

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

August 2010

## 26th Annual Art & Wine Faire "Better Than Ever"

### 26th Edition Breaks All Attendance Records

Perfect weather, great music, terrific kids' attractions, good beer and wine, and shopping, shopping, and more shopping provided the backdrop for the biggest Art & Wine Faire ever.

Speaking of shopping, it wasn't just the vendors who were overwhelmed by the crowds. Many PSBA members commented on how many visitors to the Faire shopped in their shops. Most of these members had merchandise on the sidewalk outside their shops or ran some sort of Faire special to attract the visitors into their stores.

A special THANK-YOU goes out to Jeff Diamond who hosted a wine tasting booth sponsored by Farmstead Cheeses and Wines and to Elizabeth Pinkerton who provided the official pet watering station located right in front of Dog Bone Alley at 1342 Park Street.

We want to also thank the folks at West Advertising for the great newspaper and cable TV

advertising and our sponsor Alameda/Oakland and Parents Press Magazines for the great ads in those publications.

Thanks to the dedicated volunteers who start working on details of the Faire an entire year prior to the event. Co-Chairs Rob and Tracy McKean, and members, Scott Erwen, Jackie Greene, Dawna Dowdell, Evelyn Kennedy, Bruce Reeves, Oscar Flores, and Stephanie Protho are the driving force behind the event. Without them, we have no event.

We also want to thank the many volunteers who took time out of their weekend to staff our beer/sales/wine booths. If you bought a glass and had a beverage it was only because of our booth volunteers.

We hope everyone had a good time during the Faire. We were very happy to see so many members marketing their businesses during the Faire.

We're already making plans for next year. Next year's Faire will take place July 30 and 31.

See you at the Faire.

### 2010 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

**Scott Erwen**  
865-5565

**Renee Kellogg**  
865-6375

**Evelyn Kennedy**  
748-1120

**Donna Layburn**  
865-1500

**Slavka Thomson**  
522-3567

#### Committee Chairs

Design  
**Paul Blaisdell**  
521-2001

Economic Revitalization  
**Steve Busse**  
415-336-4703

Promotions  
**Duane Watson**  
522-8811

Membership  
**Terry Mitchell**  
523-5717

## Get Your Newsletter Electronically

If you'd like to receive your monthly PSBA newsletter by way of the internet, please email: [parkstreetrobb@alamedanet.net](mailto:parkstreetrobb@alamedanet.net) and let me know.

We'll put you on the distribution list and every month you'll receive a PDF file of the current month's newsletter.

When you email Robb please indicate in the email whether you'd prefer to receive the newsletter by email only or if you still want to receive your paper copy via snail mail.

If you want to receive only the paper copy, you don't have to do anything.



**17th Annual  
Classic Car Show  
October 9  
10:00 a.m. - 4:00 p.m**

# June Mixer

Thanks to Kyle and Shannon for hosting a terrific mixer in June at the Theatre. Everyone in attendance had a great time. It's always fun to spend time inside the theatre and see all the great details of the rehab. We'd like to thank Viva Mexico for providing the fantastic spread of food.

### Thanks To:

**Alameda Theatre & Cineplex,  
Isadora Alman, Bead Inspiration,  
Blue Rectangle, Morton Chaffey,  
Edward Jones, Kevin Minney, and  
Scott's Shoes,**

For Providing Raffle Prizes

## Next PSBA Mixer

**August**

**Park Centre Animal Hospital**

2501 Central Ave.

**Tour their new Facility**

Wednesday, August 18, 2010

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

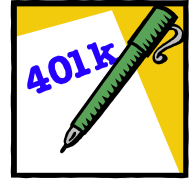


No Host Bar - Hors D'oeuvres

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



# How To Generate Retirement Income During Retirement



Like most people, you probably save and invest throughout your working years so that you'll be able to afford a comfortable retirement. Once you retire, you'll want to focus on strategies to help you make the most of your retirement income — and you might want to become familiar with these ideas well before you retire.

Basically, you'll have some “must do” moves and some “think about doing” moves. Let's take a look at the “must do” ones first:

- Take the right amount of distributions from retirement plans. Once you turn 59½, you may be able to take penalty-free withdrawals, or distributions, from some of your retirement accounts, such as your traditional IRA and 401(k). But once you turn 70½, you generally must start taking distributions from these accounts. Your required minimum distribution, or RMD, is based on the previous year's balance in your retirement plan and life expectancy tables. You can take more than the minimum, but you'll want to make sure you don't take so much that you outlive your savings.
- Maximize your Social Security benefits. You can start collecting Social Security as early as 62, but if you wait until your “full” retirement age, which will probably be around 66, your monthly checks will be larger. And if you wait until after your full retirement age before you start collecting benefits, your checks can be even larger, though they'll “top off” when you turn 70. What should you do? Start taking the money as early as possible or delay payments, waiting for bigger paydays? There's no one right answer for everyone. To get the maximum benefits from Social Security, you'll need to factor in your health status, family history of longevity and other sources of retirement income. Now let's consider two moves that you may think about doing during your retirement years:
- Purchase income-producing investments. Outside your IRA and 401(k), you may have other investment accounts, and inside these accounts, you'll need a portfolio that can produce income for your retirement years. You may choose to own some investment-grade bonds and certificates of deposit (CDs), both of which can help provide you with regular interest payments at relatively low risk to your principal. However, these investments may not help you stay ahead of inflation, which, over a long retirement, can seriously erode your purchasing power. Consequently, you also may want to consider dividend-producing stocks. Some of these stocks have paid, and even increased, their dividends for many years in a row, giving you a chance to obtain rising income. (Keep in mind, though, that stocks may lower or discontinue dividends at any time, and an investment in stocks will fluctuate with changes in market conditions and may be worth more or less than the original investment when sold.)

Go back to work. In your retirement years, you may decide to work part time, do some consulting or even open your own business. Of course, the more earned income you take in, the less money you'll probably need to withdraw from your investments and retirement accounts. However, if you've started collecting Social Security, any earned income you receive before your “full” retirement age will likely cause you to lose some of your benefits. Once you reach full retirement age, you can keep all your benefits, no matter how much you earn.

Keep these strategies in mind as you near retirement. They may well come in handy.

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

## Alameda Museum Lectures 2010

- ♦ **Thursday August 26, 2010:** Author-historian-gadfly Gray Brechin: "A New Deal for the East Bay: Excavating the Buried Civilization of the Great Depression." Underwritten by Janelle Spatz, Realtor, Bayside Real Estate.
- ♦ **Thursday September 30, 2010:** Author-historian Richard Schwartz with a new edition of *Berkeley 1900* featuring many new images. Underwritten by Diane Coler-Dark, Past President, Alameda Museum.

**NOTE:** All lectures start at 7:00 p.m. at the Alameda Museum, 2324 Alameda Avenue near Park Street. No reserved seats; come early to save a place and enjoy the exhibits in the History Hall and the Art Gallery. Admission is free for Museum members and \$5 for others. Topics may change without notice. For lecture information leave a message at 748.0796 or check [alameda-museum.org](http://alameda-museum.org).

Enjoy fine dining at the many restaurants in the Park Street District before or after the lecture. We cater to many different tastes and we're sure you'll find something to your liking. If you'd like a Park Street District 2010 Shopping Guide please call the Park Street Business Association office at 523-1392. We'll be happy to send one out to you.

## Police Department Open House

**Saturday, September 25**

**11:00 am - 4:00 pm**

### Featuring

SWAT Demo	McGruff the Crime Dog
Motor Unit Demo	Pet Adoptions
Refreshments	

## Coral Reef Offers Great PSBA Deals

Tucked in a quiet suburb off the main thoroughfares, adjacent to the spectacular San Francisco Bay, the only hotel located on Park Street, **Coral Reef Inn & Suites** has been serving the community for the decades. As per serving our community more, **offering special rate for all PSBA members of \$69.00 until October 31<sup>st</sup>,2010 (standard rooms only).**

It has become "Home Away From Home" for the business and leisure travelers. We have rooms featuring kitchenette with stove, refrigerator, microwave and coffee maker. Therefore, you can relax and enjoy the comforts of home. Some of the rooms even overlook lagoon that rejuvenate your mind after tiresome day. Newly remodeled Alameda town center, Park Street theatre, bay area's best restaurants and other recreational activities are just steps from the Inn.

Unwind at the end of the day with a leisurely stroll along the shore as you watch the setting sun etch San Francisco's unique skyline in amber. You can even spend relaxing moments in swimming pool or on your private patio or balcony which either overlook park-like grounds or lagoon.

We do offer complimentary breakfast, free wireless internet, fitness center and free parking, business center and laundry facilities. We also have state art of meeting room with overhead projector and screen for your meetings and other occasions which can accommodate 30-35 people **for \$49.00 per day.**

For more information go to [www.coralreefinn.com](http://www.coralreefinn.com) or call (1800) 533-2330/(510)521-2330

# Alameda Wine Company's Second Anniversary

# Your Own Personal Parking Space

Come one come all to the celebration marking the second year anniversary of the Alameda Wine Company on Wednesday, July 14 from 3:00 p.m. until 9:00 p.m. Located at 2315 Central Ave. (right next door to the theatre), the Alameda Wine Company has been appealing to the tastes of the most discriminating wine connoisseurs in Alameda and the entire Bay Area for the past two years.

To mark their second year anniversary, the Alameda Wine Company is hosting a fund raiser for the Alameda Education Foundation. For a suggested donation of \$20 (you can certainly donate more if you're so inclined) you will enjoy wines from Blacksmith, Morgan, Tamayo, Berryessa Gap, and Speedy Creek. Complimentary additional wines by the glass and selected bottled beers will also be highlighted. Food will be provided by Park Street District members, Troy, Kabob Central, Café Central, and Dan's Fresh Produce. In addition, French cheeses will be provided by Cheeseworks West.

The good folks at Alameda Wine Company want to point out, every dollar collected on July 14 will go directly to the Alameda Education Foundation. No money will be set

aside to pay for the wines or food. All proceeds, and they mean all proceeds from the evenings festivities will go to the AEF, just like if you had made a donation directly to them. But in this case, not only will you feel good about donating; you'll feel good sampling the fine wines and terrific food being provided.

Don't forget to mark the date, July 14, on your calendar. It's a night of good drink, good food, and a good cause. If you require further information or have any questions please call 510-523-WINE.

## Muse Reuse Boutique

**Muse Reuse Boutique** has nestled inside beautiful Aphrodite's Closet at 1201 Park Street. Muse inspires timeless chic fashion and an enlightened shopping experience. Hours: **noonish - 6pm Tuesdays through Sundays** .

To ensure grace, flow and harmony of this enchanting environment, only after a personal consultation can flattering perfect consignments be received. [musereuse@yahoo.com](mailto:musereuse@yahoo.com) (510) 521-7400.

PSBA administers the gravel parking lot at the corner of Oak Street and Alameda Ave. Each permit holder has their own dedicated parking space available 24 hours/day, 7 days/week.

The cost of each space is \$80.00 per month and you must sign a one year contract for the space with the Park Street Business Association.

For further information or to sign a contract please contact Robb Ratto in the PSBA office prior to August 25.



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

They produce all the PSBA event posters, produce and collate this newsletter (some times on impossible deadlines), and generally do all the printing for PSBA very quickly and reasonable prices. Go see them at 2408 Lincoln Ave. or give them a call at 510 - 521-0500.

You won't be sorry.

# Reach New Off Island Customers

**Current Alameda Participants: Encinal Market, Tomitina's, Alameda Natural Grocery, Linguini's, and Otaez**

**OpenFence** is a weekly email newsletter and website that supports neighborhoods, elementary schools and local businesses. The network directs **residents to save** through a local coupon network, **schools to earn** by receiving contributed advertising dollars and locally owned **businesses to grow** by banding together and out competing their corporate rivals.

Here's how it works:

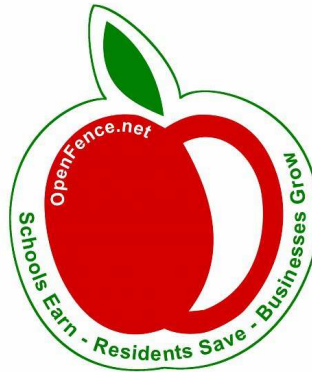
- **Residents Save:** By signing up (it's free) residents receive a weekly email with a growing number of valuable coupons from locally owned businesses. Resident participation (the clipping of coupons) encourages other local retailers to make their coupons available which results in added revenue for local elementary schools.

- **Schools Win:** To participate, local retailers make a modest contribution to an elementary school for the opportunity to post their ad/coupon on this website and include it in the weekly email sent to thousands of local residents. 100% of their contribution (check is made payable directly to the school) is delivered to the elementary school of their choice. Nothing is required of the school. Although not required, schools typically acknowledge the contributing companies in the school family press.

**Local Businesses Grow:** To participate local businesses make a modest quarterly contribution (\$50) to a different local elementary school each quarter. The contribution allows them to present their coupon offer in the weekly email as well as on the website. By participating in OpenFence the business owner will enjoy acknowledgement in the school's parent press as well as gain access to a growing number of local residents through our email network.

Wayne Gregori  
510-895-1066

**You'll receive the first year of advertising for free if you mention PSBA.**



## Poppy Red Flower Stand

Poppy Red flower stand is now located at 1420 Park Street (in front of Lauren's Closet).

Now you can find locally grown flowers in your own downtown.

Open weekends. Please call 510-388-2215 for more information and a complete list of their services.

## Kabob Central

A new eatery has opened at 2306 Central Avenue, across from the recently restored Alameda Theatre and is open daily from 11 a.m. to 9 p.m.

Kabob Central serves a variety of Afghani kabobs, salad and rice, as well as Tandoori Naan bread baked fresh daily on premises. Kabob Central's opening is the culmination of the dream of the Faizi brothers, who grew up in Afghanistan and have strong memories of kabobs and a desire to share long-held family recipes with the public.

The City's Economic Development Department partnered with the Faizis to make the dream a reality. Kabob Central is the first business in Alameda to take advantage of the City's Business Assistance Program, a federally funded program assisting new businesses that create jobs. The eatery also received design assistance and funding from the City's Façade Assistance Program.

"We are excited to be opening and thrilled to be across from the Alameda Theatre in this up and coming part of Alameda. We really appreciate the assistance from the City and could not have opened without the City's two programs. The City funding really closed the gap to turn this project from a dream into a reality," stated Parwez Faizi, general manager for the restaurant.

# "Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

- 1. Philadelphia                      2. Hancock                      3. 2
- 4. Philadelphia                      5. Constitution                      6. 13

Don't ask me why, there is no rhyme or reason to my logic, but August always brings our the Star Trek fan in me. So.....

1. What state was Jim Kirk from?  
A. California    B. Florida            C. Iowa            D. Oregon
2. What was Mr. Spock's home planet?  
A. Vulcan            B. Citi Alpha 5            C. Earth            D. Romulus
3. What were the registration letters/numbers for the star ship in the original series?  
A. NCC-1701    B. NX-1700            C. USS-1234    D. NCD-0001
4. What city is Star Fleet Headquarters located in?  
A. New York    B. Los Angeles    C. Boston    D. San Francisco
5. What is the name of the star ship in the original series?  
A. Enterprise    B. Hornet    C. Constitution    D. Wasp
6. In Star Trek - The Next Generation; what was the android's name?  
A. Mr. Spock    B. Mr. Formula    C. Mr. Numbers    D. Mr. Data

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

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



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

## Phone Numbers & Addresses To Remember

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

Police Department  
337-8340

Fire Department  
337-2100

Mayor Beverly Johnson  
747-4701

City Council Members  
747-4800

Sue Russell  
Economic Development  
747-6894

Public Works  
749-5840

Maintenance Services  
747-7900

Planning Department  
747-6850

Building Department (Permits)  
747-6800

Main Library  
747-7777

Alameda Municipal Power  
748-3901



# PSBA Calendar Of Events - August 2010

<b>August 3</b>	No City Council Meeting	<b>August 17</b>	No City Council Meeting
<b>August 3</b>	Econ Revi Committee 8:30 a.m. - PSBA Office	<b>August 18</b>	<b>PSBA Mixer</b> 5:30 p.m. - 7:00 p.m. Park Centre Animal Hospital
<b>August 10</b>	Membership Committee Noon - PSBA Office	<b>August 19</b>	Promotions Committee 8:30 a.m. - PSBA Office
<b>August 28</b> PSBA Board Meeting 8:15 a.m. - PSBA Office			



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