

THE LUMINARY

Brisbane's Business and Community Journal

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MAYOR'S Message

NOTHING GREAT IS MADE ALONE

By: **KAREN CUNNINGHAM**, City of Brisbane Mayor, kcunningham@brisbaneca.org, 415-312-2662

IT HAS BEEN AN EXTRAORDINARY YEAR

- Introduction and thanks
- Relationship Building
- What we achieved in 2021
- Setting the tone for 2022
- In closing for the year

INTRODUCTION AND THANKS

It has been a pleasure and an absolute honor to serve our Community as Mayor during this most unusual time in history. I have endeavored to set a tone of stable leadership during this year,

>> Continued On Page 2



SUPERVISOR'S Message

NEW BRISBANE LIBRARY IS MAGNIFICENT

By: **DAVID J. CANEPA**, President of the San Mateo County Supervisors, dcanepa@smcgov.org, 650-363-4572

I was delighted to celebrate the opening of the magnificent new library and community gathering place in the heart of Brisbane Oct. 23.

I was proud to be there for the Groundbreaking Ceremony in July 2018, the Dedication Ceremony in October 2020, and now, the Library Celebration nearly a year (364 days) later!

>> Continued On Page 3

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COMPASSIONATE CANNABIS

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, madison@brisbanechamber.org, 415-467-7283



Some people are ahead of their time. New chamber member Tariq Alazraie, founder of BASA— Bay Area Safe Alternative, is one of those people. Formerly a fighter pilot for the Jordanian air force, Tariq moved to the United States and got into the cafe and restaurant business in the early 2000's. Tariq recognized the vital role cannabis plays in aiding people suffering from certain health issues and began dispensing under the radar out of his Internet Cafe, utilizing Prop 215, The Compassionate Use Act. Approved by California voters in 1996, Prop 215 allowed patients with a valid doctor's recommendation or their primary caregivers, to use or grow cannabis for medical use.

Established in 2003, BASA is the oldest licensed cannabis dispensary in the United States. While its location has changed a few times, BASA's current home is in San Francisco's Western Addition. Born from activism and civil disobedience, BASA has never wavered from its mission to provide patients with the highest quality cannabis at affordable prices. One of BASA's foundational beliefs is that cannabis is a form of medicine and is a natural alternative to pharmaceuticals. Access is critical for people suffering from cancer or other health conditions and the company spends over \$600,000 a year providing medical cannabis to patients who cannot afford it through their Compassion Program.

Tariq explains that consulting with customers about their needs is of the utmost importance to all staff at BASA. When a new customer enters the dispensary, a manager will guide them through the store and give them a consultation regarding products available. For customers who are interested in additional education, BASA hosts an educational series on Sundays where their resident "weed fairy" will explain how to shop for and use a particular form of cannabis. One week the topic might be tinctures, another week it's topicals, the next it's flower, and so on. On Sundays they also provide free jazz concerts in their parking lot.

Tariq is conscious of some people's concerns around cannabis which is one of the reasons BASA is committed to giving back and being involved in their community and the communities they serve through their delivery service. Their dispensary on Grove Street looks like a high-end boutique and provides an elegant, safe, and welcoming atmosphere for shoppers. Staff are incredibly knowledgeable and happy to work with each customer to find them the right products. On average, BASA staff have been with the company for 7 years. All products are put through rigorous testing for safety and quality, packaged in child-proof containers, and clearly labeled with dosage.

Tariq and I discussed the future of BASA and he explained that expansion is on the horizon. Not only will they open a new dispensary on Mission Street in the Excelsior District next year, this location will also feature a consumption lounge. For now, you can stop by their location at 1326 Grove Street from 8:30 AM-10 PM. They have a parking lot for your convenience.

For those who prefer to enjoy cannabis without leaving home, BASA offers delivery to Brisbane. Simply place an order at basasf.com, verify your ID, and your order will be delivered in about 45 minutes. Delivery orders can be placed from 10 AM-9 PM, 7 days a week.

To learn more, visit basasf.com or call 415-549-9183. Follow them on social media, BASA SF on Facebook and [@basacollectivesf](https://www.instagram.com/basacollectivesf) on Instagram. If you stop by, make sure to mention you read about BASA in *The Luminary*!

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The Chairman's Circle is a special group of members that have committed to support the Brisbane Chamber of Commerce through sponsorships. If your business would like to become a member of the Chairman's Circle, please contact Madison Davis, President/CEO at 415-467-7283 or e-mail madison@brisbanechamber.org.

Mayor's Message, continued from page 1

leading us with a calm and steady hand. I am so proud of us all. This is especially true since we have had very little face time to communicate and many, many challenges and hurdles to navigate. The strong support of our incredible Staff team was nothing short of stellar, with everyone exhibiting a hands on "can do" attitude at all times.

RELATIONSHIP BUILDING

Further afield, our relationships with other members of City Councils has grown stronger, bridges have been built, some fences have been mended and as the pressure continues to mount from outside influencers trying to erode our most precious right; our right to self determination and local governance. Local Government control of our future is paramount. As a member of the CCAG Board (City and County Associated Governments), we took a very proactive and strong NO position on Bills that would erode our self governance. Of particular note is SB9 and SB10 that have thus far been approved, but will undoubtedly receive severe push back and challenges from us all.

WHAT WE ACHIEVED IN 2021

Despite the sometimes overwhelming challenges of this and last year, we have achieved an exceptional number of successes, due in part to the cooperation and team work spirit of us all. As I said in my title "Nothing Great is Made Alone" and that certainly applies to our teamwork approach to almost everything that we do. One thing that I have always stressed to my teams both in and out of the City is "Don't let perfection be the enemy of the good " and with some of the accomplishments that we have made, there is always room for improvement as times goes on. Goals change, needs change and sometimes the way we thought

was perfect in the past is no longer setting us up for a better future. Hence the need to always be looking at our ordinances and procedures etc to make improvements, course corrections and changes.

Here is a partial list of what we have accomplished in 2021 (in no particular order):-

- Library opening
- Extended fire safety ~ 100feet perimeter of Brisbane
- SAMTRANS route 292 extension
- Airbnb regulations and enforcement
- Electronic sign boards
- Injecting JOY wherever we could throughout the pandemic
- Push for fire hazard vegetation reduction
- Voted in favor of 5 new Diversity Caucuses at Calcities in Sacramento
- As a Board member of CCAG, we took a very strong NO position on SB9 AND SB10
- Brisbane Garden Show
- Summer Concerts Series
- Derby and Day in the Park
- SMCU ATM Ribbon-Cutting
- Chef Reina Ribbon-Cutting
- Chamber Mixers Starting Up Again In-Person (Skin Body Zen, 7 Mile House, Beauty Fix Studio)
- City's 60th Anniversary Party
- Creation of IDEA (Inclusion, Diversity, Equity and Accountability)
- EPIC (Equity Plus Inclusion Committee) Driven Proclamations
- Brisbane 101
- Small business grants
- LunaFest
- Scheduling the in person sign ups in Brisbane for new SMCU accounts (two more dates to come in December and January. An on the spot idea from me at the launch of the SMCU ATM opening that took hold immediately and was implemented in less than two months

SETTING THE TONE FOR 2022

Our Community is extremely diverse and we have set the tone that everyone is celebrated, honored and valued. We are showing that from the smallest members of our Community to the elders in leadership. We continue to grow and learn and appreciate one another in ways that should make us all proud. There is still so much for us all to learn and as part of that effort the IDEA Committee (Inclusion, Diversity, Equity and Accountability) was formed. The recent Brisbane 101 learning event provided a real life window into just how diverse our Community is. Some attendees of that event were as young as 15 years. Here are a couple of comments from them:-

Jayden Patel, 15 : "I had an informative glimpse of what it is like to operate a City."


Sebastian Sun, 15 : "I enjoyed it, and it is useful...Now I know more about local government and its functions Thank You"..

IN CLOSING FOR THE YEAR

Our community is strong and solid. Our opinions are as diverse as our population. Although we may not always agree with each other, we do celebrate each other.

The biggest treasure that we have is our people ~ **EVERY SINGLE ONE OF US**

In closing, I wish to acknowledge the tragic loss of some of our friends and family, young and old this year.



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Mission Statement: The purpose of the Brisbane Chamber of Commerce is to create an atmosphere in which business prospers and the community thrives.

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FINANCIAL Focus

SHORT-TERM INVESTMENTS OFFER LIQUIDITY - AND MORE

By: SVEN GEFFKEN, Financial Advisor, Edward Jones, Sven.Geffken@edwardjones.com, (650) 355-1365

Generally speaking, investing is a long-term process. You invest in your IRA and 401(k) to reach a long-term goal – retirement. You may invest in a 529 education savings plan for many years to reach another long-term goal – college for your children. But is there also a place in your portfolio for shorter-term investments?

In a word, yes. You have three good reasons for owning short-term investments: liquidity, diversification and protection of longer-term investments. Let's look at all three:

- **Liquidity** – For many people, the COVID-19 pandemic brought home the need to have ready access to cash, and short-term investment vehicles are typically liquid. Still, some are more liquid than others, and you'll want to know the differences right from the start.

Probably the most liquid vehicle you could have isn't an investment at all, but rather a simple savings or checking account. But you likely could earn much more interest from a high-yield online savings account without sacrificing much, if any, liquidity. Money market accounts are also highly liquid, but they may carry minimum balance requirements.

Other short-term investments may be less liquid, but that may not be a major concern if you don't need the money immediately. For example, you could purchase a type of mutual fund known as an ultra short-term bond fund that invests in longer-term bonds due to mature in less than a year, so you could receive the benefit of the higher interest rates typically provided by these bonds. You could choose to partially or entirely liquidate your bond fund at any time, but it may take several days for the sale to go through, since the shares in the fund need to be sold. You could also invest in a three-month certificate of deposit (CD), but if you cash it out early, you'll lose some of the interest payments.

- **Diversification** – If your portfolio consists largely of stocks and stock-based ETFs and mutual funds, you could take a hit, at least temporarily, during periods of market downturns, which are a normal part of the investment world. But a diversified portfolio, containing both long- and short-term investments, may hold up better during periods of market volatility. That's because the short-term vehicles we've looked at are typically going to be far less affected by market movements, if they're affected at all. (Keep in mind, though, that diversification by itself can't guarantee profits or protect against all losses.)

- **Protection of longer-term investments** – If you were to face an unexpected expense, such as the need for a major home or car repair, how would you pay for it? Without any liquid reserves, you might be forced to dip into your long-term investments, such as your 401(k) and IRA. But by doing so, you could incur taxes and penalties – and, perhaps even more important, you'd be removing resources from accounts designed to help you achieve a comfortable retirement. With enough short-term investments in place, though, you can avoid touching these long-term accounts.

As you can see, you can benefit significantly by adding some short-term investment vehicles to your portfolio. They could make a big difference in your ability to meet your financial goals.

TRASH TALK

With Chamber Member Teresa Montgomery, Sustainable Programs Manager at South San Francisco Scavenger Company

New laws are soon to affect food service facilities.

Starting January 1, 2022, California Senate Bill 1383 requires supermarkets and grocery stores with a total facility size of 10,000 square feet or more, as well as food service distributors and wholesale food markets, to recover edible food. It must be kept separate from garbage and handled according to local health regulations. The County of San Mateo's Office of Sustainability is spearheading a regional effort and providing guidance.

On March 1, 2022, the County of San Mateo and several of its cities, including Brisbane, will begin enforcing a Disposable Food Service Ware Ordinance. This law regulates and reduces disposable food service ware—especially those made from plastic. It applies to restaurants, food trucks, festivals, farmers' markets, caterers, and similar operations. An ordinance summary, purchasing guide, implementation tip sheets, and educational materials are available at www.smcsustainability.org/food-ware.

Supervisor's Message, continued from page 1

San Mateo County is committed to education and learning and is proud to have made a total contribution of \$2 million for this project to happen, which included \$300,000 in Measure K funds, and a \$1.7 million low-interest loan of 1.5% that the city could repay over 15 years.

This was a collaborative effort between the city of Brisbane, residents and the County Board of Supervisors, past and present, as this project has been in the works since 2000.

I can't wait to see what happens in that new makerspace, as we've seen in our County Libraries that makerspaces are places where not only kids congregate, but adults as well.

Kudos to San Mateo County Libraries and Director Anne-Marie Despain which undertook this long-awaited project and persevered through the COVID pandemic.

The library illustrates the County's commitment to literacy across all ages and cities. Libraries are often the heart of a community. They are places to read, to meet, to gather, to collaborate, to build and to dream.

As the demand for library services continues to grow and change, libraries are adapting to meet community needs now and into the future. What does that mean? It means access to technology. It means access to free WiFi which is how



we bridge the digital divide. And that's exactly what this library will do for the residents of Brisbane.

Thank you to City Manager Clay Holstine, Mayor Karen Cunningham, the City Council and other stakeholders for their leadership in seeing this fabulous project through that will benefit the community for years to come.

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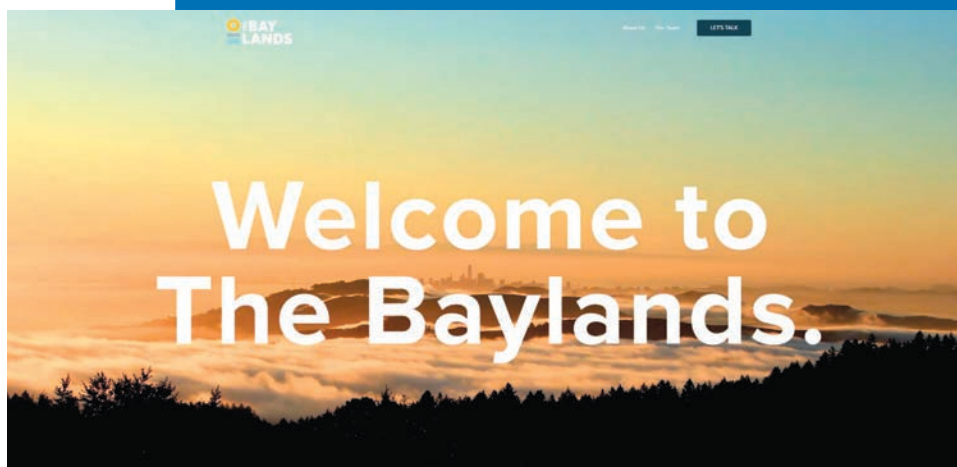
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SAFE ROUTES TO SCHOOLS: WALKING TIPS

By: Complete Streets Safety Committee

Walking is a great way to get some fresh air, to exercise and be active, and to get to know our amazing community better. The City of Brisbane and Brisbane School District encourage you to take advantage of the Walk Routes to Schools to walk to school and get around town safely. Please follow these tips so that your walking trip is as safe and comfortable as possible!

BE ALERT

If no sidewalk, walk on side of street-facing oncoming traffic

- This means walking on the left side of the road. That way, you can see them and they can see you!

Look both ways before using the crosswalk

- When crossing the street, try to get to an intersection corner to cross, and use a painted crosswalk when available. Stop at the curb and look both ways for traffic.

Look and listen for cars coming.

When it is clear, walk and don't run across the street.

BE MINDFUL

Stay on the Walk Routes whenever possible

- The sidewalks and stairways that make up the Walk Routes are highlighted in yellow on the map. Keep an eye out for the medallion markers with stars on them – they are placed on the ground and will guide you along the routes if you follow them.

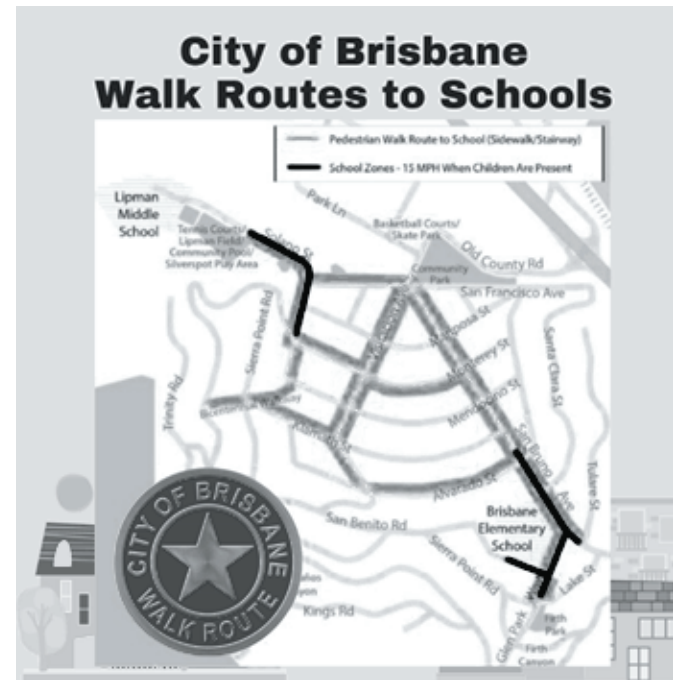
Walk with friends or family

- Doing so keeps each other safe, but also shares your walking experience with others. Start or join a Walking School Bus so you can walk with friends and stay safe on your walk to school.

Wear clothing that stands out at night

- Consider wearing bright colors or reflectors and using a flashlight so that others can see you when you are walking at night.

Be careful near driveways and watch for cars backing out. Thanks for reading and stay safe!



BUSINESS LICENSE RENEWALS AROUND THE CORNER...

By: CAROLINA YUEN, Finance Director, City of Brisbane, cyuen@ci.brisbane.ca.us

The City of Brisbane has continued to partner with Avenu to assist the City's staff to calculate and process the Business License Tax. 2021 Business Licenses will expire on December 31, 2021. Renewal letters are expected to go out in mid-November and businesses will have one month to renew. For your convenience, online filing will be available on January 1, 2022 at <https://Brisbane.BizlicenseOnline.com>. Paper renewal forms will be included with each letter in case you prefer that method. Businesses that have closed, have been sold or are no longer doing business in the city limits of Brisbane should check the space provided on the letter and return to our office. Any ownership or business name changes, or location moves require new applications which can be downloaded from www.avenuinsights.com or call (866) 240-3665 for assistance. The City of Brisbane appreciates you choosing our city to conduct your business.

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BLAST FROM BRISBANE'S PAST

By: MADISON DAVIS, Brisbane Chamber of Commerce, madison@brisbanechamber.org, 415-467-7283

The following article is from *The Times*, printed on December 20th, 1975 and written by Robert Torren

Star Bright Over Brisbane

Once again against the blackness of San Bruno Mountain, stars are beginning shine over the little town of Brisbane, as one did over Bethlehem some two thousand years ago.

According to Brisbane historian Dorothy Radoff, Arthur Kennedy hung the first star on his house 1940, starting a town tradition. Brisbane houses rise row on row up the slopes of San Bruno Mountain, so the stars twinkling over the rows of lighted houses make this America's Christmas card town. Unlike much of the rest of America, however, Santa doesn't always land on his reindeer-drawn sleigh on the rooftop and drop down the chimney with his bundle of presents.

For Elna, daughter of ex-mayor Anja Miller, as in Finland there is a knock on the door Christmas Eve. Joulupukki, an old, bearded man in a red suit, enters and questions Elna as to her year's behavior before he leaves his presents. In cold, windy Finland, a land of ocean torrents and deep forests where darkness holds all winter, old pagan superstitions have not disappeared. A sheaf of wheat must be tossed out for the birds. Then the Laplanders, particularly those in lonely farmhouses, must put food on the hearth to appease the elves who have crept out of the cold and darkness to become unseen, powerful and capricious members of the household. For the Finns, the second day of Christmas, Tapaninn, St. Stefan Day, is visiting day.

For the Mexican-Americans, like the family and friends of present mayor Art Montenegro, Christmas is in the Mexican tradition. In bright and colorful, fiesta-loving Old Mexico, there is a party in some house in the village every night from December 16 to December 25, with tables piled with traditional Mexican dishes— tamales and tortillas, guacamoles and cilantro, menudo and chicharrones. The piñata is broken Christmas Day and its presents distributed. January 6 is the Kings' Day, a fiesta for the magi. The person who gets the piece of cake with a baby in it gives the final party on February 2.

This Christmas, from the little town of Brisbane come Christmas wishes to the Peninsula, Merry Christmas, Hauskaa Joulua, and Feliz Navidad!

BRISBANE BUSINESS BULLETIN

"The Brisbane Business Bulletin" allows Brisbane Chamber of Commerce members to communicate brief bits of news to the public such as change of hours, new product offerings, upcoming events, etc. If you are interested in listing a news item next month, please contact Madison Davis at madison@brisbanechamber.org

Madhouse Coffee

We are open for business and ready to serve you! Please be advised, our new hours are 7am-1pm daily. We are also hiring! Email ron@rondavis.com for an application.

Applications Available to Serve on City Commissions and Committees

The City of Brisbane is currently recruiting community members interested in serving on various Council Commissions and Committees. The deadline to apply is 5pm on Friday, January 14, 2022, and the applications are available at brisbaneca.org/open-seats or by contacting the City Clerk at (415) 508-2113 or cityclerk@brisbaneca.org. New this year is the Inclusion, Diversity, Equity, and Accountability (IDEA) Committee (7-11 seats for terms until 2024 & 2026), where Brisbane residents and people who work in Brisbane are welcome to apply.

San Mateo Credit Union

Join representatives from San Mateo Credit Union on Tuesday, December 7th from 1pm-5pm at City Hall. Representatives are happy to answer any questions you may have about banking with SMCU, and will also be available to help you open an account on the spot. With an SMCU account, you'll be able to take advantage of their new ATM at City Hall.

Join us for our Holiday Mixer @ The Mad Moiselle

Let's close out the year in style! Join us for our holiday mixer and a ribbon-cutting ceremony on December 15th at The Mad Moiselle at 345 Visitacion Ave from 5pm-7pm. This is the perfect opportunity to network with other business professionals and community leaders while taking care of some last minute Christmas shopping! This is one you don't want to miss!

BRISBANE School District News

PATIENCE

By: **RONAN COLLVER**, Brisbane School District Superintendent, rcollver@brisbanesd.org

'Our willingness to wait, reveals the value we place on what we are waiting for.' This is a quote that I ran across on Twitter recently and it got me thinking about the role of patience in my life. Patience is defined as 'the capacity to accept or tolerate delay, trouble, or suffering without getting angry or upset'. In education as with parenting, we exercise a tremendous amount of patience, and we ask our young people to have patience on a regular basis. Teaching patience can only be done by demonstrating patience; showing our children how we cope with delay, trouble, or suffering. Oftentimes, I go into a situation, and I must prepare myself to have patience. I take a deep breath and I acknowledge in my mind that to get through an event, I will need to practice patience. Yes, practice patience. Why practice? Well, because I haven't mastered patience and probably never will. We all have our tipping point, and we lose our patience. This tipping point might not be the same from day to day, however, we have all experienced moments when our patience has run thin or has completely run out and we get angry or upset. How we act when we are angry or upset can also be learned behavior. I often hear people apologizing for being angry or upset and I tell them that there is no need to apologize for being angry or upset, however, how you express that anger can be a choice you make.

Somewhere along the line in our life we also learned that showing anger by raising our voice, acting out or being all around unpleasant would often get a reaction and sometimes the result we wanted. Perhaps we can look back at our time during this pandemic and realize that as a community we have truly improved our ability to practice patience and when we reach that tipping point, we have learned how to express being upset in a much calmer way.

As a society we have had an incredible test put on our patience and as you are all aware, more patience is still needed. Although the Brisbane School District has not a positive case reported to us in quite some time (knock on wood), 30 cases were reported in schools in the County last week and there has also been an uptick in cases among adults countywide. 78% of 12-15 year-olds are fully vaccinated and Covid-19 Vaccinations just opened up for 5-11 year-olds. Securing a vaccine will take some patience as you navigate <https://myturn.ca.gov> to find an open clinic in the area. Some parents are finding success at their health care provider and others at local pharmacies.

My ability to be patient has grown tremendously in the last year as has my reaction when I run out of patience. We are dealing with a changing virus that is easily transmittable; we have all changed so many habits in our lives due to this virus. Heading into a season we traditionally call the "holiday season", many will travel and gather with other people. I ask that you take precautions, follow travel guidelines, get tested more often, and explore vaccinations for you and your family. Most of all show patience with each other as we are all in this together.



THE MAD MOISELLE & THE BRISBANE CHAMBER OF COMMERCE INVITE YOU TO

JOIN US FOR A MIXER & RIBBON-CUTTING CEREMONY!

Let's close out the year in style! This is the perfect opportunity to network with other business professionals and community leaders while taking care of some last minute Christmas shopping! This is one you don't want to miss!

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Receive \$100 bonus
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December 7, 2021.*

Come & Join Us on Tuesday, December 7 at Brisbane's City Hall

SMCU representatives will be available to open new membership accounts and answer any questions you have about becoming a member of San Mateo Credit Union.

Plus, when you open a new checking account, you'll be eligible to earn a \$100 bonus.*

When: Tuesday, December 7, 2021
1:00 to 5:00 pm

Where: Brisbane's City Hall
50 Park Place
Brisbane, CA 94005

Open an SMCU checking account on December 7, 2021, and you'll get a \$100 bonus in just a few easy steps.*

- Conduct 10 or more debit card purchases in January
- Make at least one direct deposit, payroll deposit or external ACH transfer

**Bank with San Mateo Credit Union.
We can't wait to meet you.**

(650) 363-1725 | smcu.org



~SAN MATEO~
CREDIT UNION

*Open a new San Mateo Credit Union (SMCU) Free or Premium Checking account (no other account types eligible) on December 7, 2021. During the full calendar month immediately following the month in which the account is opened, conduct 10 or more personal identification number (PIN) or signature-based purchases or payments using the SMCU debit card(s) associated with the new checking account. ATM and ACH transactions are not eligible. In the case of a joint account, purchases and payments from multiple debit cards will be added together. Membership eligibility requirements apply. Must be age 18 or older. Existing SMCU members who do not have a checking account as of December 6 may qualify for the offer. Conditions and restrictions may apply. Limit one (1) bonus per individual membership account. Federally insured by NCUA.