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Page: A5



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Champagne Design Named Moraga's 2015 Small Business of the Year

By Sophie Braccini



From left: East Bay Leadership Council CEO Kristin Connelly, Kathe Nelson and Lynn McAuliffe Photo provided

neur" Lynn McAuliffe's company, creating everything graphic for other businesses, from marketing materials to print media and websites. The mother of two Campolindo High School students created the business 17 years ago after her first child was born and the daycare center she arranged to take care of her baby dropped the ball. Since then, the creative, artistic and tech-oriented businesswoman has made Champagne Design her livelihood. Since she moved to Moraga in 2007, the business has grown organically thanks to the Lamorinda business com-

hampagne Design is Moraga "mompre- munity. The Chamber of Commerce named her the 2015 Moraga Small Business of the Year.

> McAuliffe started her career in the printing industry, working for a promotion agency. "I've always been interested in the technical side of design," she said. "I know what is needed to make materials print-ready, and this is a knowledge I continue to use." After the birth of her first child she intended to go back to work, but when the daycare faulted, her husband recommended she start her own business. "That's what you've always wanted to do," he said.

> > ...continued on page A11

Targeted Study For Recreation Use on MOSO Land

By Sophie Braccini

MOSO land be managed by nonprofit, not for-profit, entities – could kill the recreation project proposed by Adventure Day Camp on the site of the former Moraga Tennis and Swim Club before it's even submitted. At its May 13 meeting the Moraga Town Council recommended a limited change to the rules to allow recreation activities managed by forprofit entities as long as they would operate facilities that preexisted MOSO's adoption, and would not change the footprint of that former business.

In her presentation to the council, Planning Director Ellen Clark indicated that staff did not find in the MOSO any conflict to a a for-profit recreational use of recreational fachange of the rules to authorize for-profit recreation uses. "MOSO treats recreation uses generally, and only talks about land use MOSO land would not result in any increase in term of residential density," said Clark. or change in the development footprint that She also noted that it is unusual for land use existed at the time of MOSO's adoption. zoning to make the distinction between nonprofit and for-profit use. "This does not connote a land use, but is more a business model," she said. She cited activities that could be nonprofit and yet not very desirable in Moraga open space, such as off-road vehicle clubs. She recommended that this section of the MOSO rules be revisited, but from the perspective of the type of activity rather than the way it is operated.

Residents neighboring the site expressed land.

ne rule in the Moraga Open Space Or- their concerns over modifying MOSO rules, dinance – stipulating that recreation on fearing that it would invite more applications and more development than originally intended. They also listed their concerns about increased traffic on a neighborhood street traveled by many school children, as well as parking issues.

Vice Mayor Mike Metcalf reminded them that all the impacts would be studied if Adventure Day Camp submits an application, and that the topic of the night was only to make recommendations regarding the MOSO rule.

Councilmember Dave Trotter proposed a short-cut to the long process that would be needed to revise a part of MOSO, suggesting adding a sub-paragraph that would authorize cilities that were constructed prior to the adoption of MOSO, provided that this new use on

Other council members supported the idea, as did Susan Jones, representing Lamorinda Open Space - the group formed to support MOSO.

The final direction given by the council to staff was to study, in the short term, the possibility of the customized addition to MOSO, and also, for the long term, to look at how to better define the types of desirable recreation activities permitted on MOSO





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