

THE LUMINARY

Brisbane's Business and Community Journal

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MAYOR'S Message

DEJA VU

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

Ever hear the saying about history repeating itself?

Picking up the San Francisco Examiner January 2nd issue of this year, something caught my eye.

It was a story comparing the similarities of 1922 and 2022.

A hundred years ago, the Bay Area was just pulling out of the so-called "Spanish Flu", another global pandemic. In 1918, that pandemic was at its worst point. There were masks and shutdowns and just when things seemed to abate, it came roaring back again.

When 1922 brought a glimmer of hope that the pandemic might be over, people weren't quite sure whether it was safe to be carefree again.

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SUPERVISOR'S Message

ALTHOUGH MASK MANDATE IS LIFTED, THEY ARE STILL STRONGLY RECOMMENDED

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

San Mateo County will lift its indoor mask mandate in alignment with the state and most Bay Area counties Tuesday, Feb. 15, although I will continue to wear my mask indoors for the

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UTTER OBSESSION: A CHOICE VOICE

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

Prem Lall's voice is one you won't forget. Seriously, once I heard him call into a radio show to comment, although he didn't mention his name, I knew instantly, the voice belonged to Prem. His voice is deep, words clear, and the tone unique. So it's no surprise that after a career as a paralegal, Prem decided to pursue his love of voice acting and establish his voiceover business, Utter Obsession.

Utter Obsession is years in the making due to a series of Prem's life experiences, which led to the business's development. While a student at Lowell High School, Prem expressed an interest in medicine. He participated in a medical research apprenticeship at the University of California San Francisco's School of Nursing, Office of the Dean. Coincidentally, his supervisor was none other than former Brisbane Mayor, Anja Miller. Prem also served as a patient care volunteer at the UCSF Department of Radiation Oncology and hosted talks at Lowell by J. Michael Bishop and Harold Varmus, both of whom worked in oncology and were UCSF's first Nobel Laureates. After graduating from Lowell, Prem attended UC Davis to focus upon political science, music, economics, and advanced mathematics as a Chancellor's Scholar and Regents Scholar. At UCD, Prem performed live on the main stage of the Dramatic Arts Department as the culmination of studies in computer and electronic music, impressing his professor not only with his compositions and expertise in the recording studio but also with his ability to act.

Upon graduation, Prem began working at



a San Francisco radio station where he became Director of Production. During this time, Prem started to hone his voiceover skills and conspired with artists to create musically themed comedic scenarios live on the airwaves. The scenes he created with special effects would keep listeners tuned in even if unfamiliar with the interviewees. He also enrolled in a series of courses in professional studio sound production at San Francisco State University.

In the early 2000s, Prem moved to Brisbane and put his voiceover work on the backburner while focusing upon a paralegal career

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KEEP CALM, EAT ADOBO

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

Famed Brisbane business, 7 Mile House celebrated its 164th anniversary Saturday, February 5. I sat down with owner Vanessa Garcia to learn about the significance of such a milestone. She explained that while the business has certainly had its ups and downs, the pandemic created an atmosphere of uncertainty and stress. At the start of 2022, Vanessa grappled with how the business would survive without the support of federal, state, or local assistance like PPP, EIDL, and small business grants. "I broke out in hives for the first time because the stress was so intense. Nobody knows what is going to happen this year. I feel that I'm very much on my own," she noted.

Thankfully, after many years in business, Vanessa knows how to hustle. She knows what works and what doesn't, and her savvy business sense has gotten her through challenging times on more than one occasion. The business continues to hum along with the support of her longtime staff, her daughter, Visa, and her mother, Cleo. Vanessa



says that the number one reason 7 Mile House lives to tell another tale is a result of the outpouring of

>> Continued On Page 2

CHAMBER CIRCLE MEMBERS

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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

Reflecting on this conundrum, The Examiner's front page on January 1st, 1922 had columnist Arthur Brisbane commenting, "Are they going backward or forward?"

That name, Arthur Brisbane, stopped me in my tracks.

Arthur Brisbane?

It was 1929 when our city was given its name, "Brisbane", by a realtor named Annis, who came to town and thought this name was better than "Visitacion City", (as it had been called for twenty years). Though some assume Annis named the city after Brisbane, Australia, others believe he chose the name to honor a popular journalist at the time...Arthur Brisbane.

And what made Arthur Brisbane noteworthy?

Born in 1864, Brisbane was one of the best-known and highest paid American newspaper editors of his time. He made a name for himself as an orator, speech writer, philanthropist and public relations specialist. Brisbane coached many famous businessmen of his era, notably Henry Ford, Thomas Edison, and John D. Rockefeller.

Arthur Brisbane started his career as a newspaper reporter in New York City working for Joseph Pulitzer, but was hired away by William Randolph Hearst. Brisbane, who wrote a syndicated column published by 200 daily newspapers and 800 weeklies, had an astounding daily readership of 20 million. Hearst said of Brisbane, "... Arthur Brisbane was the greatest journalist of his day."

With Hearst, he formed Hearst-Brisbane Properties, investing in New York real estate. But near and dear to his heart was the land he acquired in central New Jersey along the shore. When he learned about the historic significance of his 6000 acres, he made a concerted effort to preserve its 19th century buildings, site of an early iron-making industrial village. Upon his death in 1936, the land was deeded to the State of New Jersey, with Brisbane stipulating that it was to be used for historic and forest preservation and nothing else. Today it is a park.

Whether you subscribe to the belief that Brisbane is named after Arthur Brisbane, or Brisbane, Australia, it's fascinating to think that we could be named after such an eminent person.

1922 and 2022

Back to the comparison of the two years...

Brisbane grew slowly through the 1920's. But due to the shrewd marketing of realtor Annis, who promoted Brisbane as the place for citizens of modest means to build their homes, the city had significant growth during the late 1920's and early 1930's. This growth took place even though it was during the Great Depression. Brisbane boasted impressive public services including roads, water

mains, natural gas service, a post office, library, public school, a fire department and connection to the Bayshore Highway.

Similar to a hundred years ago, we're entering a transformative era for Brisbane.

Like then, we're going to need affordable housing for our sons, daughters, seniors and workforce. And like Brisbane of yesteryear, we'll need a solid tax base to secure our future.

The place we're already seeing the most dramatic transformation is Sierra Point. Development envisioned there decades ago is now becoming a reality. The driving force behind this is biotech.

The San Francisco Bay Area has become one of the nation's largest biotech centers, (second only to Boston). Within the Bay Area, Brisbane has now emerged as one of the leading destinations for life science companies (South San Francisco is the other).

Cancer diagnostics company Freenome has signed a lease for more than 350,000 square feet at "Genesis Marina" on the northwest corner of Sierra Point where the anticipated completion date for the new structure is 2023.

At "The Shore", on the southeast corner of Sierra Point, Janssen Bio Pharma, a subsidiary of Johnson & Johnson has signed a lease for 60% of Phase II of that five-building development.

And one of the largest biotech property developers at Sierra Point is Healthpeak.

One can envision all the services that will be needed by this workforce, and Brisbane needs to plan for those accommodations. No doubt this will bring many of the retail amenities that Brisbane residents have desired for years.

Though some of these changes will make our city look very different, what stays the same will always be the Spirit of Brisbane.

Keep Calm, Eat Adobo, continued from page 1

support from the community, the city, and her customers. For that, she is eternally grateful.

One lesson Vanessa has learned after many years in business is how to adapt to circumstances. For several months, 7 Mile House has suffered from the rising cost of goods due to supply chain issues. Her three best-selling dishes contain pork, which has increased in price by 40%. While a difficult decision to make, Vanessa chose to raise her prices. She feels awful because she realizes diners can get sticker shock at restaurants lately, but her hands are tied.

Vanessa draws connections between cooking adobo, a traditional Filipino dish, and running a business. Vanessa immigrated to this country with a love for her culture and the desire to share it. She explains that having a business and cooking adobo share commonalities, "some people will like it and some people won't, but that doesn't mean you should stop working on your recipe. After lots of trial and error, you will get your spices right. From then on, things are good. Just like creating the perfect adobo, I want business owners to be persistent. Restauranters have it so hard right now, but they need to keep going and keep their eyes on the prize. When you care about your customers and invest in your business, people will notice your hard work. Keep calm and eat Adobo; that's our motto."

Join me in offering congratulations to Vanessa Garcia and 7 Mile House. Swing by for a drink or a delicious meal, Sunday, Monday, Wednesday, and Thursday from 11:30 am- 8 pm, and Friday-Saturday 11:30 am- 9 pm. Visit 7milehouse.com and follow them on social media @7milehouse. If you visit, be sure to mention you read about this business in *The Luminary*.

Supervisor's Message, continued from page 1



foreseeable future as it is the safest way to protect yourself, your family and others from coming into contact with Covid-19 and the Omicron variant.

While this is exciting news, keep in mind many businesses may continue to require masks in their establishments as part of their own store policies, which we must respect.

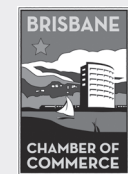
The lifting of the mandate, however, still requires the unvaccinated over the age of 2 to wear masks in all indoor public settings.

There will also be some settings where indoor masking will still be required for everyone, regardless of vaccination status, including public schools from kindergarten to 12th grade, public transit; health care settings such as hospitals; congregate settings such as jails and homeless shelters; and long-term care facilities as required by the state of California's health order.

In the state, only Santa Clara and Los Angeles counties will require everyone to wear masks indoors.

Bay Area health officers continue to strongly recommend masks be used as an effective tool to prevent the spread of the virus especially when case rates are high, or when additional personal protection is needed, according to the San Mateo County Health System.

Continuing to mask in indoor public settings, especially crowded or poorly ventilated spaces, remains our safest chance and protects those who are medically vulnerable or are not able to get vaccinated, like our youngest children. As evidence continues to show, vaccinations and boosters remain the best defense against the virus, according to the health experts.



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2nd Wednesday of each month

E-mail your article, advertisement or questions
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Advertisements are interactive on the Luminary posted to the web and on social media.

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The Luminary is printed using recycled paper and environmentally-friendly soy-based ink.

FINANCIAL Focus

HOW CAN GIG WORKERS FILL THE BENEFITS GAP?

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

Are you a “gig” worker? If so, you’ve got a lot of company – by some estimates, more than a third of U.S. workers participate in the gig economy as freelancers, independent contractors or moonlighters. And while gig work offers some attractive features, such as flexibility in setting your hours and no real limits on your income potential, it also comes with challenges. Specifically, you may miss out on the array of benefits available to full-time employees of many organizations. How can you fill this benefits gap?

Let’s look at some of the standard employer-offered benefits and ways you can acquire them on your own:

- **Retirement plan** – When you work as an employee, you may have access to an employer-sponsored retirement plan. These types of plans allow you to save for retirement in a tax-advantaged way. As a gig worker, you may be able to get these same benefits through your own retirement plan. You can always contribute to a traditional or Roth IRA, but you can invest much more in other types of plans, such as a SEP IRA, a SIMPLE IRA and possibly even a “solo” 401(k). A financial professional can recommend the plan that’s suitable for your situation.

- **Life and disability insurance** – Many employers offer life insurance as an employee benefit, and while this coverage may not be sufficient, depending on one’s family situation, it’s at least something. But as a gig worker, you’ll need to get your own life insurance, which is essential if you have anyone depending on you for financial support. You may also want to look for disability insurance to replace part of your income should you ever become temporarily unable to work due to illness or injury. It’s worth noting

that some organizations for freelancers and self-employed individuals offer access to life and disability insurance, so you might want to do some research online to check out these groups.

- **Health insurance** – As you know, health insurance is always a pretty big issue for just about everyone, regardless of their work status. Of course, many mid- to large-size employers offer health insurance to their employees, but as a gig worker, you’ll need to find your own, unless you’re covered by your spouse’s plan. In looking for health insurance, you may want to contact a “navigator,” –the position created by the Affordable Care Act (ACA) to help individuals find coverage. You can find someone in your area by going to healthcare.gov and following the prompts. Depending on your income, you may be able to receive subsidies through the ACA.

- **Paid time off and unemployment insurance** – Many full-time employees are given paid time off for sick leave and vacation. They may also receive unemployment insurance if they lose their job. Since most gig workers won’t have access to these benefits, it’s important to have an emergency fund available for unexpected (or even expected) income dips. Ideally, you’d want three to six months’ worth of living expenses in your emergency fund, but even a few hundred dollars can help create a lot more security to cover life’s unexpected events.

Full-time employees receive something of great value in their benefits packages. As a gig worker, you’ll have to take the initiative to close this benefits gap – but the opportunities are there, so do what you can to find them. It will be worth the effort.

Utter Obsession, continued from page 1

involving antitrust and intellectual property. However, in 2018 Prem felt called back to the voiceover world. He converted a room in his home into a recording studio with an industry-standard Sennheiser 416 microphone and formed an LLC for his business, Utter Obsession (a play on words, since “utter” also means “speak” and “pronounce”). Extensive studio experience gave Prem an understanding of proper studio construction to produce high-quality audio recordings. But just as his business got rolling, the pandemic hit. And while activities slowed, having a recording studio within his home allowed Prem to continue working, giving him an edge over voiceover artists dependent upon commercial studios in NYC and Los Angeles which had closed due to COVID. The education he gained at UCD, UCSF, and SFSU plus voice-training coursework at SF’s Voice One and Sausalito’s Voicetrax as well as experience as a Production Director in radio prepared him to not only execute voiceover projects but produce them digitally using Adobe Audition software.

Utter Obsession provides voiceover talent, recording & production including music, video, and background effects. The company offers worldwide voiceover services for an array of projects including e-learning, medical narration, documentaries, political narration, character voices, audiobooks, and content for TV and radio. Accents available include a variety of American accents along with British, Caribbean, and Spanish. Prem just finished narrating the audiobook version of *Prescient*, a novel of nearly 400 pages written by Brisbane author Quincy Bragg. Prem voiced 60+ characters - both male and female with a variety of accents - for an audiobook 10.5 hours in length.

Prem’s current project involves narrating a pseudo-commercial for an unusual video that features live footage combined with stop-motion robots which musicians Jason Berry and Amanda Chaudhary will use to promote their work. Prem’s favorite type of voiceover work is medical narration. His interest in medicine and experience working with medical terminology in and outside the hospital including reading the *New England Journal of Medicine*, have enabled him to understand and pronounce medical and pharmaceutical jargon. This work can be challenging for many voiceover artists because the vocabulary is intricate and unfamiliar. To listen to a sample of Prem’s medical narration, check out his YouTube video at <https://youtu.be/A5xk2eZpzME>. In addition to medical voiceovers, Prem enjoys comedy in all its forms even when recording commercials.

Are you looking for voiceover expertise for your next project? Utter Obsession can bring your vision to life. Connect online for a quote at <https://utterobsession.com> or email Prem at plall@utterobsession.com. Be sure to mention you read about this business in *The Luminary*!

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 20, 1964

Racetrack Rumors

Rumors are spreading as fast as a forest fire this week that Brisbane will soon become the home of a major thoroughbred race track.

Designed as the center of the multi-million sports complex, the track would be located in the Southern Pacific territory which was recently annexed by Brisbane.

Railroad officials this week said that they would not announce any plans for the area. Projects planned for the land would have to be announced by the developers.

Key to the rumors was the fact that Tanforan race track closed down this year. It was razed by fire several weeks ago. The closing of Tanforan left northern California with only two tracks in operation. Many reliable sources have been speculating that establishment of a major track adjacent to San Francisco would be a boom to the sport in this area.

While no definite declarations have been made, additional speculation has it that perhaps Golden Gate Field in Albany might be closed to make way for a big time race track comparable to Santa Ana and the East Coast. The new track at Brisbane would provide this outlet.

Combining with this, Champion Speedway developers are reportedly ready to announce the development of several sports facilities in the same area. Amount them in California’s largest and fastest drag strip.



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Effective January 1, 2022, California law requires organic waste to be separated from garbage at all places of business.

Offices, retailers, restaurants, hotels, labs and other commercial, government and industrial facilities must comply.

Local businesses are encouraged to contact South San Francisco Scavenger at **650.589.4020** to arrange for a **green bin**.

To learn more, please visit:

www.calrecycle.ca.gov/organics/slcp
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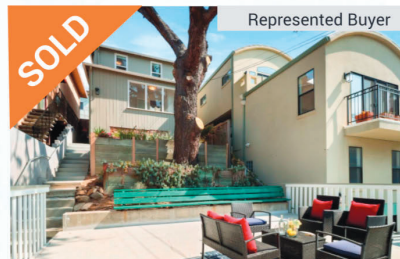
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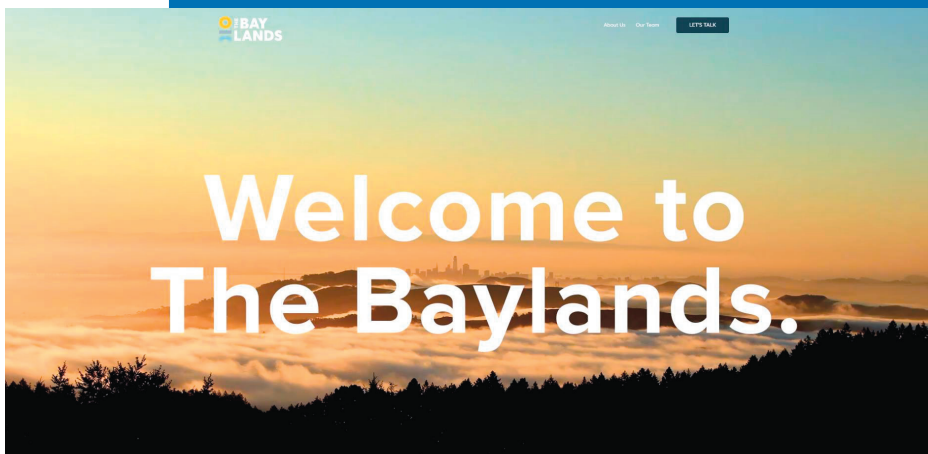
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TRASH TALK

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) affect businesses in Brisbane?

A: All places of business are required to separate organic waste from other trash. For-profit and non-profit businesses, government and industrial facilities are required to:

Subscribe to recycling, organics, and garbage service. Bin size and frequency of service must be sufficient to handle the volume of waste material created. [Please contact South San Francisco Scavenger at 650.589.4020 to add necessary service.]

Provide recycling and organics bin access to employees, contractors, tenants, and customers. The number, size and location of bins must be adequate. Recycling and organics bins must be present wherever there is a garbage bin (except inside restrooms). Bin colors (body of bin and/or lid) must be consistent: blue for recycling, green for organics, gray (or black) for garbage. Bins must also have labels illustrating the primary materials that are accepted and prohibited.

Provide educational information to employees and tenants about the requirements to separate organics and recycling from the garbage. This must be done within 14 days of new occupation of premises, and at least annually. Instructions for properly sorting materials into the correct bins shall be included.

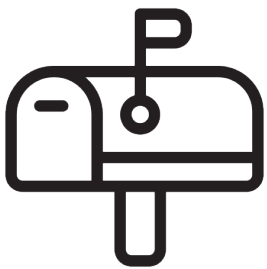
Inspect collection bins at least twice yearly for contamination. Inform employees of contamination found and of the requirements to sort materials correctly.

Q: Does the new law have additional requirements for businesses that provide food?

A: Yes. SB 1383 requires supermarkets, grocery stores, food service providers, food distributors and wholesale food vendors to donate excess edible food to feed people. County of San Mateo Office of Sustainability is leading this effort. Details at www.smcsustainability.org/generator-edible-food-recovery-requirements.

TAX-RELATED FORM 1099s IN THE MAIL

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



The City of Brisbane has mailed out tax informational IRS forms 1099-NEC to businesses that received payments from the City in 2021 for services rendered. This year, businesses who participated in the COVID-19 Small Business Grant Program should expect to receive an IRS Form 1099-G. The City of Brisbane does not offer tax advice

and encourages each business to consult with a tax accountant on how to treat information provided on these forms. Those expecting to receive forms should contact the City's Accounts Payable desk at (415) 508-2158 or leave a message on the City's "Contact Us" page under General Questions at <https://www.brisbaneca.org/contact> if tax informational forms have not been received by February 18th.

BRISBANE CHAMBER OF COMMERCE

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RSVP to madison@brisbanechamber.org

BRISBANE School District News

SCHOOL SECRETARIES.. HOW DO THEY DO IT!

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

During my teaching career I would often skip lunch in the staff room and I would cover for the front desk for the school secretary so they could have an extended lunch period. This started during special lunch events like birthday parties or taco Tuesdays. I found I really enjoyed the fast pace of the job; the constant phone ringing with vital student information or questions from parents or scraped knees from the playground. Granted, I could only keep up that pace for the 30 minutes I had for lunch; these amazing people keep this pace up all day and have 100 other job duties that they juggle.

What is the real job description of a school secretary? They are lunch servers, healthcare professionals, administrative assistants, magicians, top notch detectives, negotiators and conflict resolution experts; all of this with an incredible sense of humor and compassion that can't be matched. Mind you, this is all before assisting with all the covid testing, vaccinations, and contact tracing that has been added to their plate.

They are information specialists! What that means is that if you need information, they have it. Most of us do just fine coordinating our own schedule; the school secretary is aware of everyone's schedule and is proficient in a variety of needed information for parents and teachers. If you have ever had a child go to school, then most likely you have called the school secretary for a variety of information.

They are technology experts! Besides navigating an array of computer software, they also are asked to troubleshoot digital cameras, projectors, laptops, bell systems, fire and burglar alarms, and even electric wheelchair ramps. Every school secretary I have ever known can easily change careers and become a copier repair technician.

A school secretary has the incredible gift of being a problem solver and no two days are alike with the variety of problems they are asked to solve. They move from task to task with precision and accuracy. I have loads of energy and honestly, I would have to double my coffee intake to even try to keep up with them.

There simply is not enough time in a day, a week, or the month for them to get all of their tasks completed. A school secretary is not the job for everyone and here in the Brisbane School District we have 3 outstanding employees. Eva Lau (Brisbane Elem. School), Rowena Mazza (Lipman Middle School) and Helen Tsang (Panorama Elem. School) are our school secretaries that keep our schools running smoothly. Their dedication and hard work for our District is much appreciated. They are all empathetic, caring, consistent and resourceful.

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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

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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Next Chamber Mixer Will be Wednesday, February 16th at the Sierra Point Yacht Club

Join us for our upcoming mixer on February, 16th from 5 pm-7 pm, hosted by Sierra Point Yacht Club, 500 Sierra Point Parkway. The yacht club has a covered patio and sliding glass doors to allow for plenty of airflow. Guests are welcome inside or outside. Attending a mixer is an excellent way to network with other business professionals and community leaders. Please RSVP to madison@brisbanechamber.org.

Brisbane Chamber Scholarships Available March 11th

The Brisbane Chamber of Commerce offers college scholarships to graduating high school seniors. Applicants must be Brisbane residents, dependents of active Brisbane Chamber of Commerce members, or dependents of City of Brisbane employees with a 3.0 GPA or higher. Visit our website: brisbanechamber.org on March 11th for more information. Applications are due by April 15th.

DEVELOPMENT APPLICATIONS IN BRISBANE

By: **CLAY HOLSTINE**, Brisbane City Manager and **JOHN SWIECKI**, Brisbane Community Development Director

The first quarter of 2022 has seen a number of commercial and housing developments move forward. These include the 600 plus acre Brisbane Baylands. Under the direction of a voter approved (Measure JJ) general plan land-use the project sponsor has submitted development plans for 2200 housing units and seven million square feet of commercial development including two hotels. This is a project that will commence environmental review in this calendar year prior to public hearings at the Planning Commission and ultimately the City Council. A comprehensive Development Agreement that will outline timing, obligations and community benefits will also be negotiated between the parties.

The Guadalupe Quarry has also submitted for development into an extension of Crocker Park which is consistent with the 1994 General Plan. Up to one million square feet of modern warehouse space is anticipated. This project will also be required to donate substantial lands for San Bruno Mountain open space as well as other community benefits.

At Sierra Point there are two significant project applications. One of which has been submitted and the second of which was presented to the City Council as a courtesy review at their February 17th meeting.

The submitted project is from Healthpeak. They are applying for an additional approximately 850,000 square feet of life science by building two new buildings and parking to support their project.

The final project that was reviewed by City Council is a combination life science, hotel project by Universal Paragon Corporation.

All of these projects require an extensive environmental review. Issues such as water availability, impacts on traffic, need for affordable housing, open space and recreation needs and other community and regional impacts will be evaluated as these project work their way through the planning process.

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