

Straight FROM THE Street

The Newsletter of the Park Street Business Association

October 2011

Classic Car Show Revs Up Park Street

The 18th Annual Park Street Classic Car Show takes place this year on Saturday, October 8. More than 400 classic vehicles will be on display in Alameda's historic downtown district. Classic cars of every description will line Park Street between Encinal Ave and Buena Vista Ave -- Vintage Show Cars, Roadsters, Coupes, Hot Rods, Antique Muscle Cars, and more. Most of the cars come from those magical decades -- the '50s and the '60s. But there will also be plenty of classics from the '20s, '30s, and '40s along with muscle cars from the '70s.

The free event runs from 10:00am to 4:00pm and is fun for the whole family. Entertainment and prizes will be available and DJs will be spinning oldies from the '50s and the '60s.

Beyond the 400 car owners, we expect over 15,000 visitors to the District during the show. Visitors to the show will be encouraged to "Shop Park Street" and peruse the unique collections of our fine stores and enjoy the tasty fare of our fabulous restaurants. This is a great opportunity for our members to take advantage of before the holiday shopping season begins. We always suggest you run specials, put inventory on the sidewalk, do a special window, or whatever you think will bring the visitors into your business.

Coinciding with the Park Street Classic Car Show, **Alameda Bicycle** is hosting a Classic Bike Show. New this year... the **Alameda Marketplace** will be hosting an assortment of food booths, music, and fun in their nearby parking lot. As always, **Dog Bone Alley** will be the official animal watering station of the Classic Car Show and **Bike Alameda** will be providing free secure bike valet.

The Park Street Classic Car Show is hosted by the **Crankers Car Club** and is sponsored in part by **Lee Auto Supply**. We thank them for their dedication to the show. Without their help, this annual event would never get off the ground. Last year, a national representative of the Mustang Club of America declared Park Street's Classic Car Show to be "the best that he has ever seen."

Customer Appreciation Day Set for October 22

Mark your calendars for a special promotion day in the Park Street District. This will be a great opportunity for your business to get noticed in full-page newspaper ads and in special announcements posted on various websites and email campaigns. Like the event in 2009, participating businesses choose a discount or incentive to offer that day and any advertising expense will be shared by the businesses. So the more businesses that participate, the less it will cost — we plan to keep the cooperative advertising under \$50 for each business. Last time there were over 40 businesses and we hope to make this year even bigger and better!

If interested in sharing in this promotional opportunity, contact the PSBA office at parkstreet1@comcast.net or (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

Promotions

Duane Watson
522-8811

Membership

Terry Mitchell
523-5717

We Want to Follow You!

The Park Street Business Association has a presence on *Facebook*, *Twitter*, and *Wordpress*. Our goal is to help your business connect with new and current customers.



If your business has a Facebook page, we welcome you to post announcements on our Wall. If you do not have a Facebook page, you can email announcements to parkstreet1@comcast.net



If your business has a Twitter account, follow "ShopParkStreet" so that we can follow back and "retweet" your latest news.

Alameda Printing Services

For all your printing and copying needs, see Wayne and Vicki at **Alameda Printing Services**.

They produce all of the PSBA event posters, produce and collate this newsletter (sometimes on impossible deadlines). They're quick and have reasonable prices. Go see them at 2408 Lincoln Ave or call them at (510) 521-0500.



Do you have any business tips or a success story to share?
For publication in a future newsletter, send your story to parkstreet1@comcast.net

Last Mixer

Thank you to all the PSBA members who attended the September mixer. We had a great turnout at La Penca Azul and were treated to a selection of traditional Mexican fare.

Congratulations to **Alameda Orthopedic Foot Care** for winning a business profile in the PSBA section of the Alameda Sun. Look for Peter's story soon.

Thanks To:

La Penca Azul

For Hosting the Mixer

**Alameda's Best Catering, Isadora Alman,
Bank of Alameda, Bead Inspirations,
Edward Jones Investments,
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:

October Mixer

C'era Una Volta

1332 Park Street #D

(Post Office Alley)

Wednesday, October 19, 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.

Park Street Streetscape Project

Good news! The City of Alameda is finally able to go forward with the second phase of the Streetscape Project on Park Street. Attached is a copy of the press release that will be delivered to the businesses located within the project areas.

The current work schedule provided by the City is as follows:

Project Area #1 (Park Street from Webb to Lincoln) --

Work will begin in mid October

Project Area #2 (Park Street from San Jose to Encinal) --

Work will start in Mid November

Project Area #3 (Park Street from Encinal to Central) --

Work will start soon after January 2, 2012

A more detailed schedule of work will be available soon.

If you have any questions about the Park Street Streetscape Project, please contact Robb Ratto in the PSBA office at (510) 523-1392.

Halloween

As in past years, the PSBA office will offer “Candy”, “No Candy” signs for our members. If anyone wants a sign please call the PSBA office no later than October 27.



PSBA Elections

The election for 2012 PSBA board positions is scheduled for October’s mixer to be hosted by C’era Una Volta. The PSBA Board of Directors has unanimously approved the following slate of officers and directors to appear on the ballot.

President
Lars Hansson

Vice President
Duane Watson

Treasurer
Rob McKean

Secretary
Bruce Reeves

Director
Vicki Summerfield

Director
Evelyn Kennedy



September 29, 2011
FOR IMMEDIATE RELEASE

Park Street Streetscape Project Commencing

The City of Alameda is proceeding with the next phase of the Park Street Streetscape project. The project limit is Park Street, from Lincoln Avenue to Webb Avenue, and from Central Avenue to San Jose Avenue. 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.

The project is funded by the Transportation and Community and System Preservation Federal funds, the West End Community Improvement Project Bond, Parking Lieu fees, and Parking Meter funds.

Construction is scheduled to begin in mid-October and be completed by March 2012. Construction work hours are restricted from 9 a.m. to 4 p.m., Monday through Friday. The contractor will keep one lane of traffic open at all times, but motorists 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. There will be temporary loss of on-street parking.

The City appreciates your cooperation and patience during this construction. Questions or information about the project should be directed to Shilpa Patel at (510) 747-7930.

ALAMEDA MUNICIPAL POWER - YOUR HOMETOWN ADVANTAGE

Low-Cost, Reliable, Green, and Community-Owned.

These are all key components of Alameda Municipal Power's public power formula. We're fortunate in Alameda to have a hometown "public power" electric utility—a not-for-profit, community enterprise dedicated to providing high-quality electric service and value to our customers and our community. Every day, every week, every year since 1887 when it was founded, Alameda Municipal Power has powered our days and nights.

From that morning cup of hot coffee to the late-night television news—and all the hours in-between—we keep the power flowing.

Just a generation or two ago, people still marveled at electricity's uses and improvements to their lives. After all, it wasn't until the 1940's that our country was fully electrified. And Alameda Municipal Power has powered our community since 1887!

Now we take for granted the contributions that electricity makes to America's economy and infrastructure. But just think about what a day without electricity would be like for you—and think how long that day would be for your children or grandchildren.

I want to take this opportunity to tell you a little about our electric system, which is known in the industry as a "public power" utility. It's one of about 2,000 utilities across the country that have been created as community-owned, hometown enterprises. They are operated by local governments as a public service, with the mission of providing electricity in a reliable manner, at a reasonable cost, and with proper protection of the environment.

The public power formula provides numerous advantages for our utility:

- We are driven by public service and purpose, not profit. This translates into lower rates and millions of dollars in economic value that stays in the community.
- We exist to serve you – our fellow citizens, friends and neighbors. We focus on customer satisfaction and available to the community we serve. Our loyalty is to our customers and our community – not stockholders.
- We help to make Alameda a good place to live, work and play. A portion of Alameda Municipal Power's revenue is directed back into the community to fund important services for the community through transfers to the City.
- We follow democratic principles, with a Public Utilities Board that has open meetings.
- We are accountable to you, our Alameda friends, neighbors, and businesses, not to a management and board of directors in another city, state, or country.

You can take for granted that Alameda Municipal Power will continue to provide low-cost, reliable electricity—and deliver it to you instantaneously, day or night. We appreciate your continued support of public power as an American tradition that works in the public interest here in Alameda.

Every year, we take part in a week-long national celebration of public power's hometown advantages. This year, as we enter our 125th year of service to Alameda, we're also celebrating the 25th anniversary of Public Power Week from October 2nd through 8th. We invite you to visit our website at www.alamedamp.com to learn more about your utility, our many programs to enhance customer value, and to see our brand new, short, and entertaining energy efficiency video series. We hope you'll join in our celebration.

Provided by Girish Balachandran, General Manager, Alameda Municipal Power

Mandatory Recycling Ordinances Feedback Is Needed



The City of Alameda is considering implementing a mandatory commercial recycling ordinance for all businesses as well as multi-family residences of five units or more. To receive input from commercial and multi-family sectors on the proposed regulation, the Public Works Department will hold four community meetings during the month of October.

Implementation of a mandatory commercial recycling ordinance is being considered as a means to reduce the City's GHG emissions in support of a Zero Waste Implementation Plan the City Council adopted in October 2010. Commercial recycling is already mandatory in many California jurisdictions, including the cities of San Francisco, San Diego, and Napa.

In addition to City efforts, the State and County are developing mandatory commercial recycling regulations that will affect businesses in Alameda (see next article).

You can be part of the solution! Come tell the City of Alameda what your business or property can realistically achieve in commercial recycling. Together we will review the options available to comply with the state regulations and find a workable, collaborative solution.

The meetings with the business and multi-family property owners will be held at City Hall, 2263 Santa Clara Avenue, Third Floor, City Council Chambers, as follows:

Wed, Oct 12, 9:00-10:00 a.m. - Business Community emphasis

Wed, Oct 12, 6:30-8:00 p.m. – Multi-Family emphasis

Wed, Oct 19, 9:00-10:00 a.m. - Business Community emphasis

Wed, Oct 19, 6:30-8:00 p.m. – Multi-Family emphasis

Questions or comments on meeting details should be directed to Maria Di Meglio at (510) 747-7930, or on the City's website at: <http://www.cityofalamedaca.gov/Go-Green/>

StopWaste.Org is considering a mandatory recycling ordinance that would require all **Alameda County** commercial businesses and multi-family residents (i.e. apartments, condominiums, etc.) to segregate recyclable and organic materials for recovery.

This proposed ordinance would help to achieve the Agency's goal of diverting 90 percent of readily recyclable materials from landfill, and help to implement the state's draft mandatory commercial recycling regulation, scheduled to be in effect July, 2012.

To learn more, we invite you to read the concise 2-page overview of the proposed mandatory recycling ordinance features found at:

http://www.stopwaste.org/docs/mandatory_recycling_summary_8-10-11.pdf

We are very interested in hearing local business feedback on the proposed mandatory recycling ordinance parameters under consideration. Please take the short survey found at:

<http://www.surveymonkey.com/s/FKB7KKX>

Stakeholder feedback is due by October 15, 2011. *Your time is valuable and we appreciate your feedback.*

"Miss Alameda Says Compost!"

M.A.S.C. ("Miss Alameda Says Compost!") is officially a year old. Jessica's program is helping the city of Alameda reach it's environmental goals. The MASC program does this by helping restaurants in Alameda use all the services offered in the city by our local garbage hauler, ACI (Alameda County Industries). The MASC program provides free training, free color-coded bins (for compost and recycle), and also helps businesses save money on their overall garbage bill.

MASC Restaurant Crawl, October 16th from 1pm-4pm — Alameda's very first dining experience.
More than 15 MASC restaurants will be participating, including some in the Park Street District!!!

Try to Avoid These Scary Investment Moves

If you have kids — or even if you don't — you're probably aware that Halloween is fast approaching. Of course, you may find the ghouls, witches and creepy impersonations of celebrities to be more amusing than alarming, but, as you go through life, you will find some things that are generally frightening — such as investment moves that are misdirected or go awry.

Here are some potentially scary investment moves to avoid:

- **Investing too aggressively** — In the investment world, here's one of the fundamental truths: The greater the risk, the greater the potential reward. So, by investing aggressively, you can potentially achieve greater returns. But if you invest too aggressively, you can, quite simply, get burned and lose your principal
- **Investing too conservatively** — You can't invest with no risk. However, you can find investments that offer a higher preservation of principal in exchange for little or no growth potential. But if your portfolio is full of these vehicles, you may never achieve the growth you need to reach your long-term goals.
- **Failing to diversify** — If your portfolio mostly consists of the same type of investment, and a downturn hurts that particular class of assets, you'll take a big hit. But by spreading your dollars among an array of investments you can reduce the effects of volatility on your overall holdings. Keep in mind, though, that diversification can't guarantee a profit or protect against loss.
- **Chasing "hot" investments** — By the time you hear about a "hot" investment, it will probably already be cooling off. And whether it's hot or not, it might not be appropriate for your individual needs and risk tolerance.
- **Trading too frequently** — If you're constantly buying and selling investments to maximize your profits, you may end up actually minimizing your success. Frequent trading will run up commissions and other investment costs — and the greater your expenses, the lower your real rate of return. Plus, by always adding and subtracting investments to your portfolio, you'll find it difficult to follow the type of long-term, consistent, comprehensive strategy that's necessary to help you attain your objectives, such as saving for retirement.
- **Starting too late** — As an investor, you'll find that time is one of your greatest allies. The earlier you start saving and investing for your goals, the better your chances of attaining them. "Save early and save often" may sound like a cliché, but it's good advice.
- **Taking a "time out" from investing** — Whether it's a market slump, a political trauma, a natural disaster or some other event, you can always find a reason to head to the investment sidelines for a while until things cool off, straighten out or return to what seems like "normal." Depending on your goals, not participating in the market may cause you to miss out on any opportunities that the market can present. At times, it can be tough to stay invested, but over the long run, a steady, disciplined approach can be a good strategy.

Halloween comes and goes in a single day. But by steering clear of these menacing investment moves, you can help take some of the fear out of investing and make it a more productive experience.

PROVIDED BY:

DEB KNOWLES, YOUR EDWARD JONES FINANCIAL ADVISOR

LOCATED AT 1336 PARK ST., SUITE D, ALAMEDA 510-749-0403

CALIFORNIA INSURANCE LICENSE #0F62165

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

Answers to last month's questions:

1. C 3. C 5. A
2. D 4. B 6. C

October brings us tricks and treats... and a Halloween quiz:



1. What is the most popular Halloween candy?
A. Mars Bars B. Reece's Pieces C. M & M's D. Snickers
2. The mask used by Michael Meyers in the movie "Halloween" was actually what actor's mask painted white?
A. Clark Gable B. Matt Damon C. William Shatner D. Topal
3. The first Jack-o-Lanterns were made out of what?
A. Watermelons B. Coconuts C. Turnips D. Pumpkins
4. According to legend, a unibrow, tattoos, and a long middle finger are all signs of what Halloween creature?
A. Vampire B. Witch C. Werewolf D. Goblin
5. How many "witches" were burned at the stake in the Salem Witch Trials?
A. 5 B. 10 C. 15 D. 20 E. 25 F. None
6. BONUS QUESTION: Are you really reading the newsletter?
Which of these words describe Alameda Municipal Power?
A. Low-Cost B. Reliable C. Green
D. Community-Owned E. All of Them

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 October 19.



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

Mayor Marie Gilmore
747-4701

City Council Members
747-4800

Economic Development
Sue Russell
747-6894

Public Works
Administrative
747-7930

Public Works
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 - October 2011

Tue,
Oct. 4 City Council
7:00pm - City Hall

Sat,
October 8 **PARK STREET**
CLASSIC CAR SHOW



Tue,
Oct. 11 Econ Revi Committee
8:30am - PSBA Office

Tue,
Oct. 11 Membership Committee
Noon - PSBA Office

Tue,
Oct. 18 Promotions Committee
8:30am - PSBA Office

Tue,
Oct. 18 City Council
7:00pm - City Hall

Tue,
Oct. 18 City Council
7:00pm - City Hall

Wed,
Oct. 19 **PSBA MIXER—**
BOARD ELECTIONS
5:30pm - 7:00pm
C'era Una Volta

Fri,
Oct. 21 *Deadline:* Articles for
PSBA Newsletter

Sat,
Oct. 22 **SHOP PARK STREET**
CUSTOMER
APPRECIATION DAY

Wed,
Oct. 26 PSBA Board Meeting
8:15am - PSBA Office

Mon,
Oct. 31 **HALLOWEEN**



Alameda Plein Air

Frank Bette Center for the Arts is hosting another Plein Air event this week, October 5-7. Look for artists painting scenes of our historic and vibrant business district.



Business Association

2447 Santa Clara Ave., #302

Alameda, CA 94501

www.ShopParkStreet.com

(510) 523-1392

parkstreet1@comcast.net

Park Street's 18th Annual

Classic

CAR SHOW

Alameda, CA

Hosted by:
Crankers Car Club

Saturday, October 8th
10:00a.m. - 4:00p.m.

With live entertainment, prizes
and fun for the whole family!

Over 400 Show Cars!
Classics • Hot Rods • Antiques Muscle Cars
Roadsters • Vintage Classic Fire Trucks Too!

Valet bicycle parking
will be available