

Straight FROM THE Street

The Newsletter of the Park Street Business Association

January 2011

2011 What's In Store!

2011 is shaping up to be a big year for the Park Street District.

Of course our three street events will continue; bigger and better than ever. The Spring Festival, the Art & Wine Faire, and the Classic Car Show will continue to bring visitors to the District. To view the 2011 schedule please see the article on page 2.

Other projects are scheduled to take off in 2011. The biggest and most anticipated is our Streetscape phase II. The streetscape is scheduled to break ground in the spring of 2011. The project will include the removal of the old cobra headed street lights and all the old trees between Central and San Jose Avenues. There will also be a little work done between Times Way and Lincoln Ave. to remove the old trees and the remaining cobra lights. In place of the old will be the new. New trees whose species are compatible with the urban setting they will be planted in, and new street lights matching the lights already in place on the 1400 block and most of the 1500 block of Park Street. When the new lights are installed and turned on, we're pretty sure you'll be able to see Park Street from space. They will, at least, light up

the 1300 and 1200 blocks of Park Street.

New wrinkles in the CC zoning ordinance will go into effect. Most notably, allowing tattoo studios on the second floor of buildings as a permitted use. The North of Lincoln zoning ordinance will also go in to effect. This new ordinance will deal with form much more than specific uses. The ordinance goes into great detail of how new buildings should look and how they should be used, especially when it comes to future parking. In a nutshell, no more parking lots facing the street. Buildings will be flush with the sidewalks and future parking areas will be relegated to the back of the buildings. This will establish a "clean" look to the area of Park Street north of Lincoln.

One other project you'll see us working on is the removal of old gum from our sidewalks. PSBA purchased a gum extractor and our maintenance team is working on all the old spots of gum throughout the District. It's slow going but we'll keep on the job until all the old gum spots have been treated by our machine.

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

Renee Kellogg
865-6375

Evelyn Kennedy
748-1120

Donna Layburn
865-1500

Slavka Thomson
522-3567

Committee Chairs

Design
Scott Erwen
865-5565

Economic Revitalization
Steve Busse
415-336-4703

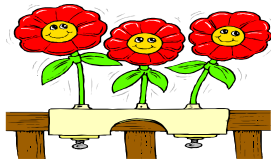
Promotions
Duane Watson
522-8811

Membership
Terry Mitchell
523-5717

Mark Your Calendars 2011 Events

Mark your calendars for the 2011 PSBA special events!

These annual events offer unique opportunities for you to participate and to promote your business. Additional information about the events will be available in upcoming newsletters.



May 7 and May 8:

11th Annual Spring Festival

This annual event is the same weekend as Mother's Day and attracts over 50,000 visitors. The event will run from 10:00 a.m. to 6:00 p.m. both days.



July 30 and July 31:

27th Annual Art & Wine Faire

This is our most popular event, attracting over 100,000 people to the Parks Street Business District. It also runs from 10:00 a.m. to 6:00 p.m. both days.



October 8:

18th Annual Classic Car Show

The one-day show revs up on Saturday from 10:00 a.m. until 4:00 p.m. It attracts 400 cars and 30,000 spectators.

December Mixer

Thank you to all our members who brought donations for Toys For Tots and for the Alameda Food Bank. Our raffle also raised \$226 for Alameda's Meals on Wheels.

Many thanks to our entertainment: the band for providing a nice selection of holiday music and Terry Mitchell for his amusing poem and participatory skit. We'd also like to thank Joe Nickaloff and the entire staff of Alameda Best Catering for being terrific hosts and providing a delectable turkey dinner.

Thanks To:

**Alameda Best Catering, Bank of Alameda,
Alameda Podiatry Group, Ole's Waffle Shop,
Park Street Antiques, Pillow Park,
and Scott's Shoes**

For Providing Raffle Prizes

Next PSBA Mixer:

January Mixer

La Penca Azul
(formerly La Pinata)

1440 Park Street

Wednesday, January 19, 2011

5:30 p.m - 7:00 p.m.

No Host Bar - Hors D'oeuvres



Please remember to bring a business card for our door prize drawing.

To donate a door prize, please bring it to the mixer or call the PSBA office.

Alameda Best Catering

August 1, 2010 heralded in a new era at the Elks Lodge. Alameda's Best Catering took over all catering events at the Lodge and re-opened the Mahogany Room Café which is open to the public for lunch Monday thru Saturday from 11:30 am – 2:00 pm with a brand new, extensive and moderately priced full-service restaurant lunch menu featuring burgers, melts, salads, hot and cold sandwiches, lunch omelets and egg dishes, appetizers and much more.

Joe, Jean and Ray Nickaloff are the owners of Alameda's Best Catering and boast a collective experience of over 50 years owning, operating and managing full-service restaurants throughout California including four Capitola Grilles/Lyon's Restaurants and Alameda's own Bayside Grille. Joe and Ray are accomplished chefs with decades of food service operation and menu development experience. They are well-versed in all of the common ethnically-themed menus including, but not limited to, Italian, Polynesian, Caribbean, German, Pilipino, French, Mexican, BBQ, Breakfast, Brunch, Continental, Hors d'oeuvres and Weddings. They have hundreds of proprietary recipes for just about any conceivable menu request. If you want it, they know how to make it.

They have extensive experience in catering both on-site and off-site events of all sizes from small intimate gatherings to large corporate, family and social get-togethers. The largest event that they regularly handle is a conference of 1,200+ people for a church organization in Fremont, CA.

Alameda's Best Catering is locally owned and the Nickaloffs are well connected to Alameda's business, charitable and social organizations which should generate a lot of event rentals at the Elks Lodge.

The Nickaloffs are very excited about bringing their catering skills and restaurant expertise to the Alameda Elks Lodge. "Our goal is very simple," said Joe Nickaloff. "We plan to offer a wide variety of great food from all cuisines at reasonable prices with great service for the Elks and all the other groups renting the Elks fantastic facilities for special events." Add to that the Nickaloff's reputation for friendliness, flexibility and culinary expertise and you have a great recipe for some fun times in store for everyone. "We are confident that Elks members and the public will respond well to our unique brand of foodservice," Nickaloff continues, "We are well aware that in this economy, people are looking for great food and a great value. It is our intention to give them both. The buzz has already started and we are booking events at a rapid pace."

So come on into the Mahogany Room Café for lunch and see what all the talk is about. Also, tell your friends and acquaintances that Alameda's Best Catering is the new caterer for the Lodge and they should call to book their special events right away.

If you have any questions, comments or suggestions please contact Joe Nickaloff at 510-681-1180 or jnickaloff@aol.com. The address for the Elks Lodge is 2255 Santa Clara Avenue, Alameda, CA 94501.

PSBA Awards



The 12th Annual PSBA Awards were presented at the PSBA Holiday Party. Certificates were awarded in 5 categories.

Congratulations to the following PSBA members!

PSBA Member(s) of the Year:
Rob & Tracy McKean

Retail Business of the Year: (tie)
Lee's Auto Supply
Alameda Bicycle

New Business of the Year:
Churchward Pub

Professional Business of the Year:
Edward Jones
Investments

Culinary Business of the Year:
Scolari's Good Eats



Welcome New Businesses!

Kelly Sharp, LMFT
1516 Oak Street, #313

Kayla T. Le, CPA
1516 Oak Street #103

Welcome New Owners!

Subway Sandwiches
Harjinder Dhesi LLC
1407 Park Street

Woori Market
Tae Yong Lee & Sung Yun Lee
1241 Park Street



How To Choose A Financial Professional



As you navigate the financial world, you'll most likely deal with a wide array of investment choices, constantly changing tax laws, estate-planning issues and other areas. And then, to make things even more complex, you'll have to consider your own risk tolerance, time horizon and individual goals. If you're like most people, you don't have the time and expertise to create, monitor and adjust your investment strategy by yourself, so you'll need to get some help. But how can you choose a financial professional who is right for your?

You'll need to do some research, possibly by interviewing a few candidates. Here are a few questions you may want to ask:

- Do you have experience working with people like me? Ideally, you'd like to work with someone who has experience in helping people like you — that is, people with similar income and asset levels, family situations, goals and so on. The more familiar a financial professional is with people like you, the better that person will be at helping you identify the appropriate investment moves.
- Do you have a particular investment philosophy? Look for someone with a thoughtful, reasoned philosophy on investing. As a general rule, be suspicious of anyone promising you big, quick gains. The best financial professionals seek to help their clients achieve positive long-term results through disciplined, persistent and sensible investment moves.
- How often will you communicate with me? If you're going to entrust your hard-earned financial resources with someone, you'll want that person to communicate with you regularly as to how you're doing and what changes you may need to make. How often will you receive investment statements? How many times a year will you meet to review your progress? Can you have face-to-face consultations whenever you need them? These are the types of questions you'll want to ask any prospective financial advisor.
- Will you be my primary contact? If you seek a one-on-one relationship with a financial professional, you'll want that person to be your main contact, if not your exclusive one. You deserve the attention and expertise of a financial professional, so if you're interviewing someone who seems as if he or she might try to "pass you along" to subordinates in the office, keep looking.
- What services do you offer? If you want your financial professional to help you create a unified investment strategy, you'll also want that person to help you implement it — which means he or she needs access to a full range of investment and money management products and services.

How are you paid? Financial professionals are compensated in any of a number of ways. They may work on a fee-only basis, with the fee either agreed upon in advance or based on the level of assets under management. And some financial professionals work in a combined fee-and-commission arrangement. From an investor's point of view, one method of compensation may not be "better" than the others; nonetheless, it's important for you to fully understand how your financial advisor will be paid. By doing your homework in advance, you can develop a solid relationship with a qualified financial professional — someone who will be with you far into the future.

**Provided by Deb Knowles, your Edward Jones Financial Advisor
located at 1336 Park St, Suite D; 510-749-0403**

\$\$ SALE \$\$

CAR SHOW T-SHIRTS

\$\$ SALE \$\$

Commemorative t-shirts from the 17th Annual Classic Car Show are available at **Lees Auto Supply** for only \$7.50 each or \$10 for two. This might be the best buy on the street. Get one (or two) before they are gone!

Avoid Pain in the Drain

Here's a tip to avoid unexpected expenses and annoying kitchen drain back-ups in your home or business. You'll save water and you won't find yourself trying to find a plumber on a holiday! It's simple: keep kitchen grease, cooking oil, and food scraps out of the drain. As you clean up after special meals, remember that many of the holiday seasons' delights contain fats, oils and grease that cling to pipes and street sewer lines and can cause clogs. Those clogs can lead to sewage backing up indoors or in city streets.

Here's what you can do to avoid pain in the drain and in your pocketbook. When cleaning up after meals, first scrape food scraps and grease off plates, pots and pans — scrape them into the garbage or kitchen scrap recycling bin — and then wash them or load the dishwasher. Scraping before you wash helps avoid clogs from cooking fats.

You can order a free plate scraper and get more information about proper cooking grease disposal at www.ebmud.com/cleanbay. For large quantities of leftover oil from turkey fryers and other deep frying, residents may drop it off for FREE at the bin located at EBMUD's Wastewater Treatment Plant at 2020 Wake Avenue, Oakland, or call (510) 287-1651. If your business has collected grease, give us a call for your options. EBMUD recycles old grease into renewable energy, so you'll help generate renewable energy by dropping off your used grease!

Information on ways you can help protect San Francisco Bay is provided by the East Bay Municipal Utility District in partnership with Alameda and with the San Francisco Baykeeper. Together we can protect San Francisco Bay's swimmers and boaters, the marine ecosystem, and wildlife. A clean bay begins with you – everyday choices you make can help you and protect the Bay.

Alameda Business Update

The City of Alameda Economic Development posted the second issue of *Alameda Business Update* on their website. The electronic retail newsletter includes economic reports, new business openings, commercial real estate opportunities, and links to our business associations.

The newsletter will be prepared quarterly with special editions as needed. The newsletter can be found on the City's website at this address:

<http://www.ci.alameda.ca.us/business>

If you have ideas for future stories, or if you have a vacant property that you would like featured, please contact Rosemary Valeska of Economic Development at 510-747-6891 or rvaleska@ci.alameda.ca.us.



E-mail Request

PSBA wants to send you relevant information, news, and opportunities -- including important and timely messages from the City and other sources. But we can't forward them without your email address.

Currently, we have only 100 valid email addresses for our 400+ members. We promise not to send too many emails. We also promise not sell your addresses or give them out to anyone.

So that you can be quickly added to the PSBA email distribution list, please call the PSBA office at (510) 523-1392 to give Stephanie your email address, or better yet, send an email to: parkstreet1@comcast.net

Holiday Trimmings

Thanks to the City of Alameda, holiday cheer was brought to Park Street during the weekends of December. Shoppers and merchants alike were delighted by the holiday entertainment. Favorites included the Tap Dancing Christmas Trees, the Harmony Fusion Chorus and The Fabulous Flugelhorns. And of course, the kids loved Santa!

Some of the district's businesses got into the spirit by decorating their windows. Thank you for your participation!



"The Patch"

Promote your business through the new "Alameda Patch." It's free!

Alameda Patch is creating a comprehensive directory of Alameda businesses. You can "claim" your listing at www.alamedapatch.com to upload photos, flyers, and additional information about your business. If you find you're not yet listed in the Alameda Patch directory, please send notice to eve@patch.com.

Shop-4-Education

Alameda Education Foundation launched a new [Shop-4-Education](#) program. Through this program, businesses can raise funds for AEF programming through special business promotions. From fashion to fitness, photography to handyman work, even mortgages and legal services, this program features a wide array of opportunities for PSBA members.

Your participation will attract conscientious shoppers who support businesses and organizations that support the vital work of the Alameda Education Foundation. Participating merchants in the Park Street Business District currently include Raintree Studios, Angela's Bistro & Bar, and Alameda Market Basket. Help grow this list! If your business or organization would like to join AEF's Shop-4-Education Program, please visit AEF's website at www.alamedaeducationfoundation.org/ways-to-give. If you would like more information about the program, you can call the AEF office at (510) 337-7189.

Who is AEF?

The Alameda Education Foundation is made up of people like you who give generously to provide vital programs in art, music, drama, sports, science, technology and much more! We believe that thriving schools are essential for a desirable community.

PSBA on Facebook and Twitter

The Park Street Business Association now has a presence on *Facebook* and *Twitter*. Our goal is to help your business stay connected to new and current customers by posting your events and announcements in our feeds. If you have something that you would like us to share with our PSBA followers, please call Stephanie at (510) 521-8448 or send it to parkstreet1@comcast.net.

If your business has your own Facebook or Twitter account, you can connect with the PSBA pages so that we can "share" or "retweet" your latest announcements.

To find us on Facebook, search "Park Street Business Association".

Our Twitter username is: [@ShopParkStreet](#) or search "shopparkstreet" You don't have to have a Twitter account to see what we're posting. Just go to <http://twitter.com/ShopParkStreet>.



Are you interested in starting a Facebook fan page or Twitter account to promote your business? You can learn how to use these sites by reading the short guides found at www.mashable.com/guidebook. By the way, the Mashable website is a great source for businesses that want to integrate social and digital technology and for learning more about the web culture.

Free Promotion

Merchant Directory

For most people, the internet is today's source for locating businesses. The PSBA website, www.shopparkstreet, is listed in our ads and serves as a portal to your own website.

We want to remind everyone that each member has a page of their own in the Merchant Directory on the PSBA website. Most of the pages only list the name, address, and phone number. But we can make your page much more appealing and interesting, plus provide a link to your webpage. Examples of businesses who've taken the time to work with us to upgrade their PSBA page are Alameda Orthopedic Footcare Center; Robert G. Neumann, Accounting Services; and Silk Road.

If you'd like to upgrade your page after looking at the examples, contact Stephanie at (510) 523-1392 or e-mail your business description and website address to: parkstreet1@comcast.net



This Week's Happenings

Is your business having an event that you would like posted on the PSBA website? Did your business receive any special awards or recognition that you would like to share with our viewers? Email a short description (include date, time, and location for events) to parkstreet1@comcast.net.

For examples, see the current postings on:

www.shopparkstreet/news

**"Are You Reading
The Newsletter Quiz?"**

Answers to last month's questions:

- 1. Jacob Marley 2. Max 3. Macy's
- 4. Meet Me in St. Louis 5. Coca-Cola

January is full of football frenzy as teams vie to make it to the Super Bowl. So here's a sports quiz in preparation of the February 6 event.

1. Who holds the Super Bowl record for the most yards receiving in one game?
A. Lynn Swann B. Michael Irving C. Jerry Rice D. Art Monk
2. Who holds the career Super Bowl record for fumbles?
A. Len Dawson B. Joe Montana C. Roger Staubach
D. Terry Bradshaw
3. Who had the most interceptions in one Super Bowl?
A. Larry Brown B. Willie Brown C. Willie Wood
B. D. Rod Martin
4. Who was the first defensive player to be named Super Bowl MVP?
A. Chuck Howley B. Jake Scott C. Rod Martin
D. Willie Wood
5. Who is the only coach to lead a team to four consecutive Super Bowl appearances?
A. Don Shula B. Vince Lombardi C. Marv Levy
D. Chuck Noll
6. BONUS QUESTION: Are you really reading the newsletter?
Where will the January Mixer be held?
A. C'era Una Volta B. La Penca Azul C. Ole's Waffle House
D. Tomatina's

Good luck to all of you! Entries with all the answers correct will receive a gift certificate from Café Fudgelato.



Everyone who submits answers will be entered into a drawing for a special prize. So, even if you don't have all the answers, please email, fax, or deliver to the PSBA office by December 20.

**Good Luck!
We Are Trying
To Trick You.**

**Phone Numbers &
Addresses To Remember**

PSBA Office
523-1392
Fax: 523-2372
Email:
parkstreet1@comcast.net

Police Department
337-8340

Fire Department
337-2100

Mayor Marie Gilmore
747-4701

City Council Members
747-4800

Sue Russell
Economic Development
747-6894

Public Works
749-5840

Maintenance Services
747-7900

Planning Department
747-6850

Building Department (Permits)
747-6800

Alameda Municipal Power
748-3901

Alameda Free Library
747-7777



PSBA Calendar of Events - January 2011

December 31 PSBA OFFICE CLOSED
January 1 *Happy New Year!*

January 4 Econ Revi Committee
 8:30 a.m. - PSBA Office

January 4 City Council Meeting
 7:00 p.m. - City Hall

January 11 Membership Committee
 Noon - PSBA Office

January 17 PSBA OFFICE CLOSED
 Martin Luther King Day

January 18 City Council Meeting
 7:00 p.m. - City Hall

January 19 *Deadline:*
 Articles for PSBA
 Newsletter

January 19 PSBA Mixer
 5:30 p.m. - 7:00 p.m.
 La Penca Azul

January 20 Promotions Committee
 8:30 a.m. - PSBA Office

January 26 PSBA Board Meeting
 8:15 a.m. - PSBA Office



2447 Santa Clara Ave., #302
 Alameda, CA 94501
 www.ShopParkStreet.com
 email: parkstreetl@comcast.net



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