

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

November 2011

## Streetscape Update

The City of Alameda is proceeding with **Phase 2** of the Park Street Streetscape project. The project area includes two sections of Park Street: Lincoln Avenue to Webb Avenue, and Central Avenue to San Jose Avenue.

**A public meeting will be held on Wednesday, November 9, at City Hall Council Chambers from 6:30pm to 8:30pm.** At this meeting City staff will explain the project, listen to community feedback, and explore options to improve the project that are within the parameters of the City's Master Street Tree Plan.

The streetscape project is scheduled to be completed by March 2012. The work will consist of the installation of street trees, street lights, accessible curb ramps, bike racks, bus shelters, and parking meter pay stations, as well as the reconstruction of portions of curbs, gutters, and sidewalks.

There will be no work on the weekends. Construction work hours will be restricted from 9:00am to 4:00pm, Monday through Friday. Motorists and pedestrians may experience minor disruptions in traffic as well as minor increases in noise level and dust during construction. **Bus stop access and access to businesses will be maintained throughout the project duration.**

The goals of the streetscape project are to improve the street for pedestrians, bicyclists, bus riders, and automobile drivers and include these basic elements:

- Replant 60 trees for the 31 removed. The new trees will be a variety of species and size.
- Remove 62 parking meters and replace with 8 parking kiosks.
- Add 12 bicycle racks (there is only 1 now).
- Add 2 bus shelters on each side of Park Street south of Encinal Ave.
- Replace 11 existing cobra-head street lights with 38 dual-lamp historic street lights.
- Repair areas of sidewalk that have been raised by tree roots, posing tripping hazards.

The City provided the following work schedule (subject to rain delays):

**Oct 24 - Nov 19, Webb to Lincoln:** trenchwork; installation then removal of street lights

**Nov 8 - Dec 12, San Jose to Encinal:** trenchwork; sidewalk work; replacement of old trees

**Jan 3 - Feb 1, Encinal to Central:** trenchwork; sidewalk work; replacement of old trees

**Feb 2-23, San Jose to Central:** installation then removal of street lights; installation of bus shelters, parking meter kiosks, and tree plantings

More information can be found at [www.cityofalameda.gov/City-Hall/Park-St--Streetscape-Project](http://www.cityofalameda.gov/City-Hall/Park-St--Streetscape-Project). If you have any questions about the Park Street Streetscape Project, please contact Robb Ratto in the PSBA office at (510) 523-1392.

### 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**  
522-8811

**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 what 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**

Don't forget PSBA has holiday lights available for your windows. We're attempting to make the Park Street District look as festive as possible during the most important selling time of the year.

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 October mixer and board elections. We had a great turnout at C'era Una Volta and Rudy and Cheryl treated us to a fabulous selection of Italian pastas and cheeses.

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

Thanks To:

## C'era Una Volta

*For Hosting the Mixer*

**C'era Una Volta, Isadora Alman,  
Jeff Cambra, Localize It!,  
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:

## November Mixer

# Gold Coast Grill

1901 Park Street

Wednesday, November 16, 2011

5:30pm - 7:00pm

Hors D'oeuvres - No Host Bar



Please remember to bring a business card for our free door prize drawings.  
To donate a prize, please bring it to the mixer or call the PSBA office.

*Mixers are held the third Wednesday of each month.*

# Great Turnout at Car Show

The weather was gorgeous, the cars were fabulous, and more people than ever flocked to the District to view Park Street's 18<sup>th</sup> Annual Classic Car Show.

We couldn't run such a successful car show without the hard work and dedication of the **Crankers Car Club**. A number of car club members serve on the committee to plan the event and on the day of the show over 30 volunteers hit the street starting at 4:00am. The volunteers chalk the parking spaces, run the registration, and ensure the 420+ cars are all parked properly in their assigned spaces. Our heartfelt thanks go out to the Crankers for a job well done again this year.

We'd also like to thank the Chair of the Event, Duane Watson of **Lee Auto Supply**, for his never wavering commitment to the show and to the Park Street Business Association. He's been the driving force behind the event since its inception and we want him to know how much we appreciate his efforts.

## New Contract for Street Maintenance

With the loss of funding from the city's redevelopment agency, PSBA has suspended our district maintenance department (one person working 4 days a week).

The City sent out a RFP and received an acceptable bid by Universal Building Services (UBS) in late September.

UBS took over the maintenance of the District on October 1. They work on Park Street south of Lincoln 5 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 (Monday, Wednesday, and Friday). 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.



## Customer Appreciation Day

This past Saturday's Customer Appreciation Day in the Park Street District was received with plenty of smiles. Many shoppers commented that they were really pleased that the District was doing something like this. And the feedback from the participating merchants was also very positive.

Most shoppers found out about the day from our full page ads and from the email blasts that individual businesses sent out.

Google Analytic stats for the PSBA website showed that during the first week of November, it was the first time that the "News" page (where all the businesses were listed) had more views than our homepage!

Thank you to the 70 businesses that participated this year! The next one is sure to be bigger and better!

# 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.



## Welcome New Businesses!

### Brooks Dubin LLP

1516 Oak Street #203

### Malay Asian Express

1363 Park Street

### Poppy Red Flowers

1428 Park Street

### Speedy Inspections

1726 Park Street

### Spice I am

1353 Park Street

### Associate Member:

### Tracy Zollinger, L.Ac.

2424 Blanding Ave #102

# City Dept. News Bits

## City Survey for Website

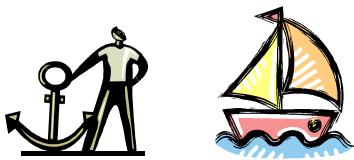
The City Manager's office is conducting an online survey about the City of Alameda's website.

The City of Alameda's website is a work in progress and City Hall intends to improve the site and make it a more user-friendly, effective, and interactive information source for the people of Alameda.

The survey is available here:

<https://www.surveymonkey.com/s/AlamedaWebsite>

The survey will conclude on Wednesday, November 16, 2011.



## America's Cup Website for Businesses

For those interested in doing business with the America's Cup sailing competition, event organizers have set up a site where business and contracting opportunities will be announced.

It is likely that the first posts will start to appear once the environmental review is concluded, which may happen before the end of 2011.

For those looking for a job at America's Cup, positions are already being posted.

This site has more information: [www.americascup.com/connect](http://www.americascup.com/connect)

## Commercial Fire Inspection Program

AFD is renewing the commercial inspection program beginning October of 2011. 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.



## Commercial Lighting Pilot Program

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 with 90 days of AMP approval
- program will run 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: [mowens@alamedamp.com](mailto:mowens@alamedamp.com) or 748-3947.



# Smoking Ordinance

On November 1, the Alameda City Council heard and passed the first reading of the proposed second-hand smoke ordinance. More than 30 community members attended the meeting to discuss the ordinance. The Council and the vast majority of speakers expressed support for the ordinance and raised concern over four specific points. City Council directed staff to amend the ordinance to address these four points:

1. Add language prohibiting smoking in units of existing condominiums and other common interest complexes.
2. Remove language specifically pertaining to off-street outdoor patios of bars and taverns, thereby maintaining the status quo under state law.
3. Add language in the ordinance declaring secondhand smoke a nuisance.
4. Remove e-cigarettes from the definition of smoking.

The City Council also asked staff to research whether the ordinance can be extended to Alameda's beaches.

A public hearing for the second reading of the ordinance will be held at the City Council meeting of November 15, 2011. If approved, the ordinance will go into effect on December 15, 2011, and regulate smoking in places of employment, outdoor public places, and multi-unit housing.

The City is seeking additional input from the community and encourages your participation. Please join us at the November 15<sup>th</sup> meeting or submit your input to Terri Wright at [twright@ci.alameda.ca.us](mailto:twright@ci.alameda.ca.us).

The draft ordinance and staff report that was presented to the City Council and additional information is available on the City's website at:

<http://www.cityofalamedaca.gov/Residents/Secondhand-Smoke-Policies>.

## Theatre Recycling Program

Popcorn is compostable and so are movie popcorn bags and soda cups. The Alameda Theatre & Cineplex has implemented a new recycling program in partnership with StopWaste, for disposal of movie snacks. Organic waste receptacles are now servicing all 8 movie theatres and will divide items for compost, trash or recycling.

Alameda County Industries (ACI) worked with the Theatre in organizing the program and has supplied a special organic dumpster which they collect weekly and take to a composting facility. The Theatre is now recycling and/or composting 70-80% of theater trash.

For more information about cost-saving recycling programs available for your business, visit the StopWaste.org website.

## Alameda Police Activity Log Available Online

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 public report also excludes confidential and sensitive information such as sexual assaults, child abuse, and domestic violence.

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 residents and patrons, 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**.

# "All Together Now"

Eat, Drink and DANCE the night away at Alameda's Most FABulous Party of the year!!

Great food, Great performances, Great fun and a GREAT cause!

The Alameda Education Foundation supports vital programs in art, music, drama, sports, and much more!

Head on over to the **Historic Alameda Theatre** on Thursday November 10 - Doors open at 6:30!

The evening features:

- **The Sun Kings** Beatle tribute band joined by **Alameda Student Musicians** performing "Sgt. Pepper's Lonely Hearts Club Band".
- **Pete Fletcher's** Hand Picked Oldies Dance Party
- Special guest appearances by a cappella group "**Talk of the Town**" and Alameda's **Dance 10** dancers.
- Amazing auction items including a trip to Maui, a Tahoe cabin vacation, a week's stay in a San Diego cabin during the America's Cup and more!

Tickets: \$40 in advance (\$50 day of event); available at Daisy's and Gallagher & Lindsey, or online at [www.alamedaeducation.org](http://www.alamedaeducation.org)

# 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 ACBs 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.

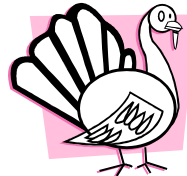
**Saturday, December 17, 2011 at 2 PM**  
**Sunday, December 18, 2011 at 2 PM**  
 Kofman Theater - 2200 Central Avenue



# "Are You Reading The Newsletter?" Quiz

Answers to last month's questions:

- 1. Snickers    2. William Shatner    3. Turnips
- 4. Werewolf    5. None    6. All



November brings us plenty to be thankful for... including a Thanksgiving quiz:

1. Which song was originally written for a Thanksgiving program?  
 A. Jingle Bells    B. Deck the Halls    C. Silent Night  
 D. None of them
2. Who was in favor of making the turkey our National Bird?  
 A. George Washington    B. Benjamin Franklin  
 C. John Smith    D. Pocahontas
3. What do you call the bright red thing that hangs under a turkey's chin?  
 A. a snood    B. a wattle    C. a beard    D. swag
4. Which of these dishes was not served at the first Thanksgiving feast?  
 A. popcorn    B. a roasted goose    C. fish    D. pumpkins
5. Where was the turkey first domesticated?  
 A. United States    B. Canada  
 C. Spain    D. Mexico and Central America
6. BONUS QUESTION: Are you really reading the newsletter?  
*How can you get a fire pre-inspection checklist?*  
 A. Call the PSBA office    B. Email the PSBA office  
 C. Call the Fire Department    D. All of the Above

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

And everyone who submits a completed quiz will be entered into a special drawing at the end of the year — even if you don't get all the answers right. So email, fax, or deliver the completed quiz to the PSBA office by November 16.



*We're Trying to Trick You!*

## Phone Numbers & Addresses To Remember

### PSBA Office

Phone: 523-1392

Fax: 523-2372

Email:

parkstreet1@comcast.net

### Police Department

337-8340

### Fire Department

337-2100

### Public Works

#### Administrative

(street cleaning, garbage)

747-7930

### Public Works

#### Maintenance Services

747-7900

### Alameda Municipal Power

748-3901

### Economic Development

#### Sue Russell

747-6894

### Planning Department

747-6850

### Building Department

(Permits)

747-6800

### Alameda Free Library

747-7777

### Mayor Marie Gilmore

747-4701

### City Council Members

747-4800



# PSBA Calendar of Events - November 2011

**Tue,  
Nov. 1** City Council  
7:00pm - City Hall

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

**Tue,  
Nov. 8** Membership Committee  
Noon - PSBA Office

**Wed,  
Nov. 9** **STREETSCAPE MTG**  
6:30pm - City Hall

**Fri,  
Nov. 11** **VETERANS DAY**

**Tue,  
Nov. 15** Promotions Committee  
8:30am - PSBA Office

**Tue,  
Nov. 15** City Council  
7:00pm - City Hall

**Wed,  
Nov. 16** **PSBA MIXER**  
5:30pm - 7:00pm  
**Gold Coast Grill**

**Fri,  
Nov. 18** *Deadline: Articles for*  
PSBA Newsletter

**Thur,  
Nov. 24** **THANKSGIVING**  
PSBA office closed

**Fri,  
Nov. 25** PSBA office closed

**Wed,  
Nov. 30** PSBA Board Meeting  
8:15am - PSBA Office

## Home Delivery?

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



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)

## COMPOCLAY™ Turns One

Thursday, November 17, 2011

5p - 8p

CompoClay Showroom and Resource Center  
60 Post Street, San Francisco

Hors d'oeuvres and refreshments provided  
Raffle prizes and giveaways  
Open to the public

[www.compoclay.com](http://www.compoclay.com)



CompoClay is offering 50% off their entire stock for this special occasion, including their Alameda location!