MIDTOWN MARKET

BY: ALISON WILSON, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

A down-home full service market, Midtown Market, has been serving Brisbane and the surrounding area since 1940. The market offers high-quality food and specialty products from around the world, locally grown produce fresh from the farm, a full meat and deli department, specialty food and beverage items flowers and a novelty and toy department.

The market offer a clean and welcoming destination for customers seven days a week from 7:30 a.m. to 10:00 p.m.

Tucked inside this jewel of a grocery store a deli and meat counter. Midtown Meat and Deli, that is open from 11:30 a.m. to 7:00 p.m. Owner Ziggy, said,

Top of photo are interior shots of Midtown Market. Top Left: Ziggy with customer at counter of Midtown Meat and Deli and Top Right: Customer at Midtown Market.

>> Continued On Page 5

GET OUT OF YOUR CAR

BY: MITCH BULL, Brisbane Chamber President and CEO mitch@brisbanechamber.org

Let's face it, traffic in San Mateo County is bad and getting worse. The county is the beneficiary of a robust economy, but a by-product of that success is traffic congestion that now extends well beyond the traditional peak hour commute periods and locations. While there are some promising projects being considered to ease the traffic congestion in San Mateo County, most of them are many years and millions of dollars down the road. In the meantime, it's up to all of us to make small changes to our commutes so that collectively we can make progress in reducing traffic congestion in the county. Can you trade your drive to work for a bike ride or a transit trip? How about carpooling with coworkers? Does your employer have a telework option?

San Mateo County's transportation demand management agency, Commute.org, wants to know if you are up to the challenge. We recognize that most commuters can't leave their cars at home every day, but using a commute alternative one or two a day may make a huge difference.

We know that driving alone to and from work has typically been the most convenient option for most commuters, but given the increase in traffic over the past couple of years that equation has started to change for many. In an effort to get people to consider options to driving alone, Commute.org is again hosting a countywide Commuter Challenge.

The 2017 Commuter Challenge runs for two months (Apr-May 2017). Employers and commuters can win prizes by setting by logging in and setting up an account, then using the transportation alternatives to "ditch the (single driver) car" and take the "challenge."

The 2016 Commuter Challenge had amazing results. Commuter Challenge participants logged over millions of dollars down the road. In the meantime, it's up to all of us to make small changes to our commutes so that collectively we can make progress in reducing traffic congestion in the county. Can you trade your drive to work for a bike ride or a transit trip? How about carpooling with coworkers? Does your employer have a telework option?

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IT'S OUR BUSIEST SEASON OF THE YEAR...

BY: MITCH BULL, Brisbane Chamber President and CEO mitch@brisbanechamber.org

It was great seeing many of the “mover and shakers” within San Mateo County at the 48th Annual Progress Seminar, organized by the Redwood City Chamber last weekend. The turnout was fantastic and the frank and valuable discussions are always needed to elicit feedback and create solutions to the challenges that we face in the county. Housing, workforce retention, traffic and transportation issues are some of the biggest areas where creative and innovative solutions are needed, and it will take cooperation with all of our local municipalities to create and implement the solutions. All of the cities, related entities and citizens need to have forums to discuss ways in which we can address these challenges yet maintain the quality of life for those of us that are fortunate enough to live in the Bay Area. The Progress Seminar is a great place to start.

2017-18 Brisbane Directory... by now, most everyone has received the newest Directory published by the Chamber. We thank all of our advertisers and the people who helped create, layout and edit the book. While it looks like many of the books we have published over the decades, the evolution of how we communicate has resulted in some changes. In the old days (5-10 years ago) pretty much everyone had a “land line” in his or her home that was hooked up to Pacific Bell’s network. It was easy to accurately publish the residential telephone book, by obtaining the lists from PacBell. Today, with many households either using cell phones as their primary number, dropping a land line from the telephone company (AT&T), or increasingly bundling their telephone service through their Comcast cable or AT&T U-verse services, it is much more challenging to accurately try to list all residential telephone listings. While we still procure lists from AT&T, we are unable to secure lists from Comcast, Sprint, Verizon, etc.

Over the last 18 months, we published this challenge in the Luminary, reminding folks that if they wanted to be listed in the directory, and had a provider other than AT&T we would need them to give us the telephone information. We received some responses. After publishing the book, we also received calls from people that had bundled their services, and were no longer listed in the directory. We apologize for that, and are including the information given to us in our online version, which is on our website and is updated weekly, as a “living document.” If you wish to be in the directory going forward, please shoot us an email at: mitch@brisbanechamber.org with your information and we will gladly update our list.

Students in Business and Government 2017… I would like to express a big “Thank you” to all of the companies, city departments, school district personnel and everyone who participated in our annual “Students in Business and Government” event last week. For over 20 years, all of our 8th grade students at Lipman Middle School have had the opportunity to visit local businesses and learn about businesses and careers, as well as the education and skills needed to work at each one. This year, over 60 students participated with our 15 work sites. I always enjoy seeing the students interact with the business people. We couldn’t do this without the participation of our businesses and the great teachers at Lipman Middle School.

Get on your Bike… the annual Bike to Work day is right around the corner!! May has been designated around the Bay Area as “Bike Month” and there are several days dedicated to getting people moving around on two wheels. On Thursday, May 11th from 6:15-9:30am two Brisbane commuter stations will be set up at on the corner of Bayshore Blvd and Old County Road and the corner of Tunnel Ave, and Lagoon Way. This is the Bay Area’s 23rd annual “Bike to Work Day.” Expect to see many bikers coming through Brisbane on Tunnel Road, Bayshore, and even over Guadalupe Canyon Parkway! For more information on Bike to Work Day, visit the website at www.commute.org, or call 650.588.8170.

Excellence in Education... we are also in the midst of collecting information and setting up interviews with our outstanding high school seniors that have applied to the Brisbane Scholarship Recognition Program. After applying, the students will go through an interview process with the Brisbane Chamber scholarship committee. The interview allows them to meet the panelists and express themselves in person to make an impact that one cannot get solely from reading an application and high school transcript. We follow the interviews with the “Excellence in Education” event, which will be held in early June, at which these seniors will be celebrated. In addition students from BES, Panorama and Lipman Middle School are recognized. An Educator of the Year award is also bestowed on a local teacher. It’s not too late to make a donation to the cause. Just send a check to our office, with “Scholarship Fund” noted on the item section of the check.

Mission Blue Camp is back... Brisbane’s Ken Walker is again organizing and operating a summer camp for elementary school age children. Mission Blue Camp launches this summer at Lipman Middle School from June 12 to June 30. The camp is sponsored by the non-profit Brisbane Youth Sports Association in cooperation with the Brisbane School District and City of Brisbane. It is open to elementary school age kids currently in TK-5 and offers a comprehensive program that includes art, study and exploration of nearby San Bruno Mountain, athletic instruction and free time at the Brisbane Pool! The staff includes teachers from the Brisbane School District and other licensed instructors. Kids will rotate through four theme-based stations then end the day at the pool. There are various registration options including 1-week, 2-week, full day, half day and extended care. Brisbane residents and Brisbane School District students are granted a discounted fee. Go to the missionbluecamp.org website for more information and registration instructions.

Lastly, a vibrant community has to have a balanced and vibrant business sector to ensure stable revenue for the community, and to be good corporate citizens who help to create an environment where we all can benefit.” Please remember to shop local when you can and support the brands and businesses that we have as friends and neighbors.

We are interested in ideas of what you would like to see in future issues of the Luminary and want to hear your thoughts. You can email us at: mitch@brisbanechamber.org, or send us a note at the chamber office.
Stop irrigation of ornamental turf on public street medians

What's Required for the City

• Hotels and motels must offer guests the option to not
• Food service establishments may only serve water to
• All decorative water fountains/features using potable water
• Watering your outdoor landscape cannot result in runoff
• You cannot wash sidewalks, driveways, and “hardscape”
• You cannot water or use outdoor irrigation during or within
• Take steps to continue development of permanent prohibitions

Board and the Department of Water Resources requiring them to take steps to continue development of permanent prohibitions on water use and requirements for urban water agencies to continue reporting of water use, and to continue response activities that may be needed to manage the lingering drought impacts to people and wildlife.

We are waiting for these two Executive Agencies to develop the final implementation regulations pursuant to the Governor’s order, but in the interim, the following prohibitions and requirements remain in place:

WHAT’S REQUIRED FOR EVERYONE

• You cannot water or use outdoor irrigation during or within 48 hours of measurable precipitation
• Landscapes can only be watered between 6 PM and 9 AM
• You cannot wash sidewalks, driveways, and “hardscape” with potable water
• Watering your outdoor landscape cannot result in runoff outside the landscape
• When washing vehicles, you need to use a hose with an automatic shutoff nozzle
• All decorative water fountains/features using potable water need to have a recirculating system
• What’s Required for Business
• Food service establishments may only serve water to customers upon request
• Hotels and motels must offer guests the option to not launder towels and linens daily
• What’s Required for the City
• Ensure new home landscape irrigation complies with Building Standards Commission and Department of Housing and Community Development requirements
• Stop irrigation of ornamental turf on public street medians with potable water
• Continue reporting conservation progress to Water Board

GRANT FUNDING RECEIVED FOR CROCKER PARK TRAIL

Have you taken a stroll along Crocker Park Trail before? It’s a 2.25 mile existing former railroad right-of-way located in the Industrial Park, passing directly behind many of the businesses along Valley Drive, the “spine” of the industrial park. The trailhead is located on Park Lane directly across the street from the Dog Park and adjacent to the Purcell Murray business. There are also five street intersections where you can hop onto the trail, Cypress Lane, North Hill Drive, West Hill Drive, Valley Drive and Park Lane.

The City recently applied for and were recommended to receive grant funding from the federally funded One Bay Area Grant Cycle 2 (OBAG 2) to install stabilized decomposed granite surfacing over the railroad ballast rock to make the trail passable to pedestrian and bicycle commuters/users, including those using wheeled transportation and parents with strollers.

Project criteria included proximity to a Planned Development Area (PDA), as designated by the Association of Bay Area Governments (ABAG), the regional planning agency that is complementary to the Metropolitan Transportation Commission or MTC (who administers the federal grant for our area), and location of a project in or in close proximity to a Priority Development Area (PDA) with affordable housing preservation strategies. Project selection for our county was administered by C/CAG (City/County Association of Governments). At first, the C/CAG Bicycle Pedestrian Advisory Committee recommended not funding the Crocker Trail project, but Brisbane Councilmember Cliff Lentz made an appeal to the C/CAG Board to fund the project despite the recommendation, with the information that Brisbane’s Parkside Precise Plan (which plans for 228 units).

I look forward to hearing your interests and ideas to make our city an even better place to live and work!

Company, Recology, Ron Davis and Company, Seton Medical Center, South San Francisco Scavenger, and Universal Paragon Corporation for participating in the Students in Business and Government program this year.

The participating businesses hosted four to five Lipman Middle School students giving them first-hand information on how business works. I appreciate the donation of two hours that each business gave to the students. Please enjoy the photos found in this issue of Luminary. Please mark your calendar for May 22nd Students in Business Luncheon where the 8th graders will present to attendees what they experienced at each site visit and what they learned about each company. The Excellence in Education Scholarship Reception where the top 5th and 8th grade students, teacher of the year and high school scholarship recipients are honored follows in June. RSVPs are appreciated. Please visit brisbanechamber.eventbrite.com for upcoming dates and to reserve your seat. Have you donated to the High School Education Fund? There is still time for you to contribute to the scholarship fund. Working together we can make the dream of college a reality. The best investment in our society is how we mold and shape the youth of our community. The Chamber is accepting contributions for these scholarship awards. If you would like to help, please make your donation payable to the Brisbane Chamber of Commerce Scholarship Fund at: Brisbane Chamber of Commerce, attn.: Scholarship Fund, 50 Park Place, Brisbane, CA 94005 or donate on-line at https://schoolshipdonation.eventbrite.com. Every dollar contributed goes directly to a worthy student.

MAP ADVERTISEMENT NEWS:

The Brisbane Map, with a circulation of 9,000 copies, is now accepting advertisements. Advertisements have a life cycle of two-years. Pricing is: front cover ($3,000) and back cover ($2,750 full page or half page $1,500) and business card size ad ($450). Both sides of the Brisbane City Map are printed in four brilliant colors, illustrated in stunningly accurate detail, and fully up-to-date of both city streets and a map of the freeways of the greater Bay Area. These official maps are distributed by the chamber to chamber members, area banks, schools, realtors, hotels, restaurants, shops, new businesses, new residents as a welcome, and relocation packets. And, businesses that advertise are listed with a number on the map to show the location of their business and placed on the chamber’s web site with an interactive link to their business. Copies of the Brisbane Chamber of Commerce City wide map are distributed at no charge. To reserve your spot and/or for more information on advertising Contact Alison Wilson at (415) 640-9875 or e-mail alison@brisbanechamber.org.

Brisbane is a unique place to eat, run, live and work. Let’s support our local business owners and help them prosper. Thank you for your ongoing support.

GET OUT OF YOUR CAR, continued from page 1

43,000 trips where they used bikes, transit, walking, carpools, vanpools and shuttles to commute. 789,000 miles of alternative commutes resulted in an estimated 207 tons of CO2 reductions. And those commuters who reported using an alternative commute can be used by employers as well. Below you’ll see the benefits that are available to commuters and employers.

Commuter Benefits

• Track Your Impact & Get Rewarded: Users may track their trip choices to see the impact on their costs and local environment, receive rewards, and compete with fellow residents and employees your area. By tracking travel choices in a diary, users will receive digital badges that can be shared on social media for actions such as “first alternative trip logged” or “first bicycle trip.” Top performers for each travel mode will also be displayed on a digital leaderboard. Tracking trips may also enter a user in a contest or campaign.

• Explore Your Transportation Options: My Commute.org will provide a range of travel options for a user’s trip and the impacts associated with each choice. This will help the user to make an informed decision about their trip.

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Remember: Old paint can be recycled for free. Visit PaintCare.org for a list of drop-off locations!
GET OUT OF YOUR CAR, continued from page 3

Fresh fruits and vegetables

Midtown Market, continued from page 1

Looking at the inside of Midtown Market on the right are freezers containing frozen foods such as dinners, vegetables, and desserts and the left is Midtown Meats and Deli.

"Basically, everything is fresh and tasty. Freshness matters so we won't have everything every day." He continued, "We offer take out and freshly prepared, seasoned, sandwiches, that can be ordered by calling (415) 691-1630." The deli and meat counter is well stocked with fresh and marinated meats, deli meats, delicious garden salads, hand crafted pickle goods, marinades, sauerkraut, and sausages. At the counter, you will find freshly made to order sandwiches, ready to eat meals, soups, and meatloaf!

Inside Midtown Market you will find hand-made Semifreddi's bread delivered daily, Marin French Cheese, dairy brands that include Häagen-Dazs and Berkeley Farms brands; a great selection of premium beers, wine, and spirits; full service meat and deli counter; as well as much needed staples, products for cleaning, health and beauty, and childcare; and other household products. Midtown Market owner, Jung Choo, continued, "We take pride at offering organic, gluten-free and specialty foods. If we don’t have the item that a customer wants, they can let us know and we will have it the very next day! Our customers are number one." He continued, "Items such as our vegetables and pastries are fresh with many of the same product being priced lower than those found at the nearby major grocery stores."

Co-owner Hyun Choo commented, "We want to make your shopping fun, easy and enjoyable. That's why our employees are always ready and willing to help. We offer delivery to your home or business. Call us at (415) 467-8087 for more details. We look forward to having you visit us at Midtown Market." As one resident wrote on Yelp, "Midtown is a good-honest small grocery store that opens early and closes late."

In short, Midtown Market offers excellent food selections at reasonable prices. The store is located at 249 Visitacion Avenue, Brisbane, CA 94005; their phone number is (415) 467-8087. They are open from 7:30 a.m. to 10:00 p.m. Please stop by and say hello.

Employer Networks

If your company would like to use this platform at your worksite, Commute.org has an option to create a network solely for your company and employees. If you are interested in learning more, please log onto the website: commute.org

Key features available to an employer network include:

• Commuter Trip Planner: Don’t let your commuters miss out on any commute options again. Help them use all available modes of transportation, including ridesharing, vanpooling, transit, bus, and carpooling, biking, and walking.

• Interactive Commuter Dashboard: Provide users with the most important information all in one place, including trip logging, personal statistics, virtual badges, leaderboards, challenges, and more.

• Gamification, Challenges & Incentives: Empower and excite your commuters by creating fun challenges and rewarding incentive programs based on any criteria.

• Connected Transportation Tracking Apps (coming soon): Using an integrated smartphone

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FINANCIAL 101 – BUILDING WEALTH

By: Freddy Beaman, Board Member Brisbane Chamber of Commerce, Vice President – City National Bank, freddy.beaman@cnb.com, 415-272-7223

According to Investopedia, a Relationship Manager is a professional who works to improve a firm’s relationships with its clients and internal departments. They are the quarterbacks to help with planning your successful change in life.

If you have noticed, we are seeing a big shift with many financial institutions changing their job family titles to reflect this overwhelming overused phrase. Remember, changing a name doesn’t mean there was additional trainings to facilitate this change.

Is your bank representative a good Relationship Manager and how well do they know your business? A true Relationship Manager knows about your industry, the current challenges you face, and how they can partner with you. They bring up ideas that are segmented to your industry. Relationship Managers should know that your personal and business financial statements are treated as one as they are both dependent with change.

Managers should know that your personal and business financial statements are treated as one as they are both dependent with change. A true Relationship Manager manages the change in their client’s life. They already know their client’s business and ask questions to understand the why, how, and when this change will occur. If your Relationship Manager doesn’t get a passing grade then maybe it’s time for you to change.

FOOD SCRAPs

Food scraps are only wasted if placed in the garbage. Put food scraps in your organics cart or bin and we’ll make fuel and compost!

- SOUTH SAN FRANCISCO SCAVENGER

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app, the RideAmigos platform allows users to easily log their trips. The automatic commute logging feature keeps track of different transportation modes and provides the kind of verifiable data that’s most useful for administrators.

- **Data Analysis & Reporting:** Gain instant and unlimited access to all your data, such as system registration, trip logs, carpool usage, or surveys. Graphs, GIS cluster mapping, and export options make it easy to put platform data to work.

- **Event Travel Planning:** Give event attendees the power of choice using our trip planning and ridesharing options tailored specifically for the needs of special event organizers and producers.

- **Sub-Network Creation and Management Networks:** can have multiple subnetworks, including program, organizational, or office park networks. Flexible options include assigning administrators, privacy settings, and domain-level membership.

Walking, biking, transit, vanpools, and the “always fashionable” carpool are all ways to help get cars off of our roads, which help to reduce greenhouse gases and make a difference in bay area air quality and the fight against global warming. Everyone can participate and make a difference! Check out all of the great programs and “Take the Commuter Challenge for 2017.” Check out the website at Commute.org today.

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**FLOAT? FLOAT ON!**

BY: CURTIS ROE, Treasurer and Board Member Brisbane Chamber of Commerce, CPA - Finance, Purcell Murray, croe@purcellmurray.com

Have you ever heard the term, “float”? When talking about cash management, float has an entirely different meaning compared to sailing a boat. When managing cash, we have our book balance and our bank balance. The amount of time it takes for the transactions to equal is called float.

For example, at the lemonade stand we purchased some Meyer Lemons. We have $500 in the checking account and we purchased $200 worth of product. We cut the check on Monday but it did not clear the bank until Friday. For 4 days that week we had $200 of disbursement float in our checking account. This is an example of why it is so important to keep timely records of our transactions. If on Tuesday we look to our internal books for our cash balance, we would see we have $300 in the account. If we relied solely on our bank balance, we would see $500 in the account which would not be entirely true. To take a cash withdrawal of $500 on Tuesday after writing a $200 check on Monday, we would be over drawn $300 on Friday when the check was presented to our bank.

Float goes in two directions; disbursements and deposits. Most checks that are deposited at our bank take a day or maybe a few to clear. So if we deposited $150 on Monday, our bank would reflect the balance as would our internal books. However, not until those checks were cleared would they be available for use. This is called collection float. If the checks were sent to the bank by mail, then that time should be taken into consideration as well. If it takes 4 days to mail, 2 days to process, and 2 days to clear, we are looking at 8 days of float and not in our favor.

The combined disbursement and collection float is called net float. Knowing your float can be crucial if managing large amounts of money. Having a strong working relationship with your bank can make this task much more manageable. A line of credit with a sweep account can eliminate a lot of cash management stress when considering the amount of time is needed for float management.

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**GET OUT OF YOUR CAR,** continued from page 5

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