



BUSINESS JOURNAL

CARLSBAD.ORG

A W A R D W I N N I N G P U B L I C A T I O N

OCTOBER 2020



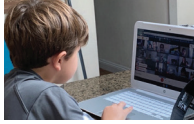
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Compromise in Congress needed to save small business

Some of the best laws passed by Congress in the past decades, on issues like Social Security, taxes

and welfare, were the result of input from and compromise between the two parties. Now is time to put partisan politics aside and find compromise

once again to help our small businesses.

The **Carlsbad Chamber of Commerce**, as a member of the *Save Small Business Coalition*, has been feverishly working behind the scenes to align our objectives to truly have an impact in what happens in Congress to support our business community. Let's get you caught up....

We are in contact with the US Chamber of Commerce and Starbucks CEO Howard Schultz, joining their coalition of over 100 CEOs across the country calling on Congress to do more to help small business.

It is increasingly likely that none of the many bills that have recently been introduced by either the House or Senate are going to

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YOUR VOTE, YOUR POWER

From an increase in voting by mail to less polling locations, there's no doubt many things will look very differently for voters this election year. However, what stays the same is

the fact that voting is how citizens exercise their power to decide the future of their cities, regions and the country. In California, there are twelve ballot propositions that are being placed before the voters. The Carlsbad Chamber of Commerce reached out to the business community to see which were the most important

to them. Survey results showed that the top three propositions to our business community are Prop. 15, Prop. 22 and Prop. 20, in that order.

More taxes

"Taxes are a continuing issue in California," says the Chamber's Chair-Elect, and financial planner at **WWM Financial**, Catherine Magaña. "A new way for the state to come up with more money to pay for the ever-increasing financial burden it is taking on, is to change proposition 13 with a new proposition – Prop 15."

While the proposition's official description says that it "increases funding sources for public schools, community colleges, and local government services by changing tax assessment of commercial and industrial property," Magaña argues Prop. 15's approval would be particularly harmful for small businesses. "Currently, the taxes are based on the purchase price of the building. The change would mean that taxes will be assessed on the basis of current market value.

TIME TO
VOTE



Read exclusive comments from local candidates in our Voter Resource Guide insert inside!

This will lead to a huge increase in taxes that the property's owner will have to pay. What inevitably will happen is that rents will have to increase to cover this additional cost to the landlord. Rents are already sky high in the state. This also will mean that renters will have to pay even more to lease their space at a time when so many businesses are already teetering on bankruptcy due to the shut down associated with the COVID-19 pandemic."

Jim Brubaker from **Brubaker and Associates, Inc.**, a business and individual insurance company, says Prop. 15 "is an economic nightmare. It would cause a shock to the commercial real estate market that would economically destroy many small building owners and cause a massive depression in the commercial real estate market and increase the exodus of the productive population out of California."

Independent contractors vs. employees

Magaña says that for those who like Uber and Lyft, "voting yes on Proposition 22 is the way to save these businesses in California. Both have threatened to shut down in California if the drivers are re-



Catherine Magaña
Chair-Elect
Carlsbad Chamber of Commerce

classified as employees." This proposition is probably the most widely covered due to the controversies surrounding California Assembly Bill 5 (AB-5) which extends employee classification status to gig workers. "One of the reasons that 'app-based' ride

sharing companies are so popular is because of how much cheaper and convenient the rides are in comparison to some other forms of transportation. The reason they are cheaper is because each driver is an independent contractor."

While the flexibility of becoming an Uber or Lyft driver, for example for people who need a second job, is very appealing, Magaña says that there is one positive aspect of categorizing them as employees. "The independent contractor drivers would be entitled to other compensation such as minimum earnings, healthcare subsidies and vehicle insurance." However,

› VOTE, Page 3

BUSINESS SPOTLIGHT

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› FIRE BREAKER, Page 5

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How does COVID-19 affect older adults?

Six ways to prevent illness, social isolation and loneliness

Older adults – especially those with medical conditions – have been hit hard by COVID-19 and need extra support.

Those age 65 and older account for 80 percent of coronavirus-related deaths, according to the Centers for Disease Control and Prevention (CDC). People 85 and older have the highest risk of severe illness from COVID-19.



TO YOUR HEALTH
DR. ALEXANDER MEILAN, DO, INTERNAL MEDICINE PHYSICIAN
SCRIPPS CLINIC TORREY PINES.

Many seniors are staying safe by staying home and social distancing, but are now at increased risk of social isolation and loneliness, which can result in depression, anxiety and other health problems.

Fortunately, many services are available to help seniors stay safe and socially engaged during the pandemic. These services include food delivery, online exercise programs and other free or low-cost offerings through public health services.

“We want our seniors, especially those most at risk for severe illness from COVID-19, to stay home as much as possible during the pandemic and to have a support system in place that can help ensure their safety and well-being at home,” says Alexander Meilan, DO, an internal medicine physician at Scripps Clinic Torrey Pines.

Dr. Meilan recommends the following:

1. DON'T HESITATE TO SEEK EMERGENCY AND NON-EMERGENCY CARE

Don't delay going to the emergency room or calling 911 for any medical emergency. Emergency departments have COVID-19 prevention plans to keep their patients and staff safe.

Staying in contact with your doctor is important especially for seniors with chronic conditions. In many cases, non-emergency visits can be done via telemedicine. In some



Some grocery stores offer pickup and delivery services to reduce the risk of exposure, and sometimes they will offer discounts or free delivery for seniors. Seniors should also consider asking a neighbor or other family member to do the shopping for them.

cases, an in-person visit is necessary, such as getting an annual flu shot.

Caregivers can help their seniors download a telemedicine app to their smart phones or tablets and teach them how to use it. Make sure the app has privacy features to protect patient health information.

2. STAY CONNECTED, PREVENT LONELINESS

Older adults should have a plan to safely stay in touch with family and friends during the pandemic to help prevent the ill-effects of social isolation and loneliness.

“Older adults should have someone they can reach out to if they need help getting food, medicine and other supplies. If they live alone, regular human contact can mean a lot to their health and well-being,” says Dr. Meilan.

Regularly scheduled phone calls, video conferences, texting and emails can help make up for a lack of in-person contact.

Caregivers can help their seniors set up and understand video conferencing options, such as FaceTime or Zoom.

3. STAY PHYSICALLY ACTIVE

Getting exercise may seem harder with gyms closed or concerns about going to one when they open. Many options are available to stay active without risk of exposure during the pandemic.

Find fun and creative ways to stay active at home. Join an online exercise class or find

an exercise video for seniors on YouTube.

Go out for a walk. Make sure to wear a mask, especially if physical distancing is going to be difficult. Caregivers can join their seniors in a walk but should also take precautions.

Staying active may be harder for older adults with medical conditions that limit their ability to regularly exercise. The CDC recommends 150 minutes of moderate-intensity aerobic exercise per week but says those who cannot do this much should stay as physically active as their abilities and conditions will allow.

- According to the CDC, regular exercise:
- Improves sleep
 - Improves balance and reduces risk of falling
 - Improves joint mobility
 - Extends years of active life
 - Helps prevent weak bones and muscle loss
 - Delays onset of cognitive decline.

4. CHECK DELIVERY AND PICK UP OPTIONS

For those who have concerns about going out to buy groceries due to COVID-19 or who lack transportation or have limited physical mobility, look for grocery stores that offer pickup and delivery services to reduce their risk of exposure. Ask if they offer discounts or free delivery for seniors. Consider asking a neighbor or other family member to do the shopping for you.

For those who prefer to shop in person, look for stores that offer senior-only hours. Make sure they require customers to wear face covering. Get in and out of the store as quickly as possible.

Caregivers who shop for food for their seniors can set aside time for conversation after delivering groceries to help prevent loneliness.

5. PREVENT FALLS AT HOME

More time at home may increase the chances of an accidental fall that results in injury. Learn how to reduce the risk of falling at home.

Make home safer, for example, by removing loose rugs, adding handrails to stairs and hallways if needed and keeping adequate lighting in dark areas.

- Also:
- Schedule a risk assessment for falls with health care provider.
 - Stay active, focus on balance, strength training and flexibility exercises.
 - Schedule annual vision and hearing exams.
 - Manage medications, understand their side effects.

6. MAKE A LIST OF RESOURCES

Create a list of organizations to contact for information, health care services including mental health or counseling as well as food and other support.

- San Diego County's Aging and Independence Services provides an array of services, including access to home-based support services, meals and counseling help.
- Elderhelp of San Diego provides community-based solutions through staff and volunteers committed to helping older adults live independently in their own homes.
- Stay at Home. Save Lives. Check in is a statewide campaign in California to help combat isolation and food insecurity among people 65 and older.
- AARP Foundation's Connect2Affect program provides information, and options for older people to stay socially connected.
- The federal Substance Abuse and Mental Health Services Administration has a hotline, 800-662-HELP (4357), to help people find counseling services in their area.

We can lead our recovery

Over the past weeks, we've had reason for optimism. Restaurants, retailers, and service providers were able to reopen, resume or expand operations. Recovery in these segments, which account for a significant percentage of employment in Carlsbad, means we can have continued optimism ahead.

Perhaps what is more impactful, is that we, as residents and workers in Carlsbad, can have direct impact on this recovery. Grabbing a bite at a local restaurant, getting a haircut at a neighborhood salon or barber-shop, and shopping at your favorite hometown retailer will all lead to a faster recovery.

The City of Carlsbad recognized this approach as a strategy to keep our local businesses open and was proud to sponsor the Gift Carlsbad program (GiftCarlsbad.com). The program incentivizes people to patronize Carlsbad businesses through a gift card bonus which provides relief to businesses immediately. Community members can

CITY NEWS



DAVID GRAHAM
CHIEF INNOVATION OFFICER
CITY OF CARLSBAD

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD

take advantage of the bonus program while funds last. More importantly, getting back into a habit of supporting these businesses will have lasting impact on recovery efforts.

Through pivoting operations, activating outdoor space, and investing in safety measures, Carlsbad businesses are making it easy to support them. As an example, **Cape Rey Hotel** has implemented enhanced safety measures to ensure guests are safe and the property is clean for all visitors. And as participants in the Gift Carlsbad program, visitors can relax and dine in at **Chandler's** restaurant while stretching their dollar further through the added bonus value.

Our hospitality industry has gone the extra mile to ensure safe and clean experiences for guests. Carlsbad's 41 hotels bring visitors and guests that boost our economy in the short-term, can be enjoyed even by our residents and are key in shaping Carlsbad's long-term economic recovery.



Cape Rey Hotel has implemented enhanced safety measures to ensure guests are safe. And as participants in the Gift Carlsbad program, visitors can relax and dine in at Chandler's, the hotel's restaurant. (Photo by Visit Carlsbad)

Beyond the economic impact from tourism, hotels in Carlsbad offer opportunity for staycations, giving a few nights of well-earned relaxation. **Visit Carlsbad's** "Carlsbad is Calling" campaign reminds us of all the great attractions we have right in our own back yard.

We have the ability to accelerate our

recovery in Carlsbad. We have some reason for optimism and are seemingly on the rebound from the challenges of the past months. By committing to support our local businesses, whether it be restaurants and retailers, or resorts and hotels, we all benefit and further strengthen Carlsbad's economy.

Celebrating the arts in new and engaging ways

October, as National Arts & Humanities Month, is a time to consider and celebrate the impact that the arts have on our lives and communities. At the present time, it's

difficult to think about the arts without considering the substantial impact that the era of social-distancing has wrought on the arts sector, with many institutions shuttered for months on end, and countless livelihoods impacted.

Yet, though we may be engaging with the arts differently, they have continued to be as essential as ever during the months of isolation, as many of us spent ever more time accessing arts remotely to make our days and nights more enjoyable and meaningful; from streaming film and music to dusting off that old guitar, or engaging in new crafts projects. During such times of misfortune, loss, and isolation, the arts offer impactful opportunities for connection, renewal, and hope.

Studies are just beginning to document the staggering scope of the economic impact of the closures on the creative sector and wider economy, and it will undoubtedly take longer to grasp the full picture, not to mention the social and psychological tolls. Yet, the adversity has also spurred creativity and innovation, as artists and arts organizations seek to continue their work and contribute to our community and culture through new mechanisms. I encourage you to look for some of the programs currently available

CULTURE BUZZ



JONATHAN FOHRMAN
DEAN OF ARTS AND INTERNATIONAL LANGUAGES
MIRACOSTA COLLEGE



The arts have continued to be as essential as ever during the months of isolation, with adversity spurring creativity and innovation.

through the City of Carlsbad and assorted arts organizations.

Educational institutions have similarly been challenged to continue to fulfill their missions with their doors closed. As the dean of arts and international languages at **MiraCosta College**, it is a privilege to work with an incredible faculty who spent countless hours last spring as they quickly adapted our programs for online instruction. They handled this change with considerable diligence, creativity, and care for students and their learning. Thanks to their efforts, we were still able to share many of our events with the community last spring, including: an online student art exhibit; a moving, original production which told local stories of coming home from military service (direct-

ed by Professor Tracy Williams), as well as an incredibly moving and entertaining dance concert, *Dancing Alone Together* (directed by Professor Dave Massey).

As these programs continue to be taught online, MCC Faculty are adopting new methodologies, software, and materials in an effort to optimize instruction across a wide range of subjects, many of which were not previously taught online. In the months ahead, we will continue to present performances and exhibits online; these will be announced on our website www.miracosta.edu.

Our performance season opens on October 26, with *The Miraculous Journey of Edward Tulane* (directed by Tracy Williams). From October to December, we will be presenting a variety of free dance and



music concerts, art exhibits, and a further theatrical production. We have long valued the strong support and engagement of our community, and I hope you will consider attending our upcoming events. We look forward to welcoming you back in person as soon as we can.



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➤ FIRE BREAKER

Continued from Page 1



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Community engagement gets bigger voice at CSUSM

When **Cal State San Marcos** created a division in 2011 expressly for the purpose of forging stronger ties with the surrounding region, the idea was considered bold and somewhat novel in the realm of higher education.

Over the years, the division of Community Engagement has broadened in scope and impact, becoming one of the pillars of the institutional mission at CSUSM. Now it's getting an even bigger seat at the table.

President Ellen Neufeldt announced in August that, in recognition of its importance across campus and a desire to have its influence elevated further, Community Engagement would be moving into the Office of the President in time for the start of the 2020-21 academic year.

"Particularly now, as we prepare our students for active citizenship in a society that is reckoning with its history of systemic racism, Community Engagement is a key partner in the work in which we now must more deeply engage," Neufeldt said.

Now, as Community Engagement begins a new chapter in the president's office, it has a fresh accolade to trumpet. Earlier this month, CSUSM was ranked No. 27 on a list by Great Value Colleges of the top 30



Students participate in the 2017 welcome breakfast for The Alliance, a CSUSM partnership with local K-12 schools. The Alliance will be moving into the president's office along with other programs from the division of Community Engagement.

colleges that are excelling in community outreach, with the website highlighting the tribal engagement program as a standout.

CSUSM was one of just two universities in California, and the only one in the CSU system, to make the list.

As part of the changes, which also will involve the Office of Inclusive Excellence and the Office of Communications moving underneath the president, I have been given a new title – chief community engagement officer (CCEO), reflecting my charge to work

with faculty, staff and students across the university to more deeply connect with the region.

Community engagement, like diversity and inclusion, undergirds the values CSUSM stands for. This model transcends divisions, and one of the most important outcomes will be furthering the connections and conversations across campus and with the external community. As part of the president's office, Community Engagement will be able to serve as a door

to welcoming community members to our campus."

Accompanying me into the president's office will be several programs and initiatives that are crucial to the notion of community engagement as a university-wide priority – community outreach, government relations, community engaged scholarship (CES), tribal engagement and The Alliance, a partnership with 10 local school districts to create a pathway to college access and success. New initiatives also will be adopted, including possible ties between economic development and the new Innovation Hub on campus.

Other parts of Community Engagement have been dispersed elsewhere across campus. The Office of Internships has shifted to the Career Center, and the initiatives of civic learning and service learning have joined the Office of Undergraduate Studies.

Community Engagement may have a different structure, but its vision remains unflinching. That's no surprise for a division that in 2015 received the Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching, becoming one of only 360 other U.S. colleges and universities to earn the prestigious designation that reflects an institution's commitment to engagement through teaching, research, service and partnerships.

Even though it's not on campus this academic year, Cal State San Marcos is, as always, committed to doing the best it can for its students, staff and faculty, and the community.

Welcome back to campus

Carlsbad Unified preschoolers were among the first students to be greeted in person by their teachers as their elementary school campuses began a phased-in reopening on Monday, September 28. By Friday, October 9, all elementary grades will have been welcomed back to their classrooms, and most of these students will embark on a new hybrid education experience comprising both in-classroom and at-home instruction.

Because of the added health and instructional challenges of reopening middle and high schools, 6th through 12th grade students will continue to attend school remotely until January. In the meantime, students will be able to participate in many structured opportunities to meet on campus, possibly including clubs, service organizations, academic teams, counselor-led groups, labs, and athletic teams and/or conditioning.

Ever since COVID-19 forced schools to close on March 13, we have been operating under orders from state and San Diego County public health officers who continuously monitor infection data. And, since that date, Carlsbad Unified has been designing plans to enable our students and staff to return confidently to a safe environment conducive to learning and work.

Our schools reopened in late August—remotely. Over a hundred talented teachers had spent their summer creating innovative ways of pairing instructional excellence with new online technologies, and writing curriculum. This gave all teachers the tools to deliver our robust new online instruction, dubbed Distance Learning 2.0, when the school year began.

On September 1, San Diego County, with the support of the state Department of Public Health, issued a public health order allowing schools to reopen if they are in compliance with county guidelines. This order gave our school board the go-ahead to consider reopening our schools. Our board and staff have been grappling with the enormous challenges of bringing students and teachers back to campus for in-person instruction. We have been listening, researching, survey-



Most CUSD students are embarking on a new hybrid education experience comprising both in-classroom and at-home instruction.

ing families and teachers, and working to build the safest and most effective instructional models.

We are now in the earliest stage of welcoming our students back to the classrooms. We have implemented extensive safety measures, including health screening protocols, six-foot social distancing, deep cleaning and disinfecting, and many other elements described in our blueprint for a safe return, the School Reopening Handbook.

We are aware that increased COVID-19 activity in San Diego County could result in a new order for school closures. But we believe that we have taken a prudent course of action, prioritizing safety, consistency, and continuity of learning. We are beginning to reopen, and we want to remain open.



Our teachers and staff are the best in the business. I am grateful for their dedication, commitment, and positive attitudes. These are not normal times. But we will continue to work together to protect our teachers, staff, and students, and to provide the best possible education for our students.

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The State Street Farmers’ Market turns 26

Twenty six years ago a couple dozen local and regional farmers and a handful of crafters and food purveyors set up shop in the parking lot on Roosevelt Street between Carlsbad Village Drive and Grand Avenue, and so began the legacy of the Carlsbad Farmers’ Market. The year was 1994 and the Carlsbad Village Business Association finally, after months of public meetings, council meetings, and more, saw their dream come to fruition.



Jump to October 2020 and the market, now the State Street Farmers’ Market, is still going strong despite its hardest year in its history. It has been nearly seven years since the market moved to State Street to help bring more foot traffic to the Village to benefit the businesses downtown. No one knew that after years of steady growth, finally stretching its footprint to accommodate nearly 60 produce and specialty food vendors, that it would have such restrictive conditions placed upon it due to an unprecedented health pandemic.

Like any small business, the Carlsbad Village Association (CVA) pivoted and recreated its market to help it survive the times. After a seven-week shutdown from mid-March through the beginning of May, it reopened with some of the strictest health and safety business reopening guidelines in place. And, it opened with only 18 vendors, bringing back essential farm-fresh produce, meat,



With a lot of restrictions but also a lot of drive, the Carlsbad Village Association was able to reopen the State Street Farmers’ Market in May after shutting down for seven weeks due to COVID-19.
(Photo by Charlie Neuman)

cheese, fish, and nuts. But it was a start. In the beginning, only 50 people could shop at any one time and caution tape was abundant, making social distancing easier for both the vendors and the public. Signage and handwashing stations were placed throughout the market. In addition to a market manager and his staff, as well as CVA staff, eight volunteers were needed just to monitor entrances and exits, guarantee social distancing compliance, and hand out masks. The new safety set-up took two hours to build out at a considerable expense. The market didn’t break even for over a month. But, the gratitude of our local shoppers, who gladly stood in line to wait their turn inside, kept us motivated to keep going. Here we are at the end of our fifth month since reopening, and thanks to the support of the city and its loyal shoppers, the State

Street Farmers’ Market is going strong. The market still looks different than before, but it is as essential and relevant as it ever was. Gone are things like live music and food sampling. There isn’t a seating area available where you can stop and enjoy a meal. Rather than six hot food vendors inside the market we have three in an alley just adjacent to the market, (thanks to a temporary private parking lot activation city permit and permission by the business community.) We only go through 1,500 feet of caution tape weekly instead of 3,000 feet, and our volunteer core is down to four people. And, while we do not yet have any of our four crafters

back at the market or even all of our regular vendors, we now can accommodate about 45 vendors while still guaranteeing adequate social distancing. Operating the State Street Farmers’ Market in a COVID-19 world has been the most difficult thing CVA has done in the past five years. It has tested us on many levels and has taught us some amazing lessons. But the market is more than just an event. The State Street Farmers’ Market is part of the fabric of downtown Carlsbad. One day per week it has been the home for many Carlsbad-based farmers and cottage businesses. It has launched many Carlsbad businesses. Quite a few businesses that now have brick-and-mortar locations in Carlsbad, got their start at the Farmers’ Market. And some of our local vendors have been with us since the day it opened in the parking lot on Roosevelt Street 26 years ago this month. CVA cannot thank its vendors enough for their patience during this difficult time. It also cannot express its gratitude to the loyal shoppers who return week after week who have been so gracious and supportive from the start. Please join us on Wednesday, October 14, from 3pm to 7pm, to help us celebrate the market’s 26th birthday with fun giveaways and a chance to pick up some coveted Market Money. Visit www.carlsbad-village.com for more information.



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VIRTUAL MEETING

Government Affairs Committee

WEDNESDAY, OCTOBER 7 | 7:30 AM



SPECIAL GUEST SPEAKER:
Michael Vu
County of San Diego
Registrar of Voters



VIRTUAL MEETING

Chamber Affinity Programs

THURSDAY, OCTOBER 8

JOIN US AS WE EXPLAIN OUR NEW AFFINITY PROGRAMS FOR CHAMBER MEMBERS. HERE IS OUR LINEUP FOR PRESENTATIONS:

10:00 a.m. | [New Telehealth Benefit](#) | CapstoneCare
10:45 a.m. | [New PassPoint Covid-19 Tracing and Protections](#) | PassPoint
11:30 a.m. | [New healthcare supplement programs](#) | King Benefits
12:12 p.m. | [New 401k Aggregate Program](#) | Transamerica

Register online: carlsbad.org/events



VIRTUAL SPEED NETWORKING

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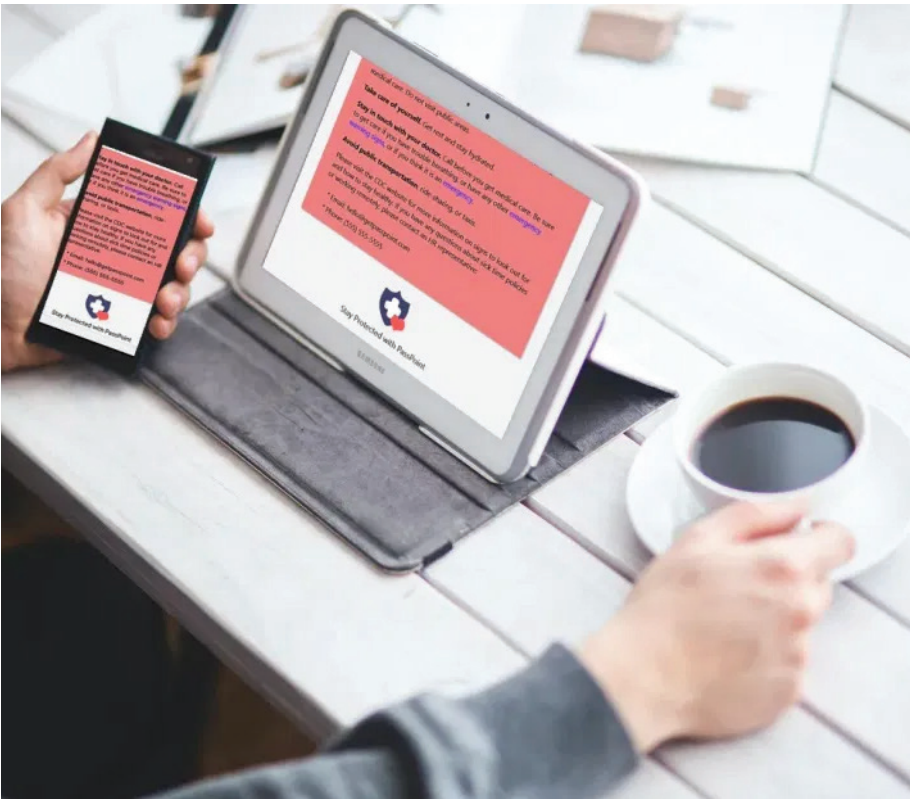
Getting COVID compliant for the returning workforce

2020 has been a year like no other. And as we all learn to adapt to the new COVID-19 realities, businesses have many questions they must ask themselves. One

of the most important questions a company needs to ask itself is how do we protect ourselves from COVID-19 liabilities as our workers come back into the workplace on a fulltime basis? With all the challenges of 2020, the last thing our businesses need is

a lawsuit from an employee claiming he got COVID at work and it is the employer's fault for not protecting the workers.

Enter **PassPoint**. PassPoint is a productivity tool that gives you both COVID-19 guidance and helps you become COVID-19 compliant. How does PassPoint work? It is a cloud-based tool that starts with daily employee symptom screening. Employees self-certify each morning before coming to work. And if someone does become sick at work, it has a robust contact tracing program and on-demand



PassPoint is a productivity tool that gives you both COVID-19 guidance and helps you become COVID-19 compliant.

audit reports. You might ask, how does that all translate into the real-world experience? What it means is that if employee

"X" claims they "got COVID" at your place of work, you can trace back to show exactly who they came into contact with, and

for how long, and what the company had done to keep the staff safe. While you can never completely prevent someone from initiating a lawsuit against you, you can set your company up for success in the event that it does happen.

So how much does it cost to take advantage of a system like this for your business? Much less than you would expect. For companies that are small (0-5 employees), PassPoint is offering this service for FREE! We know what you are thinking...nothing is truly free! But this actually is. PassPoint is banking on the hope that once you grow past a staff of five, that you'll stick with them. And why wouldn't you? If your company is 6-50 employees, PassPoint has a 14-day free trial, after which the cost is only \$49/month.

Why are we sharing this with you? PassPoint recently relocated to Carlsbad and is all about helping small businesses protect themselves with intelligent, user-friendly tools that utilize the latest in advanced algorithms for compliance tracking and reporting. As we try to recover from COVID-19, this is a must-have for businesses to protect themselves. But don't take our word for it.

Find out more details for yourself at www.getpasspoint.com/carlsbad #CarlsbadStrong

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COMMITTEE SPOTLIGHT - GOVERNMENT AFFAIRS COMMITTEE

What are the goals of this committee?

The potential business impact from government is significant. There are three main goals of the Government Affairs Committee. The committee looks to interact with Federal and State legislators as well as other Government policymakers; increase awareness of legislation and key issues affecting Carlsbad businesses so our members can proactively adjust accordingly; and be an outreach program to our Chamber members.

What have been the highlights of the committee in the past year?

By going virtual with our monthly GAC committee meetings, we have seen an increase in participation from our members and having direct access to some of our legislative representatives to provide fresh information and address our COVID 19 pandemic concerns affecting the business community. A big highlight for GAC in April 2020, was that our first virtual Government Affairs Committee meeting had an All-Star line-up with County Supervisor Jim Desmond, State Senator Patricia Bates, State Assembly Members Tasha Boehner Horvath, Congressman Mike Levin, Mayor Matt Hall and the US Chamber of Commerce. At our September Government Affairs Committee meeting,

Kristen Huyck, the Director of Public and Government Relations for MiraCosta College presented us with an elaborate review of the November Ballot Initiatives.

Why should a member join this committee?

If you are a member looking to get more involved in our local community and hearing from our elected officials and local legislative representatives, then I invite you to come visit us and check out one of our next GAC meetings. You will not only learn more about our local community but also how to be proactive in responding to legislative issues that affect your business.

What impact does this committee have within the Chamber and the community?

There are job creator bills, job killer bills, propositions, local, state and federal legislative issues and we make recommendations to the Chamber Board to support or oppose. We want to hear from you and support our Carlsbad business community.

What are the upcoming committee plans/events that a member or the community should not miss?



One of the roles of the Government Affairs Committee (GAC) is to work as a convener, developing relationships with public officials to ensure business input and representation at all levels of government. On Oct. 2, of 2019 the GAC had US Congressman Mike Levin D-49 at their monthly meeting to discuss issues affecting the business community such as trade, clean energy, infrastructure and our environment. This year GAC has been able to continue this and many other important relationships online.

At our next Government Affairs Committee meeting, we have a special guest speaker, Michael Vu from the County of San Diego Registrar of Voters. With the elections coming up, we thought it would be relevant to learn about the voting process and responsibilities of the Registrar of Voters. (See page 7 for AD)



La Costa Glen offers several outdoor opportunities to embrace life.

It's a beautiful day in the La Costa Glen neighborhood

Despite the pandemic, life sails on at **La Costa Glen** with little interruption. Residents of the community continue to socialize, exercise, compete, create, learn, listen and generally embrace life on the senior community's 55-acre campus. The staff works tirelessly to see to it that everyone remains safe from Covid-19—adhering to strict sanitation and social distancing protocols and moving indoor amenities out into the open air where they're surrounded by water features and swaying palms. Al fresco dining and concerts in the courtyard take advantage of the beautiful autumn weather, as do classes like painting, ukulele and technology. Folks stay fit walking the winding pathways, playing bocce

ball or pickle ball, ping pong, tennis, shuffleboard and golf. Classes in Tai chi, balance, stretching and strength-building are all held outdoors, and the gym has been transformed into seven fitness stations—each with its own canopy and cleaning supplies. The pools are open too, but swimmers are required to stay in their own lanes. Those who prefer to be indoors can take virtual fitness classes on the closed-circuit TV channel and even have meals delivered right to their front doors. Yes, La Costa Glen is open, but as far as the residents are concerned, it never closed. To schedule a virtual tour of La Costa Glen and learn more about the benefits of a Life Plan Community, call 866-273-6915.

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For the well-being of residents, La Costa Glen strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change.

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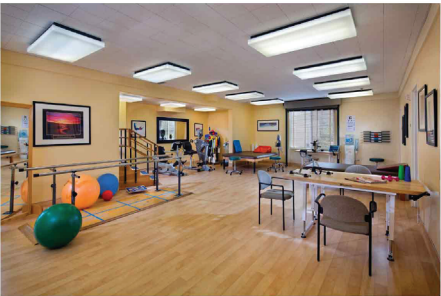
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*Bio-One's cleaning protocol suppresses the spread and threat of COVID-19. However, there is no cleaning method in the world that guarantees total elimination of pathogens.



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Why choose Bio-One?

Armand and Michele Amoranto are the proud owners of **Bio-One Oceanside**. Both have seen the need for their services increase dramatically in the past few months as the North County community continues to try to stay healthy and safe. They strongly recommend that when a home or business has been impacted by COVID-19 it should be disinfected as quickly as possible. They love helping their clients feel safe and secure knowing they are being cared for in a professional manner.

Bio-One is available to remediate and fully understands the importance of keeping you, your family and employees healthy and safe. Bio-One has been performing professional deep cleanings related to the COVID-19 outbreak since the pandemic began. There is no job too big or too small for this North County company.

The Bio-One team carries out the cleaning and disinfection work in a caring and

private manner and their professional crews are compassionate and discreet when working with families, property managers and business owners. The best thing is, they are available 24/7/365.

Bio-One is a trusted leader in the decontamination industry and employs certified technicians who provide expert cleanup services for coronavirus (COVID-19) disinfection and regularly disinfects for bloodborne pathogens, viruses and bacteria such as HIV, Hepatitis, MRSA, C-Diff and many others.

They've also been featured on 60 Minutes, Fox News, CNN, A & E's "Hoarders" and multiple other local affiliates and news sources. Bio-One supports small businesses as they re-open and continues to conduct business with the health and safety of their employees, customers, and clients as their top priority.

For more information, please visit www.bio-oneoceanside.com

Quality care in the area you already love.

GlenBrook Health Center has been recognized among the highest rated (five star rating) skilled nursing facilities on a national level for patient experience, quality measures and staffing. “Our Healthcare team’s commitment to excellent patient care is reflected in this five star rating, the highest rating in which can be given to a Medicare facility,” said Josie Ledesma, RN Director of Nursing at GlenBrook Health Center. “I congratulate them on this tremendous accomplishment. It is a direct testament to our high standards of care for our patients and their families, which we strive to maintain daily.”

Dedicated to making a difference in the lives of residents and their families, Glenn-Brook Health Center strives to foster independence, companionship and self-esteem among those in their care.

“Our on-site, highly skilled nurses, physical, occupational, and speech therapists provide the necessary guidance and restorative treatment to return your loved ones to their highest level of independence in a warm and welcoming setting,” added Ledesma. “Our focus is on effective therapy, improved outcomes, restored health, and the highest possible quality of life.” Services on-site include 24-hour licensed and registered nurses, wound care nurse, IV medication administration and orthopedic therapy.

Set in a beautiful location in Carlsbad and surrounded by natural hills and lush landscaping, GlenBrook creates a caring environment for skilled nursing and other long-term care needs. These services can be a vital step in your continuum of care, between hospital and home. Our 94-bed community offers both private and semiprivate rooms.

For more information visit www.visitglenbrook.com/skilled-nursing-carlsbad-ca/

Carlyle Carlsbad Village grand opening a success

McKellar McGowan Development unveiled Carlyle Carlsbad Village, a new community of 38 luxury homes located at 800 Grand Ave. in Carlsbad to the public on Saturday with grand success. Viewing the now 50% sold out homes by appointment, observing socially distanced protocols, guest toured the models of the designer homes and enjoyed the festivities. The event was highlighted by live music and delectable individually packaged takeout from local establishments, including handcrafted gelato from **Gelato Love**; a charcuterie tray from Oak and Elixir; and artisan donuts from **The Goods**.

Carlyle Carlsbad Village is comprised of 33 single-level condominiums and three single-family detached homes and two townhomes with private elevators which share a private pool and outdoor lounge. The contemporary coastal homes range in size from 1,636 to 3,044 square feet with two to three bedrooms and are priced from \$1,069,000 to \$2,414,000.

“Each residence at Carlyle has been individually tailored for homeowners who desire a high-quality, luxurious home that also captures the coastal spirit of Carlsbad,” says Christopher McKellar, CEO of McKellar McGowan. “Our residences are focused on what buyers are asking for, which is wide-open spaces, an abundance of natural light and ease-of-use. We have also included private elevators in the single-family homes and townhomes, making all three levels accessible to any homeowner.”

Three model homes are available to tour including two decorated from top-to-bot-



Grand success at Carlyle Carlsbad Village, a new community of 38 luxury homes that showcase large outdoor decks, chef-kitchens, private elevators and more.

tom by Del Mar-based interior design firm Design Line Interiors. Each home takes advantage of the temperate climate in Carlsbad with large outdoor decks accessed through pocket door systems up to 12’ in width; luxury plank flooring; designer-selected finishes; Bertazzoni 48” gas ranges and double ovens; built-in Sub-Zero refrigerators, spacious islands accented by quartz countertops, spacious laundry rooms with included washer, dryer and bonus storage; and more.

To book a private tour, please call (760) 810-4442 or visit carlylecarlsbadvillage.com.

“Carlyle defines the concept of destination living,” adds McKellar. “The homes

present a unique opportunity to live in a newly-constructed home in walkable Carlsbad Village among casual, coastal boutiques, restaurants, entertainment options, and of course, the beach.”

About McKellar McGowan
McKellar McGowan is a San Diego-based real estate developer with expertise in site planning, finance, entitlement, construction and risk management, leasing and property management and sales. The company was founded by Christopher McKellar and Timothy McGowan, who have nearly 80 years of combined experience in the real estate industry. For more information, please visit <http://www.mckellarmcgowan.com/>.



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Tri-City Medical Center

Award Winning Healthcare in our Community

Tri-City's mission is to advance the health and wellness of the community we serve. For nearly 60 years we've shown our commitment to fulfill that mission. The caring hands and skilled care of our dedicated nurses, doctors and clinicians have been recognized at the highest levels. We're proud to have earned these recent honors:

Heart & Stroke Care Leader in North County

Tri-City is home to one of the top Heart and Stroke treatment programs anywhere. The American Heart Association recently awarded FIVE Gold Awards for our heart and stroke programs—making us the Gold Standard in the care of some of our community's most critically ill patients.



CBAD Award - Community Impact

We are extremely proud to receive the Community Impact – Large Company CBAD Award recognizing Tri-City Medical Center's community outreach efforts and in-kind support for community organizations to "move the needle" on community health issues and address social determinants of health.



Best Maternity Care

Tri-City was recognized by Newsweek and Leapfrog as one of the "Best Maternity Hospitals 2020". This award is granted to hospitals that meet Leapfrog's rigorous standards for excellence in maternity care – including low rates of C-section, episiotomy, early elective delivery and following important protocols to protect moms and babies, among other measures.

Tri-City has also gone more than TEN YEARS without a PICC line infection in the Neonatal Intensive Care Unit (NICU), a major milestone.

