



THE LUMINARY

Brisbane's Business and Community Journal

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STAGGER LEE GOODS: HANDMADE & BUILT WITH INTEGRITY

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

New Brisbane business Stagger Lee Goods, opened its doors at 31 Visitacion Ave in late 2021. Part workshop, part retail, the store features handcrafted leather goods, custom aprons, and locally crafted products such as soaps, candles, coffee and more. Owner Alfred Ramos' vision for the space is to not only showcase the products he's designed and created under the Stagger Lee Goods brand, but to also serve the community as a General Store with exceptionally curated items from artisans he loves.

I asked Alfred to walk me through how Stagger Lee Goods came into existence and what led him to open his store in Brisbane. Alfred explained that it all started with a tailor in San Francisco. When Alfred visited this business for the first time, he was inspired by the craftsmanship that went into the clothing they sold and the small details like the stitching on a collar or the lining of a coat. Alfred started purchasing custom clothing from the tailor and started to spend more and more time in the store. Eventually, he asked the owner if he had a need for an employee and ultimately, Alfred began outfitting men with suits and other clothing. He said, "I would encourage customers to try on pieces they wouldn't normally choose. I could spot small changes in tailoring and fit that I could tell would make a big difference in a customer's appearance. Once my customers saw themselves in the clothes I suggested, I could see them build confidence almost immediately."

In time, Alfred got the entrepreneurial itch and decided to venture out on his own. He started making custom jackets while working in the restaurant industry simultaneously. One day, a client of his who worked as a bartender asked Alfred to make him an apron, and from there, things really started to heat up. The bartender started getting questions about his apron and soon notable restaurants like Trick Dog, Bar Agricole, and Flour & Water asked Alfred to make aprons for their team. Alcohol brands such as Rémy Martin, Maker's Mark, and Campari took notice and asked for custom aprons with their logos. Alfred stopped making jackets and started making aprons exclusively.

His background in the restaurant industry enables Alfred to create aprons that are designed with an intimate understanding of the needs of servers and bartenders. He considers length, need for pockets, fabric durability, color palette, restaurant theme, how casual or fancy the environment is, etc. This has made Stagger Lee Goods' aprons some of



Inside Stagger Lee Goods

the most sought after aprons around. So much so, Alfred began designing for butchers, cosmetologists, and tattoo artists. For his tattoo clients, Alfred discovered that aprons made from awning fabric don't absorb blood, oils, or ink and can be hosed off. It's a brilliant idea if you ask me and just goes to show how committed Alfred is to finding the right materials. Alfred can customize all parts of the apron including length, pockets, fabric, fit, and straps, and can add embroidery and embossing. Aprons start at \$60 and go all the way up to \$400 depending on the materials chosen. Denim aprons that retail for \$142 online are offered for \$100 in the store.



Alfred's daughter sits in the Stagger Lee Goods Workshop

Not only does Stagger Lee Goods specialize in aprons, they also carry an array of handmade leather

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MAYOR'S Message

TRUE GRIT

By: COLEEN MACKIN, City of Brisbane Mayor, cmackin@brisbaneca.org, 415-529-8114

The days are finally getting longer, reassurance that we're emerging from the dregs of winter.

Is there anyone sad about putting the past two years behind them?

Despite incredible hardship, we've weathered this pandemic. Through creativity, adaptation, and sheer tenacity, we've managed to wrestle disruption and carve out our own version of "normal" (for the time being).

There's nothing meek about Californians, and "Brisbits" are even tougher.

The Covid battle isn't over, but we've certainly learned strategies that keep us protected. Yes,

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SUPERVISOR'S Message

SAN MATEO COUNTY MEETS COVID TESTING DEMAND

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

In response to the surge in the Omicron variant, San Mateo County is greatly expanding opportunities for COVID-19 testing as our local pharmacies have essentially run out of test kits due to a nationwide shortage.

>> Continued On Page 2

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The Chamber 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

face masks indoors (state mandate through February 15th), getting vaccines and boosters, and getting tested if we have symptoms. Keep in mind that our county recently had a spike in positive cases.

According to County School Superintendent Nancy Magee, schools will stay open and are taking a layered approach: requiring masks, increasing testing and continuing to encourage vaccinations through school-based events.

And adaptive as ever, your Brisbane Committees and Commissions are using virtual meetings to make sure that things still get done and members are safe. You'll probably see some Committee/Commission members featured on

NextDoor, Instagram, or Facebook this month, with interesting stories about how they got involved on their Committee or Commission.

These men and women of Brisbane take their appointments very seriously and pour their hearts into serving their community. I want to take this moment to pay tribute to the work they do because I know first-hand how valuable their contributions are to the Council and our City.

Many of our Council members started by participating on a Committee or Commission and I am one of them.

I served on the San Mateo County Civil Grand Jury, two City Committees, and the Planning Commission before being elected to the Council.

Serving on Committees and Commissions is a gratifying experience. Not only do you form strong bonds to your colleagues, but during the course of projects you learn so much about our City, how it's run, and how to get your ideas and concerns heard. You begin to realize that the work you do is going to make an indelible contribution and can change the future course of the City. You take with you the deep satisfaction that you made that difference and were a part of history.

I've asked that our City extend the application period so that more people have time post-holiday to apply for positions. Check the City website for application information or call our City Clerk.

So much of our society is fragmented and that's been further complicated by loneliness and isolation during this pandemic. What better way to meet

new friends and neighbors and offer your public service than by participating on a Committee or Commission.

Sometimes people worry too much that they don't have the expertise to serve, but the primary requirements are really just interest, motivation and commitment. If appointed to a Committee or Commission you'll learn far more during your service.

We're also just starting our IDEA Committee (Inclusion, Diversity, Equity and Accountability). The requirement for this Committee is the willingness to participate in a conversation. Those conversations are sure to include discussions about how we get to know each other, become familiar with the diversity of our residents, and involve more of our minorities as stakeholders in Brisbane's future.

Please stay safe this month. Touch base with your neighbors. We could all use encouragement and it helps to know we're not alone. Just a phone call or a text message can mean a lot.

The good news is that both Pfizer and Moderna report that they are working on new vaccines that specifically target Omicron while other scientists have been working with some success on a vaccine that would protect us against all Sars-type viruses.

We've made it this far. Stay strong, Brisbane. And support our local businesses!

A walk-in testing site has opened at the San Mateo County Event Center parking lot with the ability to provide 2,000 PCR tests daily. PCR tests typically return results within 72 hours. The county is also purchasing 50,000 home test kits for distribution through partner agencies to its most impacted and/or at-risk residents and first-responders. Each kit contains two rapid tests.

The Centers for Disease Control and Prevention (CDC) recommend getting tested 1-3 days before a family gathering, or prior to any travel, even if you have no symptoms. Rapid antigen testing should be done 24 hours prior to a gathering or travel. PCR testing should be done within 72 hours – with results available prior to a gathering or travel.

County-supported test sites and schedules are at www.smcgov.org/testing.

Residents should not visit local emergency rooms for non-scheduled COVID-19 testing. And of course, the vaccine and booster is the best way to protect your families from Omicron and wearing your face mask in high risk settings will continue to be required at least until Feb. 15.

Supervisor's Message, continued from page 1

A new testing site, longer hours at certain existing sites and the distribution of home test kits to residents most at-risk are among the actions. These steps are being rolled out as we seek to ensure our county maintains one of the highest per capita test rates in California.

The County currently supports 10 sites that offer PCR laboratory tests with results available within 72 hours depending upon demand. Current capacity is 8,500 tests per week and expanded hours at existing sites will add about 10 percent. Additionally, a new testing site at the Event Center can provide up to 2,000 tests per day.

With a nationwide shortage of COVID tests now, particularly at pharmacies, this shows an incredible effort to do all we can as a county to meet the demand for testing and keep our residents safe from the Omicron variant. Increasing capacity at the Event Center and other county testing sites will be a welcome relief for those who want to keep their families safe during this surge. This effort must and will continue until COVID and all of its variants are behind us.

LOOKING FOR YOUR STORIES

By: Brisbane Historical Community



Do you have stories of living in Brisbane? Stories can cover any topic from growing up in Brisbane, your time at Brisbane Elementary or Lipman, or any notable events related to Brisbane. Local filmmaker Keith Moreau is collecting stories from Brisbane residents recounting their personal stories of living or working in Brisbane. Check out the newly revamped History section of the City's website, located at: brisbaneca.org/history. For more information or to schedule an interview, please contact the Brisbane Historical Community at history@brisbaneca.org or (415) 347-2038.



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E-mail your article, advertisement or questions
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The Luminary is printed using recycled paper
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FINANCIAL Focus

DOES YOUR BUSINESS HAVE AN EXIT STRATEGY?

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

If you're a business owner, you've got so much to think about, and you work so hard, that it might be difficult to envision the day when you're in a different place in life. However, that day will likely arrive, so you'll want to be prepared for it, which means you'll need an exit strategy. But how do you create one?

Here are some steps that can prove helpful:

- **Start planning early.** Making a quick exit is probably not a viable strategy for most business owners. Instead, you'll want to plan far ahead for when you want to leave your business behind. This will require some thinking about the big picture: What will the company look like when you're gone? Are you essential to its survival? If not, do you want to sell it to a key employee or an outsider? Or would you prefer to keep it in the family? After you've answered these types of questions, you can then move on to consider specific solutions, such as creating a buy-sell agreement with an employee or gradually transferring the business to family members.

- **Determine how to fill a retirement income gap.** You could spend two, or even three, decades in retirement – so you'll want to be sure you'll have an adequate income stream to cover all those years. You may be able to draw on Social Security and whatever retirement plan you might have established, such as an SEP-IRA or an owner-only 401(k), but these sources may still leave you short of what you'll need to live on during your retirement. However, your business will probably be your biggest asset, especially if you own some real estate connected with your operations. So, if you're planning to sell your business, how much will you need to get for it to fill any retirement income gap you may face? Of course, it can be somewhat tricky to place a valuation on a business that may not be sold for several years, but with some research and the right forecasting tools, you should be able to develop a pretty good estimate.

- **Get professional help.** Creating and executing a business exit strategy takes time – and expertise. So, as you think about your own situation, you might want to assemble a team that includes your financial, tax and legal advisors and an expert in business valuation. This last position – business valuation professional – will obviously be particularly beneficial in estimating the value of your business for a future sale.

- **Include the next generation in your plans.** If you're planning on transferring your business to the next generation of your family, you'll certainly need to involve them in every step of the process. But even if you're going to sell the business to an outsider, or liquidate it entirely, you should keep your grown children informed of what you're doing, since they may be affected by the outcome. You also may want to include them in any meetings you have with your financial, tax and legal advisors.

Selling or transferring your business will be one of the most important financial moves you'll make – so plan ahead, get the help you need and find the exit strategy that's right for you.

BLAST FROM BRISBANE'S PAST

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

The following article is taken from the *Brisbane Bee Democrat*, printed Thursday August 27, 1964

Butler's Shoe Store Opens in Brisbane

"We sold 20 pairs of shoes before the store opened for business," chuckled owner Franklin Butler, speaking of Brisbane's newest business venture on Visitation Ave.

Officially Butler's Shoe Store opened Thursday at 105 Visitation Avenue. According to Frank Butler the store hours will be as follows: closed all Mondays; open Tuesdays, Wednesday, Thursday, Fridays, and Saturdays from 10:30am until 6:30pm, and on Sundays the store will be open from noon until 5:30pm.

Merchandise in Brisbane's newest store features ladies flats and casual wear shoes, children's shoes, men's shoes, novelties, jewelry, hosiery, and sundry articles. A special discount price on ladies hosiery is offered as an opening special.

A property owner in Brisbane, Butler also has a store in San Francisco at 1698 Alabama Street. Revealing he owns his store, Butler declared he has no overhead and gets along with the landlord "real good." Since he is owner and proprietor the shoe manufacturers were able to give him a special selling rate. Butler urges customers to compare his prices with other shoe stores on the Peninsula. At present he has 3,000 pairs of shoes on hand. The hosiery department is stocked with approximately 580 pairs of ladies nylons.

With a vital interest in the growth of Brisbane, Frank Butler is firmly convinced a shoe store has been urgently needed for quite some time.

An infectious smile, a warm handshake and the aim to please greets each potential customer who enters Frank Butler's store.



An ad for Butler's Shoes that ran in the Brisbane Bee Democrat in 1964



Owner Frank Butler shows an interested Mayor James Williams some of the merchandise available in the shoe store located on Visitation Avenue. Frank King photo



The building where Butler's Shoe Store once occupied, today

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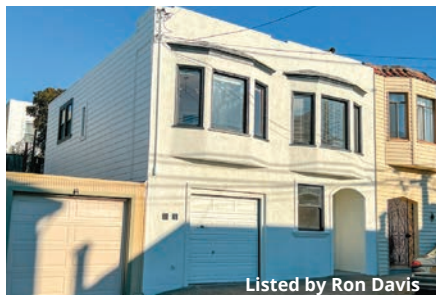
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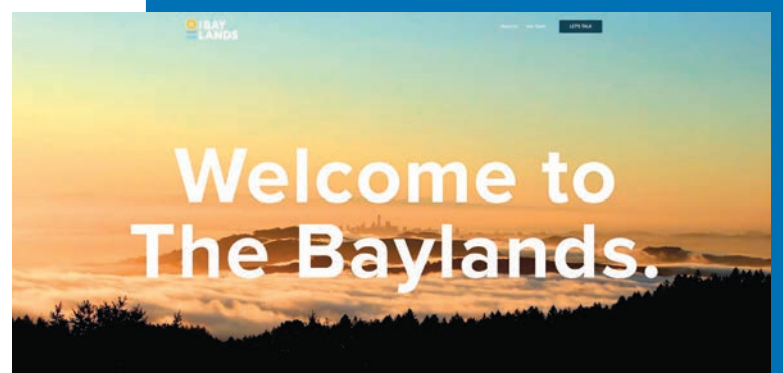
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Just a reminder...

Effective January 1, California law requires residents to sort organic waste from garbage!

If you do not yet have a green cart or bin for organic waste, please contact South San Francisco Scavenger at **650.589.4020**.

Residents of multifamily residential complexes should encourage their property owner or manager to make contact.

To learn more, please visit:
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TRASH TALK

With Chamber Member Teresa Montgomery, Sustainable Programs Manager at South San Francisco Scavenger Company, and Adrienne Etherton, Sustainability Manager, Brisbane Public Works Department

Q: How does the new California law (SB 1383) effect residents of Brisbane?

A: Everyone is now required to have organics collection service. The law requires thoughtful sorting of waste materials before placing in the correct bin for collection. Organic waste like yard trimmings, food scraps, and food-soiled paper belong in a green bin. Clean/dry paper and cardboard belong in the appropriate blue bin (under the grey lid if you have a split recycling cart). Many residents are already doing this. Those that are not, are required to start and should call South San Francisco Scavenger at 650.589.4020 if in need of a green bin. Note that residential customers (single-family homes with weekly curbside cart service) pay an integrated rate for waste collection; there is no additional charge for adding a green cart. Commercial customers (including multifamily residential properties where waste bins are shared by many families) incur a charge for adding green bin service. This charge is usually mitigated by decreasing garbage collection. It is the property owner or manager’s responsibility to contact South San Francisco Scavenger to start green bin service. Individual tenants should encourage them to do so.

Q: Can all products that are labeled “compostable” be placed in the green bin?

A: No. Your green bin is only for organic waste materials that can successfully be processed into fuel and compost. Those materials are yard trimmings, food scraps, food-soiled paper, and wax-coated paper (like parchment paper, wax paper, wax-coated produce boxes). The green bin is not for items that look like plastic—regardless of what their label may say.

Stagger Lee, continued from page 1

goods. From dog collars, to wallets, to leather covered candles, tumblers, and flasks, Stagger Lee Goods has something for everyone. They can customize most items. Recently, Stagger Lee Goods started to supply leather goods to businesses such as embossed coasters, check presenters, and cocktail menus. Everything Stagger Lee Goods creates is 100% handmade right here in Brisbane. Alfred characterizes his process saying, “I spend a lot of time agonizing over every stitch.” And it shows, Stagger Lee Goods’ products are of superb quality and feel like they’d last a lifetime.



Owner of Stagger Lee Goods, Alfred Ramos, in action

You might be wondering, why the name “Stagger Lee Goods?” Alfred explains that he has a passion for music and many songs he enjoys reference the story of “Stag” Lee Shelton also called: “Stagolee,” “Stagger Lee,” “Stack-o-Lee,” and “The Mack,” a man popularized in turn of the century American Folklore. The story goes that Lee was an infamous gambler in St. Louis and on Christmas Day an argument ensued after a night of drinking between Lee and a man named William “Billy” Lyons. Newspaper accounts indicate that at some point during the dispute, Billy snatched Lee’s Stetson hat and Lee responded with his revolver. Lee recovered his hat from William’s dead hands, returned it to his head, and slowly walked away. Lee has become somewhat of an American anti-hero and icon for toughness and style. The story endures in many folk and blues songs since the late 19th century. Alfred references the lore not only by name but also with the inclusion of card suits in his logo and a skeleton wearing a stetson hat.

I asked Alfred how he came to transition his business from solely online, to a storefront in Brisbane. He explained that during the pandemic, his wife began to pressure him to move out of their spare bedroom and into a space of his own. As a Brisbane resident, Alfred recognized the convenience of locating his workshop in Brisbane but also wanted a retail component so there was something he could offer to the community. He appreciates all the residents who have stopped by to say hello and the many bits of information he’s received about the 23 Club next door.

On the horizon for Stagger Lee Goods is a focus on getting back to Alfred’s roots with the addition of custom jackets. He also hopes to incorporate feedback from the community about what items they would like to see him carry in the store.

Stagger Lee Goods is open Tuesday-Friday 11am-6pm and Saturday from 12pm-4pm. Their phone number is: 415-494-5459 and their website is: staggerleegoods.com. They can be reached via email at info@staggerleegoods.com. Follow them on Instagram and Facebook-[@staggerleegoods](https://www.facebook.com/staggerleegoods). As always, if you stop by, please mention you read about this business in *The Luminary*.



An embossed Stagger Lee Goods leather flask

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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

Star Awards to be held January 25, Submit your photos by January 21

The Brisbane Lions Club continues its tradition of recognizing holiday decorations with its annual Star Awards Ceremony. The event will be held virtually this year on the 25th at 6:30PM. To be included, please email photos of your decorations to brisbanelionsclub@gmail.com by January 21. For a link to watch the event, visit brisbanelions.org

20th Annual Artists' Evening of Sharing

Join us for an inspiring showcase of local artists, musicians, performers, filmmakers, and writers on February 12th 2022 at 7:30 PM. For more information visit brisbaneca.org/AES

Crustacean Dinner Dance Party- To-Go!

This year the Brisbane Lions Club will host its annual crustacean feast with a to-go format. Various crab and lobster items are available to order and be picked up on February 26 at Mission Blue. Orders must be placed by the 22nd of February. Prices this year will remain the same as last year and some items will be priced even better. All prices are at cost so please consider adding an additional donation to your order. For more information visit brisbanelions.org

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San Mateo Credit Union

Join representatives from San Mateo Credit Union on Tuesday, February 8 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.

Chamber Mixer Cancelled for January

In light of the recent rise in COVID cases, the Chamber has decided to forgo having a mixer this month. Please keep an eye out for an email from us next month regarding a February mixer.

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BRISBANE School District News

THE PANDEMIC PRINCIPAL

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

The changing landscape of leading schools through the Covid-19 pandemic has prompted school leaders to adapt quickly and learn to refocus their optics on a regular basis. While face-to-face instruction has resumed for most children, school principals cannot hold on to the comfort of teaching, learning, and leading the way it was done before the pandemic. When the education world turned upside down in March of 2020, school principals needed to fully reorganize their school structure and learn a new set of skills to be successful.

The Brisbane School District has 3 incredible educators that need to be recognized and honored for their hard work and dedication to the District. Sarah Neidhart, Traci Storer, and Jolene Heckerman serve as school principals in the Brisbane School District and their leadership during these challenging years has been phenomenal. In a small school District like ours, they are used to wearing a variety of hats to keep their school running smoothly. However, being a distance learning principal or serving as a member of the healthcare community are not tasks that are naturally associated with their title. Navigating best practices on the social-emotional well-being of staff, students, and families during a global health crisis is something they had to adapt quickly to learning.

One of the biggest challenges for principals is navigating the conflicting demands of leading a school this year. They want to establish a tight-knit community while keeping everyone safe. They want students to close any learning gaps that widened last year without burning out our staff. They want parents to feel that they're in partnership with us even when differences of opinion arise about how best to do things. Prioritizing helping children and their families while keeping the staff in their comfort zones raises daily challenges for these leaders; challenges they have all met.

As leaders, they must remain mindful of the time and energy that tasks will take. Energy management is equally as important as time management while they navigate constantly changing guidelines, rules, and perceived best practices. These educators have been asked to test students for a virus on a daily basis and they have stepped up to the challenge without hesitation. The energy it takes to live a career that is constantly changing can be overwhelming for most to cope with, and these three outstanding people have stepped up to every challenge with poise, confidence, and dedication to the community. It is my pleasure to have these three principals as my colleagues and without a doubt we all owe them a debt of gratitude for their professionalism and courage to lead our schools during the COVID-19 era.



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