

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

December 2011

## A message from Our Board President

As the end of my 4-year tenure as PSBA Board President draws near, I'd like to take this opportunity to thank our Board of Directors and all of our committee members for all of their time and energy. These PSBA members volunteer many hours each year to help keep PSBA on the right course. Next time you see one of them, tell them "Thanks!"

The Association does its best to promote all the great stores, restaurants, and professionals we have in the district. Cable TV, magazines, newspapers, and periodicals are some of the ways we reach out to the Alameda community and the entire East Bay. This year PSBA also helped to organize a Park Street Customer Appreciation Day, which turned out to be a huge success.

The Association also does a great job advocating for our members. PSBA is represented at most City Council meetings and Planning Board meetings to express our views and positions on matters pertaining to the well-being of the District. Here is just a small sampling of what PSBA has done for the District this past year:

- Convinced the city council to increase overtime parking fines to only \$38 instead of the proposed \$50 (the previous fine for expired meters was \$30). PSBA did not think increasing revenue at the expense of upset customers/clients was a good idea and, as an alternative, suggested a tiered fine system with larger fines for more severe parking infractions. The council agreed.
- Convinced the city council to

increase the fee for a second commercial false alarm in the same calendar year to only \$254 instead of the proposed \$520 (the previous fee was \$127). The council passed our request unanimously.

- Successfully negotiated with city staff to install double-headed lights on the 1200 Block of Park Street as originally approved instead of single-headed lights. Single-headed lights were proposed as a cost saving measure to Phase II of the Park Street Streetscape, but this would have detracted from the continuity of the entire streetscape.
- Requested that enclosed back patios of bars and taverns not be subject to the new smoking ordinance, allowing PSBA and affected members time to sit down with city staff and write an addition to the ordinance that gives our member bars/taverns a chance to continue doing business. The council agreed with our request.
- Successfully negotiated with the City to exclude the Park Street Business District from a new ordinance that allows food trucks/trailers in certain areas of the city. The PSBA Board agreed that allowing transient food stands in the District would have a negative impact on our member restaurants.

I look forward to continuing my support of the Park Street Business Association in a new capacity. You can help too by joining one of the committees this year. There are openings on the Membership, Design, and Economic Revitalization committees.

### 2011 Board of Directors

#### Officers

President  
**Debbie George**  
521-6227

Vice- President  
**Duane Watson**  
522-8811

Secretary  
**Bruce Reeves**  
521-8111

Treasurer  
**Rob McKean**  
747-1060

#### Directors

**Kyle Conner**  
769-2160

**Evelyn Kennedy**  
748-1120

**Deb Knowles**  
749-0403

**Donna Layburn**  
865-1500

**Vickie Summerfield**  
522-8108

#### Committee Chairs

Design  
**Scott Erwen**  
865-5565

Economic Revitalization  
**Steve Busse**  
415-336-4703

Membership  
**Terry Mitchell**  
523-5717

Promotions  
**Duane Watson**

### PSBA Holiday Party

Come one, come all. The PSBA Holiday Party will take place on Thursday, December 8 from 6:00pm to 9:00pm.

The festivities will include a traditional holiday turkey dinner, a live band playing holiday tunes, a no-host bar, a raffle to raise money for "Meals on Wheels," and the 2011 PSBA Awards.

Last year over 100 members and guests attended the party. Everyone had a great time and we can't wait to see the surprises Terry Mitchell cooks up this year.

When: Thursday, December 8  
6:00-9:00pm

Where: Elks Lodge  
2255 Santa Clara Ave



### Window Decorating Contest

The blue ribbon committee will be touring the District on Tuesday, December 6 to judge your windows for our annual window decorating contest. We will award certificates in larger window and smaller window categories.

### Holiday Lights

PSBA still has a handful of holiday lights available for your windows. We want to make the Park Street District look as festive as possible during holiday season.

The lights are for the inside of your windows. All we ask is that you keep the lights plugged in from November 25 through, at least Christmas Eve.

To get holiday lights dropped off at your business, call the PSBA office at (510) 523-1392.

## Last Mixer

Thank you to all the PSBA members who attended the November mixer. We had a great turnout at Gold Coast Grill. Stelios treated us to a fabulous selection of pastas and sandwiches.

Congratulations to **Isadora Alman** for winning a business profile in the PSBA section of the Alameda Sun. Look for Isadora's story soon.

Thanks To:

### **Gold Coast Grill**

*For Hosting the Mixer*

### **Kooky Kitsch & Park Street Antiques,**

### **Localize It, Morton Chalfy,**

### **RK Promotions, and Scott's Shoes**

*For Providing Raffle Prizes*

*Want to hear what's happening in the Park Street District or have a chance to win a fabulous prize? Stop by and visit us at the next mixer...*

## Next PSBA Mixer:

### December Holiday Party



## Elk's Club

2255 Santa Clara Ave.

Thursday, December 8, 2011

6:00 p.m - 9:00 p.m.

**Come One, Come All**



Dinner - Awards - Live Music - No Host Bar

To request a Vegetarian Dinner, call (510) 523-1392 by Dec. 6

*We encourage you to bring a new toy or food item to be given to our local charities.*

# Help PSBA Thrive

PSBA has openings in three of our four standing committees. Membership, Design, and Economic Revitalization are the three committees we need volunteers for in 2012.

**Membership Committee** - greets new members to the District and plans events like our monthly mixers and the holiday party.

**Design Committee** - addresses design issues in the District. These design issues can range from new signage, facade grants, and the north of Lincoln streetscape (when that happens).

**Economic Revitalization Committee** - is charged with assisting the City in recruiting new businesses to the District, retaining current businesses, and working with every City of Alameda department on behalf of our members.

If you're interested in volunteering for one of the committees, please call the chair of the committee you're interested in (listed on the front page of this newsletter) or the PSBA office. The committee chairs or the PSBA Executive Director will be happy to chat with you about the opportunities available.

Remember, the more you get involved, the better we are.

## New Street Maintenance Service

The Park Street Business District has a new maintenance service through the Public Works Department. With the loss of funding from the city's redevelopment agency, the PSBA board decided to suspend our "in-house" maintenance department — one person working 4 days a week — in order to have funds available to continue promoting our special events, maintain our website, and publish our shopping guide.

Universal Building Services (UBS) took over the maintenance of the District on October 1. They work on Park Street south of Lincoln five days a week; Park Street, north of Lincoln, and the side streets (Encinal, Central, Santa Clara, and Lincoln) are worked on three days a week:

Park Street, south of Lincoln – Mon, Wed, Fri, Sat, Sun

Park Street, north of Lincoln, and the side streets (Encinal, Central, Santa Clara, and Lincoln) – Mon, Wed, Fri

*UBS does not work on Tuesdays and Thursdays.*

We are still trying to work the bugs out of the new program. If you see a maintenance problem, please let the PSBA know and we'll work with UBS and the Public Works Department to make the problem right.

We also want to take this opportunity to thank long-time maintenance person, Randy Rodriguez. Randy did a bang up job for PSBA in hot and cold and wet weather. He always greeted everyone with a smile on this face and continued to do a terrific job right up to his last day on the job. We wish Randy well in the future.

## 2012 PSBA Officers

Congratulations to our newly elected officers and directors:

President

**Lars Hansson**

Vice President

**Duane Watson**

Treasurer

**Rob McKean**

Secretary

**Bruce Reeves**

Director

**Vicki Summerfield**

Director

**Evelyn Kennedy**

They will join returning second-year directors Kyle Conner, Deb Knowles, and Donna Layburn as your 2012 PSBA Board of Directors in January. I'm sure you will join us in wishing them all good luck.



**Free Street Parking!**

Here's a nice holiday gift from the City of Alameda to our Park Street patrons...

**Complimentary street parking (up to 2 hours) every Saturday in December**

Help get the word out — let your customers and fans know about this shopping convenience!

# News from City Hall

## Streetscape Project Suspended

City Manager John Russo has suspended construction on Park Street during December. "We recognize the inconvenience of the construction," Russo said. "And therefore it's important to make it easier for Alamedans to continue enjoying Park Street during the holidays."

Construction work on the Park Street Streetscape Project will stop by 5:00pm on November 30, and re-commence after the New Year.

## Tree Survey Results

The City's online survey to learn which characteristics Alamedans would like to have in Park Street's treescape garnered 472 responses. The survey went live on November 15 and closed on November 28, 2011.

People overwhelmingly want the street to have a unique look with a mix of tree species, colors, and heights. Shade in summer and light in winter are also very important. And, people would like to see the new trees grow as fast as possible.

The next step will be to select the species of trees that meet these community desired criteria. In the next two weeks, city staff will consult with local tree experts to find the right trees that meet the survey's results. The City will post which trees are chosen and prepare a rendering of what the Park Street Streetscape Project will look like upon completion.

More info:  
[www.cityofalamedaca.gov/City-Hall/Park-St--Streetscape-Project](http://www.cityofalamedaca.gov/City-Hall/Park-St--Streetscape-Project)

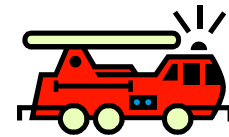
## Commercial Fire Inspection Program

AFD is renewing the commercial inspection program. The inspections will be conducted by firefighters assigned to the City's Fire Engine and Fire Truck companies.

While the fire companies are inspecting for hazardous conditions they will also be able to familiarize themselves with your property in the event an emergency should arise. Additionally, firefighter companies will verify important contact information and consult with business owners over any concerns the owners might have. During inspections, the fire companies will also verify current business license information to assist the City with accurate documentation.

The Alameda Fire Department is a resource for the business community and is committed to working with business and property owners to ensure the safety of all customers, employees, enterprises, and assets. The fire companies will work collaboratively with business and property owners to correct any violations that may be identified.

The Alameda Fire Department has put together a pre-inspection checklist that identifies common fire code violations. If you would like a copy sent to you, contact the PSBA office at [parkstreet1@comcast.net](mailto:parkstreet1@comcast.net) or (510) 523-1392.



## Hometown Holiday Celebration

Kick off the holiday season at the City of Alameda's Hometown Holiday Celebration! A free Synthetic Skating Rink will be set up from 1:00pm to 5:00pm and fee Sleigh Rides & Crafts will be offered from 2:00pm to 5:00pm. Hosted by the Alameda Recreation and Park Department, all activities are in the City Hall Parking Lot, located on Oak St between Santa Clara Ave and Lincoln Ave.

### The Mayor's Tree Lighting Ceremony

The Mayor's Tree Lighting Ceremony begins at 5:30pm (but arrive early to enjoy our pre-Tree Lighting Festivities). Entertainment includes the Alameda Community Band, The Mistle Tones, The Dancing Christmas Trees and a visit from Santa Claus! There will also be holiday souvenirs for the children!

*All events will be held rain or shine! (Forecast says no rain)*

More info: [www.cityofalamedaca.gov/Recreation/](http://www.cityofalamedaca.gov/Recreation/)



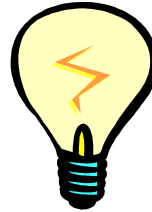
# More City News...

## AMP Program Can Save You \$\$\$

Alameda Municipal Power has a new Commercial Lighting Pilot Program (CLPP) to help businesses save on lighting projects with our highest rebates ever to help you offset costs. **The rebates usually cover up to 70% or more of the total project cost.** The budget is limited, and reservations for rebates are on a first come, first served basis.

Eligibility:

- Must have an AMP commercial account
- Do not start the project until AMP has done a pre-installation inspection and approved the project
- Project must be completed within 90 days of AMP approval
- Program runs until funds run out or May 31, 2012; whichever is first
- Technical specifications must be met
- *Contractors:* get a \$250 incentive for each small business project completed



For more information and to obtain an application, please visit our website at: <http://www.alamedamp.com/commercial-lighting-pilot-program>

or contact Meredith Owens at [mowens@alamedamp.com](mailto:mowens@alamedamp.com) or 748-3947.

*Want to see real results? Check out the new lights in Lee Auto Supply! You'll be surprised that it cost only \$200!*

## Free Guaranteed Ride Home

The **Guaranteed Ride Home** program is a free resource and a great benefit any Alameda company can offer their employees. The program provides a free guaranteed ride home in a taxi or rental car in cases of emergency for people who use alternative modes, such as vanpooling, carpooling, transit, bicycling, walking, etc. in their commute to work. *There is no cost to the employer or the employee to enroll.*

Alameda County offers this program to help encourage commuters to use alternative modes and to reward those already doing so. Information about the program is available on the Guaranteed Ride Home program website at <http://www.grh.accma.ca.gov>.

To participate, you must first register your company. You may register your company online at their website or call (510) 433-0320. Once you enroll, you will receive an information packet containing program information, materials for interested employees, and emergency ride vouchers. Employees then must register to obtain travel vouchers for their use in case of emergency.

**Sign up today!**

## Police Activity Log

The public can now access a summary of recent police activity through a link on the City of Alameda's website. It's the same information that anyone can get if they go to the front counter at the Police Department and ask to see the activity log.

The activity log includes police activity for which a police report is generated including vandalism, theft, and commercial burglary. A report is not usually generated if an officer writes a citation, simply interviews someone, or responds to a false alarm.

The daily activity log represents an ongoing effort to share crime data with the community in a timely manner.

To view the police activity logs, go to:

<http://www.cityofalamedaca.gov/City-Hall/Daily-Activity-Log>



## Reports Crimes

The Alameda Police Department strives to keep Alameda a safe place for businesses and shoppers, and less of a temptation for thieves.

If you witness any shopping scams or other crimes, please call APD immediately at their business line **337-8340**.



# Here's Your Year-end Investment Checklist

As an investor, you've pretty much seen it all in 2011 — including slow-but-steady gains early in the year, a market correction during the debt ceiling debate and the U.S. credit downgrade, and huge one-day price movements, both up and down — and there's still a month to go. But despite the volatility of the past 11 months, you can make some positive year-end investment moves, including the following:

- Boost your 401(k) contributions. If your employer permits you to make extra contributions to your 401(k), put in as much as you can afford, up to contribution limits. You typically contribute pretax dollars, so the more you invest, the lower your taxable income. Plus, your earnings have the potential to grow on a tax-deferred basis.
- Consider converting to a Roth IRA. You might benefit by converting a traditional Individual Retirement Account (IRA), which offers tax-deferred earnings, to a Roth IRA, whose earnings grow tax free, providing you don't start taking withdrawals until you're at least age 59½ and you've held your account for five years. Keep in mind, though, that you'd need the money available to pay the taxes that would be due on such a conversion. Also, income limits apply to Roth IRA contributions. This is a complex decision that you should discuss with your qualified tax professional.
- Set up automatic contributions for 2012. Like most people, you may find it difficult to come up with a lump-sum payment to fully fund your IRA for the year. Why not set up an automatic investment plan for 2012? By directing your bank to transfer the same amount each month from your checking or savings account to your IRA, you'll find it easier to “max out” on your IRA — and, at the same time, you'll boost your investment discipline.
- Contribute to a 529 plan. When you contribute to a 529 plan, your earnings have the potential to grow tax free, provided they are used for qualified higher education expenses. (However, 529 plan distributions not used for qualified expenses may be subject to income tax and a 10% penalty.) Furthermore, your 529 plan contributions may be deductible from your state taxes. Discuss this with your tax professional.
- Re-evaluate your investment mix. It's a good idea to review your investment mix at least once a year to help ensure your portfolio is still aligned with your goals, risk tolerance and time horizon. Due to changes in market value, your portfolio can undergo subtle, but significant, changes — even if you took no action yourself. Consequently, take the time to review your holdings with your investment professional to help ensure you're still “on track.”
- Review your insurance coverage. If you've experienced any changes in your life in 2011 — new spouse, new child, divorce, new job, etc. — you may need to review your life insurance coverage to make sure that it's still sufficient for your needs and that you still have the correct beneficiaries in place.

To determine if any of these actions are right for your situation, consult with your financial advisor and qualified tax professional. By taking these and other steps, you can close out 2011 on a positive note and get 2012 off to a good start.

DEB KNOWLES, EDWARD JONES FINANCIAL ADVISOR, CALIFORNIA INSURANCE LICENSE #0F62165

###

*Deb Knowles, your Edward Jones financial advisor, is supporting the U.S. Marine Corps Reserve Toys for Tots program by using her office as a drop-off location. Local residents can help needy children in the area by bringing in a **new, unwrapped** toy to the office at 1336 Park Street, Suite D, during regular business hours through December 9. More info: (510) 749-0403*



**GIVE THE GIFT OF MOVIES!**

- ✓ The Alameda Theatre & Cineplex Box Office is offering holiday shoppers Theatre Gift Certificates in booklets of (5) x \$5.00 certificates.
- ✓ The gift certificates may be redeemed for movie tickets or for goodies at the theatre's Snack Bar.
- ✓ A great gift for friends, family, or co-workers for only \$25!

**The Park Street Business Association wishes everybody a happy holiday!**



**Alameda County SBDC  
Small Business  
Development Center**

The Alameda County SBDC provides tools and expertise to business owners interested in minimizing risk and accelerating the success of their ventures.

Through expert no-cost counseling, top-notch free seminars, low-cost technology training, and identifying other resources, the Alameda SBDC guides small businesses to increased success rates.

Sample of upcoming classes:

**Tax Considerations for the Sole Proprietor**

Oakland  
Thu, 12/01/2011 - 2:00-5:00pm

**Website Development**

Internet Online  
Tue, 12/13/2011 - 2:00-4:30pm

**Accessing Capital for Small Businesses**

Berkeley  
Tue, 12/13/2011 - 2:00-5:00pm

**Cloud Computing**

Livermore  
Wed, 12/14/2011 - 1:00-4:00pm

**Online Financial Management**

Hayward  
Thu, 12/15/2011 - 9:00am - Noon

**Accessing Capital for Small Businesses**

Fremont  
Thu, 01/19/2012 - 8:30am - Noon

More info:  
<http://acsbdc.org/events2>

## Chinook Book Offer

Chinook Book is extending their Special Partner Offer to members of PSBA. The special offer allows members to purchase Chinook Book for \$8 each (Retail value \$20).

Chinook Book makes a great holiday gift with tips for healthy living in the East Bay, thousands of dollars in savings on local groceries, dining, theater, museums, items for the home and garden, outdoor gear and over 500 additional mobile coupons for iPhone and Android. The book includes local offers from Dog Bone Alley, Lauren's Closet, Alameda Marketplace, Pagano's Hardware, and many more.

Call the PSBA office if you and your staff would like to take advantage of the Chinook Book's Special Partner Offer.

Deadline is Friday, December 16.

## Grow Your Business with Email Marketing

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! In this seminar, we will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting -- and keeping -- high quality prospects, customers and members.

You will learn how to:

- Become a trusted email sender in the eyes of your prospects, and customers.
- Build your list! How to find and keep email list subscribers.
- Get your sent emails opened and read.
- Turn your readers into more frequent buyers/supporters/donators.
- Target your communications — how to get the right message to the right people at the right time.
- Use email communications to improve customer/member loyalty.

*Presented by Karen Rice, Regional Development Director, Northern CA for Constant Contact.*

Wednesday, December 7, 8:00 – 10:00am

**Alameda Chamber Office**  
2210 South Shore Center # D

COMPLIMENTARY for Chamber members, \$10 for non-members  
Coffee & Pastries provided!

Seating is Limited - PLEASE REGISTER! Call: (510) 522-0414

# ACB's "The Nutcracker"

This holiday season prepare to be transported on a magical journey with Clara and the Nutcracker Prince. From the heroic battle against the Mouse King, travel through the Land of the Snowflakes and on to the Kingdom of the Sweets. There you will meet the Sugar Plum Fairy and be entertained by the wonders of the Land of Enchantment.

Choreographed by Artistic Director Abra Rudisill with gorgeous costumes and beautiful sets - all to the classic Tchaikovsky score - this is a production sure to bring out the child in all of us. Whether this is your first time seeing a Nutcracker production or it is a time honored holiday tradition, make ACB's 7th Annual Nutcracker part of your holiday festivities.

Alameda Civic Ballet is delighted to welcome back special guest stars Ethan and Nikki White, finalists in Paula Abdul's "Live to Dance". Ethan and Nikki will dance the roles of Snow Queen and King as well as the Arabian couple. Joining them will be other Bay Area guest artists as well as a cast of over one hundred dancers ranging in age from three to sixty. Go to [www.AlamedaNutcracker.com](http://www.AlamedaNutcracker.com) for show and ticket information.

**Saturday, December 17, 2011 at 2 PM**

**Sunday, December 18, 2011 at 2 PM**

Kofman Theater - 2200 Central Avenue





# PSBA Calendar of Events - December 2011

**Tue,** City Council  
**Dec. 6** 7:00pm - City Hall

**Wed,** PSBA HOLIDAY DINNER  
**Dec. 8** 6:00pm - 9:00pm  
Elks Lodge

**Tue,** Econ Revi Committee  
**Dec. 13** 8:30am - PSBA Office

**Tue,** Membership Committee  
**Dec. 13** Noon - PSBA Office

**Fri,** *Deadline:* Articles for  
**Dec. 16** PSBA Newsletter

**Tue,** Promotions Committee  
**Dec. 20** 8:30am - PSBA Office

**Tue,** City Council  
**Dec. 20** 7:00pm - City Hall

**Fri,** *Happy Holidays!*  
**Dec. 24** PSBA office closed

**Sun,** CHRISTMAS DAY  
**Dec. 25**

**Mon,** PSBA office closed  
**Dec. 26**

**Fri,** PSBA office closed  
**Dec. 30**

**Sun,** NEW YEAR'S DAY  
**Jan. 1**

## Home Service?

Does your business make home deliveries or provide home appointments? The PSBA office is compiling a list for a future newspaper feature. Contact Stephanie at 523-1392 or [parkstreet1@comcast.net](mailto:parkstreet1@comcast.net) to provide your service details.



**PARK STREET**  
Business Association  
2447 Santa Clara Ave., #302  
Alameda, CA 94501  
[www.ShopParkStreet.com](http://www.ShopParkStreet.com)  
(510) 523-1392  
[parkstreet1@comcast.net](mailto:parkstreet1@comcast.net)

**You're Invited!**

## PSBA Holiday Party

### Elk's Lodge

2255 Santa Clara Ave

**Thursday, December 8**

**6:00 - 9:00 p.m.**

**Come One, Come All**

Dinner - Awards - Live Music - No Host Bar

To request a Vegetarian Dinner, call (510) 523-1392 by Dec. 6