



GOLETA CHAMBER NEWS & EVENTS

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A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

Goleta's Crossroad

Our City is coming into the most critical time in its short history. Nothing will have more effect on our ability to do business, improve our homes, and keep our jobs in Goleta than the creation of the General Plan.



KRISTEN AMYX
President
& CEO

The Chamber ran newspaper ads last year alerting residents that a poorly developed General Plan that will have an affect on your job, your home, and your mobility. In July the Chamber held an Economic Forecast event at Bacara where we presented hard facts and objective analysis of the economic impact that will ripple through our community if no houses are built, and jobs are lost. This last month we mailed a study guide to the residents of Goleta, reporting on the Plan's negative effects on business, the environment and our quality of life. We hired a consulting firm to study our agriculture industry and make recommendations about the fallow ag parcels in town. And finally, we hired the foremost environmental law attorney in the State, Whitman Manley, to review the City's Environmental Impact Report (EIR). He reported strongly that the EIR is woefully inadequate, and must be re-written.

This is not business-as-usual in Goleta. Our quiet suburb of families, high-tech industry, seaside communities, and small businesses do not want the decades-long efforts on cityhood to end in a miasma of lawsuits, entangling our municipal funds in an endless loop of litigation. We want a General Plan that represents our City's simple balance of neighborhoods, jobs, recreation, education

opportunities, shopping and community gathering places.

The City has released the final Plan. The first hearing to begin the 45-day (or so) process of adopting the plan is on September 13.

This is it, folks. Are you as surprised as I am that there is so little discussion about these topics in the public arena of information? Kudos to you and your colleagues who are becoming well-aware and are well-informed about these key events, which will occur in September and October in our City.

We have published frequent letters, articles and information about our specific concerns with the General Plan. Here is a re-cap:

- The plan is in conflict with itself; policies within each of the elements are inconsistent with policies in the related elements. For instance, the housing element calls for 2,200 new homes, but the traffic element, the noise element, the conservation element and the land use element have opposing rules that make it impossible to build those homes.

- The housing element will not pass muster with the State approving authority, and it doesn't make sense to the rest of us either. The City mandates that 55% of new units built on key sites must be sold at restricted rates under market value. This rule precludes landowners from being able to build homes on their sites - not an effective way to reduce the housing shortage in Goleta.

- Some new environmental protection policies are arbitrary, illegal, and will result in the land owners'

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ONTHE SIDE

SAVE THE DATE Membership Luncheon

- 2nd District County Supervisor Candidates Dan Secord and Janet Wolf

September 20th, 2006
12:00pm - 1:30pm

Holiday Inn
5650 Calle Real
Goleta, California

Music in the Park

The Music in the Park Concert Series will be held each and every Sunday evening starting September 3rd, from 4:00pm to 5:30pm until October 8th at Girsh Park. The schedule is as follows:

- 9/3 - Prime Time Band
- 9/10 - Luna Guitana
- 9/17 - Floyd Country Boys
- 9/24 - The Porch Dogs
- 10/1 - Foggy Dew
- 10/1 - Ulysses Jazz Band

Girsh Park is located at 7050 Phelps Road, South of the Camino Real Marketplace, between Santa Felicia and Phelps Road.

CHAMBER OPEN HOUSE

MIXER & RIBBON CUTTING

Nearly 100 people attended the Goleta Valley Chamber's Business After Hours Mixer on Wednesday, August 23. This very special mixer was held in the Chamber's beautiful new office, and served as the ribbon cutting and open house. We would like to once again thank all the sponsors who made it possible, everyone who attended, and all those who put hard work into making it a memorable night for the Chamber.



24th Depot Day, 2006

The 24th Annual Depot Day will be held Sunday, Sept. 24, at the South Coast Railroad Museum, located at the historic Goleta Depot, 300 North Los Carneros Road, Goleta. Hours for the popular community event are 11 a.m. to 4 p.m. Depot Day is the day set aside each year for celebrating the preservation of one of the area's leading historical landmarks - the Southern Pacific railroad station building, which was moved on Nov. 18-19, 1981.



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inability to use their land. 100-foot buffer areas are called for around any environmentally sensitive habitat area (ESHA), no matter how small, degraded, or scattered that habitat is. Furthermore, the City's definition of ESHA is not substantiated by law or environmental biology expert. (i.e. a ditch on the side of the road is not a wetland)

- The Plan freezes zoning on all properties currently zoned for agriculture, even if a better use for the land is proposed. The Chamber's Agriculture Economic Viability study and other readily available data should be used to study these properties and their likely use in the next 20-years, instead of a policy to make no changes without any background study or analysis.

The Chamber also has concern that the plan was conceived without a citizen's advisory committee or a separate Planning Commission, and is therefore the sole creation of 4 elected officials (assuming one Council member votes NOT to approve the plan). Also, the problems with the plan make the City vulnerable to ongoing litigation - which is not the best use of time or resources in our young city.

Schedule

Here is an overview of the important dates and decision-making bodies' schedules over the next 45-60 days:

- **September 13:** Joint City Council/Planning Agency public hearing on Final General Plan
- **September 20:** Joint City Council/Planning Agency meeting to consider recommended Final EIR; PA action to adopt resolution recommending certification of EIR
- **September 27:** City Council meeting to consider: 1) resolution certifying the Final EIR ... 5) Resolution adopting the General Plan (cont. to October 4th if needed)
- **October 3-6** (Date to be determined): City Council Candidates Forum and Debate, sponsored by the Goleta Valley Chamber of Commerce, Goleta Valley Community Center
- **October 11:** Chamber Membership Luncheon presentation of City Council Candidates Forum, Holiday Inn
- **October 12:** Special meeting of Goleta Valley Chamber of Commerce Board of Directors to vote on endorsement of candidates
- **November 4:** Effective date of General Plan, (if

adopted on October 4)

- **November 7:** Election Day

What's Next

The Goleta Valley Chamber of Commerce's Board of Directors will vote at the September 7th meeting on their recommendations on the State Propositions for the November ballot, which includes the infrastructure bond package. The Board will also vote on whether or not to endorse Measure D, the local transportation funding measure. After the final candidates forum, the Board of Directors will meet and vote on City Council candidate endorsements. The October newsletter will feature these voting recommendations and the November newsletter will be a complete voters guide.

ERA Fiscal Report

An ad-hoc committee of the Chamber board has analyzed the report written by Economic Research Associates in July 2006 on the City of Goleta's Draft General Plan. The City's intent was to gain an objective analysis of the General Plan's affect on the City budget. The consultant, City Council and news media reported that the outlook is good for our City under the plan.

Our analysis resulted in a less positive view. While the 20-year outlook does have the City with a balanced budget, the expected revenue comes from complete build-out of the General Plan. Our concern is that since the Plan has internal inconsistencies, much of the proposed development in the Plan will not occur and therefore that revenue cannot be attained.

The other concern is there is substantial risk in the model of City expense projections. There are several factors that are out of the City's control, such as contracts with the County, contracts with public agencies, pension costs, increasing health care costs, and rent. Therefore, the expense projections seem conservative.

It will be important to carefully monitor the City's operating costs and reserves. There are three years in the near future when the budget is expected to have an annual loss, and the reserves will be used to balance revenue and expenses. After that, the payments to the County, per the revenue neutrality agreement, will be decreased and the budget should be in balance once more.

ONTHE SIDE

SOUTH COAST POLITICAL ACTION COMMITTEE ENDORSES TWO CANDIDATES

The South Coast Political Action Committee (SCPAC) is pleased to announce the completion of its endorsement process. Of the six candidates running for Goleta City Council, the South Coast PAC has chosen to endorse Michael Bennett and Eric Onnen.

"After reviewing the applications and interviewing the candidates, we are delighted to endorse these two candidates," stated South Coast PAC Treasurer Jim Knight. "Michael (Bennett) and Eric (Onnen) care about the quality of life and have a long history in this area. They will lead us toward economic vitality, open government and fairness in government."

PAC Chair Tim Mahoney added, "Michael and Eric are knowledgeable about the issues that Goleta is currently facing with housing, transportation, jobs, and the general plan. They are both practical, problem-solvers who will represent the interests of Goletans on the City Council."

The South Coast PAC is organized to:

- (1) Promote and strive for the improvement of government by encouraging and stimulating local residents and others to take an active and effective part in governmental affairs.
- (2) Encourage local residents and others to understand the nature and actions of their government, and to inform them as to the records of local officeholders and candidates for office.
- (3) Assist in organizing for more effective political action, and for carrying out other civic responsibilities.
- (4) Support issues, propositions and/or candidates with local impact and legislative matters of concern to residents and others, both financially and through individual efforts.

August 29, 2006

The South Coast PAC is not affiliated with the Goleta Valley Chamber of Commerce.

ON THE CHAMBER CALENDAR

September Lemon Launch Mixer

WHO: Goleta Valley Chamber of Commerce

WHAT: Business After Hours Mixer
great networking, entertainment,
food and beverages.

WHEN: September 27th, 5:00pm - 7:00pm

WHERE: Girls, Inc. Lemon Launch
4973 Hollister Avenue, Santa Barbara

COST: Chamber Members - \$5
Non-Chamber Members - \$10

September

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
SBC Sheriff's Life Skills Program
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm

20 - 2nd District Membership Luncheon
Holiday Inn
5650 Calle Real
Santa Barbara
12:00pm - 1:30pm

26 - Issue & Policy Roundtable
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm

27 - Business After Hours Mixer
Lemon Launch, Girls Inc
4973 Hollister Ave
5:00pm - 7:00pm