

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

June 2010

## Proposition 16 PG&E Power Play?

### Initiative Might Handcuff Alameda Municipal Power

At election time each year we urge our members to study the issues, the candidates, go to the polls, and make your voice be heard by casting your ballot. We urge you to do so again for the June 8 election.

This year, the state wide election could have far reaching ramifications for Alameda specifically. A proposition, proposition 16, might greatly hamper any future expansion or system upgrades to the current AMP system. It could also effect the cost of electricity to AMP and ultimately to you.

Proposition 16 has been placed on the ballot by PG&E and is fully funded by PG&E, according to the Sacramento Bee and the Los Angeles Times. It would require local power companies to receive a 2/3 majority vote before they could proceed with any type of energy related project. The 2/3 majority would not be in effect for PG&E.

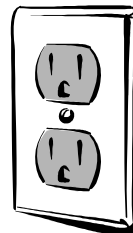
In doing our research on this issue

we found the San Francisco Chronicle, the Los Angeles Times, and the Sacramento Bee all in opposition to the proposition and recommending a “no” vote.

We urge you to take the time to go on line and see for yourself what these very important newspapers have to say. As an example, John Geesman, who served on the California Energy Commission from 2002 to 2008 calls prop 16, “an ugly distortion of the initiative process”, in a Sacramento Bee op-ed piece.

Alameda has enjoyed less expensive electric service for years and years. This proposition might bring that fact to an end in the future if AMP is required to stage an election every time they want to expand or upgrade their system to ensure uninterrupted cheaper electricity to the residents and businesses of Alameda.

We urge you to do your homework and go to the ballot on June 8.



### 2010 Board of Directors

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521-6227

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**Duane Watson**  
522-8811

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**Bruce Reeves**  
521-8111

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747-1060

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748-1120

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522-3567

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521-2001

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

Promotions  
**Duane Watson**  
522-8811

Membership  
**Terry Mitchell**  
523-5717

# Alameda Wine Company

Stylish yet with a definite sense of place. This wine bar and retail shop offers over 30 wines by the glass or half glass.

Owner Karen Ulrich's passion is evident from beginning to end—from the focus on everyday value to the artistic packaging.

This seems like a good expression of both the island's terroir and Ulrich's personality. Offering bread, cured fish, charcuterie, cheese and olives enjoy great taste that doesn't have to be expensive!

## Spring Festival

Despite iffy weather and slightly smaller crowds than last year the 2010 Spring Festival was very successful this year.

Along with the usual suspects (vendors, kids' area, wine, beer, and mimosas), a Lincoln music stage was added this year for the enjoyment of all who attended.

Believe it or not, the wind on Saturday effected the crowds more than the rain. We'll do better with the weather next year.

# May Mixer

Thanks to the whole crew at the Bank of Alameda. They hosted a terrific mixer. Everyone in attendance had a great time. Part of the great time was sampling the fantastic food provided by Culina, located in the Marketplace. The macaroni and cheese was to die for. Thanks again to our friends at Bank of Alameda letting us share in their 11th anniversary of the Park Street branch.

## Thanks To:

**Isadora Alman, Bank of Alameda,  
Dan's Fresh Produce, i.e. Collaborative,  
Pillow Park, Scott's Shoes,  
and West Coast Performance**

For Providing Raffle Prizes

# Next PSBA Mixer

**June**

**Alameda Theatre  
and Cineplex**

2317 Central Ave.

Wednesday, June 16, 2010

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

**Celebrate the Beginning of Summer  
and summer blockbusters**

No Host Bar - Hors D'oeuvres



Please remember to bring a business card for our door prize drawing.



# 401(k), IRA or 529 Plan



If you have young children, the end of another school year means you are now one year closer to the day when you send them to college — and one year closer to dealing with the high costs of higher education. However, you still have time to save and invest — and one of the best investment choices you can make is a Section 529 college savings plan. In fact, a 529 plan contains, in just one account, some of the key advantages found in other attractive investment vehicles, such as a 401(k) or IRA. Consider the following:

- ◆ Tax-advantaged earnings — Roth IRA earnings accumulate tax free and are distributed tax free, provided the account is at least five years old and the account owner doesn't start taking withdrawals until at least age 59½. Similarly, a 529 plan's earnings accumulate tax free and are distributed tax free, provided they are used for qualified higher education expenses. (Keep in mind, though, that 529 plan distributions not used for qualified expenses may be subject to federal and state income tax and a 10% penalty.) Furthermore, your 529 plan contributions may be deductible from your state taxes. However, 529 plans vary, so be sure to check with your tax advisor.
- ◆ High contribution limits — For 2010, you can put up to \$16,500 into a 401(k) plan, or \$22,000 if you're 50 or older. If you have an IRA, you can contribute up to \$5,000 in 2010, or \$6,000 if you're 50 or older. The lifetime contribution limits for 529 plans may be more generous. While the limits vary by state, many plans allow contributions in excess of \$200,000, according to the U.S. Securities and Exchange Commission. Contributions to 529 plans are considered gifts; therefore, the \$13,000 gift limit should be considered.
- ◆ Asset allocation — One key to being a successful investor is choosing the mix of investments — such as stocks, bonds and government securities — that are appropriate for your risk tolerance and time horizon. A professional financial advisor can help you create a suitable asset allocation for your 401(k), IRA or other investment accounts. Most 529 plans also offer an asset allocation strategy, typically based on the age of the child or the number of years until college enrollment. For example, if your child is younger, your plan might start off with a higher percentage of aggressive investments in order to maximize your growth potential. As your child gets closer to college, the plan may take a more conservative approach to help reduce the effects of volatility before you start tapping into the plan.

Clearly, a 529 plan has much in common with popular investment vehicles, but it has other characteristics of which you'll want to be aware. For one thing, the financial aid impact: Assets in a 529 plan are considered an asset of the account owner, usually the parent. Federal financial aid formulas generally expect parents to use a smaller percentage of their assets for college funding. Consequently, you'll want to explore all aspects of any 529 plan, possibly in consultation with your financial and tax advisors, before taking action. But don't wait too long — your children will move from day care to dormitories in what seems like a blink of an eye.

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

# Alameda Museum Lectures 2010

- ◆ **Thursday June 24, 2010:** Authors-*Alameda Sun* executives Dennis Evanosky and Eric Kos: "The Oakland Estuary: Its Role in Alameda History." Underwritten by Dennis Reno, Vice-President, Oracle; member, Alameda Museum Board.
- ◆ **Thursday July 29, 2010:** Art historian Colette Colleter: "Van Gogh and his Encounter with France," just in time for the big show opening at the DeYoung featuring French Impressionist paintings on the loose from the d'Orsay Museum in Paris. Underwritten by Peter Fletcher, Real Estate Broker, Windermere Real Estate.
- ◆ **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.

## We got your style at CAL TILE CO.!

We have been the tile store that offers the largest selection of floor and wall tiles in Alameda and part of Oakland for 10 years now and growing---and we are just around the corner on Park Street!

Our project/sales consultants are backed with many years of training and experience in home/office improvement. We take pride in our very good customer service and extensive product knowledge.

If you are planning to do-it-yourself, we can guide you from start of project to finish but we can also recommend licensed and bonded contractors and installers if you decide not to do-it-yourself.

We are open 7 days a week from 8 am to 6 pm. If you have a home improvement in mind or are toying with the idea of remodeling a part of your home or even the whole house; check our wide selection of high quality porcelain, ceramic, natural stones, mosaics in glass and natural stones and metal, hardwood, laminate, bamboo, sheet vinyl, installation, and maintenance products.

Visit our showroom at 1713 Park Street between Eagle and Buena Vista streets or call us at 510 749 9932 (FAX 510 749 9928).

We also have a second location in Hayward (call us for details).

See us soon---we would love to be part of your home or office project!

# ALAMEDA BUSINESSES CAN SEE BIG SAVINGS WITH reAMP

You can save green by going green. And Alameda Municipal Power's new reAMP program is here to help.

ReAMP is an energy-efficiency program that offers high rebates and low installation costs for energy-efficient lighting projects. These upgrades can cut 25% or more off your electric bill and make your business a more comfortable and efficient place to be.

ReAMP is unique in offering higher-than-normal rebates, and AMP has retained a contractor to install upgrades at a significant discount.

While all commercial customers are eligible, the **reAMP program runs only through the end of June**, so businesses should act now.

It all starts with a free lighting energy audit, after which, you'll receive detailed information on what measures are appropriate for your business, including project costs, the reAMP rebate, your savings, and the estimated payback.

The program truly is a win-win proposition. When you upgrade your lighting, you're saving money on your electric bill, as well as lowering lower AMP's costs, and we all decrease our carbon footprint. ReAMP offers a convenient way for you to enhance your facilities with minimal effort and expense.

To schedule your free energy audit, call Bill Garvine, Senior Customer Programs Coordinator on 748-3913.

*This article was provided by Alameda Municipal Power.*

**Editor's Note:**

We urge you to contact Bill Garvine to schedule your energy audit right away.

In these days and times, any opportunity to cut your costs (energy in this case) is worth looking into.

Along with the savings, installing and using more energy-efficient lighting is not only good for you but good for the environment.

# Original Icees!

*You asked for it.....we've got it, Cafe Fudgelato is pleased to have the original icees available for your drinking enjoyment.*

Café Fudgelato is located at 2353 Santa Clara Ave. If you go in and sign up as an email customer you'll receive great discount opportunities.

## Miller Sweeney Bridge Closure Schedule

The Miller Sweeney Bridge (better known as the Fruitvale Bridge) will be closed on the following dates from 10:00 a.m. to 4:00 p.m. for repairs and retrofitting:

- June 18, 2010**
- June 21- 25, 2010**
- June 28, 2010**
- July 14 -16, 2010**
- August 13, 2010**
- August 16 -20, 2010**

If you have any questions please call the PSBA office.



# 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.**



**Medical  
Marijuana  
Dispensaries**

In a move endorsed by the PSBA Board of Directors, the Alameda City Council voted 5 - 0 to ban medical marijuana dispensaries from Alameda.

What was thought to be a tiger of a subject ended up being a lamb. Beside the Planning Department staff person giving the staff report to the Council and the Chief of Police, the only speaker on the agenda item was the PSBA Executive Director who spoke in favor of the ban as directed by the PSBA Board.

This ends a rather long process that began almost two years ago when a medical marijuana dispensary opened on Webster Street under what was determined to be false pretenses.

**Alameda  
Printing Services**

Thanks to Wayne and Vicki at "Alameda Printing Services" for doing such a great job of printing our newsletter for us and you.

Many times we present them with impossible deadlines and they always come through in the clutch for us. Let them do the same for you. We you need something copied or printed go see Wayne and/or Vicki. They'll take care of you.

# "Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

- 1. Kentucky Derby      2. Chrysanthemum      3. California Poppy
- 4. Rose      5. \$200,000      6. Carnations

May 24 marked the second anniversary of the reopening of the historic Alameda Theatre. Test your theatre knowledge.

1. What year did the Alameda Theatre originally open?  
A. 1932    B. 1929    C. 1935    D. 1930
2. Who was the Architect of the Alameda Theatre?  
A. Timothy Pflueger    B. Timothy Bottoms    C. Tiny Tim    D. Rin Tin Tin
3. How many seats did the original Alameda theatre have?  
A. 1853    B. 2504    C. 2168    D. 1517
4. Which theatre was opened first?  
A. Castro    B. Alameda    C. Paramount    D. Union 25
5. In 1963, what was the admission price to the Saturday Matinee?  
A. 0.50    B. \$0.25    C. \$0.35    D. \$0.10
6. What was Robb Ratto's favorite Saturday Matinee movie?  
A. Hamlet    B. All Quiet on the Western Front    C. War & Piece  
D. Snow White Meets the Three Stooges

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 June 18.



# Good Luck!

## 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



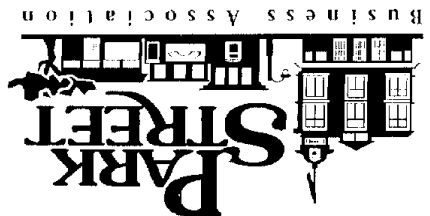
# PSBA Calendar Of Events - June 2010

<b>June 1</b>	Econ Revi Committee 8:30 a.m. - PSBA Office	<b>June 16</b>	PSBA Mixer 5:30 p.m. - 7:00 p.m. Alameda Theatre
<b>June 1</b>	Membership Committee Noon - PSBA Office	<b>June 17</b>	Promotions Committee 8:30 a.m. - PSBA Office
<b>June 1</b>	City Council 7:00 p.m. - City Hall	<b>June 30</b>	PSBA Board Meeting 8:15 a.m. - PSBA Office
<b>June 15</b>	City Council Meeting 7:00 p.m. - City Hall	<b>July 24</b> <b>July 25</b>	26th Annual Art & Wine Faire 10:00 a.m. - 6:00 p.m. (both days)

*Date Change*  
**June 1**  
*Date Change*



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