava. The business resource expo will take place on Wednesday, September 6th, 2006 from 10 am to 1 pm at the Cabrillo Pavilion Arts Center, located at 1118 E. Cabrillo Blvd., in Santa Barbara. The expo will feature representatives from more than 30 public and private organizations who will provide resources and useful information regarding how to do business with local, state, and federal governments. The event is free of charge. Refreshments will be provided to all participants and attendees. For more information or to R.S.V.P. please call John Mann at 805-483-9808.



GOLETA VALLEY CHAMBER OF COMMERCE

A Head for Business, A Heart for the Community

271 N. Fairview, Suite 104 • PO Box 781 • Goleta, CA 93116



Draft Environmental Impact Report

In our continued tracking of the progress of the City of Goleta's first General Plan, the Chamber convened experts to analyze the City's draft Environmental Impact Report (DEIR). The DEIR is a state-mandated review of the environmental impacts expected to come about due to the implementation of the proposed General Plan. We asked several professionals to help us study the plan, including CH2M Hill, a consulting firm specializing in agriculture, Scott Schell, Associated Traffic Engineers, Peter Brown, Hatch and Parent law firm, and Whit Manley, CEQA expert.

Goleta's General Plan in a Nutshell

The Goleta Valley Chamber of Commerce has published a report on the City of Goleta Draft General Plan. It is a layman's version of the 450-page City document that focuses on three key elements of the plan - housing, transportation, and the environment. Mailed to Goleta residents in July, the report is also available at the Chamber, and on our website. www.goletavalley.com



ISSUE & POLICY ROUNDTABLE SUMMARIES

April 11 - Guest speaker Erinn Lynch, Community Relations Manager, Ty Warner Hotels and Resorts, regarding Sandpiper Golf Course renovation.

Two years ago TWHR began planning a comprehensive golf course upgrade to be performed in conjunction with necessary oil remediation work. After community input and additional design work, the new plans were presented for discussion. The new course will feature links design by Robert Trent Jones II, a new clubhouse in the current location, and locker room cottages. Warner purchased the property of 200 acres in 2003. Because it was formerly in oil production, the land was tested thoroughly. It will be necessary to remove properties and recap wellheads. Sod will be remediated on site. The plans include the restoration and preservation of the old gas station. Instead of a new clubhouse on the bluff, a new clubhouse will be located near the present location. Ravines and dunes will be integrated into the landscape and woodland areas will remain. The timeline will be about two years and the course will be closed for approximately 18 months to complete everything. TWHR has also purchased Rancho San Marcos Golf Course for which the EIR has been completed. This course will probably be done before the start of the Sandpiper renovation. Food facilities will be upgraded and locker rooms will be added.

- Discussion covered:
- Infrastructure Mega-Bond
- Business Legislative Summit in Sacramento
- The General Plan schedule; Chamber will do a study guide for the public; everyone was encouraged to attend meetings and speak
- County Housing Element has to be certified; Supervisors put off a decision for another month

ACTION TAKEN: Reiner Initiative
Voted to oppose

April 18 - Regional Legislative Alliance Forum with Senator Dianne Feinstein. 460 people from Ventura and Santa Barbara Counties attended the event at the Doubletree Resort in Santa Barbara

May 9 - Guest speaker Terri Mautisich, Assistant CEO of the Visioning Committee, covered the 2nd District Visioning Committee's progress. She addressed the committee's 20-year plan for the unincorporated area between Goleta and Santa Barbara, which will become the vision section of the community plan and the precursor to the County's General Plan. The Goleta Valley Chamber's main concern at this meeting was the support of economic vitality over the next two decades in that area, and the lack of economic information being used by the committee.

- Other Discussion covered:
- Oil Severance Tax
- Overview of RLA Legislative Scan
- First look at SGP
- First look at Measure D
- Small overview of local City issues

ACTION TAKEN: Join the coalition to oppose the tax
Approved

May 23 - Measure D (A), Gregg Hart, Santa Barbara Association of Governments: Funding from a half-cent sales tax in S. B. County, known as Measure D, provides essential funding for roads, sidewalks and other infrastructure projects in the county. The original ballot measure will expire in 2010 without renewal. SBCAG conducted a county-wide poll that indicates what the public thinks is most important, and the number one response was transportation, including alternative transportation and the need to relieve congestion. At the present time there is a large gap between needs and revenue.

A balanced A & B Plan for 30 years is proposed:
- Measure A - Renewal of existing 1/2-cent sales tax

- 60% of the funds would go to local projects
- Measure B - New 1/4-cent sales tax
- 30% of the funds would go to local projects

These Measures would take effect in 2010 and would be on the November ballot.

For more information contact Gregg Hart at 961-8905 or ghart@sbcag.org

June 13 - Guest Speaker Russ Goodman, Regional Vice President of Sares-Regis.

Russ presented an update on the progress of Cabrillo Business Park, a key redevelopment site for the business community in Goleta. The plans are scheduled for presentation to the Goleta City Council on July 19.

Advantages to the community include:

- One of only 6 large lease spaces available (2 over 20,000 sq. ft)
- Opportunity to recreate lost jobs (could be as many as 1,400)
- Will stimulate the local economy
- \$109 Million in construction
- \$57 Million in taxes and fees

A study by UCSB Economic Forecast states that in the first 10 years it could produce at least \$400 million in wages & earnings. Every \$1 spent cycles 6 times through the economy. The Santa Barbara Airport and FAA have approved it as safe.

A passive park open to the public is included.

Buildings, parking and roads only use 54% of the land.

The park will include 3 self storage buildings, remodeled R&D buildings as well as the present remodeled building.

- 56% of the land will be natural or landscaped open space
- Wetlands (most have been man-made) will be preserved

This project was first submitted to the County six years ago and has subsequently gone to the new City of Goleta.

This project will go before the City Council on July 19. Mr. Goodman requested support of the Chamber. For more information or to find out how to help contact Russ Goodman. rgoodman@sares-regis.com

LEGISLATIVE MATTERS: Discussion held regarding Measure D. Jean Blois, City Councilmember, reported that there has been no study by the County on the impact that Measure D would have.

Jim Knight, I & P Chair, stated that Gregg Hart of SBCAG will look into the present Measure D's history and present it to I & P. Kristen Amyx, Chair of the Regional Legislative Alliance reported on the RLA legislation position on 17 different Bills. No Action was taken by the I & P committee this date.

Advertisement for BJ's Turnpike Towing, Inc. featuring logo, contact info for David Patterson (President), and 'Roadside Assistance Provider' badge.



Transportation Infrastructure Inadequate

Lisa Rivas, Regional Legislative Alliance

Businesses thrive when service, delivery, and employee vehicles can travel uninhibited. Unfortunately, in this region our roadways inhibit mobility at times. Improving these highways and freeways takes money, in addition to cooperation from elected and appointed City, County, and State representatives.

The first Transportation Symposium hosted by the Regional Legislative Alliance of Ventura and Santa Barbara Counties, held last November, brought together county leaders from Ventura and Santa Barbara, encouraging and, as stated by some audience members, commanding cooperation among the two counties.

The next step for the RLA is to understand how transportation funding is dispersed from the federal level, through the State and then on to counties, and how to get the region's fair share.

Dan Beal, Managing Director of Public Policy for the Automobile Club of Southern California, recently met with members of

the RLA to help in the effort. Covering information ranging from current statistics, population, road capacity, and highway spending to sources of funding, the challenges were clear.

Federal funding is primarily from federal excise tax on fuels. State funds come from fuel taxes, sales taxes, truck weight fees and bonds. Local funds are the largest, most diverse, and most flexible source of transportation funding.

"This information will help us determine how we can lobby for our fair share," said Zoe Taylor, RLA's Transportation Task Force Chair. "The most important outcome of the workshop was understanding how funding is allocated, the importance of matching money, and that we as a region need to lobby for our fair share."

Mr. Beal's suggestions for involvement by businesses:

- Help select good projects, and assure that the projects are "ready to go" with privately funded initial activities (project study

report, environmental clearance, etc.).

- Have an established advocacy network and demonstrate consensus support, minimize, accommodate, co-opt, neutralize opposition, and give elected officials support and cover

- Demonstrate how transportation is important to your business, group, service, community and keep transportation at the top of the priority list.

- Maintain the pressure in competitive selection processes and support improving the process

- Assure matching funds by renewing Measure D in Santa Barbara and trying again for a transportation funding measure in Ventura.

The RLA's Transportation Task Force is taking seriously these suggestions for involvement and will be busy advocating for local funds from all levels of government.

If you missed Mr. Beal's presentation, please contact your RLA representative for more details. There was much more valuable information presented than is shared in this article.

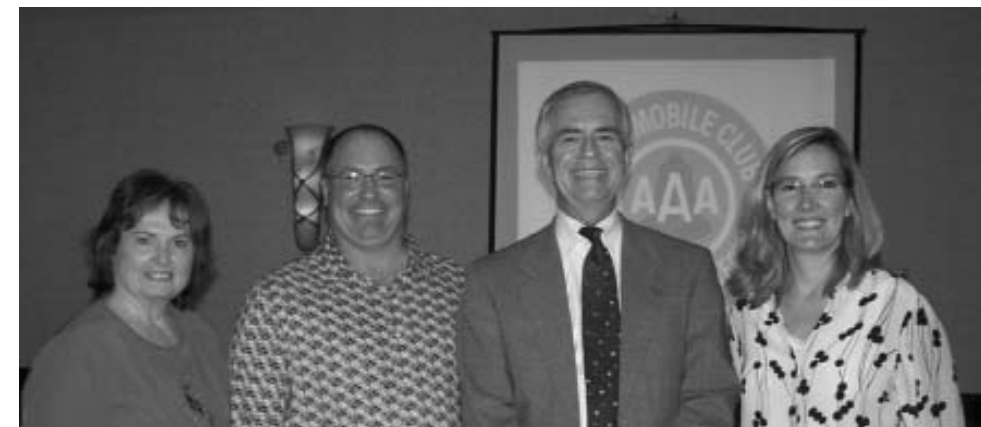
2006 RLA Transportation workshop
From left to right:

Zoe Taylor, Ventura Chamber of Commerce

Gregg Hart, SBCAG

Dan Beal, AAA

Kristen Amyx, Goleta Valley Chamber of Commerce



MEMBER'S SPOTLIGHT

Mammoth Moving and Storage, founded in 1975 by Chris Eberz, is Santa Barbara's premier mover. Starting with only one truck and two employees, Mammoth has grown to a fleet of 25-plus trucks and is pushing a field crew of over 40 employees. With the standard of first class moving, Chris Eberz took the company to the top; his son Sean Eberz has followed in his footsteps and excelled on that advantage, making Mammoth what it is today.

Mammoth has the resources to re-locate a 200-employee office in as little as two days (Saturday, Sunday for example), allowing a company to be up and running with little to no down time, saving money and providing the most cost efficient move possible. Although Mammoth has moved into the office and industrial field, they still dominate all the fields that lead them there. Mammoth's first and most memorable service is first class household moves. The second service Mammoth got their hands into is hotel renovation projects, and they currently have accounts with the top five Santa Barbara hotels. Third and most importantly, Mammoth specializes in being "The Moving Engineers." Need a grand piano moved to a third floor with a spiral staircase? Or maybe a machine shop with over a million pounds of equipment moved? Mammoth has mastered all categories in the moving industries and still strives every day to improve even further.

Mammoth's warehouse of state-of-the-art equipment allows Mammoth to conquer any job. There is no job too big for Mammoth, nor too small. So when the time comes to call a mover, remember the difference, and the difference is "MAMMOTH."



Anderson Systems was founded in 1982 and has successfully provided project and construction management, cleanroom design & construction, consulting, engineering, plumbing and HVAC services to a broad range of industrial, commercial, and R & D customers throughout the central coast of California.

Anderson Systems is a company built on strong client relationships. We have built and expanded our business by growing with long-time clients as they entered new markets or identified new construction needs. Today, the majority of our business comes from ongoing relationships with clients who have come to depend on Anderson Systems for highly responsive design and construction services tailored to their particular needs.

ONTHE SIDE

CONTINUED FROM PAGE 3

November Vote
The measures to go before voters for approval in November are:

Proposition 1A: Transportation Funding Protection. This constitutional amendment protects gas tax revenues from being used for purposes other than transportation. SCA 7 (Torlakson; D-Antioch). Passed Senate 38-0. Passed Assembly 58-11.

Proposition 1B: Highway Safety, Traffic Reduction, Air Quality and Port Security Bond Act. SB 1266 (Perata; D-Oakland). A \$19.9 billion bond measure. Passed Senate 37-1. Passed Assembly 61-10.

Proposition 1C: Housing and Emergency Shelter Trust Fund Act. SB 1689 (Perata; D-Oakland). A \$2.9 billion bond measure. Passed Senate 27-11. Passed Assembly 54-16.

Proposition 1D: Kindergarten-University Public Education Facilities Bond Act. AB 127 (Núñez; D-Los Angeles). A \$10.4 billion bond. Passed Senate 29-8. Passed Assembly 58-12.

Proposition 1E: Disaster Preparedness and Flood Prevention Bond Act. AB 140 (Núñez; D-Los Angeles) A \$4.1 billion bond measure. Passed Senate 36-1. Passed Assembly 62-9.



MEMBERS IN THE NEWS

Alpha Resource Center, providing programs and services for individuals with developmental disabilities in Santa Barbara County, will be moving the Alpha Thrift Store to a new, upgraded location at 5624 Hollister, near Kellogg Avenue, from the current location at 1123 State St. The downtown store will be closing in late July, with the new store opening in early August. Rent increases on State St. have made it economically unfeasible for Alpha to continue at the current location. The Hutton Foundation of Santa Barbara has been instrumental in assisting the organization by providing Alpha with a fixed rent lease for the new Goleta location. "We're excited about the opportunity that the Hutton Foundation has provided us. The huge savings in rent will directly help our services. And, as part of this exciting change, we've worked with Idea Engineering, Inc. to introduce a new logo and brand identity designed to be easier to read and recognize," says Kim Olson, Executive Director. Alpha Resource Center of Santa Barbara has supported individuals with developmental disabilities and their families by providing services and advocacy in the areas of wellness, education, work, and

community living since 1953.

Santa Barbara Signs & Graphics recently acquired a six-foot-wide flatbed digital printer that prints directly on rigid materials such as plastics, foam board, and wood surfaces. The Raster Printers RP-720UVZ printer was used to produce all of the signage for the 2006 Santa Barbara International Film Festival. The six-color printer uses waterproof inks that cure instantly with ultraviolet light. Applications include construction site signs, menus, event signs, posters, and trade show displays as well as printing on flexible decorating materials, such as fabric table drapes, textured wallpaper stock, and carpet.

On May 11, the Pacific Coast Business Times honored five Companies of the Year at its fifth annual 101 One Hundred awards reception. The event was held at the Four Seasons Resort in Santa Barbara in front of more than 200 tri-county business leaders. The 101 One Hundred special section, published April 21, detailed the top 100 public and private companies in the tri-counties, as well as Companies to Watch and the largest companies with tri-county operations.

CHAMBER AMBASSADORS



CHRISTINE LE BON AMBASSADOR

It has been a very busy and rewarding year for me. A little over a year ago I had been asked to take on the role of Chairperson for the Ambassador Committee. Since taking over this position, I have

recruited several new Ambassadors: Del Heglund of New York Life, Anita Garcia and Josefa Rios of Santa Barbara Neighborhood Clinic, and So Mah. They are a welcome addition to our Ambassador Committee. We meet the first Monday of every month, 12 noon at the Chamber office. Anyone who is interested is welcome to join us and sit in on a meeting. You can contact Rick at the Chamber office to get more information on becoming an Ambassador, and how you can become more involved in the Chamber and the community.

Last month I was invited to go to SCACCE Ambassador Rally in Brea, Ca., along with Grayson Peters, Rick Yost, Josefa Rios, and Anita Garcia. Our day started off with a welcome from Melanie Yetter and David LaNeve of the Brea Chamber of Commerce. We then heard from Ann Covery, who taught us how to "Speak Your Business in 30 Seconds or Less." We then had four different break-out sessions: Building a Strong Ambassador Committee; How Do I Look-First Impressions Matter; Test your Chamber Knowledge-How Much Do You Really Know; and Net/W.O.R.K.ing 101; There were about 350 in attendance at this event including Camarillo, Brea, Riverside, and the Montebello Chambers, all of whom were very excited and proud to be a part of their local Chamber of Commerce. It was nice to network with these Ambassadors, and to learn about the differences and commonalities within our Chambers. They each brought different ideas to the conversation, and overall it seemed as if every Chamber came out of the convention stronger than when they arrived. I appreciated being invited to this event, networking is so valuable and we can always learn from one another.

I look forward to our next Chamber mixer on August 23, where I hope to have the opportunity to see all of you.

Christine Le Bon, Santa Barbara Airbus, Chairperson for the Ambassador Committee

Advertisement for AAA Travel Agency. Includes AAA logo and text: "Think of the Auto Club as your complete TRAVEL AGENCY. 3712 State Street, Santa Barbara, CA 93105. Hours: 9:00 a.m. to 5:00 p.m. Monday thru Friday. (805) 898-2870 Direct, (805) 682-8645 Fax." Includes AAA logo.

Advertisement for Select Personnel. Includes Select Personnel logo and text: "Call Today! 805.687.1200. 3820 State St., Ste. A, Santa Barbara, CA 93105. www.selectpersonnel.com. Our jobs meet YOUR schedule! Part-time, Direct Placement, Temp Placement. Experts at bringing job seekers & employers together for over 20 years! Accounting, Administrative, Clerical, Industrial, Legal, Marketing, Sales, Technical." Includes logos for various industry associations.

Advertisement for Alyson Spann. Includes text: "ALYSON SPANN IS A STANDOUT PROFESSIONAL IN MORE WAYS THAN ONE." Includes a photo of a yellow tulip.

In the competitive real estate industry, it's not always easy to stand out. But Alyson Spann has managed to do just that. From her unsurpassed knowledge of the local market to her fierce dedication to meeting the needs of her clients, her powerful negotiating skills to her genuine commitment to delivering the best possible results, this unique professional provides a level of service that's nothing short of extraordinary.

If you're looking to buy or sell a home, don't settle for second best. You deserve to work with a renowned real estate professional who is not content with business as usual. You owe it to yourself to work with Alyson Spann. Call today.

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HOME SELLERS:

Call Alyson today for a free copy of her valuable, information packed report for home buyers and sellers including "29 Essential Tips That Get Your Home Sold Fast (And For Top Dollar)."



Local Businesses Can Help Save Water

By Helena Wiley, Program Specialist, Santa Barbara County Water Agency

Isn't it nice to get rewarded when you do the right thing? Businesses in our local watersheds can help to protect our beautiful environment by participating in a water conservation program, and save some money along the way!

Saving water is extremely important in our watersheds, considering it only rains about 18 inches a year on the South Coast. We draw our water from local watersheds and groundwater basins to use in our businesses and residences. By conserving water, we can ensure enough is available for the ecosystem and wildlife which make Santa Barbara County so beautiful.

Businesses and institutions can help conserve water by retrofitting water-guzzling toilets, urinals, and clothes washers with more efficient fixtures. Replacing these fixtures can save thousands of gallons of water per year, not to mention hundreds of dollars! On top of these benefits, several cities and water districts have partnered with the Santa Barbara County Water Agency to offer the "Save Water, Save a Buck" rebate program. A rebate of \$75-\$150 is offered for the installation of an ultra-low flow toilet (saving about 5 gallons of water per flush). A \$150 rebate is offered for waterless urinals or low-flow urinals (saving up to \$100 per year!). A \$150 rebate is also offered on eligible water efficient clothes washers, which reduce both water and energy use up to 50%. Eligible water districts and cities include the City of Santa Barbara, Montecito Water District, Carpinteria Valley Water District, Goleta Water District, City of Lompoc, and the City of Santa Maria. For more information about the program, visit http://www.sbwater.org/CIRebateProgram.htm or call 805-568-3541. Funding for this program was provided by the California Department of Water Resources Water Use Efficiency Grant Program.

NEW MEMBERS

LA Weight Loss Centers

185 S. Patterson Avenue, Santa Barbara, CA 93111, (805) 681-1912

Mammoth Moving & Storage

389 S. Los Carneros Rd, Goleta, CA 93117, (805) 968-8643

Easy Lift Transportation

53 Cass Place-Suite D, Goleta, CA 93117, (805) 681-1410

Robin Tidd Photography

420 Camino Del Remedio, #A, Santa Barbara, CA 93110, (805) 698-9937

Village Properties

4050 Calle Real, Santa Barbara, CA 93110, (805) 683-7353 & (805) 681-8800

Hotel Andalucia

31 W. Carrillo St, Santa Barbara, CA 93110, (805) 879-9140

Lack Construction, Inc

420 East Carrillo St., Santa Barbara, CA 93101, (805) 963-3600

Kona Ranch House

5687 Calle Real, Goleta, CA 93117, (805) 967-9400

Housing Trust Fund of SB

P.O. Box 60909, Santa Barbara, CA 93160, (805) 685-1949

Cree Inc.

340 Storke Rd, Goleta, CA 93117, (805) 968-9460

Select Personnel

2019 State St, Santa Barbara, CA 93105, (805) 687-1200

Tremblay Financial Service

3905 State St #8, Santa Barbara, CA 93105, (805) 569-1982

Home Builders Association

811 El Capitan Way, S.L.O., CA 93401, (805) 546-0339

Adams & Jones Optometry

5801 Calle Real, #D, Goleta, CA 93117, (805) 696-6636

Recording For the Blind & Dyslexic

5638 Hollister Ave, Goleta, CA 93117, (805) 681-0531

RIBBON CUTTINGS



LA Weight Loss has a new location in Goleta, and is a welcome addition to the Goleta Valley Chamber of Commerce. The ribbon cutting was held at their new location, 185 S. Patterson Ave., on May 3rd.

"With LA Weight Loss, you lose the weight, not the lifestyle. Learn more about how our program fits your life. You will look great. You will feel healthier. You'll be more confident. And you'll have more energy."



Kona Ranch House is a wonderful addition to Calle Real Shopping Center. The ribbon cutting was a great success, and held a delicious spread of some very fine finger food. Kona is located at 5687 Calle Real in what was once BellyBoards, and will be open evenings for beautiful authentic Hawaiian dinners. If you are able to stop by, we suggest reserving a table on "the beach," their outdoor patio in the sand.

ONTHE SIDE

CHAMBER PRAISES INFRASTRUCTURE BOND PACKAGE

Transportation Funding Protection

California is on the path to making a significant investment in infrastructure with a \$37.3 billion bond package/scheduled to appear on the November ballot. California Chamber President Allan Zarembeg voiced support for the bond package and an accompanying constitutional amendment to safeguard transportation revenues.

Critically Needed Investment

"Passage of the infrastructure bonds called for in the Governor's Strategic Growth Plan is an important accomplishment for California, our economy and our state government," said Zarembeg. "Approval of these bonds by the voters will bring critically needed investment into our state's infrastructure, repairing and improving current facilities, while building to prepare for the continued growth in California. In turn, these expanded ports, strengthened levees, newer schools, decongested highways, and additional housing will keep our economy — and California business — going strong," he said. "Nearly \$20 billion is proposed to be invested in transportation in this bond package. Even this amount is not enough to meet our current and future needs, however," Zarembeg noted. "This is why it is great news that the Legislature also approved a constitutional amendment to protect Proposition 42 and ensure that gas tax revenues people pay at the pump are dedicated to transportation projects. We need to continue to invest in transportation every year, and the voters agree," he said.



2007 Goleta Economic Forecast

Putting Local Businesses Ahead of the Market

Amongst a week of many important local issues, the week of July 16-22 marked one significant event in Goleta. The 2007 Goleta Economic Forecast was held on July 19th, releasing the eleventh volume of the UCSB Economic Forecast Project data, which also contains a special article by Andrea Estrada on behalf of the Chamber. Some of the highlights from this year's Economic Forecast booklet include:

California & National

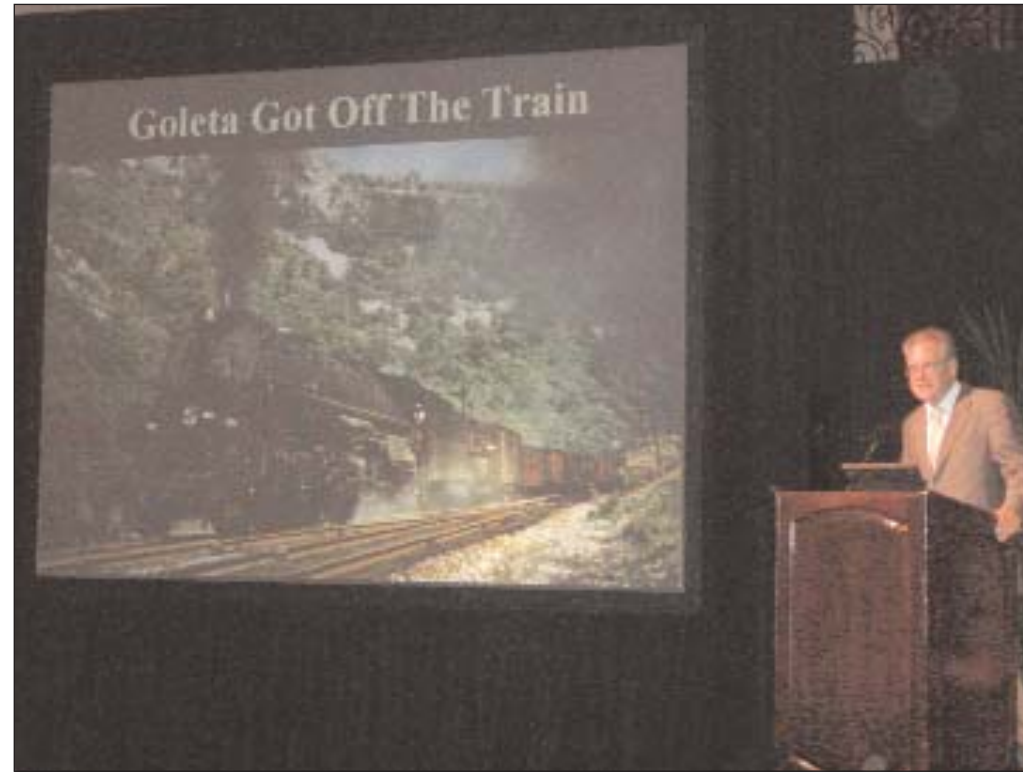
The United States economy continues to exceed expectations. Indeed its growth has been so strong that the Federal Reserve is still raising short-term interest rates after two years. California's economic growth has been even stronger than that of the United States, and more surprising.

We believe that the probability of a United States recession is increasing with each FOMC meeting that brings an interest-rate increase. However, the data are still strong, implying that the most likely scenario is no recession. If the FED does induce a recession it will likely be in 2007 and it will likely be mild. The impact of a mild 2007 recession on California will likely be less than that of 2000-2001 recession. Even with a construction slowdown, the State does not appear to have a sector that would experience the pain that accompanied the dot-com bust.

California's economy has been exceptionally hot, with an economic growth rate in excess of that of the United States. Given the State's climate, diversified economy, changing demographics, educational system, and location on the Pacific Rim, we expect the State to overcome its many negatives (high taxes, high housing costs, budget deficit, governmental gridlock, and more) and continue to prosper.

County

Santa Barbara County continues to consist of two economic regions. The South Coast is rela-



Thanks to Bacara, Business First National Bank, Cox, our many other wonderful sponsors, and the table-top expo of our local businesses, this year's presentation was a great success.

tively wealthy, but it is losing population and jobs. The North County is much less wealthy than the South Coast, but it is gaining population and jobs.

Except for farming and a very few exceptions, tradable goods producers have left the County. Consequently, the County's employment base is dominated by government-related or non-tradable-goods-producing organizations. These include Vandenberg Air Force Base, the federal prisons at Lompoc, the University of California Santa Barbara, two community colleges, school districts, the Chumash Casino, hos-

pitals, and County and local governments. While many of these organizations are subject to funding cutbacks when California has state budget cutbacks, many are, in large part at least, immune to cyclical fluctuations. This indicates that Santa Barbara County's economy should be significantly less volatile than that of California or the United States.

City

Since incorporation, a large portion of the City's leadership has worked toward eliminating growth. While the City has not quite achieved its goals, it has realized significant successes.

Draft General Plan

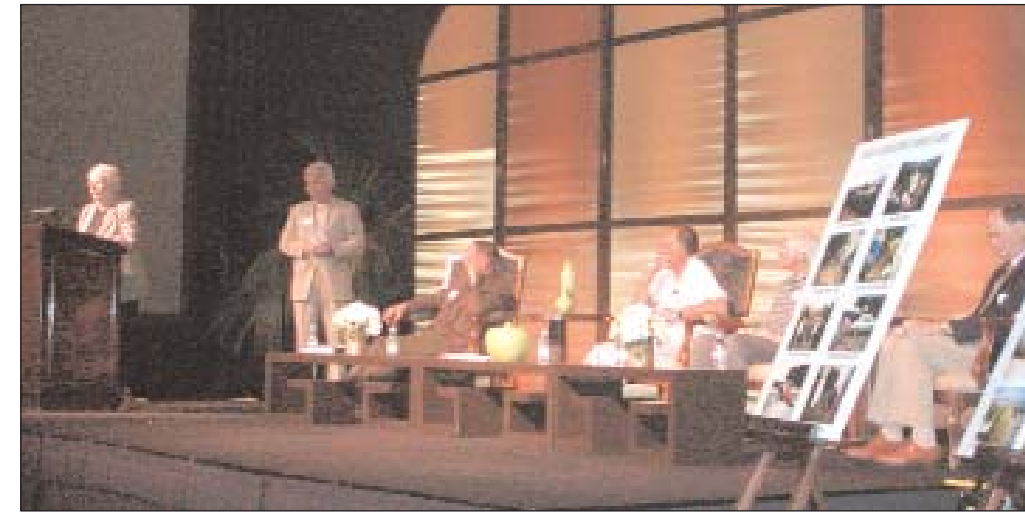
In July of 2006, Whitman Manley, CEQA expert, wrote a letter to the Planning and Environmental Services Department on behalf of the Goleta Valley Chamber of Commerce. Manley addressed the many disturbing flaws in Goleta's Draft General Plan/Coastal Land Use Plan Environmental Impact Report. This 35-page letter thoroughly addresses the 450 page General Plan, including missing elements, lack of detail, and incommensurate foresight with the future. Excerpted from the letter:

"Project") Draft Environmental Impact Report ("DEIR") to assess whether the document complies with the California Environmental Quality Act ("CEQA"). As we explain below, the DEIR is deficient in a number of respects and is therefore legally inadequate. Several of the deficiencies cannot be cured without significant revisions in the DEIR. In light of the nature these deficiencies, the City should recirculate the DEIR.

Legal Standard

CEQA has two basic purposes. First, CEQA is designed to inform decision makers and the public about the potential, significant environmental effects of a project. The EIR is the "heart" of this requirement. The EIR has been described as "an environmental

"alarm bell" whose purpose it is to alert the public and its responsible officials to environmental changes before they have reached ecological points of no return." Second, CEQA directs public agencies to avoid or reduce environmental damage when possible by requiring alternatives or mitigation measures. Mitigation measures must be "feasible measures which could minimize significant adverse impacts." The DEIR does not satisfy these basic purposes. In particular, the DEIR does not identify feasible mitigation measures that would clearly lessen the environmental impacts. The City must correct these shortcomings and recirculate the DEIR for further public review and comment.



Jonny Wallis, Mayor of Goleta, Tim Mahoney, The Gas Company, Jerry Knapp, CH2M Hill, Matthew Logan, Fairview Gardens, Larry Cavaletto, L.M. Cavaletto Ranch, Bill Gillette, SBC Agriculture Commissioner.



Linda Wheaton, Asst. Deputy Director for the Division of Housing Policy.



Dr. Bill Watkins, UCSB Economic Forecast Project

Indeed, Goleta's population has been declining. In part this is due to the very low number of housing units permitted. In the years 2003, 2004, and 2005 the city approved 13, 7, and 4 new single-family housing units, respectively, for a total of 24 units. We expect the City to issue 5 new single-family unit permits in 2006. They have not approved any multi-family units since 2002. The combination of very few new housing units and declining numbers in existing units (brought about by changing demographics) has resulted in

a falling population.

Jobs, by contrast with population, have been growing a bit, albeit at rates significantly below those of the United States and California. Goleta's job growth was negative in 2005, but 2006 job growth appears to be positive. The City's economy (Gross Product) has been growing at rates below the United States and California, but at more rapid rates than jobs. This reflects increasing productivity and changing job composition.

Lack of Detail

The DEIR is too vague. An environmental impact report, or "EIR," is intended to be "a detailed statement prepared under CEQA describing and analyzing the significant effects of a project and discussing ways to mitigate or avoid the effects." The purpose of an EIR is to provide agencies and the public with detailed information about the environmental effects of proposed projects, to list ways in which the significant effects might be minimized, and to indicate alternatives. As the California Supreme Court explained, "CEQA's fundamental goal [is] that the public be fully informed as to the environmental consequences of action by their public officials." ... "To facilitate CEQA's informational role,

the EIR must contain facts and analysis, not just the agency's bare conclusions or opinions." ... In short, "[a]n EIR must include detail sufficient to enable those who did not participate in its preparation to understand and to consider meaningfully the issues raised by the proposed project." ... This DEIR provides little analysis of potential impacts and mitigation measures used to lessen impacts. The DEIR also lacks supporting technical documentation to substantiate the data within the EIR. For this reason, much of the analysis in the DEIR is not supported by substantial evidence.

Goleta Valley Agricultural Viability Analysis

The Goleta Valley Chamber of Commerce commissioned this independent, objective survey of agricultural properties in the Goleta Valley. The agricultural consultants were asked to conduct an analysis to determine the economic viability of agricultural use of agricultural parcels. The Chamber is urging the City of Goleta to consider re-zoning any agricultural parcels that are not viable as an agricultural enterprise and consider using them as potential sites to help meet the City's commitment and need to provide housing. Based on a professional review of available information, and application of standard methodologies, the following observations have been made:

- The soils in the Goleta Valley vary widely in their suitability for agricultural production.
- The status of a parcel depends primarily upon (1) the ability of the soil to sustain agricultural production under irrigated conditions, and (2) the availability and cost of irrigation water.
- Agricultural parcels with good soils and a reliable source of relatively inexpensive irrigation water have a distinct competitive advantage and can potentially meet the agricultural viability criteria of being economically attractive to an agricultural lessee.

• Agricultural parcels that must pay the "New Water Supply Service" connection charge of \$52,480 per acre, such as the fallow Couvillion, Bishop Ranch University Exchange Corporation (UEC), and Pine Avenue Associates parcels, cannot generate sufficient net farm income to cover management costs and the high risks associated with the production and marketing of fruits and vegetables. Therefore, they do not meet the criteria of being economically attractive to an agricultural lessee and are not considered agriculturally viable.

• Using the California Department of Conservation FMMP, it is clear that errors have been made in assigning land to categories. A substantial portion of the land designated as "agricultural" in the City of Goleta General Plan/Coastal Land Use Plan Draft Environmental Impact Report (DEIR) would be considered nonarable (i.e., not suitable for irrigation) under Bureau of Reclamation economic land classification standards. This land should not be classified as important farmland or agricultural land appropriate for retention in agricultural use.