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THE LUMINARY

Brisbane's Business and Community Journal

START 2025 STRONG: TRANSFORM YOUR CAREER WITH JULIE SIMS AND ELEVATE YOUR STORY

BY: MADISON DAVIS, PRESIDENT AND CEO, BRISBANE CHAMBER OF COMMERCE, MADISON@BRISBANECHAMBER.ORG, 415-706-5276

As the new year approaches, it's the perfect time to reflect on your career and consider how you can grow and thrive in the year ahead. For many, the key to unlocking their professional potential lies in aligning their work with their core values. This is where Julie Sims, a professionally trained coach and founder of Elevate Your Story, can make a difference. With a diverse background spanning journalism, public relations, recruiting, and nonprofit leadership, Julie has dedicated herself to helping individuals navigate career transitions, discover their authentic paths, and unlock new opportunities. She empowers clients to reshape their stories, build confidence, and achieve success through her personalized coaching approach. Whether you're looking for a change, to advance in your current role, or to align your work with your passions, Elevate Your Story can help you start 2025 on the right foot.

Julie's Journey

As a journalist working in Half Moon Bay in the 1990s, Julie Sims reported on a major news story during her first few months on the job, the collapse of Devil's Slide. Her coverage of the incident led her to an encounter with State Senator Quentin Kopp, a meeting that would set the course for the next chapter in her professional life.

Julie's initial role as a journalist allowed her to harness her curiosity about people and their stories. However, her career would soon steer her toward public relations. "Although journalism was fulfilling, it wasn't financially sustainable for me, and I realized that my natural optimism and people skills were better suited for a role in PR," Julie reflects.

Her transition from journalism to politics and PR was facilitated by her ongoing friendship with Senator Kopp, who offered her a position as his aide. Serving in his South City and Daly City offices, Julie worked diligently to solve constituents' problems. Her role involved navigating bureaucratic challenges and planning press conferences, enriching her experience in public relations, communication, and service.

After working for Kopp for six years, Julie's career transitioned again. She joined Robert Half, diving into recruiting and career studies. For 18 years, she immersed herself in understanding hiring, management, and leadership, eventually leading communications for the firm. Despite her success, she felt a disconnect between her values and her role, realizing she needed more challenge and fulfillment from her work. This led her to shift toward the non-profit sector, and she took a position with Room to Read, an organization dedicated to advancing literacy and gender equality.

Her time at Room to Read was transformative. There, she managed a global team and contributed to life-changing work. Julie realized her calling for coaching and development while working with her diverse team and decided she wanted to help others navigate their career paths and unlock their potential. Inspired by her experiences with executive coaching, she decided to formalize her coaching



Julie Sims of Elevate Your Story

skills through the Co-Active Training Institute (CTI), one of the most rigorous coaching programs available.

How Elevate Your Story Takes Careers to New Heights

Today, Julie channels her experiences into her coaching practice, Elevate Your Story. Her approach centers on the belief that everyone has a story they tell themselves, some of which may be limiting. "Coaching identifies those self-limiting beliefs and replaces them with empowering ones. How you see yourself is just one perspective, and a coach can open up other perspectives for you to consider," Julie explains. "I help my clients discover their authentic stories and align their careers with their core values. I find that some people figure out what they want by first learning what they don't want — as humans, we sometimes struggle to predict what will make us happy." She also notes that coaching provides accountability that many have trouble implementing through self-discipline alone.

Elevate Your Story caters to individuals at various career stages, particularly those in transition. Julie emphasizes the importance of networking over just polishing resumes, noting that connections often lead to opportunities before they are publicly advertised. "If seeking a career transition, your network can be your greatest asset. It's not just about having a stellar resume but about building relationships and tapping into those networks.

>> CONTINUED ON PAGE 2



MAYOR'S Message

SIGNING OFF

BY: TERRY O'CONNELL, MAYOR OF THE CITY OF BRISBANE, TERRYOCONNELL@BRISBANECA.ORG

The year has gone quickly and with this, my last message in the Luminary, the Mayoral torch will be passed to the incoming Mayor on December 12th. I have tried to express my love for Brisbane, and to encourage knowledge, participation and kindness, not a political stance within these posts.

It was always appreciated when a response was received after an article was published, it meant to me that what I had written was enlisting a reaction, good or bad. That people were engaged, listening, and thinking about what was on the printed page.

With the election past us, we must acknowledge that in our small town, every voice, vote, and opinion matters. When local elections are decided

>> CONTINUED ON PAGE 2



SUPERVISOR'S Message

COUNTY EMPHASIZES A MENTAL HEALTH-FOCUSED LENS ACROSS ALL PROGRAMS

BY: DAVID J. CANEPA, PRESIDENT OF THE SAN MATEO COUNTY SUPERVISORS, DCANEPA@SMCGOV.ORG, 650-363-4572

I am excited to announce the Board of Supervisors passed a resolution I sponsored that emphasizes a mental health-focused lens across all of San Mateo County's goals, programs, and policies.

The resolution reflects our commitment to the well-being of our community, aiming to make mental health a guiding principle in everything we

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The Chamber Circle is a special group of members that have committed to support the Brisbane Chamber of Commerce through sponsorships.

If your business would like to become a member of the Chamber's Circle, please contact Madison Davis, President/CEO at 415-467-7283 or e-mail madison@brisbanechamber.org.

Supervisor's Message, continued from page 1

do.

Our Measure K priorities — affordable housing, support for children and families, and emergency preparedness — are already strengthening our community.

These areas are crucial to mental wellness, providing stability, safety, and a sense of belonging. But we must go further. With this mental health-focused lens, we can create an environment where mental wellness considerations are embedded into policies and programs at every level, promoting resilience and reducing stigma.

This resolution calls on us to adopt a multifaceted approach that includes increasing access to mental health services, promoting social connection, and supporting vulnerable populations facing isolation, homelessness, or other challenges.

It also emphasizes the need to address mental health disparities affecting vulnerable communities, low-income individuals, and people with disabilities, ensuring that everyone has equal access to resources and support.

With this mental health-focused approach, we envision a San Mateo County where all policies and programs — from housing and transportation to public spaces — foster connection and mental wellness.

Together, we can create a San Mateo County where everyone has the opportunity to thrive — mentally, physically, and socially.

Mayor's Message, continued from page 1

with the slimmest of margins, we all need to pay attention. Be sure that you get as much information as possible so you can help be part of a solution.

It has been my honor and pleasure to have served the Council and Brisbane as your Mayor. I look forward to the coming year and the work that the Council will do on behalf of all of Brisbane. I especially hope that many of you will be involved, working with the council and staff, in the process. Working for the future success of Brisbane.

Cheers!

To a happy and healthy 2025 to all of Brisbane!

Terry O'Connell
Mayor

Julie Sims, continued from page 1

When making hiring decisions, employers evaluate candidates on whether they will enhance the team or detract from it. Someone from your network already understands how you manage relationships, and how your personality will mesh with the team. Employers can train you on what you don't know, but they may find it risky to take a chance on someone who may be knowledgeable but whose interpersonal skills are unknown. Hard skills can be easily taught, but soft skills — like how you communicate and build rapport — are more challenging to teach," she said.

Career Myths, Trends, & Advice

As remote work has increased, Julie notes that the need for intentional coaching and leadership support has never been greater. "The shift to remote work has diminished informal coaching opportunities. Now, more than ever, having a coach to guide you through your career can be instrumental to your career growth," she says. Unfortunately, many workplaces only invest in coaching employees to improve less-than-stellar performance rather than using it to develop those with enormous potential.

Julie acknowledges that career planning is often more fluid than the traditional five-year plans suggest. "Careers are not linear. It's important to adapt, seek meaning, and find purpose in your work," she advises. She encourages her clients to embrace change, determine their strengths, adopt a growth mindset, and leverage their networks to attract the right opportunities.

Contrary to popular belief, Julie advises that a long tenure at a particular company doesn't necessarily earn you extra points. "It used to be that moving jobs every few years could get you labeled as a "job hopper," said Julie "But attitudes are shifting, and changing jobs every few years can be especially advantageous when it comes to salary. The pay increases that you earn with a new organization are often larger than the incremental ones that come from staying in your current company."

Resolve to Prioritize Your Career in 2025

As we approach the end of 2024, it's an ideal time to reflect on your career journey and set goals for the new year. Whether you're considering a transition, seeking to advance in your current role, or simply looking to realign your professional life with your values, Elevate Your Story offers the guidance and support you need to make 2025



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your best year.

Julie offers tailored coaching sessions that begin with a free introductory call to discuss your aspirations and outline how coaching works. This initial conversation helps to set clear goals and determine fit. Following this, a detailed discovery session dives deeper into your values and objectives, ensuring a personalized and impactful coaching experience.


Elevate Your Story coaching services are available on a sliding scale, which makes them accessible to a diverse range of clients. Additionally, Julie offers group coaching sessions, which can be an economical and effective way to benefit from peer learning and support.

Julie Sims' expertise in coaching and her background in communication and recruiting make her an invaluable partner in achieving your professional goals. Reach out to her through her website www.elevateyourstorycoaching.com, to schedule your free introductory call and start the new year with a clear vision and actionable plan for success.

The coming year brings new opportunities for growth and change. Take the initiative to invest in your career with the support of Elevate Your Story. Embrace the new year with confidence, knowing you have a dedicated coach to guide you towards a fulfilling and successful professional journey.

For more information or to book your introductory session with Julie Sims, visit www.elevateyourstorycoaching.com and take the first step toward achieving your 2025 career goals. Also, pay close attention to upcoming issues of The Luminary. Julie Sims will be an ongoing contributor in the new "Career Corner" column, offering helpful tips to managers and employees. You can email her with questions or topics of interest, and she will respond in upcoming issues.





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Advertisements are interactive on the Luminary posted to the web and on social media.

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



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

THE ULTIMATE BRISBANE GIFT GUIDE

Spending money at our local businesses is incredibly important and impactful. As you plan your holiday gift-giving, consider purchasing items from businesses in town. Below are some ideas. Please note, some of these businesses may not offer gift cards or certificates but we encourage you to inquire:

Gift Cards for Restaurants

- Ichika Sushi House
- Madhouse Coffee
- Brisbane Lunch Truck
- Mama Mia Pizza



Personal Care Services

- Pro Nails
- Beauty Fix Salon- They also have an incredible selection of plants, pots, and other gift items
- Saint Studio- Offers lash, brow, waxing, facials, and tanning services
- Tracuera Bodywork by Tracy Albuera- This new Brisbane business is located at 101 Visitation and seeing clients by appointment only. Services include sports, deep tissue, Swedish, prenatal, and sole and scalp massage. For more information or to book an appointment, visit: www.tracuerabodywork.com or call 628-200-6613 Use code BRISBANE20 for 20% off November bookings. Gift cards are available and can be easily purchased online.

Clothing, Jewelry, Gifts & Handmade Goods

- Stagger Lee Goods- Stagger Lee Goods is your source for handcrafted leather goods, custom-made aprons, and artisan products such as candles, body wash, and coffee. Many items can be personalized for free!
- Lloyd’s Jewelry- Ann Lloyd can bring your vision to life and create a custom piece for someone special on your list. Lloyd’s Jewelry is also stocked with a variety of gifts. From kids to adults, there’s something for everyone.

Misc Gifts

- Brisbane Hardware and Supply- Think flashlights and multi-purpose tools. Brisbane Hardware has an assortment of unique and practical items, worth checking out!
- Midtown Market- Grab a bottle of wine or champagne and a card and you’re done! Midtown Market may also carry small gifts, pop in and see what they have. They also have stocking stuffers such as small toys or candy for kids and lotto scratchers for adults.
- Mission Blue Nursery- For the gardener in your life, consider gifting them a native plant! All proceeds benefit San Bruno Mountain Watch Volunteers can give you recommendations about which plant to purchase if you are unsure, or purchase a gift card and allow the recipient to pick their own plants!
- Lettieri & Co- Located in Crocker Park, Lettieri & Co, a specialty food distributor has a small market open to the public, Monday-Friday from 9am-5pm. Brisbane residents who mention the Luminary get 15% off. Pick up a hostess gift like a Panettone or a bottle of olive oil, or craft a gift basket for the foodie or cook on your list.
- Tala Wine Co- Founded by Brisbane resident Tala Drzewiecki, Tala Wine Co. is bringing you an ever-changing selection of thoughtfully curated wines available for delivery to your door via subscription or a la carte. You can also purchase wine at their Excelsior location where staff can help you pick out the perfect bottle for everyone on your list. All of the wines sourced have a focus on stewardship of the land, agricultural transparency, expression of terroir, food-friendliness, and sometimes a punk rock vibe. Drink what you like, or try something new. Visit their website: tala.wine or email owner Tala Drzewiecki at tala@tala.wine for recommendations. Order a bottle for a holiday party hostess gift, to serve at your next dinner party, or purchase a subscription as a gift for a friend.

A MONTHLY HEALTHY TIP From Kaiser Permanente

REDUCE HOLIDAY STRESS

BY: EDWARD KAO, MD, PHYSICIAN-IN-CHIEF, KAISER PERMANENTE SOUTH SAN FRANCISCO MEDICAL CENTER

The holidays are a busy time. They can demand extra attention for cooking, cleaning, party planning, hosting, and talking with family members we might not always agree with. It's no wonder that stress during the holidays is common. These tips can help reduce holiday stress:

Share holiday tasks

Let everyone help with shopping, cooking, cleaning, and event planning. If you really dislike doing dishes, help with cooking instead. Sharing tasks lets everyone be part of making the holidays special.

Have realistic expectations

No holiday gathering is perfect. Don't let something like forgetting to defrost the turkey ruin the day. Be flexible, and let it become another holiday memory. View these experiences as chances to practice being resilient.

Maintain your healthy habits

Staying healthy is your best defense against holiday stress. Try eating a healthy snack before a party. If you don't show up hungry, you'll be less likely to fill up on sweets.

Practice gratitude

Remember the ways – good and bad – that others show you they care. Choose to be positive.

Make time for joy

This could be baking, playing games, or volunteering in your community. Maybe take a plate of cookies to a neighbor. Do what feels right for you.

Take time to unwind

Try taking a few deep breaths or going for a walk. Maybe you need time to yourself after being with family. Even a little break can make a big difference to reduce stress.

Get professional help if you need it

The holidays can be a big event and stress leading up to them is common. Talking to a friend or family member may help. You may also want to see a counselor before the holidays start. A counselor can help you change the way you handle stress.

On behalf of myself and our team at Kaiser Permanente, we wish you a happy and healthy holiday season,

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Photo By Dan Ryan

Important Holiday Service Information from South San Francisco Scavenger Company

- ❄️ Collection service normally scheduled for Wednesdays will occur on Saturday, December 28, and Saturday, January 4, instead of on Christmas Day and New Year’s Day.
There will be no change to services scheduled Monday, Tuesday, Thursday or Friday.
- ❄️ SSF Scavenger Company offices and Blue Line Transfer will close at noon on Christmas Eve and New Year’s Eve.
- ❄️ SSF Scavenger Company offices and Blue Line Transfer will be closed on Christmas Day and New Year’s Day.
- ❄️ Christmas trees will be recycled after the holidays!
 - ◆ Remove the stand and all decorations including lights and tinsel.
 - ◆ Cut tree in half if taller than 6 feet.
 - ◆ Do not bag or tie your tree.
 - ◆ Place tree on or near the curb on your regular collection day before 5 am.
- ! An appointment is required to have trees picked up from multifamily residential complexes and businesses. Please call ahead to schedule. Residents of single-family homes do not need an appointment.

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LIVE AT THE BAYLANDS: CELEBRATING LOCAL ARTISTS AND COMMUNITY

BY: KATIE LOHEC SONDEJ, DIRECTOR, COMMUNITY RELATIONS, BAYLAND DEEOLPMENT, INC., KSONDEJ@THEBAYLANDS.COM

The Baylands is a site steeped in history and one of our goals for the project is to preserve and enhance historic features like the roundhouse building and natural habitats like Icehouse Hill.

At the northern tip of our property in San Francisco, we've already started some of our historical preservation efforts with the multimillion-dollar renovation of the historic Schlage Lock office building. This work breathes new life into previously abandoned spaces and offers opportunities for community connection and celebration.

Since opening the refurbished office building, we've made the ground floor community space available for our neighbors in both Brisbane and San Francisco for a variety of programming and events. Most recently, Brisbane-based nonprofit Lyrical Opposition hosted their second immersive art exhibit in the space.

On November 22nd, Lyrical Opposition partnered with The Web Artists and Visitation Valley Connections to host "Live at the Baylands" – a multi-sensory experience with art, photography, music, poetry, and more.

The event showcased the work of many talented local artists through visual exhibits and live performances. There was also a screening of Lyrical Opposition's award-winning Re-Entrification documentary series, which shines light on the story of residents that have been displaced from their homes due to the region's high cost of living.

Third places like this are essential for creating community. They help us build a



sense of connection and foster creative collaboration. We envision a future where the Baylands brings more third places to Brisbane. In the Roundhouse District for example, the rehabilitated roundhouse building will bring new public amenities like an open-air theater, community space, a railroad museum, a café, and more.

To learn more about Lyrical Opposition, visit www.lyricalopposition.org. To learn more about The Baylands Specific Plan, visit www.brisbaneca.org/baylands/page/baylands-specific-plan-public-draft-submittal.

BRISBANE IS HELPING EXPAND ACCESSIBLE, AFFORDABLE EV CHARGING

BY: DARREN GOODE, MEDIA RELATIONS, PENINSULA CLEAN ENERGY, DGOODE@PENINSULACLEANENERGY.COM

Earlier this fall, 10 new electric vehicle (EV) chargers were activated at the Park & Ride lot (located at 3501 Bayshore Blvd.). It was the latest in a growing expansion of public EV charging in Brisbane, and part of a larger tide of accessible and affordable EV charger growth in the Bay Area.

The 10 new Park & Ride EV chargers expand the public EV charging network that the city of Brisbane has built out. Other recent projects include eight new EV chargers at the Brisbane City Hall and 10 EV chargers at the Mission Blue Center.

The chargers are easy to use: Simply plug in your vehicle, scan the QR code on the charger or open the [Chargeie app](#) and then start charging at pricing set to 30 cents per kilowatt hour. That is about the equivalent of paying \$3 a gallon for regular gasoline.

Peninsula Clean Energy provided \$50,000 in grants through its EV Ready program to finance the 10 new Park & Ride chargers.

The EV Ready program overall has successfully helped the community install more than 1,000 new EV chargers throughout San Mateo County.

And that's a good thing given the rise in popularity of EVs throughout the Bay Area and statewide, with EV sales in California eclipsing more than one in four total new car purchases.

According to the California Energy Commission, more than 1 million EV charging stations are needed to support the state's goal of 7 million EVs by 2030. There are currently 150,000 chargers serving about 1.5 million EVs on California roads today.

This effort to expand the EV charging network also highlights the importance of cities like Brisbane taking local action to address climate change at a time when the reliability of federal funding, particularly for expanding EV charging, is unclear.

The City of Brisbane has also been partnering with Peninsula Clean Energy to study electrification opportunities for the city's fleet of vehicles and how it can further reduce emissions from city operations.

This is all part of a larger clean electrification partnership to reduce climate-altering emissions between Brisbane and Peninsula Clean Energy, which also has included a new solar array at the Mission Blue Center and a first-in-the-nation municipal project to convert Brisbane's community pool heater from methane gas to an electric heat pump.

And one major piece in our local electrification and climate mitigation effort is ensuring that EV chargers are accessible to all who want and need them.

It's never been easier to expand the EV charging network in Brisbane. And it couldn't come at a better time.

BRISBANE BUSINESS BULLETIN

“The Brisbane Business Bulletin” allows Brisbane Chamber of Commerce members to communicate brief bits of news to the public such as change of hours, new product offerings, upcoming events, etc. If you are interested in listing a news item next month, please contact Madison Davis at madison@brisbanechamber.org

Place Your Order for a Holiday Star!

The Brisbane Chamber of Commerce began Brisbane's beloved tradition of creating holiday stars for residents and we continue to offer them to the community today. This tradition is made possible due to the generosity of Golden State Lumber, Brisbane Hardware & Supply, and Star Maker Sue Cochran. To place an order for pick up, visit brisbanechamber.org/stars. Stars help us raise funds for our college scholarship program and we ask that you consider donating (no one will be turned away). Suggested donation amounts are from \$10-\$40 depending on star size.

Next Chamber Mixer-January 15th at 7 Mile House!

Please join us on January 15th from 5pm-7pm at 7 Mile House (2800 Bayshore Blvd) for a mixer! This is an excellent opportunity to network with other business professionals and community leaders while enjoying refreshments provided by our host. Please RSVP to madison@brisbanechamber.org to reserve your spot.

Check Your Inboxes for Business License Renewal Notices

Business Licenses are scheduled to expire at the end of this year. The City of Brisbane is once again partnering with HdL to administer the business license program for 2025. Renewal notices with your account numbers and PINs were emailed from HdL in late November.

Renewal payments and applications can be made via HdL's business license portal: Brisbane.hdlgov.com. While on the website, you can verify and update any information about your business. For those businesses who prefer to renew via USPS, a hard-copy renewal form will be sent in December. Any questions about filing or renewing can be directed to HdL at brisbane@hdlgov.com or call (415) 240-4471.

Did you know employers with 50 or more full-time employees in the Bay Area must register annually with the Bay Area Commuter Benefits Program?

Employers can choose from five commuter benefit options:

1. Pre-tax transit benefits
2. Employer-provided subsidy for transit or vanpooling
3. Employer-provided transit (such as shuttles)
4. Telework one or more days a week
5. A custom plan that includes other modes or promotions that encourage alternates to driving alone

Learn more and Enroll at: 511.org/employers/commuter-benefits-program

For more information, contact: 510-285-3182 or commuterbenefits@511.org

North County Fire Authority Administration Has Moved to 25 B Park Place! Having relocated from Daly City in October, they are now neighbors with City Administration offices, located at 25 A Park Place. NCFA's new phone number is (650) 800-6580. Their website remains northcountyfire.gov.

EV Chargers at Bayshore Park & Ride Activated and Ready to Use

Simply plug in your vehicle, scan the QR code on the charger or open the Chargeie app, and start charging. The current pricing is set to \$0.30. For any questions, visit chargeie.com/support, email support@chargeie.com, or call 1-800-266-0027.

FINANCIAL Focus

CONSIDER THESE YEAR-END FINANCIAL MOVES

BY: SVEN GEFFKEN, FINANCIAL ADVISOR, EDWARD JONES, SVEN.GEFFKEN@EDWARDJONES.COM, (650) 355-1365

As we enter the holiday season, your life may well become busier. Still, you might want to take the time to consider some financial moves before we turn the calendar to 2025.

Here are a few suggestions:

- Review your investment portfolio. As you look at your portfolio, ask these questions: Has its performance met my expectations this year? Does it still reflect my goals, risk tolerance and time horizon? Do I need to rebalance? You might find that working with a financial professional can help you answer these and other questions you may have about your investments.
- Add to your 401(k) and HSA. If you can afford it, and your employer allows it, consider putting more money into your 401(k) before the year ends — including “catch-up” contributions if you’re 50 or older. You might also want to add to your health savings account (HSA) by the tax-filing deadline in April.
- Use your FSA dollars. Unlike an HSA, a flexible spending account (FSA) works on a “use-it-or-lose-it” basis, meaning you lose any unspent funds at the end of the year. So, if you still have funds left in your account, try to use them up in 2024. (Employers may grant a 2½ month extension, so check with your human resources area to see if this is the case where you work.)
- Contribute to a 529 plan. If you haven’t opened a 529 education savings plan for your children, think about doing so this year. With a 529 plan, your earnings can grow tax deferred, and your withdrawals are federally tax free when used for qualified education expenses — tuition, fees, books and so on. And if you invest in your own state’s 529 plan, you might be able to deduct your contributions from your state income tax or receive a state tax credit.
- Build your emergency fund. It’s generally a good idea to keep up to six months’ worth of living expenses in an emergency fund, with the money held in a liquid, low-risk account. Without such a fund in place, you might be forced to dip into your retirement funds to pay for short-term needs, such as a major car or home repair.
- Review your estate plans. If you’ve experienced any changes in your family situation this year, such as marriage, remarriage or the birth of a child, you may want to update your estate-planning documents to reflect your new situation. It’s also important to look at the beneficiary designations on your investment accounts, retirement plans, IRAs and insurance policies, as these designations can sometimes even supersede the instructions you’ve left in your will. And if you haven’t started estate planning, there’s no time like the present.
- Take your RMDs. If you’re 73 or older, you will likely need to take withdrawals — called required minimum distributions, or RMDs — from some of your retirement accounts, such as your traditional IRA. If you don’t take these withdrawals each year, you could be subject to penalties.

These aren’t the only moves you can make, but they may prove helpful not only for 2024 but in the years to come.

BLAST From The Past

The following article is transcribed from the December 15, 1949 *Brisbane News Bulletin*, a Brisbane Chamber of Commerce publication.

Santa Claus Parade

Brisbane formally opened the Christmas season Thursday night, December 8. Some 4000 spectators crowded the downtown area as the colorful street lights were turned on and to watch the arrival of Santa Claus.

Members of the Veterans of Foreign Wars American Legion and Auxillary and the Lions Club Color Guard marched in the parade.

The event was staged by the Brisbane Lions Club, with E.W. Dagler, President of the Chamber of Commerce, and Fred Lainge as committee heads.

Close to 300 children in the parade with decorated bicycles, doll buggies, wagons and doodle bugs.

Prizes for the best decorated bicycles went to: Jack Noel, Betty Grady. Best Costume: Emmaline Cox, Teddy Varney. Most comical costume: Carol Mack, Jimmy Cox. Most unusual costume: Penny Jensen, Wayne Mooers.

Sixteen other prizes were also awarded.

The Brisbane Drum and Bugle Corp with its charming majorettes furnished the music. Carols were sung by the Girl Scouts of Troop 11. Everyone noticed the Air Scouts in their blue uniforms.

The judges were asked to preside were: Mrs. Earle Woodlard, Mr. Arthur Kennedy, Mrs. Ruth Kress, Mrs. Pattie Robbins, Lindella Carr, Edward Haffner.

All merchants donated prizes and a most wonderful time was had by all.

Let’s Do It Again!

SCHOOL DISTRICT News

EXCITING FACILITIES ADDITIONS AND UPGRADES FOR BRISBANE SCHOOL DISTRICT

BY: NANCY BUI, SUPERINTENDENT OF THE BRISBANE SCHOOL DISTRICT, NBUI@BRISBANESD.ORG

At Brisbane School District, we hold a deep commitment to creating environments that inspire and support learning. Loris Malaguzzi, the founder of the Reggio Emilia Approach, said, “There are three teachers of children: adults, other children, and their physical environment.” This philosophy, which is child-centered and focused on the natural development of children, guides our work. By viewing the environment as the “third teacher,” we recognize its power to encourage exploration, collaboration, and learning from experiences.

We strive to ensure that our facilities are thoughtfully designed, well-maintained, and reflective of the care we have for our students. Last month marked an exciting step forward in fulfilling this vision. The central kitchen project at Panorama Elementary School was approved by the Department of State Architecture. Construction will begin in the spring, with a ribbon-cutting anticipated by summer. This new facility will allow Brisbane School District to prepare its own meals, no longer relying on surrounding districts, while also fostering connections to healthy eating and sustainability. To complement this project, we will be establishing a community garden near the kitchen, providing students with hands-on access to fresh fruits and vegetables.

In alignment with our commitment to sustainability, we also submitted a \$2 million green infrastructure grant in November, in collaboration with Lotus Water, to create a rainwater recycling system at Panorama Elementary. This innovative project will reduce water waste while giving students a chance to engage with environmental science and sustainability in a real-world context, which fits nicely with our curriculum initiative centered on project based learning.

Even smaller projects reflect our commitment to creating supportive and inspiring environments. For example, over the winter break, we will replace the original flagpole at Brisbane Elementary, which has proudly stood since the school’s founding in 1936. Unfortunately, termite damage has made it necessary to replace the pole. While we would have loved for it to last a century, we were so close—89 years! When students and families return in 2025, they will see a brand-new flagpole, a modest but meaningful improvement that symbolizes our respect for the spaces in which our children learn.

These projects embody our belief that every element of a school environment communicates a message to students. By investing in facilities that are beautiful, functional, and sustainable, we are demonstrating that we care deeply about our students’ success and well-being. Thank you for supporting our efforts to create spaces that inspire learning, foster growth, and celebrate the potential of every child.



life

UNLOCKED

SURVEY

FOR 16-24

YEAR OLDS

Life Unlocked: Mastering Adulthood is an engaging and relatable series to equip young adults with essential life skills as they navigate the transition into independence. Help us tailor the program. What would you like to see offered? Scan the QR code to participate in the survey!

FOR MORE INFORMATION, CONTACT THE PARKS & RECREATION DEPARTMENT AT (415) 508-2140 OR NHOUGHTON@BRISBANECA.ORG.

WE WANT TO HEAR FROM YOU!

Participants will be entered into a raffle to win an Amazon gift card!

San Francisco Office
580 4th Street

VOYAGE

real estate

Brisbane Office
400 Visitacion Ave

SEASON'S GREETINGS FROM VOYAGE REAL ESTATE!

AS WE WRAP UP 2024, WE'D LIKE TO THANK OUR NEIGHBORS AND CLIENTS FOR ANOTHER AMAZING YEAR. WITH A PROVEN TRACK RECORD OF SUCCESSFUL REAL ESTATE TRANSACTIONS IN THE AREA, WE'RE PROUD TO BE YOUR TRUSTED, LOCAL EXPERTS.

WHETHER BUYING OR SELLING, WE'RE HERE TO PROVIDE TOP-NOTCH SERVICE AND RESULTS. HERE'S TO A SUCCESSFUL 2025! WISHING YOU A JOYFUL HOLIDAY SEASON AND A PROSPEROUS NEW YEAR!

COMING SOON!

Listed by Ron Davis



464 Kings Rd, Brisbane
3 bd| 2.5 bth| Contemporary Home

SOLD! \$1,400,000

Listed by Ron Davis



347 Alvarado St, Brisbane
3 bd| 3 bth | 1630 sq ft House

FOR SALE: \$450,000

Listed by Michele Jauregui



0 Tulare St, Brisbane
3382 sq ft Lot

CALL FOR DETAILS!

Listed by Michele Jauregui



219 Tulare St, Brisbane
3 bd| 2.5 bth| 2396 sq ft House

PENDING!

Listed by Ron Davis



44 Trinity Rd, Brisbane
3 bd| 3 bth| House

SOLD! \$1,175,000

Listed by Ron Davis



122 Rock Wren Ln, Brisbane
2 bd| 2 bth| 1781 sq ft Townhome

SOLD! \$2,175,000

Listed by Ron Davis



1076 Humboldt Rd, Brisbane
4 bd| 4 bth| 2950 sq ft House

COMING SOON!

Listed by Michele Jauregui



318 Topeka Ave, San Francisco
Call for Details

SOLD! 950,000

Listed by Michele Jauregui



335 Monterey St, Brisbane
1 bd| 1 bth| House w/ Studio Apt

SOLD! \$945,000

Listed by Michele Jauregui



101 Crescent Way #2412, San Francisco
3 bd| 2nbth| 1374 sq ft Condo

SOLD! \$602,000

Listed by Ron Davis



737 San Bruno Ave Unit 2, Brisbane
2 bd| 1.5 bth| 992 sq ft Condo

LEASED! \$3,500/month

Listed by Michele Jauregui



1999 Quesada Ave, San Francisco
3 bd| 1 bth| 1000 sq ft House

LEASED! \$3,600/month

Listed by Michele Jauregui



129 Cleo Rand Ln, San Francisco
2bd| 1.5 bth| 1150 sq ft Condo

SOLD! \$450,000

Listed by Michele Jauregui



799 Humboldt Rd, Brisbane
Vacant Lot

SOLD! \$2,000,000

Listed by Ron Davis



410 Hobart Ave, San Mateo
2 bd| 1 bth| 1320 sq ft House

SOLD! \$1,250,000

Listed by Ron Davis



37 Orange Ct, Daly City
4 bd| 2 bth| 1480 sq ft House

SOLD! \$910,000

Listed by James Ball



634 Swallowtail Ct, Brisbane
3 bd| 2 bth| 1520 sq ft Condo

FOR LEASE: \$2,500/month

Listed by Ron Davis



465 Mariposa St, Brisbane
2bd| 1 bth| 610 sq ft House

FOR LEASE: \$4,900/month

Listed by James Ball



38 Bryant St #608, San Francisco
2 bd| 2 bth| 1101 sq ft Condo

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JOIN US
FOR A MIXER!

Wednesday, Jan 15 from 5-7PM
Hosted by 7 Mile House
2800 Bayshore Blvd
RSVP TO: madison@brisbanechamber.org



Bay Area
Commuter Benefits Program

It is *mandatory* for employers
with 50 or more employees
to register.

GET STARTED
TODAY!



THINK BRISBANE — KEEP OUR ECONOMY STRONG!