More To Sea
Redondo Beach
Chamber of Commerce & Visitors Bureau
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November Ballot Already Getting Crowded with Initiatives

As the Chamber’s Government Relations Council (GRC) prepares to begin vetting ballot measures that have qualified for the November ballot, we have our work cut out for us. As of March 21, over 100 potential ballot measures had been filed with the State of California. While far less will qualify, Chamber Government Affairs Director Weston LaBar expects more than a dozen controversial measures to land on the ballot this year.

Already being circulated are initiatives that look to legalize marijuana, add taxes on high-income earners and smokers, and a statewide increase in the minimum wage to $15 an hour and add an index measure to adjust it based on inflation. Large coalitions with a lot of money are already pouring record amounts of money in support or opposition of potential measures.

The California Chamber of Commerce leads a robust coalition of business organizations in opposition of the minimum wage increase, which is heavily backed by organized labor. Labor is also pushing to extend the higher income tax rates assessed on the states affluent passed in 2012 under Prop 30. Thus far, Governor Brown has not signed onto the measure. He was the biggest proponent of Prop 30 in 2012.

There are also several healthcare issues on the ballot and thus far over $81m dollars have been collected in opposition to drug control and hospital executive salary measures that look to be headed to the ballot. It is safe to say that voters should prepare for a lot of political commercials and mail this summer and fall.

The GRC will continue to revue all the initiatives that qualify for the ballot. Once there is a final decision made by the board, the Chamber will provide its annual voter guide on the issues.

SAVE THE DATE
Redondo Beach Chamber Installation
Friday, June 24, 2016
What has the Chamber Done For You Lately?

In July 2015, the Redondo Beach Chamber Board of Directors welcomed seven new board members. With new leadership comes new energy and new ideas. The following are just a few of the ongoing and new undertakings that demonstrate how your chamber is working for you 24/7.

Monthly Business Spotlight Opportunities

The Member Services Committee focused its energy on implementing programs that promote our members. Recently the chamber started a monthly BUSINESS SPOTLIGHT column published in the Beach Business newsletter. Coming soon the committee will be selecting members to promote each month on Facebook. If you have an idea of a business to feature in our BUSINESS SPOTLIGHT or the Facebook Member of the Month please contact Marna@redondochamber.org.

Weekly Online Radio Show

Members of the business community and the general public can now learn about what’s happening at the Redondo Beach Chamber and in the community through the Redondo Beach Chamber’s upcoming internet radio show, The South Bay Show: Redondo Beach – More to Sea! The South Bay Show is an internet radio program hosted by Joe Terry and Jackie Balestra on Blog Talk Radio.

Redondo Beach – More to Sea radio program airs weekly on Wednesday mornings from 8:00 to 9:00AM and is also available 24/7 online at http://southbaybyjackie.com where it is downloadable to share digitally at your leisure with colleagues or family and friends, or just save for a walk down the Esplanade or on the Redondo Beach Pier.

If you have an idea for the show that promotes your business, please contact Marna@redondochamber.org. We are always looking for unique ideas about our members!

Continued on pg. 5 “CHAIR MESSAGE“
CalChamber Backs Bills to Speed Water Supply Solutions

The California Chamber of Commerce is supporting a number of bills to expedite and reduce costs for water storage facilities, drought mitigation measures and recycled water pipelines.

The bills are scheduled to be considered by the Assembly Natural Resources Committee on April 4, after the Legislature’s spring recess.

- **AB 1647 (Waldron; R-Escondido)** streamlines and reduces regulatory burdens for specified water storage facility projects by exempting such projects under the California Environmental Quality Act (CEQA).
- **AB 1749 (Mathis; R-Visalia)** expedites and reduces costs for recycled water pipelines by extending the current exemption for such projects under CEQA by five years.
- **AB 1589 (Mathis; R-Visalia)** expedites and reduces costs for drought mitigation projects by exempting them under CEQA.
- **AB 1586 (Mathis; R-Visalia)** expedites and reduces costs for the Temperance Flat Reservoir Project by exempting it under CEQA. The project is located on the San Joaquin River, upstream from Millerton Lake on the border of Fresno and Madera counties.

More Storage

- **AB 1647** seeks to create a CEQA exemption for a project that expands the storage capacity of an existing publicly owned and operated surface water storage facility by up to 25%, or to replace an existing publicly owned and operated surface water storage facility, if certain specified conditions are met.
  
  Although the types of projects envisioned under AB 1647 may fall within certain categorical exemptions under the CEQA Guidelines, AB 1647 ensures that certain water storage projects would benefit from a statutory exemption.
  
  Statutory exemptions provide more protection than categorical exemptions because there are no “exceptions” to statutory exemptions that may defeat their use. Accordingly, if a proposed project fits within the terms of AB 1647’s stated exemption, then that is the end of the inquiry and the exemption applies.

Speeding Projects

- **AB 1749** extends the current exemption for specified recycled water pipeline projects under CEQA as outlined in the Governor’s budget last year.
- **AB 1589** exempts projects under CEQA that are carried out to mitigate the effects of conditions caused by drought, flood or fire. The exemption would remain in effect for the duration of a state of emergency proclaimed by the Governor due to drought, flood or fire under the California Emergency Services Act.

In its support letters, CalChamber is emphasizing that CEQA was initially passed to ensure that California’s environment is considered before moving forward with a project.

Over time, however, CEQA has become a hook for litigation and a means to delay critical public works projects. Until significant changes are made to the underlying process, the CalChamber supports efforts to expedite the CEQA review process for important public works projects, such as those specified in these bills, which will encourage economic growth and recovery.

President MESSAGE

**Unemployment in California Decreases to 5.5%**

California continues on the long road to economic recovery. The state’s unemployment rate decreased to 5.5 percent in February, an increase of 39,900 nonfarm payroll jobs. This brings the total gain of 2,123,500 jobs since the recovery began in February 2010, according to data released today by the California Employment Development Department (EDD) from two separate surveys.

The news isn’t all good. Although we continue to add jobs throughout the state, California still lags behind the nation’s unemployment rate, which was unchanged in February at 4.9 percent. That being said, the numbers are still trending in a positive direction. In January, the state’s unemployment rate was 5.7 percent, and in February 2015, the unemployment rate was 6.7 percent. Nonfarm jobs in California totaled 16,310,000 in February.

The number of people unemployed in California was 1,053,000 – down by 36,000 over the month, and down by 207,000 compared with February of last year.

Five categories (construction; information; educational and health services; leisure and hospitality; and other services) added jobs over the month, gaining 51,900 jobs. Leisure and hospitality posted the largest increase over the month, adding 18,300 jobs. Hospitality and tourism are major employers in Redondo Beach.

Four categories (trade, transportation and utilities; financial activities; professional and business services; and government) reported job declines over the month, down 12,000 jobs. Two categories (mining and logging and manufacturing) were unchanged over the month.

In a year-over-year comparison (February 2015 to February 2016), nonfarm payroll employment in California increased by 451,600 jobs (up 2.8 percent).

It will be interesting to see how policy will effect economic growth in California. While we are seeing a lot of projects under way and even more in the pipeline both locally and regionally, there are many policies that could hinder growth. It will be interesting to see how a possible statewide minimum wage and labor initiatives will impact many job markets and growth.
Chamber Now Accepting Nominations for Man & Woman of the Year Awards

The Redondo Beach Chamber of Commerce & Visitors Bureau is having their Annual Installation & Awards Banquet in June where we honor a deserving Man and Woman who have made contributions to the Redondo Beach community.

There are so many amazing individuals in our community and I am sure you know them! The chamber invites you to submit nominations for both the “Man and Woman of the Year” Awards which will be presented at the Chamber’s annual banquet. The criteria selection is described below.

A Man or Woman that has done an outstanding job in the following areas:
• Contributing to community welfare and betterment;
• Evidence of long-lasting contributions to community welfare;
• Participation in all-around community activities and civic enterprises;
• Evidence of personal and business progress;
• Collaboration with individuals and civic organizations

The Redondo Beach Chamber of Commerce invites you to nominate deserving citizens worthy of this distinguished award.
We ask that you take a moment to think of volunteers who you know that meet the criteria listed above.

Using the criteria listed above please submit Nominations to Marna Smeltzer at marna@redondochamber.org or fax to 310-374-7373.

Leadership 2015 Actively Seeking Contributions for Community Project

On any given day, dozens of runners, walkers, soccer and football players, and people performing exercise routines use the track and field at Aviation Park in North Redondo Beach. The area is well lighted for use throughout the year and has ample free parking, but it lacks a drinking fountain.

Our goal is to raise $15,000 for purchase and installation of:
• An ADA compliant, wall-mounted filling station for water bottles with a fresh drinking water fountain.
• Painting of an inspirational sports-themed mural on the Aviation Field House.

Contributions towards our community project are tax deductible as allowed by law. If you would like to donate, contact the Chamber at 310-376-6911 ext. 30, or email Activate_Aviation@yahoo.com. We appreciate your support of our project, and our community!
Let’s grow together! Make a difference in our business community.

The Economic Development Council is looking to grow. If you’re interested in participating with a lively group of people who are passionate and dedicated to creating and leading new initiatives to support our business community, join us! The Economic Development Council (EDC) is a partnership between the Redondo Beach Chamber, the business community and the City. Working together, our mission is to create growth and economic prosperity by attracting, retaining and expanding business, developing jobs and increasing the tax base in order to preserve a high quality of life in Redondo Beach. We do this by providing businesses with access to much needed resources available through the Chamber and City including business development and best practices workshops, free SCORE counseling, new resident outreach program, shop local initiatives, online business resource center, business start-up tools and webinar, veteran’s hiring resources, and job postings. We give back to our community and inspire future generations of business leaders through our annual high school scholarship program and business plan competition, and through our participation with the Girl Scouts of Greater Los Angeles in their business owner and financial literacy badge programs.

Want to know more? Contact EDC Chair, Heidi Butzine at heidi@shoplocal.us or call the Chamber at 310.376.6911

Heidi Butzine, ShollLocal.us
Chair of Economic Development Council

“CHAIR MESSAGE” continued from pg. 2

Guide to Redondo Project Underway

The Guide to Redondo Beach is the Chamber’s premier annual publication that reaches more than 65,000 people, including homes and businesses in Redondo Beach, Chamber members, prospective members, and is used as a relocation tool for new residents and businesses. The Guide is a reference of things to see and do in Redondo Beach, as well as a local directory. The Guide to Redondo Beach is also made available to visitors at all Redondo Beach hotels. These tourists use the Guide to help plan their activities, meals, entertainment, etc., while staying in Redondo Beach.

Video Project

The Chamber recently partnered with CGI Communications on a Website Video Project that consists of a series of videos highlighting our ever-growing community landscape. Showcasing aspects of how Redondo Beach is such a wonderful place to live, work, play, and belong, is essential in the Chambers ad promotion of our community’s continued success. CGI offers Chambers ad sponsorship within the program. You can be one of the first to get in front of this outside audience and introduce yourself to prospective newcomers to our community. As a top website for community information-seekers, presence on the Redondo Beach Chamber video program will be vital to staking your role as a top local business.

Watch for additional initiatives your Redondo Beach Chamber has underway to better serve you, in future newsletters!
Tip of the Month from your Health and Wellness Committee

**Occupational Therapy:**
What is it and who can benefit?

By Chanel Garcia, FirstLight Homecare of South Bay

There are several therapies that one may need throughout their lifetime for one reason or another, for example recovering from a stroke. April is National Occupational Therapy Month and the question arises what is occupational therapy and what are the benefits of it?

Everydayhealth.com states that Occupational Therapy is the only profession that helps people across the lifespan to do the things they want and need to do through the therapeutic use of daily activities (occupations). Occupational therapy practitioners enable people of all ages to live life to its fullest by helping them promote health, and prevent — or live better with — injury, illness, or disability.

**SOME EXAMPLES OF HOW OCCUPATIONAL THERAPY TO IMPROVE QUALITY OF LIFE ARE:**

- Help children with disabilities to participate fully in school and social situations
- Help people recovering from injury to regain skills
- Provide supports for older adults experiencing physical and cognitive changes

The support of a caregiver can also help to improve the benefits of Occupational Therapy by facilitating appointments, following up with exercises, and providing valuable feedback and support. Check our website for members who can help!

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**Join CREW, Get the Facts**

**Why Revitalization is Vital**

By Alice Murphy

As a proud member of the community and volunteer for Blue Zones, I am now delighted to be a volunteer and member of the Redondo Beach Chamber of Commerce CREW (Creating Redondo’s Exciting Waterfront). I thought I knew about CenterCal’s proposed revitalization project. However, after I joined CREW, I realized there was so much more to the plan. It was fascinating and eye-opening to learn about the details of the project, and I now feel confident explaining the new plan to others and answering their questions.

Since I joined CREW, I’ve attended four of CenterCal’s frequent neighborhood presentations. These meetings are useful because a CenterCal representative explains project details through videos and visuals to a small group of residents. I also helped staff The Waterfront booth at the Kite Festival, where I was able to inform Redondo Beach residents and visitors about the project and answer their questions.

From these events and from my very helpful CREW course last month, I’ve witnessed firsthand how many misconceptions there are in the community. Some of the most interesting include:

1. There will be no boat launch access—actually, the City is overseeing the Boat Launch location selection process, and CenterCal will accommodate whatever location they choose.
2. It will be too crowded and not enough parking—the area is completely underutilized now and ample parking is being proposed.
3. It will be a huge mall on the beach—only 20% of the proposed project is retail, and the entire project is only 73% of what Measure G allows.

Civic engagement is essential to making informed decisions in any community, and Redondo Beach is a perfect example of this duty.

I’m grateful to have learned much more about the project; now I’m a more enthusiastic supporter. My favorite aspects of the project include:

1. The progressive idea of a public market to support small and local businesses
2. The inclusion of creative office space to activate the site more during work hours.

Be sure to educate yourself about The Waterfront project in order to contribute to our community! Help navigate The Waterfront by contacting our CREW Captain, Arnette Travis at Arnette921@gmail.com to sign up and learn more today or go on the RBCC website’s Waterfront information page and sign up online at www.RedondoChamber.org/Waterfront.
CEO Susan Burden will voluntarily step down October 31, 2016, concluding 12 years at the helm of the preventive health agency Beach Cities Health District (BCHD), one of the largest preventive health agencies in the U.S., recently announced Burden, who spent the past 12 years working for the public health district, formally notified the BCHD Board of Directors of her contract non-renewal request at the March 23 board meeting.

“Susan is a first-class leader, health professional and public servant, but an even better person,” said BCHD Board President Jane Diehl, whose professional relationship with Burden spans more than a decade. “For years, she’s been a driving force behind measurably improving the health and well-being of Hermosa Beach, Manhattan Beach and Redondo Beach residents. Her innovative vision and dedicated leadership is going to be greatly missed, but Susan is leaving behind a solid foundation of success for her talented team to continue building upon. I want to thank Susan on behalf of the entire community for making the Beach Cities a healthier place to call home.”

Diehl added that the Board plans to immediately begin the process of identifying a replacement. “Susan’s successor will have large shoes to fill,” said Diehl, “but we plan to bring in another dynamic leader to carry forward our vision of creating a healthy beach community.”

Burden, who said she’ll be traveling the world and spending more quality time with her family post-resignation, was hired by the BCHD Board of Directors in 2004. During her tenure, Burden was integral to the development and implementation of numerous flagship BCHD programs, most notably the Blue Zones Project, a community-wide health and well-being improvement initiative that has contributed to marked reductions in smoking, obesity and stress in the Beach Cities since 2010; and the LiveWell Kids and LiveWell Tots childhood obesity prevention programs, which are credited with lowering the obesity rate in Redondo Beach schools (grades K-5) from 20 percent in 2007 to just nine percent today.

Additionally, under Burden’s watch, BCHD frequently garnered recognition and awards for its agency-wide commitment to health and wellness in the workplace from the American Psychological Association, Modern Healthcare Magazine, Los Angeles Business Journal and Outside Magazine.

“This certainly wasn’t an easy decision to make, but I’m ready to begin a new chapter in my life – one hopefully filled with more world travel, family and possible involvement in part-time health projects,” said Burden. “My time at Beach Cities Health District

Continued on pg. 9 “BEACH CITIES HEALTH”
Edgar & James – Goodwill SOLAC’s new concept specialty store – celebrated their grand opening with ceremonies including a ribbon cutting by the RBCC&VB, held minutes before the doors opened to the public. Pictured here from Goodwill SOLAC are President & CEO Janet McCarthy, Board Chair Harry Saltzgaver, and COO Julie Dover, along with Redondo Beach Councilman Jeff Ginsburg; RBCC&VB President & CEO Marna Smeltzer; RBCC&VB Immediate Past Chair Michael Jackson; Congressman Ted Lieu’s Field Representative David Leger; and Assemblyman David Hadley’s Field Representative Kevin Byrum, along with RBCC&VB Ambassadors and supporters of Goodwill SOLAC.

On March 2nd, Smart & Final officially opened their second store to the public. Pictured here at the Grand Opening and Ribbon Cutting for the store at 615 N. Pacific Coast Highway are Redondo Beach Mayor Steve Aspel and Store Manager Jason Oliva, both holding scissors. Also present for the celebration are Smart & Final representatives Dave Hirz, Rosie Squieri, Kristi Arnett, Erin Shulman, Marisol Marks and Kimberly Wade, along with RBCC&VB Ambassadors, Smart & Final employees and neighbors. On this day, the Smart & Final Charitable Foundation presented $2,500 to Redondo Beach Sunset Baseball & Softball, and another $2,500 to the Redondo Beach Firefighters Community Relief Fund.
“BEACH CITIES HEALTH” continued from pg. 7

was one of the most professionally-rewarding experiences of my career, and I want to thank the Board, my staff and our volunteers for continually striving to better our community and successfully making public health a top priority in our district. The health of the Beach Cities is in good hands.”

Prior to joining BCHD, Burden spent 22 years working in the private and public health sectors focusing primarily on community health and substance abuse prevention. Additionally, she sat on the Board of the American Heart Association and Providence Medical Institute’s Mission Committee.

Throughout her career, Burden was repeatedly honored for her contributions to health by a host of local and national organizations and governing bodies, including the American Heart Association, Association of California Healthcare Districts, California State Assembly, California State Senate, City of Redondo Beach, Daily Breeze, National Council on Alcoholism, Redondo Beach Chamber of Commerce and Redondo Beach Unified School District.

For more information on Beach Cities Health District, visit bchd.org.

Did you Know
You can post a job in the Redondo Beach Chamber website?
www.RedondoChamber.org/JobBank

Submit NEWS...
We would like to hear from you.
email: Karin@RedondoChamber.org

How to JOIN:
If you would like to learn more about how your business can benefit from membership in the Redondo Beach Chamber of Commerce & Visitors Bureau, please contact our member representatives below. You can also fill out a member application online at RedondoChamber.org/join if you are ready to join now.

310.376.6911

- Nanci Goussak (ext. 128) | nanci@RedondoChamber.org
- Cheryl Kahnamoui (ext: 130) | cheryl@RedondoChamber.org

The Redondo Beach Chamber of Commerce is the “go-to” resource for businesses. I have greatly appreciated the encouragement, advocacy, support and network opportunities afforded for my own start up. Members yield the best benefits when they are actively engaged. I encourage stepping into a volunteer position, serving on a committee, attending events, and staying connected. The return for your investment of time and talent - priceless!

Lisa Rodriguez, Link2Events, Ambassador of the Year 2015

W.A.C.E. WINNERS
Outstanding Achievement
2003
First Place
Chambers with 500-999 members
2004
Honorable Mention
2005, 2006 & 2011
Redondo Beach Chamber Grows Stronger

Welcome New MEMBERS

Advanced Planning Solutions, Inc.
Ms. Nancy Gragg
1611 S. Catalina Ave., #309
Redondo Beach, CA 90277
(310) 792-2424
www.apsadvisor.com
• Financial Services

ICAN California Abilities Network
Mr. Scott Kramer
2510 Pacific Coast Hwy
Hermosa Beach, CA 90254
(310) 374-8295
www.icanla.net
• Non-Profit Organizations

Beyond The Limit - Excellence in Life Coaching
Ms. Joanne Veeck
140 The Village #201
Redondo Beach, CA 90277
(916) 847-0213
www.lifecoachingbeyondlimits.com
• Health & Wellness

Denny’s
Joey Tiongson
1760 Aviation Blvd.
Redondo Beach, CA 90278
(310) 379-9134
www.dennys.com
• Restaurants - Casual

Dynamic Grit Fitness, LLC
Kei Hashimoto
2423 190th St.
Redondo Beach, CA 90278
(310) 374-7467
www.dynamicgritfitness.com
• Health & Fitness

Future Automation & Design Inc.
Mr. Patrick Coleman
2421 Fisk Ln., #A
Redondo Beach, CA 90278
(310) 745-9802
www.futureautomationdesign.com
• Home Theatre / Home Automation

Chamber Business Connections Thrive:
Meet New & Anniversary MEMBERS!

Welcome our newest members! Pictured here are: Kei Hashimoto of Dynamic Grit Fitness; Robin Tamera and Joey Tiongson of Denny’s Restaurant; Chris Casella of ICAN California Abilities Network; Joanne Galin of Sanger Insurance and Financial Services; John Gragg of Advanced Planning Solutions; William Strickland, Attorney at Law; Joanne Veeck of Beyond The Limit - Excellence in Life Coaching; Mars Tiomico of Dynamic Grit Fitness, all pictured here with RBCC&VB Ambassador Meaghan Kautzer.

Happy Anniversary to: Tori Malone of Sal’s Plumbing & Rooter; Faisal Hashmi of Farmer’s & Merchant’s Bank; Mary McKenrick of Athens Services; Thomas Rowe of TRowe.net; and Guadalupe Gasca of South Bay Workforce Investment Board, all pictured here with RBCC&VB Ambassador Meaghan Kautzer.

Member2Member DISCOUNT

Discover more discounts at RedondoChamber.org
(In the members only section)

Redmond Lock & Key
2213 Artesia Blvd. • Redondo Beach, CA 90278
redmondlock@verizon.net • (310) 376-9066

DISCOUNT: 10% for Chamber members
Networking Tip
OF THE MONTH

Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

Shop LOCAL • Patronize These Renewing Members

A&M Real Estate & Management
Catalina Channel Express
Chick-Fil-A of South Bay
Custom Video Productions
Decora
Dominique’s Kitchen
Farmers & Merchants Bank
Gondola Amore
Good Stuff Redondo
Green Hills Memorial Park
King Shabu Shabu
Knights of Columbus 01990
Lilyfield
Marcus Medical Spa
Marina Sailing
Mary Kay Cosmetics / Kim Eilertsen
Ming Management Inc.
Morgan Stanley / Steven J. Scerra, CFP®, CDFA™, Financial Advisor
Providence Little Company
of Mary Medical Center Torrance
Redondo Beach Main Post Office
Redondo Car Wash (Opening Soon)
Redondo Marine Hardware
ShopLocal.us
South Bay Workforce Investment Board
Sunny Side Up Deli & Grill
The Slip Bar & Eatery

Thank you
DOOR PRIZE DONORS!

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• Klein Creative Media
• Independent Repair & Tire Pros
• Melaleuca the Wellness Company

JOIN US
FOR THE
Network Cafe
Thursday, April 14
11:30 a.m. – 1:00 p.m.
901 N. Pacific Coast Hwy

$25 Chamber members
$30 Non-members
MUST RSVP
www.RedondoChamber.Org/Chamber/Events
310.376.6911
2016 Calendar of EVENTS

RedondoChamber.org/events

NOTES: Reservations for these events must be made online at RedondoChamber.org or by calling 310.376.6911. Please cancel your reservations for events if you are unable to attend. No-shows will be invoiced.