



THE LUMINARY

Brisbane's Business and Community Journal

What's Inside.....	Page
Chef Reina	1
Imagine	1
What a Difference a Month Makes.....	1
June 15 Should Be a Holiday.....	1
Financial Matters.....	3
Business in Crocker Industrial Park.....	6
Brisbane Business Bulletin.....	6
CEO Message.....	7
Brisbane History.....	7



MAYOR'S Message

WHAT A DIFFERENCE A MONTH MAKES

By: Karen Cunningham, City of Brisbane Mayor, kcunningham@brisbaneca.org, 415-312-2662

I would like to open with an apology for omitting one of our Women owned Chamber Member Businesses from my last month's newsletter for Women's History Month ~ please meet Jolynn Rodriguez who is the owner of Drapery Works, a full service drapery and window coverings firm. Jolynn and her family have been Brisbane residents for 16 years and local business owners for 20 years.

>> Continued On Page 3



SUPERVISOR'S Message

JUNE 15 SHOULD BE A STATE HOLIDAY

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

We now have a definitive date, a definitive timeline for when our economy and our small businesses can come roaring back to life. June 15 will be here before you know it and the announcement in April that all sectors of the economy, in all 58 counties, can reopen at or near full capacity is cause for celebration. I declare it should be a state holiday.

>> Continued On Page 6

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CHEF REINA, QUEEN OF VEGAN FILIPINO CUISINE, OPENS NAMESAKE RESTAURANT IN BRISBANE

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

I've never been much for vegan food, try as I might. Most of the vegan dishes I sample don't thrill my tastebuds. That is until I visited Chef Reina, Brisbane's newest to-go only restaurant at 33 Visitacion Ave. Owned by Reina Montenegro, Chef Reina reimagines classic Filipino comfort food in vegan form. I tried the Tosilog, a traditional Filipino breakfast consisting of garlic rice, cured "pork", and a fried egg...and it blew my non-vegan self away. Everything was flavorful and an enjoyment to eat. I was especially impressed with the texture and flavor of the vegan pork.

Chef Reina's most popular dish is the Sisig, made with soy and mushrooms which Reina says, "pairs well with everything." The menu offers many other popular Filipino dishes such as Chick'n Adobo, Lumpia, Loco Moco, and Tocino. In addition, Chef Reina serves bistro items like Impossible Burgers, BLTs, Philly Cheez



Chef Reina Montenegro above, To the right is the popular dish Sisig.



>> Continued On Page 2

IMAGINE

Tony Acarasiddhi Press, Brisbane Poet, tonypress108@gmail.com

The empty shelves at the market
The masks in the gutter
The arms, aching to hug
The body, aching to be hugged
My little friend Isabel, now almost 18 months old, and I haven't held her in over a year. Who has, besides her parents, and her grandparents during their brief visit from Spain right after her birth? What will the transition be for her, and for so many little ones.
Education, so interrupted, so different, for kids, teens, college students, teachers.
The 20% or so of the times, still, when I leave the house, and
get to the bottom of the steps, and sometimes farther, before remembering I need a mask
The 100 days since I last played tennis —
— after building up to 2 and 3 times a week
— Soon, very soon, I'll be back.
My son, I'll hug him
My niece, I'll hug her
I may never let them go
My ever-judging mind:

is that person wearing a mask?
Is she wearing it correctly?
Is he giving me enough space on this sidewalk?
But, before we forget
Ryoko, offering to shop for us, and doing it, often
Kelly, offering to shop for us, and doing it, often
Ryoko and Sarah, making and dropping off masks for us
Those strangers who work, and work, and work, delivering to doorsteps
Our Chronicle delivery person - we never, never, failed to receive our paper
The folks at the Sunrise Room, providing meals for seniors, twice a week
The Lions, doing so much, so often, sometimes seen, sometimes not
Walks with Jerry; walks with Quincy; hot chocolate with Bill
Close-knit neighbors, ready to help: Sue, and Kathy, prime examples
Words on the Page
Block by Block

>> Continued On Page 4

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- Recology
- South San Francisco Scavenger Co., Inc.

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.

Cheif Rena , continued from page 1

sandwiches, and more. 1lb care packages of "meat" are also available for purchase, which can be easily popped in the freezer and defrosted when wanting to make a quick meal at home. Chef Reina hopes to offer nationwide shipping of these care packages soon. New menu items are also on their way, including Ube Ice Cream, Ribs made with Jackfruit, #notspam Masubi, and Leche Flan made with soy and flax.

Curious about Reina's story, I asked her to walk me through how she became famous in the Bay Area vegan food scene. Reina immigrated to the United States in 1997 and began working for the hospitality industry. She climbed the

corporate ladder within the Kimpton Group and eventually decided to change careers after welcoming her first child in 2004. She worked as an Executive Assistant which gave her more flexibility with her schedule, the ability to work from home, and time to invest in her budding catering business. Reina is very involved with her church community and began cooking for church functions and events. While she started cooking at the age of 9, she never imagined this passion would blossom into a career. But sure enough, as more people tried her cuisine, word spread, and so did the demand for her catering. Reina joined a platform called Thumbtack and as one of the only caterers offering multiple cuisines, her business expanded rapidly. Suddenly she started catering events and lunches for some of the biggest companies in the Bay Area.

Meanwhile, Reina frequented a Filipino restaurant in Daly City called "Nick's Kitchen." After growing close with the owners, they asked if she was interested in buying the business. In 2016 after getting laid off from her Executive Assistant job, Reina threw herself into the restaurant business and purchased Nick's, keeping the original name. She credits the layoff as one of the best things to happen to her as this allowed her the freedom to open a restaurant.

Soon after purchasing the business, Reina started looking at food differently. After her children were experiencing skin issues, research led her to try eliminating dairy from their diet. She noticed an almost immediate improvement and continued to think about the food she was eating and serving her family. Eventually she realized that she wanted to adopt a vegan diet as she could no longer ignore how eating meat is both cruel to the planet and to animals. Reina also recognized that diet was a major contributor to one in four of her family members suffering from such ailments as high blood pressure and stroke. This led her to start experimenting with recipes that still tasted like her childhood favorites, but were completely vegan.

Simultaneously, Reina cooked at her business every day but was unable to eat most of what she made. She struggled with the thought that she had few vegan options available and continued to feel like her menu was going against her belief system. Reina explained to me: "my heart wasn't in it anymore and so my business started to decline." At a crossroads, she decided to close for a week and reintroduce her menu with all vegan options. She thought, "either this will work and people will come or they won't and I'll just close." The new menu was a bigger hit than she could have ever imagined. "We were packed, and sold out every night that first week," she said.

Reina was a force to be reckoned with after Nick's Kitchen started gaining a following. She opened her second location, a 3,000 square foot restaurant on Grand Ave in South San Francisco in 2018 and a third location on 6th and Mission in San Francisco in 2019. She never imagined her business would grow the way it did but was struggling with the fact that she built a brand around a name she really had no affinity with. "People would ask me all the time, who is Nick?" And I would say, "I'm Nick!" Customers didn't realize that she was the face behind the business.



The pandemic allowed Reina to reimagine her business. After closing her locations and spending time at home perfecting her recipes, she decided start over with a new location. This time appropriately named: Chef Reina. No investors, no partners, just Reina and her recipes, all re-tested and improved for her new restaurant.

Reina has a long familiarity with Brisbane, visiting the pool, park, and skate park often with her kids. When she discovered the space on Visitacion she said, "it felt like home." Now she explains that the support she feels from the community and the fact that our current Mayor is vegan, reaffirms that Brisbane is the right place to be.

I asked Reina what makes her food special and she explained that her years as a meat eater means she has the bar set high for what she will serve. "I know what the taste and texture of meat is supposed to be like. We use many different cooking methods for each of our dishes to insure that the final product closely resembles those Filipino classics. We serve good food. Not good for vegan food but good food in general. 60% of my customers are not vegan but still come to my business because our dishes are incredible," she explained. She noted that as a Filipina, food is such a big component of her culture. Her customers express how grateful they are to finally be able to enjoy dishes they haven't had for years because of adopting a vegan diet. Some customers bring in their grandmothers, who carry a set of beliefs about how Filipino dishes should be made. For them, the thought of making things vegan, threatens tradition. Yet, after sampling Reina's food, many of these matriarchs give their approval and understand Reina is actually making Filipino food accessible to more people.

Here's my take on Chef Reina: as mentioned, I was pleasantly surprised with the food I tried. However, I was also blown away by Reina herself. Reina Montenegro is the kind of entrepreneur I love to interview. She sees opportunities when others see obstacles. Reina is built with that "pull oneself up by the bootstraps" energy, unafraid to double down on herself. She could have continued to hide behind a successful brand even though the name did not represent her. Instead, in the midst of the pandemic, she had her breakout moment, opening Chef Reina as the sole-owner and operator. We are fortunate to have her as part of the business community in Brisbane.

Chef Reina is located at 33 Visitacion Ave and open Monday-Thursday 11am-8pm, Friday-Saturday 11am-9pm, closed Sundays. To place an order, call 650-989-8606 or visit: chefreina.com to order online, view the menu, and learn more. Look for the facebook page @chefreina and @chef.reina on Instagram. As always, please mention this article the next time you visit!



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posted to the web and on social media.

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

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

Mayor Karen Cunningham, continued from page 1

COVID-19

We have been staying in for “the long game” to make progress on Covid-19 and it is working for us at a local level. One thing I cannot stress enough is that we must all be proactive about our collective mental health. We have been under siege from this virus for over a year now and we must be attuned with our mind; and having support structures around us is critical to finding our level ground once more. If you are feeling Covid -19 burnout because of the type of work you do or the isolation that it has forced on us, please know that we are really looking at the light at the end of this tunnel. According to almost all news outlets, the prediction is a bounce back booming economy is on the way

In San Mateo County we have over 65% of people now vaccinated, which sure goes a long way to making us safer for opening our lives and our businesses. Just take a walk up Visitacion Ave and you will see two new businesses, one just this week is Chef Reina at 33 Visitacion. Delicious vegan fare. Opening up in Earth Month, hopefully a really good sign of things to come.

EARTH MONTH

As it is Earth Month, let's take a look at where we are headed

If you don't have a Green Business mindset, this might be the time to take another look. Our State is headed to much more electric power than gas. (Yes I love my gas stove too).

SO WHAT IS GOING ON FOR EARTH MONTH IN BRISBANE

Neighbors getting together to walk the Crocker Park trail on the 17th to do a thorough cleanup (mostly wind driven debris).

Compost Giveaway - compost to be delivered to the community garden area thanks to SSF Scavenger, the week of April 19th. City will announce when it is arriving.

Park & Rec is planning “**Spring Fest**” in the Community Park during the farmer's market on

Earth Day, April 22nd, 3-7pm

Also on Earth Day we will be launching our **second recycled Arts and Crafts competition**, more details on that from OSEC (Open Space and Ecology Committee).

Brisbane's Building Efficiency Program is in full swing lot of outreach to businesses right now as the first benchmarking reports are due on May 15th for buildings over 10,000 square feet. Compliance resources, including webinar and how-to videos, are posted on the website <<https://www.brisbaneca.org/bbep>> and staff are offering one-on-one support to those who need it.

EMERGING TECHNOLOGIES AND INNOVATIONS TO CELEBRATE EARTH MONTH

It is much more likely that we will be headed for a Hybrid approach for our homes and businesses power needs. Given the unthinkable power outages in the center of the US over the winter, it is increasingly obvious that we cannot rely on just one source for our power. There is a boom in alternative solar field generators and a huge push to get us off the grid and use the emerging clean energy sources. The new prop free wind turbines sure do look promising as another alternative. Please take a look at this article from Wired Magazine as an example*(all examples will be listed at the end of the article for people reading the hard copy Luminary). Other examples of transportation innovations and emerging technologies could probably also include modern electric powered tricycles for those people unable or unwilling to cycle or scooter around. And with the reintroduction of modern, quiet and safer hovercraft, many new businesses are sure to start arriving on our doorsteps soon. Here are some other examples of exciting technologies that may hopefully some day find a home in Brisbane's business districts. 21 different possibilities from Interesting Engineering . For some interesting

heating and cooling ideas, especially for new construction from Geothermal Heat Pump Consortium. McKinsey also has some great information on energy storage and electric trucks with their report on 9 technological innovations which is also an excellent read

And from the Nature Conservancy ~ Virtual Earth Day Summit, please check it out

ON A MORE SERIOUS SUBJECT

Wildfire threats and Brisbane

As we are all aware we are now entering what appears to be another long, hot and very dry Summer. From California's only wildfire research center ~ a scary discovery: The average fuel-moisture content for this site is 137% and the previous low was 115%. This year it was 97%. For more on this please visit the April 12, SF Gate Article What this means for all of us is that we are going to have to be much more diligent about cleanup around our properties. More on that to come, but in the meantime, please heed the urgings of North County Fire and the experts who work hard to protect us all

SOURCES CITED FOR INFORMATIONAL PURPOSES ONLY:

- No prop Wind Turbines ~ The Future of Wind Turbines? No Blades
- Interesting Engineering ~ <https://bit.ly/3uP8pt3>
- Geothermal Heat Pump Consortium <http://geothermalheatpumpconsortium.org/>
- McKinsey Report 9 technological innovations
- The Nature Conservancy - Virtual Earth Day Summit ~ <https://bit.ly/3toPIMc>
- April 12, SF Gate ~ <https://bit.ly/3g9dJDI>

The gate is opening slowly and we are walking forward to hopefully a completely free lifestyle. Let's keep moving in a forward direction

FINANCIAL Matters

BE CONSCIOUS OF YOUR INVESTMENT ENVIRONMENT

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

On April 22, we observe Earth Day, an occasion that has inspired millions of people over the decades to take steps to clean up our world. Of course, your physical surroundings are important, but you also operate in other “ecosystems” – social, cultural and political. And you'll need to consider your investment environment, too. How can you improve it?

Here are a few suggestions:

- Avoid “toxic” investment strategies. The dangers of pollution helped drive the creation of Earth Day. As an investor, you also need to watch out for “toxins” – particularly in the form of unhealthy investment techniques. For example, chasing after “hot” stocks can burn you. In the first place, by the time you've heard of them, they may already be cooling off. Second, and probably more important, these hot stocks just may be wrong for the investment mix that's appropriate for your needs. Another toxic investment strategy: trying to “time” the market by “buying low and selling high.” No one can really predict when market highs and lows will occur, and if you're always jumping in and out of the investment world, you'll likely waste time and effort – not to mention money. Instead of looking for today's hottest stocks or guessing where the market is heading, try to create and follow a long-term investment strategy based on your goals, risk tolerance and time horizon.
- Reduce waste. From an environmental standpoint, the less waste and garbage we produce, the better it is for our planet. As an investor, can you find “wasteful” elements in your portfolio? It's possible that you own some investments that may be redundant – that is,

they are virtually indistinguishable from others you may have. Also, some investments, due to their risk profile or performance, no longer may be suitable for your needs. In either case – redundancy or unsuitability – you might be better off selling the investments and using the proceeds to purchase others that can be more helpful.

- Recycle wisely. Recycling is a major part of the environmental movement. At first, though, you might not think the concept of recycling could apply to investing. But consider this: If you own stocks or mutual funds, you may receive dividends, and, like many people, you may choose to automatically reinvest those dividends back into the stocks or funds. So, in a sense, you are indeed “recycling” your dividend payments to boost your ownership stakes – without expending additional resources. And, in fact, this can be quite an effective and efficient way to increase your wealth over time.
- Plant some “trees.” Planting trees has always been a key activity among boosters of the environment – with the recognition that their efforts will take years, or even decades, to reach fruition. When you invest, you must sometimes start small. By purchasing a limited amount of an investment and nurturing it over the years by adding more shares, you may one day have achieved significant growth. (Keep in mind, though, that there are no guarantees – variable investments such as stocks can lose principal.)

By making these and other moves, you can create a healthy investment environment – one that can help you achieve your long-term goals.

Earth Day isn't just April 22!

We must honor our planet year-round. Start by putting waste in its place and picking up litter you've found.

Look for opportunities to repair or repurpose instead of dispose. Fix broken electronics and donate old clothes.

Try cutting up old towels to use as napkins and rags. Always shop with reusable bags.

Remember to reduce, reuse and recycle. Be a smart shopper-- aim to precycle!

www.ssfscavenger.com/earthday




650.589.4020


Interested in receiving waste-related tips?
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Make EVERY day Earth Day and you'll be a hero like me!



Please color our hero!





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COMPASS

Imagine continued from page 1

Poetry and story readings, with folks from all over the county, and the nation

Meditating online, with people world-wide

Zoom, itself. Imagine the past 12 months without it

That I live in a home I love, in a town I love, with a person I love - I do know how lucky I am

That I do not have money worries — and that, that alone, makes me as “rich” as I need to be

The shots that I've received, that so many are receiving, that so many more will receive

And yet, more than 500,000 people, in this country alone, dead. Many died alone.

Those people, their families and friends.

And those who've lost jobs, homes,

The untold damage to physical, mental, emotional health

Recovery will not be swift, nor easy ...

But recovery is truly on the horizon, something I did not think only a few months ago.

Thank you, doctors, nurses, all medical professionals. Thank you science.

Imagine no Zoom, It could be otherwise.

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BLAST FROM BRISBANE'S PAST

By: MADISON DAVIS, President/CEO, Brisbane Chamber, madison@brisbanechamber.org, 415-467-7283

The following is an article from the "Brisbane Bygones" column of *The Bee-Democrat*, from October 1973, written by Dorothy Radoff. The following is an article from the "Brisbane Bygones" column of *The Bee-Democrat* from October 1973, written by Dorothy Radoff.

"October, 1937: Our first resident physician, Dr. S.J. Guardino, spent a busy month conducting First Aid classes at the Fire Hall... Twenty-two volunteers, led by Fire Chief Fred

H. Schmidt, vainly strove to put out the fire of "mysterious origin" in a Lake Street home. When fireman Roy Edwards collapsed from heat and exhaustion, he was carried to safety by Al Pearson and Barney Blanchard and revived by Marshall Lou Terry and Lieutenant Harold Trafford (father of Dorothy Cole).

October, 1946: Brisbane Elementary School's 381 pupils scored higher than average in a county wide spelling test; 8th grader Connie

Coonrod became president of the first student body; and Police Chief Del Ferrer organized a Junior School Patrol...At the October 12 dedication of the Recreation Building (now the site of I. Magnin & Co.), Dolores Hoskings (Mrs. John Gomez) reigned as Queen...and George Babkirk, Larry Blanchard, Edward Brenzel Jr., Bobby Fogleman, Henry Schmidt, and Ray Vuillemanroy competed in a Soap Box Derby."

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CROCKER INDUSTRIAL PARK UPDATE

By: Jason Cranston, Managing Director at JLL & Brisbane Chamber Board Member, jason.cranston@am.jll.com, 650 333 5173

Over the last year, Crocker Industrial Park has endured overall market conditions and has performed better than other local industrial markets with the absorption of three (3) availabilities listed below. We now have a lower vacancy rate of 3.2% in comparison to 6.6% for all of North San Mateo County. With no new availabilities coming to market, leasing rates remaining strong, and a moderate surge in overall market activity (inquiries, new tours, proposals, etc.), Brisbane's Industrial Market stands to perform very well and has weathered the COVID storm. In fact the pandemic has fueled demand from e-commerce type users with many new markets and businesses formed to deliver to the consumer

New Occupants/Leases in Crocker Industrial Park:



Company: Trove
Location: 240 Valley Drive
 (±79,400 Sq. Ft.)

Business Description:
 Recommerce/circular shopping. Desirable brands are authenticated, cleaned, photographed, marketed, sold and shipped. Some of these partnerships include: Levi's Second Hand, Patagonia's Worn Wear, REI's Good & Used and many more.



Company: Freeman
Location: 60 Park Lane
 (±40,601 Sq. Ft.)

Business Description:
 Business Description: With locations all over the world, Freeman specializes in events, exhibits and conferences with expertise in creative digital technology and logistics.



Company: California Closets
Location: 211 S. Hill Drive
 (±22,500 Sq. Ft.)

Business Description:
 Custom design and installation of residential closet space to fit within the customer's budget.

New Current Availabilities in Crocker Industrial Park:



470 Valley Drive
 ±35,915 SF Total with 3,345 SF of office space, 4 dock-high doors, 1,000AMPS of power, and private parking lot. Freestanding building.



50 Cypress Lane
 ±35,082 SF Total with 11,900 SF of office space, 5 dock-high doors, 1,000AMPS of power, with 2 separate and secure parking lots. Market ready improvements completed. "Freight Forwarding" allowed without CUP. Freestanding building.



C93-99 Park Lane
 ±30,308 SF Total with 3,147 SF of office space, 4 dock-high doors, 1 drive-in door, 1,600AMPS of power. Market ready improvements completed. Multi-tenant building.



If you want more information or want to tour these buildings, please do not hesitate calling Jason Cranston at 650-333-5173.

BRISBANE BUSINESS BULLETIN

The Luminary will now feature as section called "The Business Bulletin" in each issue to allow 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, please contact Madison Davis at madison@brisbanechamber.org

Brisbane Hardware & Supply

Brisbane Hardware is now selling Kelly Moore paints! Mention you read this in The Luminary and get 10% off your Kelly Moore paint purchase!

City of Brisbane

Reminder for building owners and representatives: mandatory energy and water benchmarking reports for buildings over 10,000 square feet are due May 15th! Find the Brisbane Building Efficiency Program reporting link, compliance help and other resources at www.brisbaneca.org/bbep.

Lloyd's Jewelry

Lloyd's Jewelry is currently open by appointment only in order to maintain only two customers in the store at a time to allow for appropriate social distancing. However, if you are passing by when the store is open, please don't hesitate to knock and if an opening is available you can stop in. Please note, the door is always locked.

Supervisor Canepa message, continued from page 1

Gov. Gavin Newsom announced the state's next step in the COVID-19 pandemic recovery, moving beyond the Blueprint for a Safer Economy and the colored tier system we now live under.

On June 15, the governor said California will fully open its economy if two criteria are met:

1. If vaccine supply is sufficient for Californians 16 years and older who wish to be inoculated; and
2. If hospitalization rates are stable and low.

Keep in mind, San Mateo County was on the verge of going to the Yellow Tier, the first in the Bay Area. It means now that the risk to contract COVID in the county is near minimal and that our hospitalization rates are stable and low.

The state surpassed a major milestone in early April in the fight against COVID — administering more than 20 million vaccine doses, including 4 million in the state's hardest-hit communities.

In San Mateo County, 333,810 residents were vaccinated by April 9, representing 52 percent of individuals 16 and older. And remember, starting April 15, any individual over 16 years old became eligible to receive the vaccine.

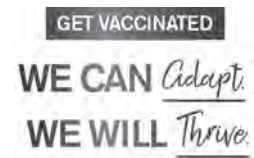
The vaccine is like the "golden ticket" to freedom and we can only have economic health if we have public health.

I credit this effort on not just the mass vaccination sites at the Event Center and SFO the county has hosted but on the new focus to target communities hardest hit by COVID by setting up small walk-up clinics at the Chinese Hospital and Pacelli Center in Daly City, for example.

I'm also very thankful to the volunteers in the "District 5 Ambassadors Program" who have conducted extensive outreach and assisted with the vaccine effort at these smaller pop-up clinics. Together, we have conducted several canvassing efforts in hardest hit ZIP codes to get the word out on getting vaccinated.

With all these efforts in place, someday soon we may no longer have to "wear our damn masks."

David J. Canepa is the President of the San Mateo County Board of Supervisors representing Brisbane.





President /CEO Message

LINKEDIN LAUNCHES "SKILLS PATH"

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

Waiters, Flight Attendants, Hospitality Professionals and many other job sectors have faced widespread layoffs in the wake of the COVID-19 pandemic. However, some employers, like logistics companies, have undergone rapid expansion because of their ability to meet new demands created by the pandemic. However, many of these businesses have struggled to find the right talent for their open positions.

LinkedIn began analyzing these trends and noticed that while many motivated and talented individuals were looking for work, most of them didn't realize that their skills could transition to another job or industry. In addition, LinkedIn recognized that employers limit their pool of applicants because relevant degrees or experience are required to apply. However, the right person for the role may be someone with a background the employer has yet to consider.

Based on this data, LinkedIn thought that if employers could hire with a skills-based approach, barriers for candidates could be removed and talent pools would increase. This would allow people to get back to work and help companies find talent for their hard-to-fill positions. Now, LinkedIn has committed to working with 250,000 companies on skills-based hiring in 2021 through a new pilot program, Skills Path. This program is an element of LinkedIn Recruiter, and major companies like Gap Inc., Prologis, Wayfair, Ralph Lauren, and TaskRabbit have signed on to participate.

Skills Path removes traditional qualifications like degrees, titles, and an applicant's network and instead allows recruiters to evaluate candidates based on proven skills. Candidates can learn new skills by taking LinkedIn's free learning courses. From there, they can demonstrate comprehension of the skills by taking a LinkedIn Skill Assessment. Once a candidate passes, they can secure a conversation with a recruiter.

LinkedIn explains that food servers "have 71% of the skills required for a customer service role" and that store managers "have 56% of the skills required for a sales role." Workers can utilize Skills Path to transition into a new role by learning the skills they are lacking so that they can then be eligible to apply.

LinkedIn tested this format with its own roles in their customer service team and removed previous requirements such as a degree and 1-2 years experience. They then used skill assessments as part of the application process to qualify applicants. From there, their talent pool expanded and hiring efficiency improved. Now LinkedIn has partnered with a number of employers to fill customer service, sales development, data analyst, business analyst, product manager, recruiting coordinator, project manager, and supply chain coordinator positions.

If you are interested in using Skills Path for your business, fill out an interest form here: opportunity.linkedin.com/skills-path-sign-up



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BRISBANE YESTERYEAR

BY: DOLORES GOMEZ, Brisbane historian, brischic@sonic.net

I was going through some old Brisbane directories my folks had and wanted to share some nostalgia with you.

In 1948, Brisbane had two cleaning businesses: Wright Cleaners and Hillside Cleaners. Both offered alterations and repair of clothing. Coats, pants and sweaters began at 65 cents, suits and overcoats, \$1.35.

Bates Beauty Shop on Mariposa Street offered permanent waves @ \$6.50 while a shampoo and finger wave \$1.25. Satisfaction guaranteed!

The Brisbane Rexall Drug store, at 49 Visitacion had specials: Duncan Yo Yo's 15 & 35 cents, Kolynos Jolly Kap 9 cents, (have no idea what that was!) Nyltone for Nylon Stocking protection 29 cents and Glenmore 90 poof Straight Whiskey (5th) \$4.99!

Hillside Pharmacy offered: Jeris Hair Tonic and Jeris Cream Oil-both for 51 cents plus tax.

Brisbane Radio Shop at 33 Visitacion, (now Mama's Pizza) were "Dealers in the Best Line of Radios," Zenith, Howard, Philco, and Packard-Bell, portable-console and table models, and also offering expert repairing. That is where we went when a tube for a radio was purchased.

Anderson's Store at 341 Visitacion had "The Best Quality Line of Electrical Appliances," Bendix Washers, Western Holly Stoves, Norge Refrigerators, Vacuum cleaners and radios.

The Sweet Stop at 165 Visitacion featured frozen fresh ice cream, fountain dishes, wholesome lunch and dinner service. They were open 8am to midnight!

Dagler's Market, 301 Visitacion did TWO deliveries daily! They provided fancy groceries and choice meats and were consistently the best! There was also Midtown Market, Thee Market and Joe Demarco's grocery store where women shopped for their families.

Phil's Liquor Store and Fountain was at 311 Visitacion had a complete line of all popular brands of beer, wine and liquors at San Francisco prices, fountain service, magazines, ice cream and tobacco.

There was even a women's clothing store, plus a family shoe store!

After World War II, Brisbane was bustling with new construction, returning vets, the newly married and war workers who didn't go back "home." Most homes had an automobile, rarely two. Many took the Greyhound to San Francisco; others rode a tiny orange Brisbane bus that circled Brisbane, and went to Bayshore for major shopping. Bayshore had a Safeway, Bank of America, feed store and other stores to browse through.


Men were back from the service, working, purchased automobiles and women learned to drive. Big changes occurred. Shopping malls, nearby, provided the wants and needs of families, after World War II. At one time Brisbane provided what residents needed and wanted for their homes and their personal needs. There was no need to take the bus or drive out of town! Brisbane along with Now, in my opinion, Brisbane truly is a "bedroom community."

This was written many years ago, I'm sure you will agree Brisbane has changed along with the times.

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FOR SALE: \$799,000



Listed by Ron Davis

100 North Hill Drive #8, Brisbane
1,619 sq ft Office/Warehouse

SOLD: \$1,185,000



Listed by Ron Davis

276 Mendocino Street, Brisbane
1 bedroom cottage + ADU

FOR LEASE: \$6800/mo



Listed by Michele Jauregui

524 Klamath Street, Brisbane
4 bd | 3 bth | 3288 sq ft Home

FOR SALE: \$1,730,000



Listed by Michele Jauregui

617 Spruce Ave, South San Francisco
6 bd | 4 bth | 3,324 sq ft Duplex



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Our Community of Brisbane

5 WAYS TO HELP EACH OTHER DURING EXTRAORDINARY TIMES...

1. Share supplies or make an extra meal
2. Support Brisbane businesses by ordering take-out and shopping local
3. Help an isolated neighbor with an errand or housework
4. If you have a child at home, offer to look after a neighbor's child
5. Engage with your family- read, bake, play games!

IN IT TOGETHER BRISBANE

