

Straight FROM THE Street

The Newsletter of the Park Street Business Association

March 2011

PSBA News Gets Electrified Electronic Version begins in May

Everybody knows that the past few years have been economically tough. Unfortunately, budget cuts continue to occur within many industries this year. And with anticipation of a decrease in marketing funds made available by City contracts, the Park Street Business Association is looking for positive ways to decrease expenses. As a first step, the PSBA Board voted last month to move towards an electronic version of the newsletter.

It turns out there are many good reasons for switching to an electronic newsletter:

- it saves on the costs of printing and mailing, and the time of labeling
- it provides a way for PSBA to be more “green”
- links to helpful web resources are just one click
- members don't have to wait an entire month to receive important announcements
- the number of articles isn't restricted to the number of pages to be printed (so send us your news!)
- members can enjoy a more colorful reading experience

And, the email service we found to support bulk emails is FREE! (MailChimp's free service allows up to 2,000 addresses.)

In February, we tested out the email service by sending a series

of announcements to our existing mailing list. Email topics included a link to the current newsletter posted online, items of interest on an upcoming City Council agenda (see update inside this newsletter), an opportunity to attend a cost-savings forum hosted by Alameda Municipal Power on March 2, and an alert for counterfeit money being passed on Park Street.

The response from our members has been very favorable. Members especially like how easy it is to read and how easy it is to save for later reference.

Are you on the list?

Starting in May, we will not be able to send you any PSBA news if we don't have your email address.

If you did not receive a series of emails from PSBA last month, please send an email to parkstreet1@comcast.net or call (510) 523-1392.

Please list your Name, Business Name, Business Phone Number, and Website Address.

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, along with other timely messages.

2011 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

Kyle Conner
769-2160

Renee Kellogg
865-6375

Evelyn Kennedy
748-1120

Donna Layburn
865-1500

Vickie Summerfield
522-8108

Committee Chairs

Design
Scott Erwen
865-5565

Economic Revitalization
Steve Busse
415-336-4703

Promotions
Duane Watson
522-8811

Membership
Terry Mitchell
523-5717

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.



The Facebook page serves 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 or email them to parkstreet1@comcast.net



If your business has a Twitter account, follow "ShopParkStreet" so that we can follow back and "retweet" your latest news.

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

February Mixer

Thank you to all the PSBA members who attended the last mixer. We had a great turnout and members received the latest scoop on City Hall topics (redevelopment cuts and parking fines). We'd also like to thank the staff of Tomatina for the tasty food and attentive service.

Congratulations to **Hartman Insurance** for winning a business profile in the PSBA section of the Alameda Sun. Look for their story soon.

Thanks To:

Tomatina

For Hosting the Mixer

**Alameda Market Basket, Alameda Theatre,
Bead Inspirations, Dog Bone Alley,
Isadora Alman MFT,
Scott's Shoes, Tomatina**

For Providing Raffle Prizes

Want to hear what's happening in the Park Street District or have a chance to win a fabulous prize? Stop by and visit us at the next mixer.

Next PSBA Mixer:

Mixers are held the third Wednesday of each month

March Mixer

McGee's Bar & Grill

1645 Park Street

Wednesday, March 16, 2011

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

Hors D'oeuvres - No Host Bar



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

Counterfeit \$'s on Park Street

Beware of counterfeit dollars being passed in the Park Street District. It was reported last week that one of the neighborhood banks received counterfeit \$20 bills from two different businesses.

How can you detect counterfeit bills? Here is a list of steps:

1. Feel the texture of the bill; genuine currency has slightly raised ink.
2. Compare the bill with another of the same denomination and series.
3. Look carefully at the printing quality; real bills have clear, unbroken lines.
4. Look for colored strands in the paper embedded in the paper, not printed on the paper.
5. Hold it up to the light and look for a watermark that matches the portrait or denomination printed on the bill.
6. Make sure the serial numbers on a bill match each other. If you received more than one suspicious bill, see if the serial numbers are the same on two different bills--that's a dead giveaway you've got a couple counterfeits.
7. Look for other special security features such as embedded security strips, color-shifting ink, and microprinting.

Note: This news alert appeared in an email blast the day it was reported and included links to helpful websites. If you did not receive the email, please contact us at parkstreet1@comcast.net or 523-1392.

Historic Preservation Award Nominations

The Alameda Architectural Preservation Society is now seeking nominations for the annual Historic Preservation Awards Ceremony. Preservation Awards are conferred on restored properties in Alameda with historic or architectural significance. Nominated buildings may range in age from the 19th century through the 1940s, and their use may vary, including commercial properties, churches, governmental structures, single family homes and apartment houses. The awards showcase projects that preserve, restore or reuse historic property in a way that enhances its architectural character.

The awards debuted in 1998, when AAPS honored Alameda's renovated City Hall, three restored Victorians, and two rejuvenated commercial buildings. Examples of other award recipients are the USS Hornet aircraft carrier museum, Kofman Auditorium in the Historic Alameda High School, the Delanoy Building, the Masonic Temple, the Neptune Palace Hotel, the Alameda Theatre, and the Clamp Swing building. Many residential properties have also been honored, including homes which have removed asbestos or vinyl siding and restored the original siding, millwork and windows.

To receive a nomination form, contact Chris Buckley at cbuckleyaicp@att.net or (510) 523-0411. The deadline for nominations is March 19.

Best of Alameda 2011

Deadline is March 4!

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..."!*

To vote for the Best of Alameda (and the "Best of the Park Street District") go to:

www.AlamedaMagazine.com



Welcome New Businesses!

Charlie Noble LLC
1517 Park Street

Hiro Japanese Restaurant
2431 Central Ave #B
(inside Scobie's)

Kelly J Scott, LCSW
1516 Oak Street #313

Philly Express
1234 Park Street

Super Scholars
2323 Santa Clara Ave #A1

Welcome New Owners!

Quickly
We Five Inc
1431 Park Street #A

Name Change:

Amaral Upholstery & Fields
Fabrics at 1211 Park Street is now
called:

C&M Upholstery and Fabrics

Happy Anniversary!

3 Wishes—8 yrs at 1428 Park St



401(k) Review and Rollover Can Be Rewarding



Your 401(k) offers tax-deductible contributions, tax-deferred growth of earnings potential and a variety of investment options — so it's a great tool for building retirement savings. Yet like all tools, your 401(k) must be used properly to get the best results. That's why you should review your 401(k) at least annually and make whatever adjustments are needed.

Depending on where you work, you may get some 401(k) review help from your plan provider. But if that assistance isn't available, you might want to consult with a financial professional to make sure you're getting the maximum benefit from your plan.

As you begin to review your 401(k), your first question should probably be this: "How much should I contribute?" At the very least, try to put in enough to receive your employer's matching contribution, if one is offered. If you don't earn this match, you are essentially walking away from "free money." Beyond this, though, the amount you put into your 401(k) might depend on what other retirement savings vehicles you have available. For instance, if you're eligible, you may also want to contribute to a Roth IRA, which offers tax-free growth potential, provided you've had your account for five years and don't start taking withdrawals until you're 59½.

Of course, it's not only how much you put into your 401(k) that determines its success — it's also how you choose to allocate your investment dollars. (Keep in mind that asset allocation does not guarantee a profit or protect against loss.) Your 401(k) may have a dozen or more investment choices, such as stock funds, bond funds and money market funds. To choose the right investment mix, you'll need to consider a variety of factors, including these:

- Your age — Generally speaking, the younger you are, the more aggressive you can afford to be with your 401(k) investments, because you'll have decades in which to potentially overcome the inevitable down periods of the market. As you get older, you may wish to invest somewhat more conservatively, but you'll still need some growth potential in your 401(k) portfolio.
- Your goals — Everyone has different goals for retirement. You might want to retire early and travel the world, while your co-worker desires to work as long as possible and then, upon retirement, stay close to home and pursue hobbies. Because you each have different goals, with different income needs, you also may need to follow different investment strategies within your 401(k).
- Your other retirement income sources — If you have a variety of retirement income sources — a pension from another job, an IRA, a spouse with generous retirement benefits — you may need to invest differently, perhaps less aggressively, than if you had fewer options for retirement income.

Apart from putting away as much as you can into your 401(k) and choosing the right investment mix, what else can you do to get the most out of your plan? Here's a suggestion: If you have worked at various jobs and acquired multiple 401(k)s, consider rolling them over into one account. You might save money on fees and reduce paperwork, but more importantly, you'll be able to concentrate your resources and pursue a unified investment approach, with your investment dollars working together toward your ultimate retirement goals.

As you can see, a 401(k) review and rollover can reward you in many ways — so do whatever it takes to maximize your 401(k)'s performance.

**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.**

Congratulations, Angkor Grill

The Park Street Business Association, with help from the Alameda Chamber of Commerce and the City of Alameda, celebrated the grand opening of Angkor Grill on February 8. Mayor Marie Gilmore was present for the official ribbon cutting ceremony. PSBA President Debbie George was also on hand to give Angkor Grill a warm welcome.

Owner/operator Ricky Doh has run Phnom Penh House in Oakland's Chinatown for over 25 years. He selected Alameda for his newest restaurant because of confidence in Alameda's Park Street Business District. "I like Alameda very much. I feel it has a good business community and good people. We are anxious to provide the community with high-quality Cambodian cuisine," said Mr. Doh.

Mr. Doh is a recipient of the City of Alameda's Facade Assistance Program which provides design assistance and partial grant funding for building improvements. With Mr. Doh's oversight, the building that houses Angkor Grill has recently undergone a facelift with a new paint job, lighting, awning, and window trims.

Angkor Grill is Alameda's first Cambodian eatery, located at 1319 Park Street. Specialties include seafood and barbeque.



BANG's



GotDailyDeals

Bay Area News Group is now offering a new promotional program for businesses. *GotDailyDeals* is an online group discount program designed to help businesses gain new customers and to build loyalty among their existing customer base through multiple media channels. Promotional exposure with *GotDailyDeals* includes email, website, social channels, AND print. Participating businesses receive over \$13,000 promotional value with \$0 upfront costs. Businesses also receive the complete database of Deal purchasers and order numbers the next day.

GotDailyDeals is managed by Bay Area News Group, which includes The Oakland Tribune, Contra Costa Times, and San Jose Mercury, among others. "With 47 percent of the San Francisco DMA reading at least one of our web sites or newspapers (nearly 2.7 million reached in a week's time), Bay Area News Group continues to out distance television, cable, radio and other print competitors as one of the most powerful and effective advertising buys in the San Francisco Bay Area."

Want to be featured in *GotDailyDeals.com*? Contact Jenny Kohler at GDD_Sales@bayareanewsgroup.com or (925) 977-8545.

A Plug for Electric Vehicles

Broadway Management, with the help of Alameda's REJ Electric Company and the ChargePoint America program, has installed Alameda's first public ChargePoint charging station for electric vehicles at Broadway Management's building at 1516 Oak Street, next to the Alameda Free Library.

The networked ChargePoint stations provide electric vehicle drivers with the ability to locate and navigate to charging stations within the network from any smart phone. The ChargePoint station is made possible by the American Recovery and Reinvestment Act through the Transportation Electrification Initiative administered by the Department of Energy.

Classic Film Series

Grab a bag of popcorn, get your seat and enjoy another Classic Films Series at the Historic Alameda Theatre on Wednesdays and Thursdays. Show times vary, but movie-goers can catch either a matinee or evening showing. The Series runs through April beginning with Academy Award favorites:

Mar. 2-3

"Casablanca"(1942)

Mar. 9-10

"All About Eve" (1950)

Mar. 16-17

"Strangers on a Train" (1951)

Mar. 23-24

"Inherit the Wind" (1960)

Additional listings, showtimes, and tickets are available at the Theatre Box Office or website: www.alamedatheatres.com

Council News

At its February 15 the City Council was to consider raising fines for parking violations. City staff recommended that fines for nearly two dozen offenses, including expired parking meters, to be set at \$50 — up from \$30 to \$35 for most offenses, and an increase of more than 65%. The recommendation had been placed on the Consent Calendar.

PSBA Executive Director Robb Ratto attended the meeting and asked that the item be removed from the consent calendar for further discussion. He stated that a large increase for expired meters would negatively impact business in the district and pointed out that other cities provide a *range* of penalties that reflect the severity of the violation.

The council agreed to hold off on raising fines, asking staff to provide an alternate proposal that shows penalties which reflect the severity of the offense rather than being uniformly applied. As a result of the discussions, the fine for expired parking meters is expected to be set between \$37.50 and \$40. (The city needs to raise fines by at least \$7.50 because the State has begun to assess fees of \$7.50 on every parking citation issued to cover the costs of the State trial courts.)

The council did move forward with imposing a late fee of 35% on unpaid tickets that are sent to collections.

In other business, the council voted to create three advisory panels to interview finalists for the City Manager position: department heads, the city's labor units, and community stakeholders. The community panel will be appointed by the council at its March 1 meeting.

City Hall Calendar

Interested in following the discussions that take place at City Hall? Here is a list of boards and commissions, and their meeting dates.

City Council Meeting

The Mayor and members of the City Council are elected at-large by the voters of Alameda and serve as the principal policymakers for the City. The City Council is responsible for enacting ordinances, establishing policies, and providing guidance and direction for actions that affect the quality of life in Alameda.

Meets the first and third Tuesday of each month at 7:00pm.

Next meeting on March 15.

Historical Advisory Board

Purpose: To increase public awareness and appreciation of historical resources in the City.

Meets the first Thursday of each month at 7:00pm.

Next meeting on March 3.

Planning Board

Purpose: To investigate and recommend plans for the future development, improvement and beautification of the City.

Meets the second and fourth Mondays of each month at 7:00pm.

Next meeting on March 14.

Economic Development Commission

Purpose: To provide planning, leadership and policy advice to the City Council in the areas of economic development, redevelopment and commercial revitalization.

Meets the third Thursday of each month at 7:00pm.

Next meeting on March 17.

Transportation Commission

Purpose: To advise the City Council on City transportation policies and monitor implementation of approved plans.

Meets the fourth Wednesday of each month at 7:30pm.

Next meeting on March 23.

Community Improvement Commission (City Council)

Purpose: To oversee redevelopment within the City of Alameda.

Meets the third Tuesday in June. Next meeting on June 21.

For a complete list of Boards and Commissions, you can visit the City's website at:

<http://www.cityofalamedaca.gov/City-Hall/Boards-Commissions>

Minutes and Agendas are viewable at:

<http://www.cityofalamedaca.gov/City-Hall/Document-Archives>

"Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

1. James Garfield 2. Martin Van Buren 3. William Henry Harrison
4. Abraham Lincoln 5. Grover Cleveland
6. Tucker's Ice Cream is 70 years on Park Street!

Alameda is celebrating Historic Preservation Season this year from March through June. In honor of our thriving business district, here's a local history quiz. (Hint: answers can be found on the PSBA website)



1. "Alameda Station" was located near Park Street on which cross street?
 - A. Alameda Ave B. Central Ave C. Encinal Ave
 - D. Lincoln Ave E. Santa Clara Ave
2. Which building erected prior to 1875 still stands today?
 - A. Foss Building B. Old Masonic Building
 - C. Schroeder Building D. Tucker Building
3. What was the first feature film shown at the Alameda Theatre?
 - A. Casablanca B. Rebecca of Sunnybrook Farm
 - C. Horse Feathers D. Destry Rides Again
4. Which bank was originally located in the Bank of America building?
 - A. Alameda Savings Bank B. Citizens Bank of Alameda
 - C. Commercial National Bank D. Wells Fargo Bank
5. What year did the Park Street Bridge open?
 - A. 1932 B. 1933 C. 1934 D. 1935 E. 1936
6. BONUS QUESTION: Are you really reading the newsletter?
What business is located at 1234 Park Street?
 - A. Angkor Grill B. Edward Jones Investments
 - C. McGee's D. Philly Express

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 March 18.

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 - March 2011

**Tues,
March 1** City Council Meeting
7:00 p.m. - City Hall

**Tues,
March 8** Econ Revi Committee
8:30 a.m. - PSBA Office
(new date)

**Tues,
March 8** Membership Committee
Noon - PSBA Office

**Sun,
March 13** *Spring Forward!*
Daylight Savings Begins

**Tues,
March 15** Promotions Committee
8:30 a.m. - PSBA Office
(new date)

**Tues,
March 15** City Council Meeting
7:00 p.m. - City Hall

**Wed,
March 16** **PSBA Mixer — McGee's**
5:30 p.m. - 7:00 p.m.

**Fri,
March 18** *Deadline:*
Articles for PSBA Newsletter

**Wed,
March 30** PSBA Board Meeting
8:15 a.m. - PSBA Office

**May
7 & 8** **Park Street Spring Festival**



Don't miss out!
PSBA Newsletter to go
electronic in May.
Details inside.



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www.ShopParkStreet.com
email: parkstreet1@comcast.net



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