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Brisbane CityNews

City of Brisbane Monthly Newsletter — *June 2011 Issue 8 Number 5*

Friends of the Brisbane Library
City-Wide Garage Sale, July 16 - 8:30 - 3:00 pm



It's a fun day for the entire community! Great bargains, greeting neighbors, cleaning out clutter and making a little extra money in the process. What more could you ask for? Okay, here are a couple more things: the Brisbane Lion's Club will again have a BBQ in the community park on the day of the Garage Sale and the Humane Society will bring their mobile pet adoption unit to the Library from 10:30 am to 1:30 pm.

Early Registration cuts $10.00 off your fee. Everyone must be registered by July 8th in order to have their location printed in the directory. Registrations will be accepted after July 8th, but your address will not be in the directory. After you register, you will receive your official sponsor sign to post at your sale and a flyer filled with helpful information, useful tips and creative suggestions on how to have a successful yard sale. If you live on a street with limited access or a shortage of parking, we have a site available in town. (Check the box below if you are interested in more information on that space.)

To register, fill out the form below and return it the Library. You will be given an official registered garage sale packet.

City-Wide Yard Sale Registration - July 16th, 2011

Registration Fee: _____ $15 Individual Household BEFORE July 8
_____ $25 Individual Household Registering AFTER July 8

DIRECTORY INFORMATION: ONLY YOUR ADDRESS WILL APPEAR IN THE DIRECTORY.

Please Print:

Name: _____

Phone: _____ Email: _____

Address: _____

- o Yes, I'd like more information about reserving a space in town. Please contact me.
- o Yes, I'd like to become a supporter of the Friends of the Brisbane Library. I have included an extra $10.00 for an annual family membership to help sustain quality Library programs and events in Brisbane.

Please return this form to:
Friends of the Brisbane Library, 250 Visitacion Avenue, Brisbane, CA 94005



City Council at 1984 Ribbon Cutting for the new Marina. Left to right: Then City Manager Brad Kerwin, Councilmembers: Don Bradshaw, Jeannine Hodge, Art Montenegro, Jr., & Bill Lawrence

Two Council Positions on November Ballot

The time for Municipal Elections is just around the corner. Election Day this year falls on Tuesday, November 8, 2011.

This fall, the voters in Brisbane will elect two City Council Members. City Council Members establish local laws; set policies; approve programs, the construction of public projects, and appropriate funds; and hire the City Manager and City Attorney.

If you are interested in serving your community, you must file nomination papers between July 18th and August 12th. If either of the two current Council Members decide not to run again, you will have an additional five days, extending the deadline for filing nomination papers to August 17th.

Nomination papers will be available in the City Clerk's Office beginning July 18th. You must be a resident of Brisbane and a registered voter to be able to serve. If you have any questions about the elections or the nomination process, please call the City Clerk's Office at 415-508-2113.

If you aren't registered to vote, or have recently moved and not yet re-registered, stop by City Hall or the Brisbane Post Office to pick up a voter registration card. Fill out the card and mail it in to the County Clerk's Office by October 24, 2011 in order to be eligible to vote in the November 8 elections.

Federal and State Inquiry into VWR

What brought Congresswoman Jackie Speier and State Treasurer Bill Lockyer to our community meeting room on May 9? A State and Federal Inquiry to discuss VWR leaving Brisbane to move to Visalia and the misdirection of tax incentives, among other things. Joining them were Brian Perkins of Congresswoman Speier's office, Assemblyman Jerry Hill, Councilman Clarke Conway, Freddy Beaman of the Brisbane Chamber of Commerce, Dan Lieberman of Senator Leland Yee's Office, and Shelley Kessler of the San Mateo County Labor Council. Lawmakers held an Inquiry into the move by VWR, a major medical supply company, from Brisbane to central California. Witnesses presented information showing a tax loophole which allows VWR to earn millions of dollars in tax credits by laying off workers at its Brisbane distribution center and hiring new ones in its reopened Visalia operation.

The issue for Brisbane is not only the loss of the largest Sales Tax generator in town (VWR generates as much sales tax as Serramonte Mall), but more importantly the lack of communication with City Officials who tried to reach out and engage the company in conversations regarding the move on a number of occasions. Given our history of working together with VWR for over 50 years, City Council and staff members were very surprised they did not proactively contact us to address any concerns they had, but instead ignored phone calls, letters, and e-mails from our City on repeated occasions. The City's relationship with VWR has always been very positive. To be made aware of the move by way of rumor through the community was a shock to City Council and staff members.

Here's What we Knew and When we Knew it.
In the spring of 2010, the owner of the property where VWR had their distribution center reached out to Brisbane's Community Development Director to discuss ways he could improve his property following the move of his tenant, VWR. The information was news to our staff. Once the property owner understood the significance of VWR to Brisbane, he quickly got on board to help arrange a meeting with VWR to see what could be done to help them stay. VWR did not respond to the request for a meeting with the property owner. Our Administrative Services Director, Stuart Schillinger, tried to get further information from his usual contacts at VWR. Unfortunately, the person he was told to contact about the issue never responded. After staff members went to VWR to participate in its Health and Wellness fair, Mr. Schillinger was given a contact number for a vice president on the west coast for the parent firm of VWR. Mr. Schillinger was told it was too early to call him regarding their relocation and to

Federal, State Inquiry Continued....

call him in January of 2011. Mr. Schillinger made the call just prior to January 2011 and then again in January of 2011. Neither call was returned. Emails were sent and unanswered. A letter was sent by our mayor to the parent company on the east coast. Again, no reply except to confirm that they had received the letter.

State Treasurer Lockyer and Congresswoman Speier agreed to send a letter to Governor Brown, requesting that corporations not be allowed to use California Taxpayer money and Tax Credits to take jobs from one City in California and move them to another. Our City Manager, Clay Holstine, testified at the inquiry and suggested a phasing out of tax funds from VWR, lowering the amount given to Brisbane yearly over a five year time span while increasing the amount going to Visalia during that same time. This allows for a gradual easing of loss of funds that so affects a smaller community, giving them time to prepare for the overall decrease in tax revenues.

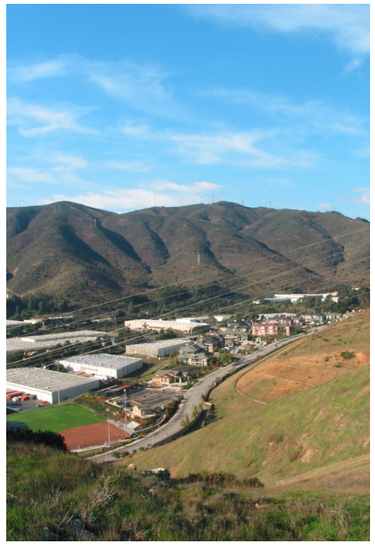
There is much here that we may never clearly understand, but what is clear to us and has been from the first whisper of a rumor, is that our strong and continued efforts of economic development are of the utmost importance.



John Thomas, speaks at State and Federal Inquiry.
John worked in the Receiving Department for VWR.

The Yawns, the fears, and the excitement of Economic Development

Economic Development is a phrase that can elicit many reactions. For some it is the most boring topic you could venture to read about, while others see their blood pressure raising at the sound of those two words as they fear the types of businesses such development could bring to their city. Others still may find it an exciting challenge to find the best possible business opportunities. This article will probably bring up all three responses as we go deep into boring topics that may raise our blood pressure and hopefully in the end will challenge our thinking.



VWR, a pharmaceutical company located on Bayshore Boulevard, has become a hot topic in Brisbane and our surrounding community as word came around that they were moving out of Brisbane. VWR is one of our top 5 tax generating companies, providing the city with over $2.2 million a year in tax revenues. This exemplifies the importance of the types of businesses we bring to our city... What is their tax base and how much tax revenue will they generate for the City to fund services and programs offered to our citizens? But this is not the only concern. There are many factors that come into play when looking at developing a strong economic base.

A good analogy for looking at potential businesses is to compare it with looking at new families moving into Brisbane. Questions we often ask are: 1. Will they be good neighbors? 2. Are their values similar to ours? 3. Will they bring resources to the community through participation in school activities or volunteering in other aspects of the community? The only difference between the two is that Economic Development also considers the aspect of financial support from these new companies for city services and programs. It's also important to not only have companies with good tax revenues, but to also insure diversity and avoid putting all your eggs in one basket.

VWR's pending departure has put a laser focus on economic development and many are concerned that the City hadn't been focusing on this area enough. This couldn't be further from the truth. VWR's leaving just created a different level of interest on the topic. Our City Council and staff members have been working diligently on diversifying our tax base for the past several years. Here are measures that have been taken and areas of interest for Economic Development:

Formation of Economic Development Subcommittee

The City Council established an Economic Development Subcommittee that meets on a regular basis to look at the overall health of our City. They anticipate bringing forward a City-wide Economic Development Strategy either late this year or early next year. The plan will be based on the Community Values we want to see in the businesses which locate here, on how to attract the right businesses, where best to locate these businesses, and how they will improve the overall pool of revenue of the City.

Presidio School of Management

We are currently working with interns from the Presidio School of Management to help us develop a targeted economic strategy based on the products that could be sold in Brisbane. They will make a presentation to the City Council at its June Meeting. This strategy will highlight an opportunity which would be a good fit for the Community and Crocker Industrial Park, with the bulk of the work centering around trying to create a green building supply design center in Brisbane

MTEP (Management Talent Exchange Program)

A number of individuals have come to assist us over the past few years through the MTEP, which provides opportunities for local government employees to have a hands on experience and learn different skills while serving a short predetermined period of time at various city or county agencies throughout San Mateo County. Several of these MTEP Interns have helped us understand our current business climate.

Innovation Center

An opportunity arose for us to work with new entrepreneurial businesses that may not fit into traditional business environments. Such businesses explore new technology for future global issues including climate change, renewable energy, and other scientific related issues. A company is currently looking into an appropriate space in Crocker Park and Sierra Point to house what we hope will be a center for innovation for years to come. It's an example of how we are looking for the right businesses for our values.

Recology

Well before word of VWR reached City Hall, discussion had already began with Recology regarding an expansion of their recycling facility and a potential business license tax for Brisbane as the host city. This potential business license tax should be coming to vote this November. This tax will apply to businesses that bring more than 100,000 tons of recyclable material into Brisbane. No other Brisbane business would be affected except for Recology.

Baylands

We've been working on developing a Specific Plan for the Baylands for over five years. We anticipate that what gets built there will not only benefit the overall community of Brisbane, but also diversify our tax base to better weather economic storms. The Baylands is another opportunity to bring the right mix of uses to increase long term sustainability and long term funding for the City, while meeting the community's values.

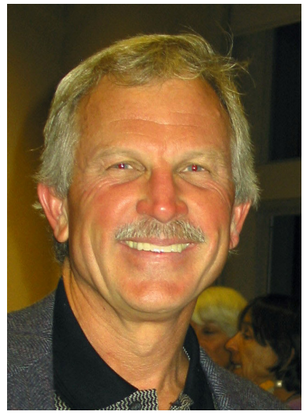
We Weathered a Recession and We are Mostly Still Standing

As a community, business area, and city, Brisbane has faced the recession and is still standing. City Council and City Staff have always been open to having the businesses in the community come in and share their concerns, as well as possible ways of improving business. We hope all businesses will continue to contact us if there is anything we can do to assist in their growth or daily operations.

Always Looking for Opportunities

We are always looking for new opportunities – expansions or new businesses – to diversify our tax base and provide good quality services to our citizens and businesses. But as our City Council works with Economic Development, please know their main concern will always be to make sure that the potential new businesses meet our values. We won't bring businesses in just to bring in new business. We want businesses that meet our values. We don't want development just for development sake. Many years ago, the City Council of Brisbane established a policy to always have a certain level of funds in reserves for rainy days. The rains are here, but thanks to that foresight, we can still pick and choose the businesses that come to our city even in tough times as these.

Changes in Parks and Recreation



Jim Skeels, Parks and Recreation Director since 1999, has accepted a full time Directors position with the City of Burlingame. In a cost savings measure for the City of Brisbane, Jim had been serving as Parks and Recreation Director for both Burlingame and Brisbane with each city paying one half of his salary. Last month Jim switched to fulltime with the City of Burlingame. Part of the City of Brisbane's cost cutting measures is to not replace staff as positions open up. Therefore, the Park and Recreation Director's duties have been split between two department heads. Ted Warburton, Director of Marina and Aquatic Services, will oversee the Aquatics Program and Facility Management. Stuart Schillinger, the Deputy City Manager and Administrative Services Director, will oversee the remainder of the Parks and Recreation programs.

We will miss Jim's tremendous talent and his commitment to the Parks and Recreation Department and the City of Brisbane, but we wish him the most success in Burlingame. Jim has two Brisbane projects he wants to see to the end, so much to our delight, we might see him around here and there for just a little bit longer.

JUNE CALENDAR

Occasionally meetings could be canceled or changed.
Please call 508-2113 to verify.

1 Wednesday, 12:30 pm Brisbane Library Event
Police Storytime, All ages welcome.

3 Friday, 12:00 pm, Brisbane Library Event
Computer Class - Become a Power Googler: Learn advanced search tips & tricks to uncover information in Google & other search engines.

3 Friday, 7:30 pm, Brisbane Library Event, Mission Blue Center
The Last Train from Bay Meadows, A behind the scenes portain of Bay Meadows Race Track and its closure. Discussion with filmmaker Jon Rubin follows the screening.

6 Monday, 7:30 pm
City Council Meeting, City Hall T

8 Wednesday, 7:00 pm
Open Space and Ecology Committee, City Hall T

9 Thursday, 7:30 pm
Planning Commission, City Hall T

13 Monday, RESIDENTIAL STREET SWEEPING
2nd Monday of Every Month

15 Wednesday, BUSINESS STREET SWEEPING
2nd and 4th Wednesday of Every Month

15 Wednesday, 6:00 pm
Parks, Beaches & Recreation Commission, City Hall T

16 Thursday, 7:30 pm, Brisbane Library Event, Community Center
SWEET Theater, Be part of the Mexican Folktale "The Flyering Skeletons:" with this interactive show.

16 Thursday, 6:00 - 8:00 pm, Brisbane Library Event
Lawyers in the Library: A free 20-minute session with an attorney. Advance sign up required.

20 Monday, 7:30 pm
City Council Meeting, City Hall T

20 Monday, 12:30 pm, Brisbane Library Event
Angelina Ciucci Firefighters Storytime, All ages welcome.

22 Wednesday, 6:30 - 7:30 pm, Brisbane Library Event
Paws For Tales, Children ages 5 and up are invited to read to some very smart and book-friendly dogs. Advance sign-up is strongly recommended and a parent or guardian must sign a form prior to the child reading. A collaboration with Peninsula Humane Society.

22 BUSINESS STREET SWEEPING
2nd and 4th Wednesday of Every Month
Visitacion and San Bruno Avenue

23 Thursday, 7:30 pm
Planning Commission, City Hall T

23 Thursday, 6:30 pm, Brisbane Library Event
Learn to travel safely and responsibly on a shoestring budget. A collaboration with Northern California Hostel Adventures

29 Wednesday, 3:00 pm, Brisbane Library Event
West African Adinkra Cloth Printing, Print your own strip of adinkra cloth using authentic symbols representing proverbs.

T - Meeting televised on Channel 27
City Hall - Hours of Operation
Monday, Tuesday, Thursday 8:00 - 5:00
Wednesday 8:00 - 8:00, Friday 8:00 - 1:00