

Straight FROM THE Street

The Newsletter of the Park Street Business Association

February 2012

2012 PSBA Goals

During its first meeting of the year under the leadership of new PSBA President Lars Hansson, the 2012 PSBA Board came up with four priorities for the next twelve months and also re-appointed the 2012 committee chairs:

Successful Completion of the Streetscape Phase II: The first goal is to successfully complete Phase II of the streetscape project. This includes the installation of the new double-headed street lights, the planting of 60 new trees, the installation of new parking kiosks (replacing the old style meters), and the installation of new bike racks. PSBA is working with the City of Alameda to ensure the project is complete by the Spring Festival held during Mother's Day weekend.

Improve and Extend the Street Maintenance Program: The second goal is to creatively raise additional funds for the Association with the specific purpose of increasing the number of days the maintenance company is on the street. Currently, we have maintenance coverage 5 days a week. PSBA wants 7 days a week coverage in the District. To reach this level of service, PSBA will have to provide the additional funds needed. The Board of Directors is looking at many different strategies to raise the additional funds. If any member has an idea about what we could do to generate the additional funds,

they should contact a member of the Board or the PSBA office.

Approval of the North of Lincoln Zoning Ordinance: Getting Council approval of the North of Lincoln zoning ordinance is now at the top of the list of things PSBA wants to complete this year. We've been waiting over two years for the new ordinances and as new development projects are proposed for properties north of Lincoln it is imperative the new ordinance be implemented. We will work with City staff and the Council in getting the ordinance passed in early 2012.

Reduce Vacancies in the District: Lastly, PSBA is going to take a proactive role in the recruitment of new businesses to the District. We will access the vacancies in the District, talk to the property owners, and work with the Community Development Department to reach out to potential new members of PSBA. If you have any ideas for new businesses coming to the District and where to locate them please let us know.

Of course, continuance of our three very successful events, promoting the District, and assisting our members with problems remain core goals that will continue to be served by the Board and the PSBA staff.

(continued on next page)

2012 Board of Directors

Officers

President

Lars Hansson

Lars Hansson CPA, 521-2343

Vice- President

Duane Watson

Lee Auto Supply, 522-8811

Secretary

Bruce Reeves

Reeves & Seidler, 521-8111

Treasurer

Rob McKean

Alameda Publishing, 747-1060

Directors

Kyle Conner

Alameda Theatre, 769-2160

Evelyn Kennedy

Gallagher & Lindsey, 748-1120

Deb Knowles

Edward Jones, 749-0403

Donna Layburn

Alameda Marketplace, 865-1500

Vicki Summerfield

Ole's Waffle Shop, 522-8108

Committee Chairs

Design

Scott Erwen

Scott's Shoes, 865-5565

Economic Revitalization

Steve Busse

Park Centre Animal Hospital, 415-336-4703

Membership

Terry Mitchell

Allstate Insurance, 523-5717

Promotions

Duane Watson

NAPA Lee Auto Supply, 522-8811

2012 PSBA Goals (Continued)

PSBA Board Selects Committee Chairs

At its first meeting of the year, the PSBA Board also officially re-appointed the 2012 Committee Chairs:

Steve Bussee (Parke Centre Animal Hospital) is chair of the **Econ-Revi Committee**; this committee is charged with assisting the City in recruiting new businesses to the District and retaining current businesses.

Scott Erwen (Scott's Shoes) is chair of the **Design Committee**; this committee addresses design issues in the District ranging from new signage, facade grants, and the north of Lincoln streetscape.

Terry Mitchell (Allstate Insurance) is chair of the Membership Committee; this committee greets new members to the District and plans business events like our monthly mixers and the holiday party.

Duane Watson (NAPA Lee Auto Supply) is chair of the Promotions Committee; this committee oversees advertising, marketing, and special events for the District, and also builds relationships with vendors to provide marketing opportunities to our members.

The committees meet monthly (see schedule on last page). If you would like to get involved or if you have any concerns or ideas for the District, you are encouraged to contact the PSBA office or the designated committee chair.

January Thank-You's

Thanks to all the crew at La Pencu Azul. They have a new name but the food and service were as great as always. New members were introduced and, as always, we had a great turn out. Want to hear what's happening on Park Street? Stop by to visit us at the next mixer.

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

Thanks To:

La Penca Azul

For Hosting the Mixer

Alameda Theatre, Bead Inspirations,

Isadora Alman MFT, Localize It!,

Morton Chalfy,

Park Street Antiques,

and Scott's Shoes

For Providing Raffle Prizes

Next PSBA Mixer:

February Mixer

American Oak

(formerly BarCeluna)

2319 Santa Clara

Wednesday, February 15, 2012

5:30 - 7:00pm

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.

Streetscape Update

The Park Street project resumed construction on January 3, 2012. There have been a total of three rain days for the project which has resulted in a slight delay to the construction schedule. Anticipated project completion has been moved from mid April 2012 to late April 2012, unless there are additional rain delays or the contractor encounters significant construction problems.



Welcome New Businesses!

- Cafe Q
2302 Encinal Ave
- Edward Jones (Jane Watson)
1430 Everett Street Suite A
- Fertig Law Offices
1516 Oak Street #328
- Little Old Fashioned Candie and Soda Pop Shop
1409 Park Street
- Pahl & Associates / VetsLaw.org
1516 Oak Street #211
- South Shore Florist
1311 Park Street
- The Red Onion
1222 Park Street

New Location!

- RK Promotional Advertising
2515 Santa Clara Ave #101
- The Clothes Line
1407 1/2 Park Street
- To Herb With Love
1336 Park Street #A

Name Change!

- American Oak (formerly BarCeluna)
2319 Santa Clara Ave

Special Advertising Offer for PSBA Members Only!
Program Highlights

- * Low-cost cable television advertising package includes production.
- * Your Business will be featured in at least 90 thirty-second ad spots each month.
- * Networks selected will be targeted to your business' products and services. Restaurants on Food TV, Home Improvement on HGTV, Children's Stores on Nickelodeon, etc...
- * Commercials will be viewed by thousands of households in the Hayward Zone (includes Alameda, San Lorenzo, San Leandro, and Hayward)
- * Get added exposure for your business on the Web — ads will be posted on YouTube.
- * Participants can post e-coupons on a special landing page on the PSBA website.

Packages Starting at only \$300 Per Month



Join us again and Help Local Residents Discover and Shop Park Street!

After the success of our first ever PSBA and Comcast Spotlight partnership, we are spinning up again by offering a special co-operative advertising opportunity **exclusive to PSBA members from February through June.** This program created an exciting marketing campaign that encouraged Alameda residents, and beyond, to "Discovery Park Street." If you have not tried television advertising before, this will be a great way for you to give it a try at **very affordable rates.**

Business are coming back on the program so Space is limited (don't wait). For more details, please contact Stephanie at PSBA (510-523-1392 or parkstreet1@comcast.net) or Jeff Twibell at Comcast Spotlight (925-324-0090).



RK Promotional Advertising

We have exciting news at RK Promotional Advertising. We are growing by leaps and bounds!

As of February 1, **WE HAVE MOVED and EXPANDED** to a larger office and showroom at 2515 Santa Clara Ave., Suite 101, right **across the street** from our old location. We have added many of the latest items in promotional advertising and devoted an entire section strictly for "Green" promotions (eco-friendly, recycled, and recyclable products) to help you promote while advertising your care for our Planet.

In November of 2011, Patricia Mitchell-Rusich joined the RK team, taking on the role of National Sales Manager and bringing over 20 years of knowledge and experience in graphic arts and the promotional advertising industry. Since entering the industry, her focus has been on serving the event planning world and she has received numerous awards as a supplier member. From international corporations across the globe to local small businesses, Patricia enjoys helping all succeed with their business or association promotion.

Our phone and email remains the same so please give us a call for an appointment to see "What's New" for an array of the latest in promotional advertising. **Let us partner with you and make 2012 a great year of success!**

News from City Hall

Smoking Ordinance is Now in Effect!

On January 2, 2012, the Second-hand Smoke Ordinance went into effect. *The bottom line: smoking is prohibited in public spaces.*

Under the new ordinance smoking is prohibited in all outdoor public places, including commercial-area sidewalks, dining areas, outdoor events, service areas (bus stops, ATMs, etc.), and within 20 feet of any entryways to enclosed areas where smoking is prohibited. The new ordinance does not apply to the patio area of bars and taverns while the issue is studied further.

Smoking is also prohibited in all indoor and outdoor areas of employment including owner-operated businesses open to the public, small businesses with fewer than five employees, all vehicles used as a worksite (taxis, tractors, trucks, etc.), and outdoor worksites including construction sites.

The ordinance also has provisions for multi-unit residences.

As part of the ordinance, business owners/managers/operators must post "No Smoking" signs within or adjacent to unenclosed dining areas and remove all ashtrays from any area where smoking is prohibited.

A summary of the ordinance and downloadable NO SMOKING signs in English, Spanish, and Chinese can be found at:

www.cityofalameda.gov/Residents/Secondhand-Smoke-Policies

Tree Removal Policy Revisions and Park Street Streetscape -Phase 2 Update

The following is a brief update on recent City actions related to the revisions to the Tree Removal Policy contained in the Master Street Tree Plan (MSTP) and the selection of tree species for the Park Street Streetscape - Phase 2 Project.

Tree Removal Policy Revisions:

The City Council approved revisions to the Tree Removal Policy contained in the Master Street Tree Plan (MSTP) on December 20, 2011. With the new revisions, any capital improvement project (CIP) that will remove more than 5% of the street trees in any given block face (one side of a city street block) requires review by the Planning Board (PB) prior to approval by the City Council. To ensure the public is informed throughout the process, a public notice shall be posted on all trees proposed for removal and on the City's website. The only time a tree will not be posted for removal is if it is determined to be hazardous. The full policy is available at the following link: <http://www.cityofalamedaca.gov/getdoc.cfm?id=6834> page 108.

Park Street Streetscape - Phase 2 - Tree Species:

The City received 472 responses to its on-line survey regarding characteristics to be considered for the new trees planted as part of the Park Street Phase 2 project. Survey results showed that the community wants Park Street to have a unique look with a mix of tree species, colors, and heights. Shade in the summer and light in the winter was also important, as was planting fast growing trees. Based on responses, staff worked with local tree experts to identify possible tree species that would best meet the community's criteria. On January 9, the Planning Board approved adding the **October Glory Maple**, **Silver Linden**, and **Brisbane Box** to the list of trees that may be planted along Park Street.

Street Tree Mailing List:

The City Council requested that City staff develop an e-mail list of individuals who are interested in being informed of tree-related matters. If you are interested in being included in this e-mail list, please send a request to PW@ci.alameda.ca.us

More Community Advisory Headlines

January 23, 2012 -

Alameda Point Not Selected for Lawrence Berkeley National Lab

January 17, 2012 -

City Building Department Improves Customer Service

January 5, 2012 -

Facebook Pages for the Library, Police, and Fire Departments

January 4, 2012 -

City Hands Over Keys to Animal Shelter

Business Grants & Rebates

Apply for Business Waste Prevention Grants

Waste Prevention Grant Application Deadline is Feb. 15th!

Is your business considering process changes that could prevent waste before it happens? Why not go green *and lean* this year? **Business Waste Prevention Fund** grants of \$10,000 to \$60,000 won't last forever.

Designed for Alameda County business waste *prevention* projects, these grants fund activities that reduce or avoid waste before it is generated, altogether eliminating the need to recycle, compost or landfill those materials. Fund award recipients receive free consulting from the StopWaste Partnership team to identify waste prevention opportunities and implement effective programs.

Once waste prevention practices are in place, they save money and prevent waste year over year.

More Info: www.stopwaste.org



Green Materials Rebate Program

Rebates up to \$2,500 available until July 1!

Businesses that own or occupy small commercial facilities in Alameda County are eligible to participate in a 'green' materials rebate program administered by StopWaste.Org. The Small Commercial Green Materials Rebate Program offers cash incentives for purchasing recycled content products in conjunction with other green building upgrades.

Rebates are available for the following recycled-content materials: Carpet, Ceiling tiles, Ceramic tile, Recycled paint for exteriors, Building insulation, and Salvaged materials.

The program is open to any commercial public- or private-sector building improvement or renovation that affects no more than 10,000 square feet AND for which energy or water-efficiency upgrades are also being considered as part of the scope of work.

Our rebate program will provide help with navigating the energy and water upgrades, utility rebates, and making suggestions for material substitutions that include salvaged or recycled products. In addition, we give rebates up to \$2,500 for substituting standard products for ones with recycled content.

Details of the program can be found at:
www.stopwaste.org/smallcommercial

Commercial Conservation Rebates

Smart choices can help commercial, industrial and institutional customers save water and money.

Water conservation incentives and services can help make your organization more water-efficient, save water and energy, and lower landscape maintenance and utility bills.

Here's a sample list of available programs:

[Water Use Surveys](#)

Free on-site water use surveys are tailored to your business and help you to be more cost-effective.

[Customized Rebates](#)

Your business may be eligible for a customized rebate on the purchase of any equipment or hardware change that improves water efficiency.

[Pre-Rinse Spray Nozzle Program](#)

Restaurants: For a limited time, EBMUD will replace high-water use spray nozzle(s) with water-efficient models that can save you water and money.

[WaterSmart Certification Program](#)

Find out how WaterSmart certification can benefit your business.

Visit the **WaterSmart Center**, your resource for publications, information on workshops and events, free water-wise devices for your business and more.

More Info:
www.ebmud.com/environment/conservation-and-recycling/watersmart-center



Investors Can Learn Much from Super Bowl Teams



It's Super Bowl time again. And whether you're a sports fan or not, you can probably learn something from the Super Bowl teams that you can apply to other endeavors — such as investing.

What might these lessons be? Take a look:

- Pick players carefully. Super Bowl teams don't usually get there out of luck; they've made it in part because they have carefully chosen their players. And to potentially achieve success as an investor, you, too, need carefully chosen "players" — investments that are chosen for your individual situation.
- Choose a diversified mix of players. Not only do Super Bowl teams have good players, but they have good ones at many different positions — and these players tend to play well together. As an investor, you should own a variety of investments with different capabilities — such as stocks for growth and bonds for income — and your various investments should complement, rather than duplicate, one another. Strive to build a diversified portfolio containing investments appropriate for your situation, such as stocks, bonds, government securities, certificates of deposit (CDs) and other vehicles. Diversifying your holdings may help reduce the effects of market volatility. (Keep in mind, though, that diversification, by itself, can't guarantee a profit or protect against loss.)
- Follow a "game plan." Super Bowl teams are skilled at creating game plans designed to maximize their own strengths and exploit their opponents' weaknesses. When you invest, you also can benefit from a game plan — a strategy to help you work toward your goals. This strategy may incorporate several elements, such as taking full advantage of your Individual Retirement Account (IRA) and your 401(k) or other employer-sponsored retirement plan, pursuing new investment opportunities as they arise and reviewing your portfolio regularly to make sure it's still appropriate for your needs.
- Stay dedicated to your goals. Virtually all Super Bowl teams have had to overcome obstacles, such as injuries, bad weather and a tough schedule. But through persistence and a constant devotion to their ultimate goal, they persevere. As an investor, you'll face some challenges, too, such as political and economic turmoil that can upset the financial markets. But if you own a diversified mix of quality investments and follow a long-term strategy that's tailored to your objectives, time horizon and risk tolerance, you can keep moving forward, despite the "bumps in the road" that all investors face.
- Get good coaching. Super Bowl teams typically are well-coached, with disciplined head coaches and innovative offensive and defensive coordinators. When you're trying to achieve many financial goals — such as a comfortable retirement, control over your investment taxes and a legacy to leave to your family — you, too, can benefit from strong "coaching." As your "head coach," you might choose a financial professional — someone who can help you identify your goals and recommend an appropriate investment strategy to help you work toward them. And your financial professional can coordinate activities with your other "coaches," such as your tax and legal advisors.

Unless you're a professional football player, you won't ever experience what it's like to play in the Super Bowl. However, achieving your financial goals can be a fairly big event in your life — and to help work toward that point, you can take a few tips from the teams that have made it to the Big Game.

PROVIDED BY:

**DEB KNOWLES, YOUR EDWARD JONES FINANCIAL ADVISOR
LOCATED AT 1336 PARK ST., SUITE D, ALAMEDA 510-749-0403
CALIFORNIA INSURANCE LICENSE #0F62165**

PSBA on Facebook and Twitter

The Park Street Business Association has a presence on *Facebook* and *Twitter*. Our goal is to help your business connect to new and current customers by posting your events and announcements. If you have something that you would like us to share with our PSBA followers, please call Stephanie at (510) 521-8448 or send an email to parkstreet1@comcast.net. Information can also be pulled from your business newsletters if you have added us to your subscriber list.

If your business has your own Facebook or Twitter account, follow the PSBA pages so that we can follow you back and “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.

Special Note: Facebook is changing! The new “Timeline” has already started rolling out for personal profiles. *This update is not an option.* Word is that, starting February 29, business pages may also start getting the new look. So it’s best to familiarize yourself with Timeline now in order to create a seamless change for your business page. More info: <http://mashable.com/2011/12/15/facebook-timeline-pages-for-brands/>

Localize It! Special Promotion

In association with PSBA, kicking off 2012 and encouraging consumers to shop in the Park Street District, *Localize It* will give away FREE PSBA *Localize It* cards to anyone that spends a pre-determined dollar amount at a participating *Localize It* PSBA business. Just like your customized *Localize It* rewards offer, you determine the dollar amount that the customer needs to spend in order to receive the FREE *Localize It* card. For example, at **Dan's Fresh Produce**, customers get a FREE PSBA *Localize It* card with any purchase over \$25, while supplies last.

The intention here is to have the customer spend a little more than they would normally spend and then receive a FREE *Localize It* card that will have them come back to shop again. These *Localize It* cards carry the PSBA logo and expire on October 2012. Participating businesses will be mentioned in the Alameda Sun on February 16, 2012 with your business name and the dollar amount consumers have to spend in order to receive a FREE PSBA *Localize It* card.

To participate in this special promotion or to sign up for the *Localize It* program, contact William Wong at wwong@localizeitcard.com or (510) 282-0654.

Free Promotion

PSBA Online Business Directory

For most people, the internet is today’s main source for locating businesses. The PSBA website, www.shopparkstreet.com, 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 on the PSBA website. Currently 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 own website. Examples of businesses who’ve taken the time to work with us to upgrade their PSBA page are Alameda See Spot Run, Homeroom Racing Cafe, and Poppy Red Flowers.

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

"The Patch"

Promote your business through “Alameda Patch.” It’s free!

Alameda Patch has a comprehensive online directory of Alameda businesses. You can “claim” your listing at www.alamedapatch.com to upload photos, flyers, and additional information about your business. You can also post events.

If you find you're not yet listed in the Alameda Patch directory, please send notice to: eve@patch.com

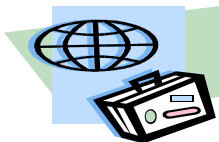
Website Analytics

What pages did people view on the PSBA website in 2011? Where did visitors come from (or their host server)? Here's some insight from Google Analytics...



Top 12 Pages Visited on the PSBA Website in 2011:

1. Art & Wine Faire
2. Home Page Shop Park Street
3. What's in the News
4. Merchant Directory
5. Classic Car Show
6. Spring Festival
7. Food & Drink
8. Contact PSBA
9. Historic Park Street
10. Alameda Theatre
11. Clothing Stores
12. Retail Stores



Top 12 Cities of Visitors on the PSBA Website 2011:

1. Alameda
2. San Francisco
3. Oakland
4. San Jose
5. Berkeley
6. Hayward
7. San Leandro
8. Fremont
9. San Lorenzo
10. Walnut Creek
11. Santa Clara
12. Emeryville



Healthy Brain Habits

Keeping the goals we have set for ourselves in addition to outlining and completing the tasks needed to accomplish those goals can be overwhelming. Here are a few steps you can take to help optimize brain health and sharpen your memory:

Eat More Produce - Studies that focus on food and memory show that the more produce you eat, the better. One 25-year Harvard Medical School study of more than 13,000 women showed that the participants who ate relatively high amounts of vegetables over the years had less age-related decline in memory. Cruciferous vegetables, such as broccoli, and leafy green vegetables had the biggest effect on helping women retain their memory during the course of the study. In another study, the phytochemicals, anthocyanin (found in berries of all colors and cherries) and quercetin (found in onions, kale and apples), actually reversed some of the age-related memory deficits in laboratory animals.

Take Care of Your Heart - A healthy heart makes for a healthy brain. Because oxygen and nutrients are carried in the blood stream, anything that impedes blood flow will starve those all-important brain cells. Review your blood pressure and cholesterol level. Know your numbers and if they are elevated, take immediate measures to bring them down.

Get a Good Night's Sleep -When we sleep, the brain has time to recharge. Studies show that 7-8 hours of sleep a night helps to strengthen memory. Practicing good sleep habits helps keep the brain and the rest of the body functioning at its best.

Exercise - Regular physical activity has been shown to decrease the risk of dementia and Alzheimer's disease by about half. Exercise increases blood flow to the brain and helps regulate blood sugar levels, both of which improve brain function and memory. Aim for 30 minutes a day.

Challenge Your Brain - Keep your mind active and challenged. Brain function decreases with age. Studies show that cognitive exercise can improve blood flow to the brain. Spend at least 15 minutes each day on a mental exercise such as a crossword puzzle, journaling or learning a new language in order to slow memory loss.

Provided by:
Tracy Zollinger L.Ac.
2424 Blanding Avenue, Suite 102
510-299-0057

To Herb With Love has moved to a new location.

Fabulous Vintage Inspired Jewelry and Accessories along with a Little Something New to temp the taste buds!

All of this in a beautiful new shop at 1336A Park Street, see you there.....Marti

Are You Reading Your Newsletter?

It's time for a pop quiz in American History and Presidential firsts. (Presidents Day is on Monday, February 20)

1. Who was the first president to live in the White House, once that became its official name?
 A. Theodore Roosevelt B. Thomas Jefferson
 C. Abraham Lincoln D. George Washington

4. Which president was the first to die in office?
 A. Abraham Lincoln C. James Garfield
 B. William Henry Harrison D. Zachary Taylor

2. Which president was the first one to be born in a hospital?
 A. George Washington B. Jimmy Carter
 C. James K. Polk D. Calvin Coolidge

3. Who was the first president to be born after the American Declaration of Independence?
 A. William Henry Harrison B. Martin Van Buren
 C. Andrew Jackson D. James Buchanan

5. Who was the first president to be photographed in office?
 A. Andrew Jackson B. James Madison
 C. John Quincy Adams D. James K. Polk



Good luck to all of you! Everyone who submits answers will be entered into a drawing for a special prize. Email, fax, or deliver answers to the PSBA office by February 20.



Best of Alameda 2012

What are your Alameda favorites? **Alameda Magazine's** "Best Of" contest is off and running. Categories include food, drink, lifestyle, goods & services, kids, and pets. *Last year, over 45 businesses in the Park Street Business District were named the "Best of Alameda"!*

The deadline to submit your ballot is March 2, 2012. So crank up your computer and go to www.AlamedaMagazine.com to vote for the Best of Alameda (or should we say, "the Best of the Park Street District"). You can also find a ballot in the January/February issue of the magazine.



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 - February 2012

Tues, Feb. 7 City Council Meeting
7:00 p.m. - City Hall

February 14 Valentine's Day


Tues, Feb. 14 Econ Revi Committee
8:30 a.m. - PSBA Office

Tues, Feb. 14 Membership Committee
Noon - PSBA Office

Wed, Feb. 15 PSBA Mixer
5:30 p.m. - 7:00 p.m.
American Oak

Mon, Feb. 20 PSBA OFFICE CLOSED
President's Day

Tues, Feb. 21 Promotions Committee
8:30 a.m. - PSBA Office

Tues, Feb. 21 City Council Meeting
7:00 p.m. - City Hall

Fri, Feb. 24 *Deadline:*
Articles for PSBA Newsletter

Wed, Feb. 29 PSBA Board Meeting
8:15 a.m. - PSBA Office

Valentines Day Special?

Do you have a Valentines Special that you would like to have listed in "PSBA's Guide to Valentines Day in the Park Street Business District"? Send details to parkstreet1@comcast.net no later than Feb 3.



Live @ the Library Special Concert

The Alameda Free Library Foundation is excited to present world-renowned singer **Frederica von Stade** in the beautifully renovated Alameda Theatre auditorium for a special benefit concert on Saturday, February 25.

Frederica will sing a medley of familiar jazz and opera selections, accompanied by members of the Young Musicians Program, which supports low-income middle and high school students. Also appearing will be **Emil Miland**, cellist with the San Francisco Opera Orchestra since 1988.

The concert benefits Alameda's libraries. Tickets are \$60 in advance and \$70 at the door; student tickets are \$15. Don't miss out! Tickets can be purchased at the Alameda Main Library Café, the Alameda Theatre & Cineplex, Books Inc., and online at:

www.brownpapertickets.com/event/210496



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www.ShopParkStreet.com
(510) 523-1392
parkstreet1@comcast.net