



# THE LUMINARY

Brisbane's Business and Community Journal

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## PROMOTIONS WITH A PURPOSE

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org), 415-467-7283



Over the last year I have sat down with many business owners to learn their stories, and realized almost all of them have explained the ways in which COVID-19 has impacted their business. And while COVID-19 hasn't been the focus of my interviews, this period of time has undeniably shifted all the businesses I have had to the pleasure of writing about. For some, this time created challenges, and for others, the pandemic made way for new opportunities. However, what I find constant through my explorations

of these businesses is one thing—the choice to pivot.

As I thought about the process of shifting one's business, I realized that right under my nose Brisbane Chamber of Commerce board member Shane Maddox, has a pivot story worth telling. Shane Maddox works directly with businesses to offer the highest quality promotional products available through a strategic alliance with BAMKO, one of the largest and most awarded promotional product companies in the world. For those unfamiliar, promotional products are branded items (sometimes called swag) that businesses give away such as t-shirts, pens, drinkware, tote bags, etc.

Shane is one of less than 1,500 LGBTBE certified businesses in the country and has worked with companies such as Salesforce, Oracle, Charter Communications, Survey Monkey and more. I asked Shane to walk me through how he came to Brisbane, how he found himself in the promotional marketing industry, changes to the industry as a result of the pandemic, and trends he's seeing in the promotional product space as life gets closer to normalcy.

Shane grew up in a tiny town in Kentucky (yes, even smaller than Brisbane). As an adult, he bounced around to a few states including Texas and Tennessee and worked in a variety of roles such as HR, Marketing, Sales, and PR. Shane moved to San Francisco, when on a whim he applied for a Marketing position and was hired. Eventually he found his way to Brisbane after falling in love with the city's small town charm and access to the hustle and bustle of San Francisco and the greater Bay Area.

Shane landed in the promotional marketing field after he craved a change. He realized that he should pursue a career that incorporated the things about his job that he loved the most. For Shane, that was attending trade shows, building connections with businesses and people, and the freedom to get creative. Promotional marketing was the perfect fit.

For over a decade Shane has worked with a variety of companies across the nation to deliver them inspired promotional products that drive impact. Shane explained his love for the industry saying, "With promotional marketing I have the opportunity to learn about different companies, their story, and their goals. Based on what they want to achieve I can present creative solutions that go beyond placing a company's branding on the usual button or pin. I love what I do because inevitably I learn just a little about a lot." I asked Shane to give me an example of a collaboration with a company that really showcased his utilization of BAMKO's resources. He responded that he had the opportunity to work with a major tech company to develop a bobblehead of one of their animated characters. Shane brought the concept to life using 3D rendering so his client could get a detailed view of the proposed product prior to production. Once the client confirmed the bobblehead was perfect, production commenced and the bobblehead was a huge hit.

What has always intrigued me is the way that people and businesses respond to unexpected circumstances. During the early days of the pandemic when no one could source sanitizer or masks, BAMKO pivoted its manufacturing facilities from producing items like t-shirts and water bottles to sorely needed PPE (personal protective equipment). BAMKO originally manufactured medical supplies when it was founded over 100 years ago, so its familiarity with the marketplace allowed the company to respond quickly. And while other companies attempted to do the same, much of the products available on the market included such things as shoddy, uncertified, overpriced masks and questionable sanitizer. However, BAMKO helped its customers cut through the noise and delivered safe and effective supplies to hospitals and government entities across the United States. With a number of manufacturing sites across the globe, Shane's clients knew they could rely on him for a steady stream of PPE that could keep their workforces safe. Shane explained that while this period of time was both uncertain and scary, he felt energized by being able to jump in and provide essential businesses and critical entities the PPE they needed.

Today, Shane is not only positioned to provide PPE, but all the promotional products his clients are used to seeing, through a worldwide network. While the manufacturing of masks and sanitizer has balanced, Shane continues to see companies place orders for these products as the pandemic fluctuates. Shane has noticed other trends as well. He said that, "companies are starting to think more critically about how their promotional products will be used and the sustainability of the items they purchase." Many of his clients now gravitate toward products that replace single-use items such as reusable bags. Companies find that these products serve as a win-win because the consumer is more likely to keep these items and use them for longer periods of time, which further drives awareness of the brand. If companies are looking

>> Continued On Page 2



### MAYOR'S Message

## CITY & COUNTY UPDATES

By: **KAREN CUNNINGHAM**, City of Brisbane Mayor, [kcunningham@brisbaneca.org](mailto:kcunningham@brisbaneca.org), 415-312-2662

- This month we have some good news about our very successful Summer offerings that have been enthusiastically embraced ~ Summer Tidbits
- Renter and Landlord Assistance
- Great Plates Program options today
- COVID 19: Moving forward + The Delta Variant & Its Consequences

### SUMMER TIDBITS

All the summer offerings made through the

>> Continued On Page 2



### SUPERVISOR'S Message

## NEW BUSINESS OPPORTUNITIES FOR HOME COOKS

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

Interested in learning about, or starting your own Microenterprise Home Kitchen Operation (MEHKO)?


The MEHKO program will allow home cooks to earn up to \$50,000 a year from their own kitchens.

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

**Mayor's Message, continued from page 1**

Parks and Recreation program have been a huge success. The Pool is open, the children are obviously enjoying being back together socializing and doing what kids do best ~ laughing and smiling, masks and all. Huge kudos to all of the staff and volunteers who have made this summer possible. And there is so much more on the horizon.

For anyone driving by BES and seeing and hearing all the joyful sounds, it gives us frayed adults some comfort and positive thoughts for us all moving forward. The 2021-22 school begins on August 19, 2021 for grades TK-5th and on September 7, 2021 for grades 6th-8th. As I write this, I know many teachers are feeling anxious about the start of the year, and I can understand and appreciate why. So, let's be sure to show a lot of flexibility and keep our smiles large behind those masks.

Some other things I'm smiling about is that the Brisbane Parks and Recreation Commission is bringing back the Brisbane Garden Show! The Garden Show used to be a staple tradition in Brisbane. This was a beloved event for many years and now it is back. Gardeners & Artists of all ages are encouraged to submit entries for as many categories as they would like. I will be entering this one just for the fun of it. The public is invited to visit the Showroom from 1-4pm on Saturday, August 21st at the Community Center. All contestants MUST submit an entry form by August 18th! Hard Copy forms are available at City Hall and the Sunrise Room. For more information, please visit: [brisbaneca.org/garden](http://brisbaneca.org/garden).

**RENTER AND LANDLORD ASSISTANCE**

Did you know qualifying renters and landlords are now eligible to receive grants for 100% of rent and utilities owed? Please see [HousingIsKey.com](http://HousingIsKey.com) for more about the CA COVID-19 Rent Relief Program. Brisbane has dedicated \$100,000 to help residents struggling with paying past due or upcoming rent or utilities. Our program is being administered by Samaritan House, with YMCA Community Resource Center processing the applications. Please call them at (650) 276-4101 or send them an email at [crc@ymcasf.org](mailto:crc@ymcasf.org) to get the application process started today! Communications staff have also translated a helpful video about the program to Spanish, find it on the City's YouTube channel: [youtube.com/brisbaneca](http://youtube.com/brisbaneca).

**GREAT PLATES OPTIONS**

Although the Great Plates Delivered program ended on July 17, here are the options that are available through the County :

Older adults who are not enrolled in Great Plates Delivered should call the Aging and Adult Services helpline at (800) 675-8437 for information on other nutrition assistance. This phone number is available 24 hours a day, 7 days a week. Current Great Plates Delivered clients will be directly contacted by county staff and/or the Second Harvest Food Bank with information about post-Great Plates Delivered options.

**RESTAURANT OWNERS CAN ALSO HELP!**

The County of San Mateo is looking for more restaurants to join the Restaurant Meals Program. This is a program that allows certain CalFresh recipients to use their benefits to pay for restaurant meals. If you are interested or would like more information, please contact the Human Services Agency at (650) 802-6576, or email [HSA\\_CalFreshOutreach@smcgov.org](mailto:HSA_CalFreshOutreach@smcgov.org).

**COVID 19: MOVING FORWARD + THE DELTA VARIANT & ITS CONSEQUENCES**

Tuesday, August 11th a meeting was convened by San Mateo County Health that included our Congresswoman, Jacki Speier, all levels of County Health, First Responders, Medical Personnel, Educators and other County Stakeholders to discuss the resurgence of COVID 19 in our County. In May, our County had 7 new cases of COVID 19 and we were beginning to breathe a sigh of relief. However with the reopening of our area, July saw an additional 89 cases, which was cause for alarm. However, 97% of those who ended up in hospitals nationwide were unvaccinated, and in the last 2 weeks, cases have doubled. The vaccinated population can contract the new Delta variant and display no symptoms, but still spread COVID to the unvaccinated. So, the word from the County is to get everyone vaccinated as soon as possible. And even though a mask mandate for public gatherings outdoors is not mandated, it is probably smart to wear one anyway.

If you need to get an electronic copy of your vaccine record, please go to [myvaccinerecord.cdph.ca.gov](http://myvaccinerecord.cdph.ca.gov).

Wishing you all much health, success and a great Fall ahead.

- Karen

**Chamber of Commerce Message, continued from page 1**

for traditional swag items such as t-shirts, pins, or water bottles, Shane encourages them to select the most sustainable products from the lines he carries. In addition, he also provides his clients with products that have give back programs such as donations to The Wounded Warrior Project or money to fund drinkable water in water insecure places.

Shane says that above all, he uses a purpose-driven approach to meet the needs of his clients. He dives deep to find the "why" behind each project so that he can deliver the best products for his clients to enhance their brand. Whether that's delivering critical PPE to frontline workers or developing creative promotional products from sustainable materials, businesses don't need to look anywhere else for a partner to tell their story.

Interested in connecting with Shane about how he can take your promotional marketing to the next level? Email him at: [smaddox@bamko.net](mailto:smaddox@bamko.net) or give him a call: 415-425-1824



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

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

## BLAST FROM BRISBANE'S PAST

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org), 415-467-7283

The following article is a "Brisbane Bygones" column written by Dorothy Radoff, published in *The Bee-Democrat* on February 21, 1974

"February, 1929: Duck, Hunters! County officials feared "a battle that will compare with the activities of the Bolivian Army in Ecuador" after the Game Warden declared open warfare on illegal hunters along the Bay's northern shores at Brisbane. The desperate market shooters threatened to "blast the warden on sight" if he continued to stop their operations.

February, 1930: San Francisco's Mayor James Rolph dedicated the first Pacific Auto Stage bus slated to run every half-hour on Bayshore Highway. Fare from Brisbane to San Francisco? 15 cents.

"Stick Em' Up!": At a Brisbane-On-The-Bay service station two gunmen robbed an employee, scooped out the till and netted the sum of \$5.

February 1932: Highlights of the month included the birth of our P.T.A. unit on February 9th with Mrs. Lucy Prestige, president; townspeople welcoming newcomers May and Ray Holingum and Irene and Harvey Miller; and the two most hazardous spots on California's most dangerous highway, the Bayshore, proving to be Brisbane's "Boneyard Hill" and the underpass at South San Francisco... "Whoa!" Woes: One day while delivering the Brisbane Sun, Mrs. E. Holliday trotted up and down the village roads in her horse and buggy. Suddenly, the horse bolted. Our paper lady shouted, "Whoa!" but the buggy overturned and she suffered contusions, abrasions, and a bruised scalp before her "flying Pegasus" decided to obey the command.

## FINANCIAL Focus

### HERE'S A LOOK AT THE 'NEW RETIREMENT'

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

Once you retire, what can you expect from your life? You might be surprised by the things that current retirees are saying about their lifestyles, priorities, relationships and hopes for the future. And you also might find this knowledge quite helpful as you prepare for the day when you become a retiree.

First of all, retirement today is far different – and potentially far more rewarding – than was the case a generation or so ago. Of course, people are living longer now, but the new retirement environment isn't just about longevity – it's also about using one's time in a meaningful way, deepening connections with family and contributing to communities. All these capabilities fit into a framework of four key "pillars": health, family, purpose and finance, described in a study by Edward Jones and Age Wave called Four Pillars of the New Retirement: What a Difference a Year Makes, which also looks at how attitudes and opinions have changed during the COVID-19 pandemic. Among the study's findings is a piece of good news: 76% of Americans credit the pandemic with causing them to refocus on what's most important in life.

And one important element in the life of retirees is, not surprisingly, their optimal well-being in their retirement years. The overwhelming majority of retirees say that all four pillars are essential to this well-being. Let's look at these pillars and see what you can do to support them:

- **Having good physical/mental health** – Health care and long-term care costs are the greatest financial worries in retirement, according to the Four Pillars study. A financial advisor can recommend ways of addressing these expenses, but you can also take familiar steps, such as getting regular exercise and following a well-balanced diet, to maintain and improve your

health.

- **Having family and friends that care about me** – Retirees say that the top contributor to their identity in retirement is their relationships with loved ones, again according to the Four Pillars study. Clearly, it's important to keep up your relationships with family and friends, before and after you're retired.

- **Having a sense of purpose in life** – Those with a higher sense of purpose have better overall health, greater cognitive functioning, higher life satisfaction, increased mobility/functioning and longer lifespans, according to the Four Pillars report, citing research from the International Journal of Aging and Human Development. So, by volunteering and getting involved in community activities, you'll not only be helping others, but also yourself.

- **Being financially secure** – During the pandemic, retirees fared better than other demographic groups because they had stronger financial safety nets, including Social Security, Medicare and a high degree of home ownership. Still, just 56% of men and 40% of women are confident about their retirement savings, according to the Four Pillars survey. So, if you haven't yet retired, you'll still want to bolster your finances by contributing as much as you can to your investment accounts. And once you do retire, you'll want to make sure you don't take too much from these accounts too soon, helping you avoid the risk of outliving your money.

As you can see, it's important to take a holistic approach to retirement in the 21st century. And when you do, you can find your days as a retiree to be greatly fulfilling.

#### Supervisor's Message, continued from page 1

What the Board did provides new economic opportunities for those who need them most including women, immigrants and people of color. This modest investment will make a difference for hard-working families who happen to be great cooks and at the same time stimulate the local economy.

Many in our community have already engaged in selling home-cooked food but they've been doing so illegally in many cases. This ordinance will allow them to come out of the shadows.

The county has waived all fees for applicants during the two-year pilot program and is providing a first in the state \$2,500 startup grant to income-eligible applicants. The total cost of the program is approximately \$300,000 with \$65,000 of that amount set aside for the grant program.

Applications will be accepted starting August 15. Visit [www.smchealth.org/microkitchen](http://www.smchealth.org/microkitchen) to find out what the requirements are and to sign up for a free meeting.

In other news, the San Mateo County Board of Supervisors has approved the formation of a 15-member Advisory Commission chosen by the League of Women Voters to reshape supervisorial district lines following the completion of the 2020 Census. The Commission will consider input from members of the public throughout the county, review updated federal census information, and then recommend a draft map, or maps, for the county's five supervisorial districts for eventual adoption by the Board.

This is a process unique to San Mateo County and perhaps the first of its

kind as most counties in California draft these maps in-house.

We chose to depoliticize the process by choosing the League of Women Voters to interview and choose applicants who represent the incredible diversity of the county through a fair and open process. This is a once-in-10-year opportunity to draw our supervisorial maps in the most transparent process possible.

<b>NEW PROGRAM FOR HOME-BASED CHEFS</b> MICROENTERPRISE HOME KITCHEN OPERATION (MEHKO)	<p><b>THE OPPORTUNITY:</b> San Mateo County chefs can operate home-based food facilities. Learn more at: <a href="http://dalycity.org/dchomecooks">dalycity.org/dchomecooks</a></p> <p><b>ELIGIBILITY:</b> San Mateo County residents, living in private homes with a kitchen, who receive operating permits from SMC Environment Health.</p> <p><b>STARTUP FUNDING:</b> Grants up to \$2,500</p> <p><b>REQUIREMENTS:</b> Operators must:</p> <ul style="list-style-type: none"> <li>• Be a resident of the home</li> <li>• Limit production to 30 meals/day and 60 meals/wk</li> <li>• Prepare, cook and serve food on the same day</li> <li>• Pass an approved accredited food safety exam</li> <li>• Additional requirement detailed at <a href="https://bit.ly/MEHKOGuidelines">https://bit.ly/MEHKOGuidelines</a></li> </ul> <p><b>TIMING:</b> Accepting applications as of August 15, 2021</p>
	<p><b>GET STARTED:</b> Review relevant documents &amp; upcoming presentations</p> <ul style="list-style-type: none"> <li>• Program Webpage: <a href="https://bit.ly/MEHKOSMC">https://bit.ly/MEHKOSMC</a></li> </ul> <p><b>COMPLETE &amp; SUBMIT THE FOLLOWING:</b></p> <ul style="list-style-type: none"> <li>• Permit Application Form (<a href="https://bit.ly/MEHKOPermitApp">https://bit.ly/MEHKOPermitApp</a>)</li> <li>• Standard Operating Procedures Form (coming soon)</li> <li>• Applicable Fees (waived until 2023)</li> </ul> <p><b>REGISTER AS A LOCAL BUSINESS WITH CITY OF DALY CITY</b></p> <ul style="list-style-type: none"> <li>• Daly City Business License: <a href="https://bit.ly/DCBusinessLic">https://bit.ly/DCBusinessLic</a></li> </ul> <p><b>UPON APPROVAL OF DOCUMENTS, LOCAL LICENSE, AND AN IN-HOME INSPECTION, A MEHKO IS PERMITTED TO OPERATE!</b></p> <p>Questions on Program Details? Contact San Mateo County Environmental Health Services' Food Program. Phone: (650) 372-6200   <a href="mailto:envhealth@smcgov.org">envhealth@smcgov.org</a></p>

### COULD YOUR BUSINESS USE \$5,000?

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org), 415-467-7283

The Brisbane City Council recently allocated \$200,000 of federal relief funds for small businesses in Brisbane impacted by the COVID-19 pandemic. The funds will be divided into grants of up to \$5,000.

**To be eligible, businesses must:**

- Be able to demonstrate a 25% or more loss in revenues for a recent 12-month period from 2019-2020
- Must have been in operation prior to March 19, 2020, still be operational today, and remain operational once funds are distributed
- Be able to provide a valid Brisbane business license
- Be able to provide documentation to prove loss in revenue

The city considers a “small business” one that makes \$5,000,000 or less in gross receipts. First priority shall be given to those with \$1,000,000 or less in gross receipts, then those with \$3,000,000 to \$5,000,000 in gross receipts will be considered.

The Brisbane Chamber of Commerce will administer the grant program on behalf of the City of Brisbane and after evaluating all applications for eligibility, will use a lottery to determine which businesses will receive funds. Financial information will be kept confidential and not shared with the city. The application will open sometime in September. To stay up to date on information related to the grant program and when applications will be available, sign up for the Chamber’s emails on our website: [brisbanechamber.org](http://brisbanechamber.org)





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 or other artwork!



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Overloaded garbage carts can contribute to litter. Please keep lids completely closed. Contact us if you need a larger cart or assistance with occasional overflow.

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Approximate number of tall kitchen bags			
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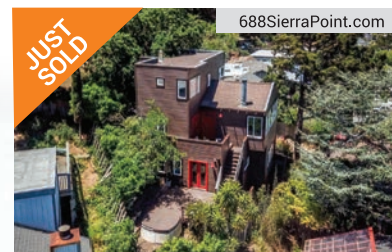
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Listed at: **\$1,188,000**



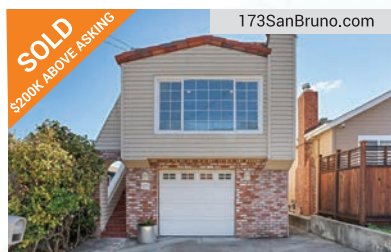
**27 Gladys Ave - Brisbane**  
4 BED/ 3 BATH, 1,795 Sq. Ft.  
Listed at: **\$1,088,000**



**178 Sierra Point Rd. - Brisbane**  
3 BED/2.5 BATH, 1,590 Sq. Ft.  
Listed at: \$1,188,000 **Sold at: \$1,600,000**



**688 Sierra Point Rd. - Brisbane**  
3 BED/3 BATH, 1,800 Sq. Ft.  
**Sold at: \$1,450,000**



**173 San Bruno Ave - Brisbane**  
2 BED/1 BATH, 820 Sq. Ft.  
Listed at: \$928,000 **Sold at: \$1,128,000**



**200 Mariposa St. - Brisbane**  
2 BED/1 BATH, 871 Sq. Ft.  
Listed at: \$928,000 **Sold at: \$1,100,000**



**1000 San Bruno Ave. - Brisbane**  
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## ADDITIONAL SAN MATEO COUNTY STRONG FUNDS TO BE MADE AVAILABLE

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org), 415-467-7283

An Additional 200 \$10,000 grants are now available to small businesses through San Mateo County Strong. The application portal will open Monday, August 16th at 8am and will close on September 7th. Once the application window has closed, grants will be distributed using a lottery system. Visit [smcstrong.org](http://smcstrong.org) now to apply.

### Eligible Applicants Must Meet the Following Criteria:

- Have NOT received county, state, or federal assistance in the last 12 months are eligible to apply
- Had \$120,000 or less in gross income in 2019
- Had 10 or fewer employees
- Can demonstrate that the business was negatively impacted by the COVID-19 pandemic by providing completed tax returns from 2019 and 2020 including IRS Schedule C or Form 1065
- Currently occupy a physical commercial business space in San Mateo County
- If the business is a franchise, is independently owned and operated by a County resident, or 50% or more of the franchisee ownership must be comprised of County resident
- Applicant must be in full compliance with all applicable regulations for the business including, but not limited to regulations related to the following:
  - County Environmental Health permit
  - County/City planning and building requirements
  - State/County/City business and ABC permits
  - State and local minimum wage requirements
  - Health officer orders and other orders related to the COVID-19 public health emergency
- Applicants must possess and present a copy of government-issued photo identification. Legal residency is not a condition of approval, and no information will be shared with other government agencies
- Establishments that have changed ownership since March 11, 2020, and otherwise meet the Program criteria above are eligible
- The establishment for which the grant is sought was being lawfully operated prior to March 11, 2020, when a local state of emergency was proclaimed due to the COVID-19 pandemic

## THE SBA LAUNCHES NEW PPP FORGIVENESS PORTAL

By: **MADISON DAVIS**, Brisbane Chamber of Commerce, [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org), 415-467-7283

Is your business one the millions in the U.S. that received a PPP loan? If so, chances are that your business is now able to apply for loan forgiveness. Instead of repaying the loan, your business could be eligible to keep the borrowed funds as a grant, if you can demonstrate funds were spent on approved purposes such as payroll, rent, etc.

The U.S. Small Business Administration (SBA) has launched a streamlined application portal to allow borrowers with 'Paycheck Protection Program' (PPP) loans of \$150,000 or less through participating lenders to apply for forgiveness directly through the SBA at [www.directforgiveness.sba.gov](http://www.directforgiveness.sba.gov)

Lenders are required to opt-in to this program, so confirm with your lender if you are eligible to apply through this portal first.

In addition to the platform, the SBA is providing a PPP customer service team to answer questions and directly assist borrowers with their forgiveness applications. Borrowers that need assistance or have questions should call (877) 552-2692, Monday – Friday, 8:00AM — 8:00PM EST.

**THINK BRISBANE — SHOP LOCALLY!**

## CITY INITIATES AFFORDABLE HOUSING STRATEGIC PLAN

By: **CLAY HOLISTINE, City Manager, Affordable Housing Strategic Plan** [clayholstine@ci.brisbane.ca.us](mailto:clayholstine@ci.brisbane.ca.us) 628-219-2915

The City of Brisbane is excited to launch a process to create a comprehensive affordable housing strategic plan this fall! Protecting the City's existing supply of affordable housing and ensuring that new housing is affordable to Brisbane residents and serves a variety of income levels and unique housing needs are critically important to the City. The strategic plan will focus the City's efforts to provide new affordable housing and protect existing affordable housing through the following actions:

1. Update and streamline the City's management of existing affordable housing units and programs to better manage existing and future affordable deed-restricted housing units.
2. Develop affordable housing strategies specifically for the Baylands.
3. Identify city-wide funding priorities for the City's affordable housing funds.
4. Evaluate options to create an ongoing revenue stream to fund affordable housing.
5. Review the City's affordable housing requirements in the zoning ordinance to make sure they are feasible, realistic, and will result in the greatest benefit to the community.

The City has selected economic and land use planning consulting firm ECONorthwest to guide the strategic planning process. Community engagement led by ECONorthwest will be a cornerstone of the strategic planning process. Specific engagement opportunities will be publicized on the City's website, signboards, social media channels, the Brisbane STAR newsletter, and the Luminary! Stay tuned for more information this fall. Questions can be directed to Community Development Director John Swiecki at [jswiecki@brisbaneca.org](mailto:jswiecki@brisbaneca.org) or (415) 508-2120.

## BRISBANE School District News

### MOVING FORWARD

By: **RONAN COLLVER, Superintendent, Brisbane School District** [rcollver@brisbanesd.org](mailto:rcollver@brisbanesd.org)

I often hear the expression "back to school" and the reality is that we must shift our mindset in education from "going back" to "moving forward". We are moving forward exploring new ways to evaluate where our students are and ways to accelerate their learning. There is no mistaking that having students in-person is a far better model for our children. I am very thankful for the hard work of the teachers, staff, students and parents during last school year, however, I am much more thankful that we will be moving forward in 2021-2022.

One element of moving forward in school is everyone's concern for their own health as well as the health of others. You can read the full Safe Return to In-Person Instruction and Continuity of Services Plan on the District's website, [www.brisbanesd.org](http://www.brisbanesd.org). This is a fluid document as it will be updated as public health conditions dictate. The highlights to focus on for this year is that masks are mandatory in all buildings, vaccinated or not. Visitors will be limited to only essential people; which means no parent volunteers to start the school year. Hygiene will be practiced in all classes throughout the day. Those vaccinated will not need to quarantine if exposed to a positive COVID case unless they display symptoms. Air flow and air quality will be monitored for optimum safety. Response testing for symptomatic people will be introduced at all three schools, however, please do not have your child attend school if they are not feeling well. I understand that cases may come up in the school setting, however, with the proper protocols followed, the schools will not be the place where the virus is spread.

Due to delays in construction at Lipman Middle School, the start of school for Lipman students only will be Tuesday, September 7th; Panorama and BES are still to start on August 19th. This was a very difficult decision and after considering the impact on families, teachers and staff, the District took into account the most significant stakeholder: the student. After over a year of Distance Learning, we want to give them a full and complete school year. The new start date of September 7, 2021 will impact the school calendar by 12 days.

- **Spring Break will be reduced from 10 days to 5 days. 4/11/22-4/15/22 will now be school days for Lipman students**
- **2 Scheduled in-service days 10/11 and 1/24 will now be school days for Lipman students**
- **5 days will be added to the end of the school year making the last day move from June 10 to June 17**

Albert Einstein said, "Life is like riding a bicycle, to keep your balance, you must keep moving." This past year and a half has been like riding a bike on a bumpy road, constantly trying to keep ourselves from falling over, however we continued on our path forward. We will continue this theme of moving forward as we strive to give the children in our community the very best education they deserve. We are all in this together and as a community we must work together in this new phase of educating our children.

## NEW OBJECTIVE DESIGN & DEVELOPMENT STANDARDS SURVEY OPEN THROUGH AUGUST

By: **JULIA AYERS, Senior Planner, jayres@ci.brisbane.ca.us** 415-508-2120

Are you interested in helping determine residential design standards for mixed-use buildings in town? Now's the time to provide your input! If you haven't already, please take the City's NEW SURVEY at [brisbaneca.org/odds-photo-survey](http://brisbaneca.org/odds-photo-survey), which builds on feedback received from the first one from January. The input provided in these survey responses will guide the City's project consultants in drafting Brisbane's new design review ordinance and residential zoning district standards. This will ultimately guide developers and property owners at the beginning of the process in building new residential and mixed-use developments in Brisbane. Hard copies of the survey may be picked up at the Community Development counter. For more information on the ODDS project, check out the project page webpage, [brisbaneca.org/sb2](http://brisbaneca.org/sb2).



## PANCAKE BREAKFAST & PLANT SALE, SEPT 12!

BY: **ARIEL CHERBOWSKY, DIRECTOR OF SAN BRUNO MOUNTAIN WATCH**  
[ariel@mountainwatch.org](mailto:ariel@mountainwatch.org), 415-467-6631

San Bruno Mountain Watch is excited to host the Pancake Breakfast Fundraiser on Sunday, September 12th from 9am to 12pm. Please join a morning of food, friends, and fun in support of education and ecological restoration programs on San Bruno Mountain. They will be serving up delicious all-you-can-eat blueberry pancakes, sausages, fruit, bottomless coffee, and our special blackberry syrup.

The Pancake Breakfast Fundraiser will be held outdoors at the lovely Mission Blue Nursery in Brisbane at the base of San Bruno Mountain. Mission Blue Nursery will be open and selling native plants at the event from 9am to 2pm. Tickets available online or at the door. Learn more at [www.mountainwatch.org/pancakebreakfast2021](http://www.mountainwatch.org/pancakebreakfast2021).

**Pancake Breakfast!**  
SUNDAY, SEPTEMBER 12th  
Mission Blue Nursery  
3435 Bayshore Blvd, Brisbane, CA 94005  
Breakfast Fundraiser: 9am-12pm  
Native Plant Sale: 9am-2pm

Entry to plant sale is FREE!  
Pancake breakfast tickets available at the door or at [www.mountainwatch.org/pancakebreakfast2021](http://www.mountainwatch.org/pancakebreakfast2021)

\$20 ADULT  
\$15 KID

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ADMIT ONE

PANCAKES FOR YOUR BELLY, PLANTS FOR YOUR BACKYARD!

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

**Q:** Can I put plastic bags in my blue or green cart?

**A:** No. Plastic bags placed inside a blue recycling cart will become contaminated with other materials and potentially get tangled in our sorting lines. Bags placed inside a green organics cart will act as a barrier to the good bacteria used inside our anaerobic digestion facility. Bags can also be a problem for the compost facility they will travel to after digestion. Even if the bag is advertised as recyclable or compostable, it only belongs in your gray garbage cart. Please avoid plastic bags and find ways to reuse any you cannot avoid. You can also look for drop-off recycling bins. Some Bay Area grocery stores still have them.

**Q:** Is it safe to reuse plastic bags?

**A:** Sometimes. Bags can safely be reused to line garbage cans, carry dry goods, contain wet clothes, and pick up dog poop. Reusing them for food can be a different story and depends on what they held before, if they've been thoroughly washed/dried, and how worn out they are.

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Use the Sort Smart Recycling Guide at [ssfscavenger.com](http://ssfscavenger.com)

**BRISBANE BUSINESS BULLETIN**

"The 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](mailto:madison@brisbanechamber.org)

**Madhouse Coffee**

Madhouse Coffee has new pastries! Come in on Tuesdays and Thursdays to try our new danishes, croissants, giant English muffins, cookies, and more! Be sure to give us your feedback!

**Brisbane Library**

On August 2nd, San Mateo County Libraries expanded their hours to: Mondays & Tuesdays 10am - 8pm and Wednesdays through Saturdays 10am - 5pm. In-library, or Express Service, is an exciting next step towards re-instituting regular library offerings and access. In-library Express Service is currently available Thursday through Saturday from 10am - 5pm and includes: in-library browsing, Wi-Fi access, and computer & printer access. Please note: the Library will be closed over Labor Day Weekend, Sept. 4-6, 2021, reopening Tuesday the 7th at 10am.

**New Bench**

Check out the new bench by the Brisbane Inn parking lot, brought to you by a collaboration between G3 and the City of Brisbane

**Post your Flyers in the Correct Place**

Please refrain from taping flyers to the light posts on Visitacion Ave as their removal leads to peeling paint. There are bulletin boards at Madhouse Coffee, Midtown Market, Julie's Deli, and the Hardware Store that serve as a place to post flyers.

**The Brisbane Chamber of Commerce**

The Brisbane Chamber of Commerce will resume hosting in person mixers the third Wednesday of every month (with the exception of August). This is the perfect opportunity to network with other members of the business community while enjoying refreshments. For details please sign up for our emails at [brisbanechamber.org](http://brisbanechamber.org). If you are interested in hosting a mixer, please email: [madison@brisbanechamber.org](mailto:madison@brisbanechamber.org)

**LUNAFEST Returns Sept 25**

LUNAFEST was the first all-women traveling film festival to hit the circuit and amplify the voices of strong women everywhere. The first event was a small yet hopeful screening in California. Today, there are screenings in more than 175 cities across the nation, showcasing the work of talented female directors. LUNAFEST is making a mark in the industry by creating a platform for women's untold stories and working to increase opportunity for women filmmakers. 2021 marks the 20th anniversary of LUNAFEST! This year Brisbane will host three screening options: an afternoon matinee, an evening VIP Gala, and a virtual screening. The in-person events will be held at the Mission Blue Center. Tickets start at \$20. For more information visit: [brisbaneca.org/parksrec/page/lunafest](http://brisbaneca.org/parksrec/page/lunafest).

All proceeds from ticket sales, concessions, and sponsorships will go to **The Brisbane Lions Club** scholarship fund and awarded to women pursuing degrees in male-dominated fields. **We are still looking for sponsors!** Interested in supporting the education of Brisbane women? Sponsor LUNAFEST! Contributions are tax-deductible. For more information contact Madison Davis: 415-706-5276 or email [madisondavis@brisbaneca.org](mailto:madisondavis@brisbaneca.org)




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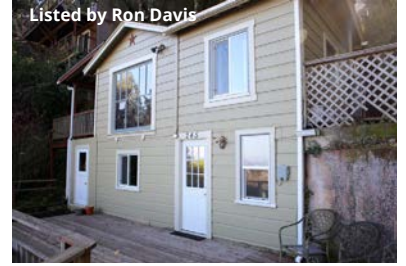
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**LEASED! \$2700/month**



401 Mendocino Street, Brisbane  
2 bd| 1 bth| Home

**SOLD! \$735,000**



245 Kings Rd, Brisbane  
2 bd| 1 bth| 810 sq ft Home

**SOLD! \$800,000**



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

**SOLD! \$1,385,000**



545 Alvarado Street, Brisbane  
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