



GOLETA CHAMBER NEWS & EVENTS

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A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

Chamber 2007 goals endorsed

Plans for housing help, traffic study and General Plan amendments

IPR: Old Town Goleta flooding to be fixed

Annual Meeting

Chamber leadership announced an impressive set of priorities and goals at the annual membership meeting last month. Among the specific goals are to present two tools for addressing housing needs for our workforce: a local preference policy and a workforce housing program that helps employers invest in housing for employees. Newly elected Chairman Bill Macfadyen set the tone for year, announcing the Chamber's continuing work on City issues, participation with the development of the 2nd District Community Plan and the Regional Legislative Alliance (RLA) of Ventura and Santa Barbara Counties.



KRISTIN AMYX
President & CEO

The Chamber's work will continue on transportation and traffic issues through the Goleta Transportation Task Force and the RLA. Locally, experts are convening once-per-month to discuss and analyze the long-term needs for transportation projects and the ways to pay for them. Regionally, the Chamber and the RLA continue to pressure Sacramento to fully fund our region's proposal for bond money to widen the 101 freeway.

Old Town

The Old Town Revitalization project hangs on the balance of controlling the flooding of the San Jose Creek. Roughly every five years or so, the creek floods, and businesses on the Hollister corridor sustain substantial water damage. Sand bags

and road signs are common clutter along the Old Town business district during these difficult times.

The new Council has indicated that the City's existing plans for this work will be moved to the top of their priority list. After hearing a presentation on the plans, the Goleta Chamber decided to help support the

City's efforts to obtain the necessary funding for the project and to make this a priority as well. Business vitality, quality of life and resident's safety all make this an important project for our future.

City Planning

The new Goleta City Council is taking steps to ease the planning process for businesses, land-owners and homeowners in Goleta. In the first step toward revising last-year's General Plan, the Council is asking for public input on prioritizing the changes needed urgently in the 20-year blueprint for our community.

The City Council has also tasked the Design Review Board (DRB) to revise its procedures and policies, a step gratefully applauded by many Goletans who found the previous procedures cumbersome, confusing and expensive. The DRB members worked quickly and efficiently to make their own recommendations for changes, including removing the most onerous restrictions to home remodeling. (See page two of this newsletter for details).

ONTHE SIDE

2007 Goleta's Finest

Goleta's Greatest Gala



The Goleta Valley Chamber of Commerce will celebrate the 59th annual Goleta's Finest Awards banquet on Thursday, April 12, 2007.

The deadline for nominations has now passed, and we would like to thank everyone for the influx of nomination forms for this year's event.

Goleta's Finest celebrates remarkable individuals and businesses whose contributions have enhanced our community.

As Goleta's only black tie event, we will once again keep with tradition in holding the event at the luxurious Bacara Resort & Spa. Goleta's Finest is attended each year by nearly 300 local business leaders, state and local officials, caring citizens, and many other community members.

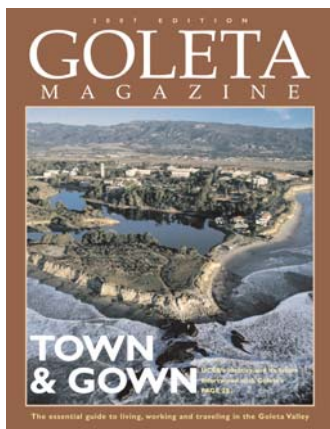
This year, in addition to the Silent Auction benefiting the Goleta Education Foundation, a three-item auction will take place during dinner, with proceeds from each of three fabulous items going to benefit local organizations.

With cocktails, a friendly atmosphere, dinner, live music, and the award ceremony, this will be a night to remember.

The Chamber invites any and all members of the community to this prestigious event. For more information contact anna@goletavalley.com, or call 967-2500.

2007 Goleta Magazine Unveiled

GVCOC ANNUAL MEETING A SMASHING SUCCESS



The Goleta Valley Chamber of Commerce held its Annual Membership Meeting on Valentine's Day, February 14th, a fitting day for the more than 150 people who attended due to their love of business and our community.

This year's event featured guest speaker Karen Kukurin, Deputy Director, Community Liaison, to the Office of Governor Arnold Schwarzenegger, who gave an in-depth presentation on the current and future state of health care

in California as it pertains to business. (For more information visit <http://gov.ca.gov/index.php?/fact-sheet/5241/>).

The Goleta Valley Chamber of Commerce has increased the number of representatives in its Board of Directors this year, who were inaugurated during the annual meeting. Now governed by 28 volunteers, the GVCOC Board represents all aspects of the business community including but not limited to: industrial manufacturing, retail, finance, service, non-profit, education, healthcare, utilities, lodging, and restaurants.

The Chamber would also like to thank the 2006 out-going Chairman Tim Mahoney, of The Gas Company, for all of his excellent work; and welcome our newly appointed 2007 Chairman Bill Macfadyen, of Malamute Ventures.



The 2007 Goleta Magazine was unveiled during the Annual Meeting by Grayson Peters, Communications Director, which received a warm response from those who attended. This valuable tool is available at the Chamber office and throughout Goleta in your favorite locations. Be sure to pick up one, no matter if you live, work, or play in Goleta.

We would like to thank all of the Ambassadors here at the Goleta Chamber: Jan Broderick, Nancy Cullinan, Laurel Early, Adlean Fuller, Kathy Gleason, Del Hegland, Betty Hensel, Christine LeBon, Dianne Lopez, Josefa Rios, Joanne Uhl, Charlotte Valentine, and Kevin Young. We would like to give special congratulations to our Ambassador of the Year, Kathy Gleason, Huntington Learning Center!



NEW DESIGN CENTER

New Permit and Design Center at City Hall

The City of Goleta Permit and Design Center, formerly known as "the Public Counter," now boasts a new space, new public entrance and new hours.

As of February 20, 2007, residents and design, building, and trade professionals will be able to access planning and building-related services through a newly created storefront door entrance just to the right of the current City Hall entrance.

The Permit and Design Center is located in the newly-leased office space next to the current headquarters at City Hall at 130 Cremona Drive Suite B.

"Our goal is to make coming to City Hall a pleasant and productive experience for City residents and those that do business in the City, said City Manager, Daniel Singer. "We believe the public will benefit from improved access to the planning and building services," continued Singer.

"In addition to the new Permit and Design Center, the new space allows related Departments to be grouped together, thereby bringing enhanced efficiency to City Hall," Mr. Singer further commented.

The Hours of the Permit and Design Center and the same as City Hall: Monday - Thursday 7:30 - 5:30 pm and Friday 8 - 1pm.

DESIGN REVIEW BOARD

At last month's Design Review Board (DRB) meeting, the new Goleta City Council addressed a few major issues with the review process, and have recommendations to improve the system.

Recommendations & (estimated timeline):

- Re-write the Zoning Ordinance - (est. 9 months)
- Eliminate the 50% limitation on additions to single-family dwellings - (No Time Requirement (NTR))
- Have Planning Commission Study FAR's - (est. 6 months)
- The DRB should remain a decision making Board - (NTR)
- Maintain the 3-step approval process but allow for more multiple-approval points for smaller projects - (NTR)
- Change DRB board to seven members - (est. 2 months)
- Televisе DRB meetings - (unknown per budget)

RLA UPDATE

Welcome Fillmore

The Regional Legislative Alliance of Ventura and Santa Barbara Counties welcomes the Fillmore Chamber of Commerce as the 11th member of the Regional Legislative Alliance of Ventura and Santa Barbara Counties. The Fillmore Chamber has 85 members who, along with the other members, make up an organization that represents nearly 300,000 jobs in the region. That is quite a voice for business!

Capitol Circle

The RLA board of directors approved the Capitol Circle, a new sponsorship program that allows more individual businesses and non-chamber associations to become involved with the RLA. We welcome our first member, Western States Petroleum Association. WSPA is not new to the group, in fact they have been at the table since the RLA's inception. However, they have moved in to the Capitol Circle showing more commitment to the RLA mission and goals.

The Capitol Circle offers benefits, depending on the level selected, such as paid registration and lodging in Sacramento for the annual lobbying trip, recognition at all RLA sponsored events throughout the year and a non-voting seat at the table during RLA meetings. There are three levels available: \$10,000, \$5,000 and \$3,000. To learn more please contact your RLA representative or Lisa Rivas, the executive director at (805) 637-6816 or lmrivas@cox.net.

Sacramento Trip

The RLA will travel to Sacramento to attend the California Chamber of Commerce's Legislative Summit on Monday, May 21. Tuesday, May 22 is dedicated to RLA only meetings with elected officials, and other key decision makers in Sacramento. This is an important opportunity to get the Ventura and Santa Barbara counties delegation in face to face meetings with people who are making decisions that impact our business success.

After a day of meetings on Tuesday, we will have a reception and dinner at the Sheraton Grand in Sacramento. If you are interested in attending the California Chamber Summit and the RLA meetings, please contact your RLA representative right away to get put on the list for Tuesday's events. Also, contact the Sheraton Grand in Sacramento at (800) 325-3535 to book your room. The conference rate of \$169 is available, but the rooms book quickly. The meeting agenda, dinner menu and cost will be available in the coming weeks. We look forward to having you at the table in Sacramento!

ONTHE SIDE

Lack Construction

Amber Olson has been named senior construction estimator at Lack Construction, Inc. Ms. Olson comes to Lack with more than 10 years of construction industry experience in cost management and estimation. She received her degree in international business management from Western International University, Phoenix. Ms. Olson previously owned a consulting firm in Portland, OR.

Stardust Cruises

Ken and Susie Martin are proud to announce their longtime friend and colleague, Paul Blaume, has joined the Stardust Cruises Limousine team as a Chauffeur. Many good times were had as friends Ken, Paul Blaume, Roland Theiland, and Clyde Hernandez sat over coffee discussing the beginning of Stardust Cruises Limousine Service over 5 years ago. Roland has since passed away, but Clyde Hernandez is still employed by Stardust. "It is a reunion of sorts" states Ken Martin, of Paul's new position. "Having Paul join us is like welcoming aboard family." Paul has worked as a chauffeur nearly 20 years for other companies in the area.

Lois Jovanovic, MD

Lois Jovanovic, M.D., CEO and Chief Scientific Officer at Sansum Diabetes Research Institute in Santa Barbara has received the "2006 Josiah Kirby Lilly, Sr. Distinguished Service Award" from the American Diabetes Association.

This coveted award is presented annually to one individual who has made a significant impact upon the understanding of diabetes, on the ability to provide health care to persons with diabetes, and on improving the quality of life for persons with diabetes and their families. Dr. Jovanovic has been director of Sansum Diabetes Research Institute for ten years. A specialist in endocrinology and metabolism, she has dedicated her life to diabetes research. Through her research, she established the Diabetes and Pregnancy Program and its protocols.

CHAMBER CALENDAR & KEY EVENTS

March

- 5 - Ambassadors Meeting
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:00pm
- 13 - Issue & Policy Roundtable
Villages at Los Carneros
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:15pm
- 15 - Lemon Festival Committee Meeting
Chamber Conference Room
271 N. Fairview Ave, Ste 104
8:00am - 9:00am
- 21 - Executive Board Meeting
Chamber Conference Room
271 N. Fairview Ave, Ste 104
12:00pm - 1:30pm

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

New Schedule

- IPRs are held on the 2nd Tuesday and 4th Thursday of each month
- Ambassador Meetings are held on the 1st Monday of each month
- Board Meetings are held on the 1st Thursday of each month
- Business After Hours Mixers are held on the 4th Wednesday of every month

April

- 12 - Goleta's Finest Awards
- 18 - Membership Luncheon

May

- 21-22 - Cal Chamber Legislative Summit in Sacramento

July

- TBD - Economic Forecast

August

- 15 - Membership Luncheon

October

- 20-21 - 16th Annual Lemon Festival

November

- 14 - Membership Luncheon

December

- 12 - Holiday Table-Top Expo