

Straight FROM THE Street

The Newsletter of the Park Street Business Association

January 2012

Park Street Streetscape Project Construction Resumes in January

Construction for the Park Street Streetscape project resumed on January 3. Project completion is planned for mid-April 2012, unless there are rain delays or other significant construction problems. Based on historic data, weather may result in the schedule being extended by as much as a month and a half.

At this point, the anticipated project schedule, without rain delays, is:

Jan 3 – 23:

San Jose to Encinal, east side

Jan 3 - Feb 20:

Encinal to Central, east side

Jan 11 - Feb 28:

Encinal to Central, west side

Jan 17 - Feb 6:

San Jose to Encinal, west side

Work for the above will consist of: trenching work in the parking lane for electrical and irrigation lines; demolition of sidewalk and curbs to accommodate electric pull boxes for street light poles; installation of new street lights; removal of old street lights; irrigation work; and minor sidewalk work around the bases of the new street lights, tree wells, and areas where street trees or street lights were removed. Some parking meters may need to be removed/relocated to install the new tree wells.

March 6 - 29: All Blocks

Work will consist of installation of bus shelters and parking meter kiosks, removal of parking meters, planting of replacement street trees, minor asphalt paving, and miscellaneous signage and signal loops.

April 2 – 14: All Blocks

City conducts final inspections and contractor to make any final corrections prior to City's final approvals.

Construction work hours are generally from 8am to 5pm, Monday through Friday.

The contractor will keep one lane of traffic open at all times, but motorists may experience minor disruptions in traffic. Residents, businesses, and pedestrians may experience increases in noise level and dust during the construction. There will be temporary loss of on-street parking.

Bus stop access and access to businesses will be maintained throughout the project duration with some minor interruptions.

The City is committed to keeping everybody informed and will post regular updates on the City website.

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

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Rob McKean

Alameda Publishing, 747-1060

Directors

Kyle Conner

Alameda Theatre, 769-2160

Deb Knowles

Edward Jones, 749-0403

Evelyn Kennedy

Gallagher & Lindsey, 748-1120

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

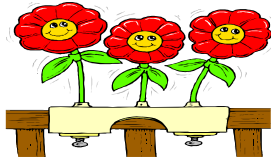
Duane Watson

Lee Auto Supply, 522-8811

Mark Your Calendars 2012 Events

Mark your calendars for the 2012 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 12 and May 13:

12th 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 10:00am to 6:00pm both days.



July 28 and July 29:

28th 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 10:00am to 6:00pm both days.



October 13:

19th Annual Classic Car Show

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

Holiday Mixer Thank-You's

This year's holiday mixer was a joyful evening. More than 90 guests enjoyed a complimentary turkey dinner, our district awards ceremony, and plenty of entertainment.

Thank you to all our members who brought donations for Toys For Tots and for the Alameda Food Bank. And thank you to all the businesses that donated prizes for the raffle — the raffle raised an additional \$272 for Alameda's Meals on Wheels.

Many thanks also goes to our entertainment. The band provided a nice selection of holiday music and Terry Mitchell provided us with an amusing song.

We'd also like to thank Joe Nickaloff and the entire staff of Alameda Best Catering and the Elks Lodge for being terrific hosts.

Next PSBA Mixer:

January Mixer

La Penca Azul

1440 Park Street

Wednesday, January 18, 2011

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.

PSBA Awards

The 13th Annual PSBA Awards were presented last month at the PSBA Holiday Party.

Congratulations to the following PSBA members!

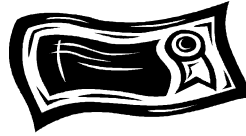
**PSBA Member of the Year:
Bruce Reeves**

**Retail Business of the Year:
Happy Feet Children's Shoes**

**New Business of the Year:
Flowers Clothing Co.**

**Professional Business of the Year: (tie)
Kevin R. Kearney, CPA
Kevin Kennedy, LLC**

**Culinary Business of the Year:
Julie's Coffee & Tea Garden**



Also receiving special recognition for the support that they have provided the District over the years:

Andrew and Margaret from the City's Planning Department and the Alameda Police Dept.

PSBA Committees

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

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

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

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

Promotions Committee - oversees all advertising, marketing, and special events on behalf of PSBA. The committee builds relationships with vendors to provide marketing opportunities to our members such as the recent agreement with Comcast. *(note: all positions on this committee have been filled)*

If you are interested in volunteering for one of the committees, please call the chair of the committee you're interested in (listed on the front page of this newsletter) or the PSBA office. We'd be happy to discuss the opportunities with you.

Holiday Window Contest

The Park Street Business District looked very cheerful this past holiday season thanks to all the businesses that decorated their windows.

Our blue ribbon committee took a stroll along the sidewalks and came up with a list of standouts. The judges looked for interesting windows that portrayed a unique holiday theme for the business -- more than just a tree and lights.

Congratulations to the following businesses for brightening up the District with fun displays!

Smaller Windows

1. Rocket Reuse
2. Silk Road
3. Bead Inspirations

Honorable Mention:

Daisy's, Dr. Daniel Chin Optometrist, Monkey Bars, Sumbody

Larger Windows

1. Dog Bone Alley
2. Toy Safari
3. Park Street Antiques

Honorable Mention:

C&M Upholstery & Fabric, Happy Feet Children's Shoes, Ole's Waffle Shop, Olympic Florist, Tucker's Ice Cream





How To Choose A Financial Professional



As an investor, you know that 2011 was a somewhat “choppy” year, with the financial markets going through many ups and downs. So what can you expect in 2012?

As baseball Hall of Famer Yogi Berra is quoted as saying: “It’s hard to make predictions — especially about the future.” And these words are certainly applicable for anyone who would like an accurate forecast of the investment climate.

Yet we do know of some factors that may affect your portfolio in the months ahead. Here are a few of them:

- Strong business fundamentals — This past year, all the noise about the debt ceiling debate, the size of the U.S. deficit and the European financial situation tended to drown out some fairly good news: U.S. businesses’ balance sheets were strong for the most part, borrowing costs remained low, and corporate profits were good — and corporate profitability remains a key driver of stock prices. Heading into 2012, these fundamentals continue to look positive, which may bode well for investors.
- Europe’s debt crisis — Greece’s economic problems made a lot of news in 2011, but they weren’t the end of the story in Europe, as major financial difficulties also face Italy, Spain, Portugal and Ireland. It’s by no means clear how these problems will be resolved, so don’t be surprised to see them lead to intermittent, if short-lived, shocks to the markets.
- Election-year patterns — As you’re well aware, we’re voting for president in 2012. But you might be surprised to learn that the S&P 500 index has shown negative returns in only three of the last 21 presidential election years. Coincidence? No one can say for sure — and at this point, no one can say if this pattern of positive returns will continue during this election year. Still, it’s an interesting phenomenon. So there you have it: the good, the bad and the quirky. Take them all together, and you still may not be able to foresee what will happen with the markets this year, but you’ll have a lot to think about.

But instead of trying to predict what will happen in 2012, you may be better off following these tried-and-true investment strategies:

- Diversify your holdings. By spreading your money among a wide range of investments, you can reduce the effects of volatility on your portfolio. Keep in mind, though, that diversification, by itself, can’t guarantee profits or protect against loss.
- Don’t ignore your risk tolerance. If you worry excessively about market fluctuations, you may have too much risk in your portfolio, which means you may need to make some changes.
- Always look at the “big picture.” Financial markets will always fluctuate. But if you can keep your focus on your long-term objectives, and make decisions accordingly, you can avoid overreacting to short-term events.

Like other years, 2012 will bring with it periods of both turbulence and smooth sailing. But by making the right investment moves, you can still chart a course that can allow you to move ever closer to your future goals.

PROVIDED BY:

DEB KNOWLES, YOUR EDWARD JONES FINANCIAL ADVISOR

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

CALIFORNIA INSURANCE LICENSE #0F62165

News from City Hall



Smoking Ordinance Takes Effect Jan 2, 2012

On January 2, 2012, the Secondhand Smoke Ordinance goes into effect. *The bottom line: smoking is prohibited in public spaces.*

Under the new ordinance smoking is prohibited in all outdoor public places, including dining areas, recreation areas, service areas (bus stops, ATMs, etc.), shopping malls, outdoor events, commercial-area sidewalks, 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.cityofalamedaca.gov/Residents/Secondhand-Smoke-Policies



Council Passes Amendment to Allow Food Trucks (Anywhere But Here)

The City Council recently approved an amendment to the Alameda Municipal Code (AMC) that brings food trucks under local regulatory control and makes it consistent with State law.

The new regulations place more stringent requirements on food trucks conducting business on off-street, private or public property. The regulation also restricts food trucks to five locations within the City of Alameda: Alameda Point, College of Alameda, Marina Village, South Shore Shopping Center, and Harbor Bay Business Park. The Park Street Business District is not included in the list of allowable locations.

Under California Vehicle Code section 22455, cities cannot ban vending from vehicles legally parked on public streets. However, cities may regulate this use based on public health and safety concerns.

Jon's Street Eats was issued a conditional use permit in 2009 to promote economic use of a private, underutilized parcel at 2301 Santa Clara Avenue across from City Hall. Jon's Street Eats will remain the only approved "conditional use permit" for food trucks inside the Park Street Business District.

Mike D'Orazi Named Fire Chief

Effective December 19, 2011, City Manager John Russo has appointed Michael D'Orazi the permanent Fire Chief of the Alameda Fire Department (AFD).

D'Orazi began his firefighter career in 1979 when he was hired here in Alameda. He was promoted to Lieutenant in 1988 and to Captain in 1999. He also served as the Department's Training Director from 2003 to 2007. He retired in 2007.

"We are very fortunate that Mike has agreed to come out of retirement to serve as Chief," said City Manager John Russo. "He knows the Department and the City as well as anyone, and we need him to help transition AFD to a broader work mission given the long term fiscal shortfalls Alameda is facing."

Community Development Survey

The City of Alameda receives federal funds each year for housing and community development projects. The City of Alameda wants you to have a voice in how this money is invested.

An online survey has been posted on the City's website and is available through January 16, 2012:

www.surveymonkey.com/s/NeedsAssessmentEnglish

Information collected by this survey will be useful for the City of Alameda, the Alameda Unified School District, and Alameda social services agencies as they plan for the future of Alameda.

Free Promotion

Business Directory

For most people, the internet is today's 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 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 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 Café, 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 to: parkstreet1@comcast.net



Welcome New Businesses!

Liho Dental Lab
2437 Lincoln Ave
South Shore Florist
1311 Park Street

New Location!

The Clothes Line
1407 1/2 Park Street

Opening Soon!

The Red Onion
1222 Park Street

Show Applications Available

Applications are now available on-line to participate in two upcoming Park Street art and craft festivals.

The Park Street Spring Festival is the weekend of May 12 and 13 and attracts over 50,000 people. This is the 12th year the festival will be held on Mother's Day weekend.

Park Street Art and Wine Faire is the weekend of July 28 and 29. Now in its 28th year, the event typically draws over 100,000 people from all over the Bay Area.

For information about how to become a street vendor at either event or to be considered in the entertainment line-up, you can visit the website of the show producer at www.eckerstromproductions.com. You can also call them at (415) 472-1553 or e-mail EPinformation@aol.com.

The Park Street Business Association is also looking for commercial sponsors. If you know of a company that is interested in promoting their goods or services at either of these events, please contact Robb in the PSBA office at (510) 523-1392 or parkstreetrobb@comcast.net.

Website Analytics

How did people find the PSBA website in 2011? Here's some insight from Google Analytics.

Top 12 referring sources:

1. Google search
2. Direct (typed in the address)
3. yelp.com
4. events.sfgate.com/zvents.com
5. Yahoo search
6. lockeheimstra.com
7. Bing search
8. facebook.com
9. cityofalamedaca.gov
10. alameda.patch.com
11. Mixpo video ads (Comcast)
12. sf.funcheap.com

Top 12 keyword searches:

1. park street alameda
2. alameda art and wine festival
3. park street business association
4. alameda car show
5. park street fair alameda
6. downtown alameda
7. alameda spring festival
8. park street art and wine festival
9. shop park street
10. alameda street fair
11. alameda festival
12. alameda merchant association

Greetings ladies,

Just a little reminder that *The Clothes Line* has moved to its new location at 1407 1/2 Park Street.

Our new shop is simply fabulous, bijou, and yet bursting at the seams with many wonderful pieces - dresses, skirts, tops, jackets, coats, accessories etc.

Lots of lovely dresses, just perfect for new years eve, or that special occasion, like dinner out (or in) with hubby, or the girls.

Just For Fun

Not only can Google Analytics be a very useful tool in providing insight about your website's traffic (# visitors, most viewed pages, traffic sources and referrals, etc) but it can also provide some light entertainment.

The following are real search phrases that brought people to the PSBA website this past year:

- alameda art and line festivals
- alameda art and wine stress fair
- alameda art and wine
- alameda art and wife festival
- alameda bear and wine festival
- alameda art and wind festival
- art with beer and wine
- alameda beer festival
- park street wine and cheese fair
- beer mimosa alameda,ca
- park street sponge festival alameda
- alameda old car fair
- perk street car show



- how to park a car at a show
- where is the park st and wine festival at
- who was the band who played at the art and wine festival in alameda?

west alameda street festival **???**

- park street alameda changer of commerce
- crocs and park street, alameda, ca
- baby park st alameda ca
- what is built on the alameda asylum
- kim doggystyle in parking lot
- does alameda theatre have \$5 tuesdays?
- snow and petting zoo in alameda
- bicyclist in alameda on december 10



- the shop on park st.
- spark street business
- best shopping in alameda ca

← our favorite!

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 - January 2012

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

Tues, Jan. 3 City Council Meeting
 7:00 p.m. - City Hall

Tues, Jan. 10 Econ Revi Committee
 8:30 a.m. - PSBA Office

Tues, Jan. 10 Membership Committee
 Noon - PSBA Office

Mon, Jan. 16 PSBA OFFICE CLOSED
 Martin Luther King Day

Tues, Jan. 17 Promotions Committee
 8:30 a.m. - PSBA Office

Tues, Jan. 17 City Council Meeting
 7:00 p.m. - City Hall

Wed, Jan. 18 PSBA Mixer
 5:30 p.m. - 7:00 p.m.
 La Penca Azul

Fri, Jan. 20 *Deadline:*
 Articles for PSBA Newsletter

Wed, Jan. 25 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.



Weekly Events in the District

Mondays; 5:30-7:30pm, [Monday Mojitos](#)
 Angela's Bistro & Bar, 2301 Central Ave

Tuesdays; 7:00-9:00pm, [Tuesday Night Music](#)
 Julie's Coffee & Tea Garden, 1223 Park Street

Thursdays; 9:30am, [Mama & Baby Coffee Chat](#)
 Silk Road, 1412 Park Street

Thursdays; 10:00pm, [Karaoke Night](#)
 The Hobnob, 1313 Park Street

Fridays; 5:30-7:30pm, [Friday Night Flights](#)
 Angela's Bistro & Bar, 2301 Central Ave

Fridays; 6:00am-9:00pm, [Bead Night](#)
 Bead Inspirations, 1544 Park Street

Fridays; 8:30pm, [Zydeco Music & Dance](#)
 Eagles Hall, 2305 Alameda Ave

Fridays and Saturdays, [Alameda's Got Talent](#)
 Alameda Theatre, 2317 Central Ave

Saturdays; 11:00am, [Storytime at Books Inc.](#)
 Books Inc., 1344 Park Street

Tuesdays; 5:30-7:30pm, [Wine Tastings](#)
 Saturdays; 2:30-4:30pm, [Wine Tastings](#)
 Farmstead Cheeses & Wines, 1650 Park St

Get your event added to the Park Street Business District's online calendar! Send your event info to parkstreet1@comcast.net

To view the a complete calendar, go to www.ShopParkStreet.com/news



2447 Santa Clara Ave., #302
 Alameda, CA 94501
www.ShopParkStreet.com
 (510) 523-1392
parkstreet1@comcast.net