

Straight FROM THE Street

The Newsletter of the Park Street Business Association

February 2011

Get Your Vote On! Special Election: Measure A, School Parcel Tax

VOTE by March 8

On March 8, 2011, Alameda voters are being asked to vote on a replacement parcel tax to support Alameda schools. *The parcel tax would replace two existing parcel taxes that expire in 2012* – Measure A approved in 2005 and Measure H approved in 2008.

The measure being placed on the March 8 ballot would fund “community priorities” for Alameda’s schools including recruitment and retention of teachers; keep neighborhood elementary schools open; maintain small K-3 class sizes; maintain music, media, and PE programs for elementary students; increase counseling services; maintain Advanced Placement courses; maintain high school athletics; and maintain adult ESL programs.

For the school parcel tax to pass, Measure A must receive two-thirds approval by voters. If passed, the tax would start on July 1, 2011 and generate \$12 million annually over seven years.

Measure A is the product of public hearings that included community and business input. The Board of Education says that the measure will not cover the district's total financial need, and that continued belt-tightening will occur.

How does the proposed parcel tax affect commercial property owners? This is not an easy

answer. Compared to the existing parcel taxes, the change in tax payments would affect business owners differently. This is partly because the proposed tax is based on building floor space instead of the property’s ground size.

Currently, residential properties are being taxed \$309 per parcel to support schools (\$189 from Measure A in 2005 plus \$120 from Measure H), while commercial and industrial parcels are being taxed \$189 plus 15 cents per square foot lot, with a \$9,500 cap (again, a combination of 2005’s Measure A and Measure H).

With the proposed replacement tax, the annual rate for all residential and commercial properties with buildings will be 32 cents per *building* square foot, with the maximum tax being \$7,999 per year. Parcels without buildings would be taxed at a rate of \$299 per year. Seniors and people who receive disability insurance can be exempt from the tax.

On Thursday, February 3, the League of Women Voters of Alameda will host a Measure A forum at the Alameda Free Library at 7:00pm. The speakers will present their views of the pros and cons and will respond to audience and League questions.

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Measure A Resources

The proposed school parcel tax is based on building floor space instead of the property's ground size.

To see how much you would pay under the proposed Measure A, you can download a spreadsheet that lists building sizes and tax amounts for all addresses in the city of Alameda. It is available at: www.alameda-no-on-a.com

You can go to the city's website to check the accuracy of the building area listed for your property at: www.lynxgis.com/alameda

Additional information about Measure A, including the school board's "With or Without Parcel Tax Comparison," can be found on these websites:

www.alameda.k12.ca.us

www.alamedasos.org

www.alameda.ca.lwvnet.org

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

January Mixer

Thanks to all the crew at La Pencu Azul (most affectionately known as La Pinata). They have a new name but the food and service were as great as always. We had a great turn out and an insightful question and answer period. 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 Market Basket, Alameda Sun,

Bead Inspirations,

Edward Jones (Deb Knowles),

Isadora Alman MFT,

and Scott's Shoes

For Providing Raffle Prizes

Next PSBA Mixer:

Mixers are held the third Wednesday of each month

February Mixer

Tomatina

1336 Park Street

Wednesday, February 16, 2011

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 mixer or call the PSBA office.

Shop-4-Education

Alameda Education Foundation recently launched a new [Shop-4-Education](#) program. Through this program, businesses can gain recognition through special business promotions while raising funds for AEF programming. The program features opportunities for a wide array of PSBA members -- from fashion to fitness, photography to handyman work, even mortgages and legal services.

By participating in this program, you can attract conscientious shoppers who purposely purchase goods and services from businesses that support Alameda school programs. Participating merchants in the Park Street Business District currently include Body by M (donates 30% of sales on select items), Raintree Studios (call for special discount), Super Scholars (client receives 10% discount plus 10% of class fees donated to AEF), and Alameda Market Basket (donates \$100 for every 1000 clicks on their QR Codes). Help grow this list!

To sign up for AEF's Shop-4-Education Program, visit AEF's website at www.alamedaeducationfoundation.org/ways-to-give or call the AEF office at (510) 337-7189.

Who is AEF?

The Alameda Education Foundation supports the educational programs in Alameda public schools by providing materials, volunteer resources, and monetary funds that support vital programs in art, music, drama, sports, science, and technology.

Alameda Market Basket profiles Merchant of the Month

Merchant Profiles are one of the most effective tools for promoting and attracting new business. Whether you are long established or brand new on the block, a Merchant Profile will introduce you to prospective customers in a way that humanizes your image. For most people there is a reluctance to try new things, be it food or friends, ideas or stores. The merchant profile gives the reluctant shopper an introduction to the business owner and their attitudes, making a shop seem friendlier and more welcoming.

The Alameda Market Basket now offers a Merchant of the Month feature created specifically for members of PSBA. The special two-page PSBA spread has twelve business ads around the border and a Merchant of the Month Profile in the centerpiece. With an annual contract, this treatment offers a year of exposure at a modest price per month plus the bonus of a once a year feature as the Merchant of the Month. Early adopters will get their choice of month for their feature.

Consistency of impression is important in advertising and a Merchant Profile is the next best thing to "word of mouth."

For more information, contact Mort Chalfy at the Alameda Market Basket: 510-730-2554 or mort@marketbasket-alameda.com

Best of Alameda 2011

What are your Alameda favorites? Alameda Magazine's "Best Of" contest is off and running. Categories include dining, nightlife, lifestyle, goods & services, kids, and people. *Last year, over 40 businesses in the Park Street Business District were named the "Best..."!*

The deadline to submit your ballot is March 4, 2011. So crank up your computer and go to www.AlamedaMagazine.com to vote for the Best of Alameda (and the "Best of the Park Street District").

Have Ice Cream! Will Travel!



Looking for a "cool" and fun way to reward your employees for exceptional performance or meeting company milestones? Or maybe you're planning a Kick-Off Meeting. The Tucker's Traveling Ice Cream Cart offers everything you need to make your business meeting or special event a spectacular and memorable affair -- you can offer your guests a delicious assortment of ice cream flavors in a cone or for "Make Your Own Sundaes!"

To discover how to make your next company meeting a celebration for all to remember, call Tucker's Ice Cream and Catering at (510) 522-4960.

Tucker's Ice Cream is celebrating 70 years on Park Street!



Financial Gifts Can Bring Smiles on Valentine's Day



Each Valentine's Day, Americans spend millions of dollars on candy and flowers. These are fine gifts, but after the chocolates are eaten and the roses have wilted, Valentine's Day will just be a pleasant memory. But if you want to give a present that can benefit your valentine for years to come, why not give a financial gift?

Here are a few creative ideas for doing just that:

- **Give shares of stock.** Like everyone else, your valentine no doubt enjoys certain products or services. So why not give her or him shares of stock in the businesses that produce those goods and services? Your valentine will enjoy being an owner and may well use this newfound stock ownership to develop a greater interest in investing — and investing can help all of us work toward our financial goals. (Keep in mind that, if you are giving away shares of your own stock, you should take note of your original purchase price; this information will be needed for tax purposes should your gift recipient ever sell the shares.)
- **Contribute to an IRA.** Does your valentine contribute to a traditional or Roth IRA? If so, he or she is making a wise move, because an IRA is one of the best tax-advantaged ways to save for retirement. Consequently, you'll be doing your valentine a great service by helping him or her fund an IRA. (While you can't directly invest in someone else's IRA, you can write that person a check for the same purpose.) For the 2010 and 2011 tax years, the IRA contribution limit is \$5,000, or \$6,000 for investors 50 and older. And contributions for 2010 can be made right up until the tax-filing deadline.
- **Make a charitable gift in your valentine's name.** Your valentine may well support certain charitable, educational or civic groups. By making a contribution to one or more of these groups, and designating the gift in your valentine's name, you will be doing a good thing for your valentine, for the charity — and for yourself, too, because your gift may earn you some tax benefits. If you simply give cash, you can write off part of the value of your gift if it's made to tax-qualified charitable organization. And if you give an appreciated asset, such as stock, you'll also avoid paying capital gains taxes, because when the stock is sold, it will be the charity, not you, taking the gain.
- **Make a debt payment.** You might want to volunteer to pay your valentine's car payment or credit card payment for a month, and then encourage your valentine to put the savings to work in an investment. The more debts any of us have, the less we have to invest for our future.
- **Check your beneficiary designations.** If your valentine also happens to be your spouse, you'll be doing him or her a favor by making sure the beneficiary designations are correct on your insurance policies and investment accounts. Through all the events of life — marriage, remarriage, new children — these designations can become outdated, so you'll want to keep them current.

By following any or all of these suggestions, you can help make sure your loved one will feel the glow of this year's Valentine's Day far into the future.

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

**Do you have any business tips or a success story to share?
Send your story to parkstreet1@comcast.net for publication in a future newsletter.**

We Want to Follow You!

The Park Street Business Association now has a presence on both *Facebook* and *Twitter*. Our goal is to help your business stay connected to new and current customers.

We would like the Facebook page to serve as a bulletin board for all businesses in the district. If your business has a Facebook page, we welcome you to post announcements on our Wall.

If your business has a Twitter account, follow us so that we can follow back and “retweet” your latest news.

If you don’t have any social page yet, email your news to parkstreet1@comcast.net so that we can post it on all of our sites.



Mama & Baby Coffee and Chat

Introducing a Mom's (and Dad's) Coffee and Chat Hour... whether you are a new parent, pregnant, or a veteran with multiple kids, come and join us for some coffee and conversation!

This is an informal group offering advice, support, friendship, and connections within the community.

Come alone or bring your babies! There is a large playroom in the back where babies and children can play while parents relax and chat.

Meets every Wednesday at 10:00am at **Silk Road**, 1412 Park Street. Coffee is provided.



Weekly Happenings in the District

Alameda Wine Co.

No Corkage Mondays
Tapas Tuesdays

Julie's Coffee & Tea Garden

Tuesday Night Live Music
Tuesdays; 7:00-9:00pm

Silk Road

Mama & Baby Coffee and Chat
Wednesdays; 10:00am

Angela's Bistro & Bar

Thirsty Thursdays
Thursdays; 5:00-7:00pm

Farmstead Cheeses & Wines

Weekly Wine Tastings
Saturdays; 2:30-4:30pm

Angela's Bistro & Bar

Friday Night Flights
Fridays; 5:30-7:30pm

Bead Inspirations

Beading Night
Fridays; 6:30am-9:30pm

Eagles Hall

Zydeco Music & Dance
Fridays; 8:30pm

Alameda Theatre & Cineplex

Alameda's Got Talent
Fridays and Saturday Nights

Books Inc.

Storytime at Books Inc.
Saturdays; 11:00am

Farmstead Cheeses & Wines

Weekly Wine Tastings
Saturdays; 2:30-4:30pm

Elks Lodge

Pancake Breakfast
Second Sundays; 8:30am-Noon

Eagles Hall

Eating with Eagles
Third Sundays; 8:30am-Noon

More events are posted on www.shopparkstreet.com/news

Do you have a special event or promotion coming up? Send info to parkstreet1@comcast.net

48-Hour Photography Challenge

February 25-27

Forty-eight artists are being invited to photograph Alameda (**and the Park Street District**) during the specific 48-hour time period of 9:00pm Friday, February 25 until 9:00pm Sunday, February 27.

The invited artists will explore our neighborhoods, favorite places, and secret hideaways. Alameda families, friends, town characters, traditions, and cherished nostalgia will share the lens with candid, macro and micro perspectives of our community.

The photo event is being coordinated by Frank Bette Center for the Arts.

“The Alameda on Camera Exhibit”

The artists will display their finished work from April 1 to May 28 at FBCA. But don’t expect to see photos that fit into your family photo album. All types of “photo-based” artwork mediums and techniques will be used including: traditional, experimental, 2D, 3D, functional, decorative, wearable, digital, textile, photo transfer, collage, and altered books.

The First Friday Gala Opening reception will be held on Friday, April 1, 7:00-9:00pm. Frank Bette Center for the Arts is located at 1601 Paru Street.

Get Your Newsletter Electronically

If you'd like to receive your monthly PSBA newsletter by way of internet, please email Stephanie at parkstreet1@comcast.net.

We'll put you on the distribution list and every month you'll receive a pdf file or a link to the current month's newsletter.

Those who are added to the email distribution list will also receive an occasional email with special announcements from the PSBA office and the city.

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



Welcome New Businesses!

Kelly Sharp, LMFT

1516 Oak Street, #313

Kayla T. Le, CPA

1516 Oak Street #103

Welcome New Owners!

Subway Sandwiches

Harjinder Dhesi LLC

1407 Park Street

Woori Market

Tae Yong Lee & Sung Yun Lee

1241 Park Street

Name Change:

Alameda Counseling Associates at 2515 Santa Clara Ave is now called:

New Hope Therapy Services

Business Topics on the City's New Website

The city's website has a new look along with a new address:
www.cityofalamedaca.gov

Like the address, the website is meant to be more streamlined and user-friendly. Within the **Business** section, you can:

- ◆ learn what is needed to start a business in Alameda
- ◆ learn about employer services offered by the Alameda One-Stop Business & Career Center
- ◆ learn about the available business incentives, including the façade grant program
- ◆ download a business license form, sign permit application, and other forms
- ◆ download the vision plan for the Park Street District
- ◆ download the latest edition of Alameda Business Update, the city's new electronic retail newsletter
- ◆ read the latest press releases and access a calendar of city events and meetings

Other sections have pages that may be of interest to business owners and managers. If you're looking for the city's latest meeting agendas and minutes, you can find those in the Document Archives within the **City Hall** section. You can also access web pages for each of the departments with their descriptions and their contact information. You can even view a profile of the city and the annual budget.

If you want to report any illegal dumpings, graffiti, code violations, or other nuisances, a list of contact numbers is available at www.cityofalamedaca.gov/Report

Looking for a description of the downtown parking lots? You'll find that in the **About Alameda** section.

There's a different calendar in each section. But here's a tip... if you would like to see everything on one calendar, go to the tiny link "**Community Calendar**" located at the bottom of any page. You can even filter that calendar for each of the categories. There's also a tiny "Newsroom" link at the bottom of each page where you can see all of the press releases in one place.

A directory of "visitor resources," attractions, and hotels can be found in the **Visitors** section of the site. *The page includes a link to the Park Street Business District which can lead viewers to the PSBA Merchant Directory and Search.*

There's a lot to explore in the new site. Check it out!

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

Answers to last month's questions:

- 1. Jerry Rice 2. Roger Staubach 3. Rod Martin
- 4. Chuck Howley 5. Marv Levy 6. La Penca Azul

OK, class. Get your pencils and paper out. It's time for a pop quiz in American History. (Presidents Day is on Monday, February 21)

1. Who was the last president born in a log cabin?
A. Abraham Lincoln B. James Madison C. James Garfield
D. William Taft
2. Who was the first president born a citizen of the U.S.?
A. William Henry Harrison B. Rutherford B. Hayes
C. Ulysses S. Grant D. Martin Van Buren
3. Which president had the shortest term in office?
A. James K. Polk B. William Henry Harrison
C. James Buchanan D. Richard Nixon
4. Which president is the only one to hold a patent?
A. Abraham Lincoln B. Ronald Reagan
C. Rutherford B. Hayes D. Chester A. Arthur
5. Who is the only president to serve two non-consecutive terms in office?
A. Theodore Roosevelt B. Grover Cleveland
C. Benjamin Harrison D. William McKinley
6. BONUS QUESTION: Are you really reading the newsletter? *How many years has Tucker's Ice Cream been located on Park Street?*
A. 35 B. 50 C. 70 D. 75

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

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



**Good Luck!
We Are 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
749-5840

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 - February 2011

February 1 Econ Revi Committee
8:30 a.m. - PSBA Office

February 1 City Council Meeting
7:00 p.m. - City Hall

February 8 Membership Committee
Noon - PSBA Office

February 14 Valentine's Day


February 15 City Council Meeting
7:00 p.m. - City Hall

February 16 *Deadline:*
Articles for PSBA Newsletter

February 16 **PSBA Mixer**
5:30 p.m. - 7:00 p.m.
Tomatina

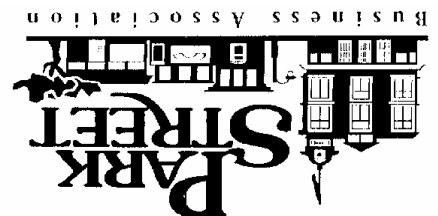
February 17 Promotions Committee
8:30 a.m. - PSBA Office

February 21 **PSBA OFFICE CLOSED**
Presidents' Day

February 23 PSBA Board Meeting
8:15 a.m. - PSBA Office



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email: parkstreet1@comcast.net



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