

ELUMINAR'

Brisbane's Business and Community Journal

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SMALL CHANGE, **BIG IMPACT**

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

Would you be interested in a simple act that could save you money while also reducing climate change?

Turn off some lights.

Start with interior lights. At home, do you leave lights on in multiple rooms? Why? You only need light in the room where you're sitting. And why do we have lights illuminating workplaces after everyone's gone home?

How about exterior lights. Do you leave them on during the day? And what about the porch light. Is it on all night?

There's a misconception that lots of light will prevent crime. That leads to an assumption that

>> Continued On Page 2



SUPERVISOR'S Message

PLEASE DON'T KILL THE GEESE

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

Seagulls poop. Pigeons poop. Crows poop and so do ducks but no one is talking about killing them so why should we kill the geese?

Many of you have heard that I conducted a rally to protest the Foster City Council's intent to kill at least 100 geese at a cost of \$1,000 per head due to the poop the birds create.

>> Continued On Page 2

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BRISBANE CHAMBER AND CITY OF BRISBANE DISTRIBUTE \$200,000 TO 34 SMALL BUSINESSES By: MADISON DAVIS, Brisbane Chamber of Commerce, madison@brisbanechamber.org, 415-467-7283

In 2021 the Brisbane City Council allocated \$200,000 of federal relief funds to support small businesses in Brisbane impacted by the COVID-19 pandemic. During the course of 2021 and 2022, the Brisbane Chamber, in partnership with the City, conducted two rounds of grant applications to determine eligible applicants. During the first grant round, businesses that were open prior to the pandemic could apply. These businesses had to demonstrate a 25% decline in revenues or profit in 2020 compared to 2019.

In the second grant round, the City Council adjusted the eligibility requirements to encourage more businesses to apply. The threshold of revenue loss in order to qualify dropped from 25% to 15%, and new businesses who signed leases for commercial properties in Brisbane in 2020 were also eligible to apply. The Council wanted to help support newly formed companies that experienced an even more difficult first year than businesses that started under normal circumstances.

The Chamber and the City disseminated information regarding the program using the signboards, The Luminary, Chamber email newsletter, City email newsletter, The STAR, passing out flyers to businesses, and calling them directly.

The Chamber hired MWoodruff Design, a female-owned Brisbane-based business, to develop the application portal. In addition, the Chamber hired Katherine Loh, another female Brisbane-based business owner to translate the application and flyers into Chinese, Tagalog, and Spanish.

Money was divided evenly among the applicants in both rounds. All applicants who met the requirements and submitted the necessary documents received a grant. Nonprofits were ineligible to apply.

Businesses that received small business grants over the two rounds included: Carter Dow Photography, Ole Travel, R & Dow Photography, Ole Travel, R & Dow Photography, H Repairs, KNECHTUS, James Fitzgerald DDS, Brisbane Laundromat, Na Na's Kitchen, Trigonis Construction, CocoTutti Chocolates, Round N Round Pot, Beauty Fix Studio, Jeffrey Co Consulting, ZA Restoration, YENZYM Antibodies, Green Spa, Jonie Uniforms, Brisbane Chiropractic, 7 Mile House, Pro Nails, R.S. Randall & D, Rosedale Floral Design, Aloft Consulting, Travel Too, Salmon Construction, Couture Costume, Star City Salon, L & D Bistro, MoBowL, U.S. Surveillance Systems, Phil Marks Chocolates, Chef Reina, Saint Studio, Skin Body Zen, and Visual Prophets.

35% of businesses were female-owned, 55% were minority-owned, and one was LGBTQ-owned.

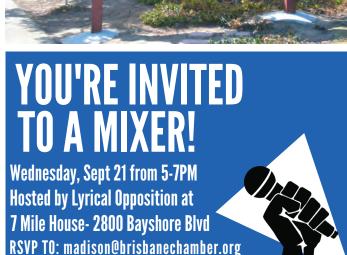
The Chamber is proud to have assisted the



City of Brisbane in this effort and hopes that funds have helped sustain businesses vital to our community.

Are you interested in learning how a Brisbane Chamber of Commerce membership can help your business? Email madison@brisbanechamber.org for more information.







CHAMBER CIRCLE MEMBERS

Baylands Development Inc BiRite Foodservice Distributors City of Brisbane Golden State Lumber **Homewood Suites Integrated Resources Group** Lyon Medical Construction

Peninsula Clean Energy Recoloav South San Francisco Scavenger Co., Inc.

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 Chamber'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

if a little light is a deterrent, then a whole LOT must be even better. Actually, studies show that the glare created by excessive light makes it even harder to distinguish intruders and you might just be helping them by lighting the pathway. A modest light with a motion detector might be a better option.

October 2022

Business owners...Do we really need to shine spotlights on the outside of commercial buildings or illuminate signage all night?

What's the harm you might say. And what does turning off lights have to do with climate change?

After sunset, the bulk of our energy needs are still dependent on fossil fuel plants. Burning these fuels releases the carbon dioxide that traps heat in our atmosphere causing global warming. In 2021, a stunning 61% of electricity in the United States was still produced by fossil

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President and CEO Publisher/Editor of the Luminary

Madison Davis (415) 467-7283

madison@brisbanechamber.org

Luminary Layout by **Christine Deyto** (415) 216-7044 cdeyto@gmail.com

Published by the Brisbane Chamber of Commerce 50 Park Place, Second Floor Brisbane, CA 94005 (415) 467-7283

e-mail: brisbane4business@brisbanechamber.org website: www.brisbanechamber.org Facebook.com/brisbanechamberofcommerce Linkedin.com/company/brisbanechamber

Deadline for Articles and Advertisements: 2nd Wednesday of each month

E-mail your article, advertisement or questions madison@brisbanechamber.org (415) 467-7283.

Advertisements are interactive on the Luminary 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.

As your Brisbane representative to the Peninsula Clean Energy Board, I see firsthand the immense push to sign contracts with renewable energy providers. This includes solar farms, wind farms, and geothermal operations. But solar doesn't deliver at night and only battery storage will capture that energy for later use. Even with a worldwide push to build renewable energy plants and battery storage, it's going to take time for them to be operational.

In the meantime, we saw clear evidence of climate change in 2022 with record drought, wildfires, and flooding.

A third of Pakistan is still under water.

Closer to home, New York, New England, Illinois, Kentucky, Virginia, West Virginia, Missouri and Mississippi experienced floods; so did western states of Montana, Alaska, South Dakota and Utah along with the cities of Dallas, Las Vegas and Phoenix. Heavy rains in Southern California led to flash flooding after remnants of a tropical storm couldn't be absorbed by the parched earth.

Drought grips most of California and Nevada, threatening to shut down hydroelectric plants where the water levels are dangerously low. And in China, a record drought affected the world's largest hydro facility on the Yangtze River, limiting power to thousands of factories and rationing of electricity.

Just in the past month, record Bay Area temps broke historic records.

We need to start taking responsibility for reducing climate change. It can start with the one small act of turning out unnecessary lights.

Imagine how much electricity could be saved if every home and business turned off non- essential lights. Less fossil fuels would be burned to create power, and less greenhouse gasses would be spewing into the atmosphere.

Whether you hold a family meeting at home, or create a committee at work, let's find a way to turn off some lights. We're Brisbane, and we take climate change seriously!

If you're a business that finds ways to implement positive changes, please let me hear from you.

Supervisor's Message, continued from page 1

Advocates including Erik Allen with Direct Action Everywhere and members of the Foster City Council joined the rally to urge that the city find more humane ways to address the poop problem including developing a comprehensive plan that includes strategic natural landscaping, artificial turf and adding buffer zones along the banks of the city's lagoons.

Geese have called Foster City home for generations and I am urging its leaders to accept the Animal Protection League's generous offer to pay for a comprehensive plan that will address the poop problem for decades to come rather than relying on a short-term scheme to pay someone to snap the necks of these geese at a total cost of \$100,000 to \$250,000. We need to learn to live with the geese because, after all, "Everybody Poops."

I am also currently engaged with geese

advocates who are analyzing whether the city has overstepped its authority under California statute, namely the California Environmental Quality Act, because geese are a part of the city's environment and because the high cost to taxpayers.

This is not just a countywide issue as geese populations exist in Colma, San Mateo, South San Francisco, San Bruno and Redwood Shores, it's also an issue that exists nationwide. We can learn from other communities across the country that have addressed goose poop by using non-lethal methods including technology such as drones and robots.

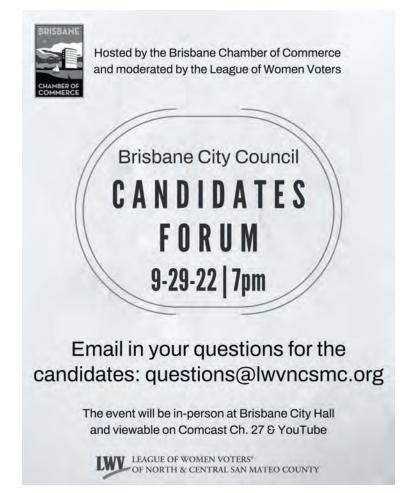
To me it is inhumane to kill the geese and I will continue to urge the city to partner with the county to come up with a comprehensive plan to mitigate the goose poop problem that other cities in the area and even the nation can model in the future. In the meantime, please don't kill the geese.

DROP-OFF RECYCLING AND BACK-TO-SCHOOL WASTE REDUCTION TIPS

By: TERESA MONTGOMERY, Chamber Board Member and Sustainability Manager at SSF Scavenger, and ADRIENNE ETHERTON, Sustainability Manager at City of Brisbane

Q: Last month you told me to put plastic bags, wrap and mailing envelopes in my grey Garbage cart only. I understand that they do not belong in my blue or green carts, but shouldn't I take them to a dropoff recycling bin?

A: Yes. Please look for and use any drop-off recycling bin that is convenient for you. Not sure where one is? Visit bagandfilmrecycling.org and try using their search engine. If you end up needing to dispose of film plastics at the curb, remember that they must go in the grey Garbage cart—even if they are labeled recyclable, biodegradable or compostable.



Q: School's back in session. Any tips for reducing school-related waste?

A: Absolutely! As much as possible, embrace paperless/electronic communication. If you need binders and notebooks, choose some that are made of sturdy (and recyclable) paperboard instead of plastic. Stay clear of backpacks and supplies that are poorly made and won't last long. If you pack lunches, do so without any single-use disposables. Send your student to school with a reusable water bottle. Try not to buy juices, yogurts, and other items that come in non-recyclable and non-compostable packaging. Buy things like pretzels and trail mix in bulk. One large bag creates less waste than 12 small bags sold inside a box covered in shrink wrap. Need to brush-up your sorting knowledge? Interested in more tips? Visit ssfscavenger.com/ sort-smart today!

BAYLANDS DEVELOPMENT INC. MOVES TO ITS NEW HOME

By: Stephanie Shakofsky I Vice President Government Affairs, Baylands Development, Inc., sshakofsky@thebaylands.com





Furniture being delivered to the new BDI headquarters at the old Schlage Lock Building.

After nearly five years of working to restore the historic Schlage Lock Office Building to its former glory, we are pleased to announce we are moving our headquarters to the beautifully restored building. Making the old Schlage Lock headquarters BDI's new home is not something our organization took lightly. This decision allows us to keep a close eye on The Baylands development and be more accessible to our neighbors and the broader Baylands community.

Although the furniture has been delivered, computers installed, and kitchen shelves stocked with snacks, it will be several weeks before the entire team moves into the new location. We look forward to opening our doors and welcoming the community later this fall.

Annual Baylands North Update Meeting Coming Soon

The Visitacion Valley (or Baylands North) annual update meeting will take place on November 9th. This meeting, hosted by the City of San Francisco, provides an excellent opportunity to meet The Baylands team members and ask questions. More details about the meeting will follow in the coming weeks.

Also stop by our booth at the annual Brisbane Day in the Park on Saturday, October 1 st and meet some of our amazing BDI team members.

BRISBANE GALLERY OF GUNFIGHTERS

By: Jeanne Bermen-Hosking (Hill), Former Longtime Brisbane Resident, $\underline{jeannejoy@icloud.com}$

1970's

Marc Bermen, founder of the Brisbane Gallery of Gunfighters, was a serious practitioner of the quick draw before I met him. When Clint Eastwood, in Dirty Harry said, "This is the most powerful handgun in the world," it was a 44 Magnum. Marc wanted one so much, I bought himone for his birthday. It was the time of the Spaghetti Westerns and the seed idea for the shows.

He practiced at the foot of the bed until the gun flew out of his hand, just missing my head. After that, Marc and I joined the Brisbane Rod and Gun Club for a better place to practice. We acquired more guns for target practice, which led Marc to invest in reloading equipment to make our own bullets.

Western Days in Brisbane was the impetus for the creation of "The Brisbane Gallery Of Gunfighters."

The ammunition needed for the "shoot outs" had to be safe as we were in close contact with the crowds during Western Days. Manufactured blanks could pierce the skin, they were unsafe to use. Marc tried different combinations of black powder and modern powder. Finally, he came up with a combination that would make smoke, give a big report, was safe to use, and wouldn't hurt anybody. We used toilet tissue as packing in place of a bullet which could barely be seen when the gun was fired.

Many were interested and excited about the idea of being a member of the group. We met at our house where scripts were created and ammunition was made. The group was very creative in drafting the skits and had good fun making them up and practicing. Our costumes were another part of the creative fun. Cowboy hats had to be gotten, beards grown, gun belts to fit each person, and outfits to be personalized. Valdez had a Mexican sombrero and embroidered pants in keeping with his character.

357 Magnums were bought for everybody, the preferred gun for westerns. We also had a double barreled sawed off shotgun that we made sure was legal. We checked with the police for the length it had to be, and had the gun cut off to a smidge below the legal length. Marc worked on the firing pins to file them down so they could be fired in a quick draw manner.

We used Lou's barbershop on Visitacion Avenue as the sheriff's office and the shop next door for the 'bank'. This is the set up we used when the outlaw Valdez gang came to town. We had carnival tickets that we stapled





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to play money. When the Valdez gang came to rob the 'bank' the outlaws would throw the money into the air and the kids would run for it.

One favorite skit was Valdez, the leader of the bad guys, who was the bartender from the 23 Club, would get on the Ferris wheel at the Carnival and shoot the sawed off shotgun. As the deputies shot at Valdez, he would hang over the Ferris wheel car, playing dead. It was thrilling for the crowd. Another skit was shooting a bad guy from the balcony of the apartment building across from the sheriff's office. That dummy was a great show stopper.

One performance, in Winters, the local policeman wanted to be involved, Marc told the policeman, "OK," but when the officer took only one live bullet out of his gun, Marc, again told him, "NO." For safety, you can play only if you empty your gun." The officer emptied his gun.



Gallery of Gunfighters, Marc Bermen and Jeanne Bermen-Hosking

Marc then checked it and our special ammunition was loaded into his gun. The locals were delighted to see their officer defend the town with our group.

Brisbane's beloved Western Days came to an end and so did the "Gallery of Gunfighters". Western Days gave Brisbane a chance to come together and enjoy a special event as a community. The volunteer organizations along with the 23 Club, put on huge barbecues, accredited parades with silver mounted horses, live music, dancing, and games. Over the years these were the dedicated participants: Marc Bermen (Sheriff), Jeanne Bermen (Sheriff's Lady), Ray Austin, Jim Suddarth (Slim), Danny Gonzales (Che), Tony Hansen, Clyde Holt (Black Bart), Al Cardoza (Concho), Roy Valdez, Lanette House (Apache Moon), Jim Suddarth was Jeanne's workmate, the others were Brisbane locals.



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BLAST FROM BRISBANE'S PAST

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

The following article is taken from the Brisbane Bee Democrat, printed May 3, 1979.

Shopping Center Ground Breaking

It was an unusual occasion for Brisbane; a groundbreaking ceremony for a new shopping center. In fact, the project—called Brisbane Village—will be the city's only such center.

On Thursday, just before noon, civic dignitaries, developers and financiers turned out to witness Mayor Don Bradshaw turn the first sod of earth and listen to a few speeches before adjourning to a Visitacion deli for champagne and chicken celebration.

Ray Lagomarsino, president of the development company—Alta California Properties—acknowledged the sullen skies and light sprinkles by saying in Hawaii, a project was regarded as fortunate if it rained during the groundbreaking.

White plastic "hard hats" with the inscription "Brisbane Village" were distributed to the gathering.

Many also sought shelter in the entranceway of the Bank of America branch. The BofA didn't seem to mind, even though an outfit known as the Imperial Bank is bankrolling the project.

The current Miss Brisbane, Luba Lysenko, and the first Miss Brisbane, Nancy Bell Paganucci, were presented with bouquets. Paganucci had to inquire before recalling the year she won the title, 1962.

Lagomarsino recalled that he has connections with the area, having attended Jefferson High School.

The "Village," 30,000 square feet of retail stores and office space, will be located in the northwest corner of Bayshore and Old County Road.

The stores are described as "speciality" ones and the center is unlikely to contain a drug store. Lagomarsino said regretfully (the city is currently without a pharmacy).

The new center will cater to an immediate population of 5,695 composed

of residents and employees at the Crocker Industrial Park. Within a three mile radius, however, Alta California estimates a potential shopping population of 30,000. These would be drawn from surrounding portions of South San Francisco, Daly City, and San Francisco.

And a 1972 traffic count showed that 26,000 cars daily (19,000 on Bayshore and 7,000 on Old County Road) drove by the location at that time.



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

Another Round of Small Business Grants from the City of Brisbane are Available!

You're invited to our next mixer on Wednesday, September 21 from 5pm-7pm, hosted by Lyrical Opposition. The event location is still to be determined so please keep an eye out for more information in the Chamber's email newsletter.

Join us for our next Mixer on September 21, hosted by Lyrical Opposition!

You're invited to our next mixer on Wednesday, September 21 from 5 pm-7 pm, hosted by Lyrical Opposition at 7 Mile House, 2800 Bayshore Blvd.

Brisbane Chamber to Host Cabaret Event on November 12th at Mission Blue. Featuring Famed Brisbane Cabaret Star, Leanne Borghesi

Leanne Borghesi has entertained audiences in major concert venues, theaters, nightclubs, and cabaret rooms from San Francisco to New York City and now we welcome her to Mission Blue Center for an evening that's not to be missed! Hailed "a sumptuous feast of outrageousness," Leanne is at home whether she's riffing with jazz ensembles, belting it out with big bands, devising comedic 'theatrical cabarets,' or creating bawdy nightclub acts. Tickets will go on sale soon. All proceeds benefit the Brisbane Chamber of Commerce. Be sure to sign up for the Chamber's emails at <u>brisbanechamber</u>. org to be notified when tickets go on sale!

The Brisbane Chamber will Host A Candidates Forum at City Hall on September 29th at 7pm in Partnership with the League of Women Voters

Join us on Thursday, September 29th at Brisbane City Hall, (50 Park Place) to hear where the three council candidates stand on the issues. Questions for the candidates can be submitted in advance directly to the League through email: guestions@lwvncsmc.org or by writing on notecards that evening. Attendees can join in person or watch on Channel 27 or via the City's YouTube channel.

Get Informed on the Upcoming Ballot Measures

The City of Brisbane will have two measures on the November 8, 2022 ballot - a Business License Tax on hotels and a half-cent Transaction and Use Sales Tax. See more about the upcoming General Election, including information about the measures, at <u>brisbaneca.org/2022election</u>.

Fee Increase Public Hearing

Reminder, there will be a Public Hearing at the October 6, 2022 City Council Meeting to discuss the City phasing in the second of four planned fee increases in order to pay for improvements to the City's aging water and wastewater systems. More information, including an explanation video featuring Assistant City Manager Stuart Schillinger, can be found here: brisbaneca.org/ Oct6Hearing

Don't Miss Sierra Point Yacht Club's Annual Regatta on September 25th from 12pm-5pm!

This event is open to the community and will feature food, no host bar, Coast Guard flying display, games (bocce, corn hole, horseshoe toss), kites, face painting, and music by Soul Delights and Road Runners. This event is fun for the whole family, don't miss it!

Food Facilities Must Comply with the Disposable Foodware Ordinance by October 1st!

Does your business serve food? Did you know San Mateo County has banned most plastic disposable foodware in favor of fiber-based and other naturally derived goods? This ordinance applies to restaurants, food trucks, caterers, food carts, boba tea shops, temporary farmer's market vendors and more. For more information, watch this webinar: youtu.be/Ru54rviHTZ8 which describes the origin of this ordinance, whom it applies to and when, and ways to begin tocomply. All resources shared in the webinar, along with buyer's guides, can be accessed at the San Mateo County Office of Sustainability's website: https:// www.smcsustainability.org/waste-reduction/foodware.

FINANCIAL Focus

ARE YOU PROPERLY INSURED?

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

You probably won't see it on your calendar, but September is Life Insurance Awareness Month. And it is indeed important to be aware of the importance of life insurance. Are you adequately insured?

Many people aren't. About 40% of Americans face some type of life insurance gap, either because they're uninsured or underinsured, according to a 2021 survey by the research and advocacy groups LIMRA and Life Happens.

The need for life insurance is pretty straightforward: If something were to happen to you, would your family be able to continue their same lifestyle? Would the mortgage still be paid? Would your children still be able to further their education?

So, if you decide that you should acquire or strengthen your life insurance, how much do you need? Your employer may provide you with some insurance as an employee benefit, but it may not be sufficient. You might have heard that you should have coverage worth seven or eight times your annual salary. But this estimate is just that — an estimate. Everyone's situation is different, and there's really no one formula that can tell you how much insurance you require. To determine the coverage you need, you'll want to consider several factors, including your age, number of dependents, your income and that of your spouse and the size of your mortgage.

Knowing how much coverage you need is obviously important, but you'll also want to consider what type of life insurance is right for you. You have two basic choices: term or permanent insurance.

As the name suggests, term insurance provides coverage for a specified

amount of time, such as 10, 20 or 25 years. Term insurance only offers a death benefit — there's no buildup of cash value in your policy. Generally speaking, term insurance is considered to be quite affordable, especially when you're young.

Permanent insurance, on the other hand, offers a death benefit and the opportunity to build cash value. Because of this, premiums for permanent insurance — which includes "whole life" or "universal life" — are considerably higher than those for term life.

Which type of insurance should you choose? Again, it all depends on your situation and your preferences. Some financial experts advise people to "buy term and invest the difference" — that is, use the money saved on the lower term insurance premiums to invest in stocks and mutual funds. Others, however, disagree, and point to the benefits of permanent insurance, such as the ability to borrow against the cash value of a policy to pay for unexpected expenses. Ultimately, in making the choice between term and permanent insurance, you'll need to look at your entire financial picture to determine which option is best for you.

In fact, life insurance should be a key component of your overall financial strategy, along with your investment mix and the long-term goals you've set. Insurance can even play a role in your estate planning, as you determine the best way to distribute assets to your family members and any charitable organizations you support. Life Insurance Awareness Month lasts 30 days — but your need for life insurance can endure for decades. Make sure you're doing everything you can to protect your loved ones.

BRISBANE School District News

IT'S GOOD TO BE BACK!

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

Brisbane Elementary, Panorama Elementary and Lipman Middle School are back in full swing, and nothing could make me happier. Hearing children reading in classrooms, talking in the halls and running on the playground gives me such joy every Fall. We traded in the sounds of summer construction projects for the sounds of children's voices and the voices of excited educators in the classrooms.

Returning to school after a summer break is full of excitement of things to come and fears of the unknown at the same time. This goes for us adults on campus as well as the students. The first day of school has always had a special place in my heart; not just because of the brand new start, the new friends, the new books and the new games, but also because of the unknown. I love the energy the unknown creates in my mind and in my body; the anticipation of just how good the school year can be.

Here in the Brisbane School District we understand that the fears of a new school year can cause children anxiety as opposed to the excitement that the unknown created in me. Our staff is very welcoming and embraces all the children to meet them where they are with their back- to-school emotions. Please contact your school if you feel there is any way that we can make your child feel more comfortable or maybe let the school know what a great job they are doing.

Food is a great way to bring comfort to most situations and we are loving the new food program. Students are eating school lunches in record numbers and telling us every day how much they like the food; especially the fresh fruit and vegetables. I cannot lie, they also love the chocolate milk

Our schools are in excellent shape with even more improvements coming next summer. I can see the pride in everyone's face as they come on campus and take in all the improvements, we have made this past year. We are moving towards more and more activities on our campuses, and I look forward to seeing many of you at one of these events. Don't forget that Day in the Park is October 1 st and our PTO will have its annual booth. Stop by and support this wonderful organization.

Thank you for trusting us with the most precious gift in the world, your children. We take this job very serious and at the same time we have fun doing it. Fred Rogers said it best: "The child is in me still and sometimes not so still."





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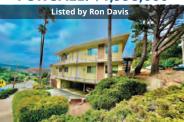
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415-846-3077 ron@voyagerealestatesf.com



MICHELE JAUREGUI

DRE #01801514

415-516-1977 michele@voyagerealestatesf.com

