

# ***Straight from the Street***

**The Newsletter of the Downtown Alameda Business Association**  
(formerly Park Street Business Association)

## **February 2016**

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## ***The Segway***

Let me be the *last* one to wish you a “Happy New Year.” I hope the New Year is treating you well so far. Many good things are on the horizon in Downtown Alameda...

1) The **smart meters** are coming, the smart meter are coming. The installation of the long awaited smart meters is scheduled to start on Tuesday, February 8. The installation should take about two weeks. All current “old” meter heads will be replaced by the “smart meter” heads. Not only will visitors be able to purchase parking time using coins, but they’ll be able to use a credit card or a debit card. This should take care of the “you have to bring 5 pounds of quarters to park Downtown” complaints. Once the parking meters are installed, let me know what you think.

2) The **new trees** are coming, the new trees are coming. Representatives from the Downtown Association are meeting with Public Works to determine the type of trees to replace the trees that fell down or were cut down because of an imminent danger to the public on the 1900 block of Park Street (see story below). We know it looks a little bare right now but, working with Public Works, we’ll have new replacement trees up as soon as possible.

3) The **recycling bins** are here, the recycling bins are here. Our pilot program is off to a terrific start with three sets of recycling and composting bins now positioned on Park Street. We’re still working on final placement and will have a list of locations next month.

Don’t let this slip out, but a little birdie told me it looks like not only will we be pouring local wine at our **two street fairs** this year, but local beers will join the mix this year. A few details still need to be hammered out, but barring some unforeseen circumstance, *the wine and the beers at the fairs will be local.*

Please remember, if you have questions about the Downtown Association please call our office. As always, we will do our best to answer any questions you might have.

-- Robb Ratto, Executive Director



## ***Smart Meters To Be Installed***

The installation of the long awaited “smart meters” is scheduled to begin on Tuesday, February 8. The installation will take about two weeks. Once completed, visitors to the District will be able to purchase parking time with coins, credit cards, or debit cards.

While the installation and implementation of the new “smart” meters has taken longer than originally anticipated, the good news is visitors to the District will no longer have to bring pounds and pounds of coins in order to park on the street or in the municipal lots.

This is a good time to remind people that parking in the garage on Oak Street is cheaper than parking on the street or in the lots. Also, the parking kiosk in the garage takes dollar bills along with credit and debit cards. (It’s also a good time to remind staff that metered spaces on the street have a two-hour limit and are meant to be used by customers.)

Once folks have a chance to use the new “smart” meters, please let us know what you think. Both the City of Alameda and the Downtown Association would like these new meters to work well for everyone.

*Learn more about the City's smart parking meter pilot program:*  
[www.ipsgroupinc.com/alameda/index.html](http://www.ipsgroupinc.com/alameda/index.html)



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## ***Tree Replacement on the 1900 Block***

*If a tree falls on Park Street; does it make a noise in the forest?*

At approximately 3:45am on Monday December 21, a very large ficus tree located in front of Alameda Collision Repair fell down during a high wind storm. Security cameras showed the tree barely missing a passing car. Thankfully no one was injured when the tree fell. The Maintenance Division of Public Works responded quickly and had the northbound lanes opened by 10:00am. The southbound lanes were opened shortly after that.



The Downtown Association contacted various offices of the City’s command team to let them know the tree in front of the Gold Coast Grill and the tree in front of the Salvation Army parking lot also appeared to be in danger of falling down in a good storm.

Soon afterwards, the City had an independent arborist examine the trees and determine their safety level. In the case of the tree in front of Gold Coast it was determined the tree was an imminent hazard to public safety. The tree was cut down on Friday, December 24. The tree in front of Salvation Army parking lot was also deemed a hazard to public safety and was removed a week later.

The City of Alameda and the Downtown Association will not let the streetscape on the 1900 block linger very long without trees. We will be meeting with Public Works to determine the type of trees to replant during the next two weeks. Once the trees have been picked, we’ll update you on the schedule to get them into the ground.

We want to thank the City of Alameda for reacting quickly and decisively in order to ensure the public was safe during the El Nino storms we are experiencing.

*Find out how how Public Works prepares for storm season:*  
<http://alamedaca.gov/public-works/how-public-works-preparing-storm-season>

## Thank You, Public Works

A big WELL DONE goes out to the Maintenance Division of Public Works for their fine work in December and January.

On December 21, the large tree in front of Alameda Collision Repair fell across all four lanes of Park Street during an early morning storm. All lanes were blocked and it caused a huge problem on the street. The Maintenance Division responded very quickly and immediately began cutting the tree up in order to open Park Street so traffic could move along smoothly. They did a great job and got the street open in as little time as possible.

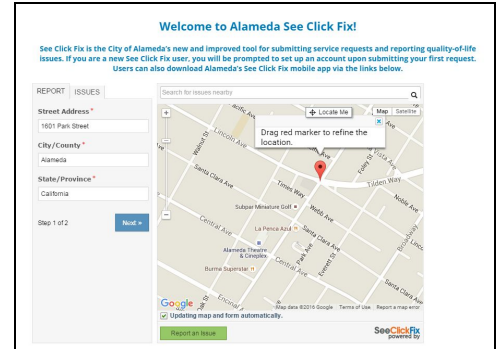
The Maintenance Division also addressed a number of safety issues on the 1600 block. When the demolition of the burned out building on Park Street was completed in January, the demolition crew moved the big green fence from the sidewalk and back onto the property. But in their haste, they left behind the rivets that had been shot into the sidewalk to anchor the large timbers holding up the façade shoring. The Maintenance Division came to the rescue again and removed all the rivets to ensure safe passage along the reopened sidewalk.

The fencing then blew over twice in high winds, blocking the sidewalk. The Maintenance Division responded within one hour of notification each time and put the fence back on the property allowing pedestrians safe access along the sidewalk.

Many thanks for the good work and timely response of the guys and gals in Alameda's Maintenance Division!

*Need to report a safety issue? Learn how to submit a request to Public Works:*

<http://alamedaca.gov/submit-request>



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## City Hall Updates

Stuck without tools and need to fix your bike? The City's efforts to promote eco-friendly travel now includes a free Do-It-Yourself Bike Repair Station at the Alameda Free Library, located at the corner of Oak Street and Lincoln Avenue near the flag pole.

The new service is called a Dero Fix-it Station. It has a rack to hang a bike, tools including tire levers and wrenches, and a very sturdy bike pump. For help with repairs, bicyclists can use the QR (Quick Read) code on the front of the stand to view detailed instructions on a smart phone.

Funded by a donation from the Alameda Free Library Foundation, the fix-it station is one of the first in Alameda.

More information:

[alamedaca.gov/news/2016/01/19/do-it-yourself-bike-repair-station-now-available-alameda-main-library](http://alamedaca.gov/news/2016/01/19/do-it-yourself-bike-repair-station-now-available-alameda-main-library)

**Meeting Agendas, Minutes, and Live Webcasts:** <http://alamedaca.gov/agendas>

**City Council** - Tuesday, February 2, 7:00pm

**Planning Board** - Monday, February 8, 7:00pm

**City Council** - Wednesday, February 16, 6:00pm

**Planning Board** - Monday, February 22, 7:00pm

**City Council** - Wednesday, February 24, 7:00pm



**City Hall Press Releases:** <http://alamedaca.gov/news>

- Posey Tube Closed for Inspection and Maintenance, Feb 17
- Special Council Meeting: Making Central Ave Safer for Pedestrians, Bicyclists and Motorists, Feb 24
- Applications Available to Serve on the Commission on Disability Issues, Deadline Feb 23
- The Commission on Disability Issues Honors the Memory of Commissioner Nielsen Tam with "Accessible Bench" on Park Street, Jan 30
- Council Extends Temporary Moratorium on Rent Increases at or above 8% and Reaches Consensus on Future Rent Measures
- Council to Consider Appointment of New City Manager

**More Helpful Links:**

Alameda Building Eye (visual map of permit applications): <http://alameda.buildingeye.com/planning>

Business License Online Renewal: <https://blweb.alamedaca.gov/PrimeWeb/Renew/Renew1>

Sign Regulations: [www.municode.com/library/ca/alameda/codes/code\\_of\\_ordinances?30-6](http://www.municode.com/library/ca/alameda/codes/code_of_ordinances?30-6)

Nixle (APD and AFD alerts): <http://local.nixle.com/register>

Alameda Island Shopper and Restaurant Guide: <http://alamedaca.gov/business/shop-local>

"Business News from the Island" Newsletter Archive: <http://alamedaca.gov/business/business-news-island>

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## ***Financial Tip***

### ***Think About Sending Financial Valentines to Loved Ones***

Americans spent nearly \$19 billion in Valentine's Day gifts last year, according to the National Retail Federation. Much of this money went for gifts with short shelf lives such as candy, flowers, and restaurant meals (and about \$700 million was spent on gifts for pets). This year, think about going beyond the classic gifts. Instead, use Valentine's Day as an opportunity to determine how you can make gifts with long-lasting impact to your circle of loved ones.

Here are some suggestions:

- For your spouse or significant other ... As long as your spouse or significant other has earned income, he or she may be able to contribute to a traditional or Roth IRA. So, consider giving a check to be used for that purpose.
- For your children ... You don't have to be rich to give your children a gift worth \$1 million – you just have to help them through school. College graduates earn about \$1 million more over their lifetimes than those without a degree, according to research from the Federal Reserve Bank of New York. One popular college savings vehicle is a 529 plan.
- For your parents ... If you have elderly parents, you may want to find out if they've got their retirement and estate plans in place. If it appears they have much work to do in these areas, you may want to offer to arrange a consultation for them with a legal advisor and a financial professional.

None of these ideas are "traditional" Valentine's Day gifts – but all of them can prove of great value to your loved ones.

Learn more about sending financial Valentines:

<https://www.edwardjones.com/financial-focus/holidays/think-about-sending-financial-valentines.html>

*Article provided by Deb Knowles, Your Edward Jones Financial Advisor, 1336 Park Street, Suite D.*

## Welcome New Businesses

### New Businesses:

**Home Skillet**, 1363 Park Street  
**Kimbu Ventures / Shaabi Denim**, 1516 Oak Street #320  
**Psychtools Psychology Group**, 1402 Park Street #G  
**Sole Desire Shoes**, 1330 Park Street #B  
**Suzanne Hayne, LMFT**, 1516 Oak Street #314-315  
**T4 Teas**, 1431 Park Street #A

### New Associate Members:

**Curves for Women**, 2528 Blanding Ave  
**SpeedPro Imaging East Bay**, 1734 Clement Ave

### In the Works:

**i-Tea**, 1626 Park Street  
**MA Trading**, 1812 Park Street  
**Vietnam House**, 1527 Park Street  
**Town Tavern**, 1437 Park Street



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## Update Your Business Page

Our new website is now online. One of the terrific things about the new site is that each business can “own” their own business page in the online business directory. As such, you can make changes to your business page anytime without contacting the office.

Each page allows for photo, brief business description, and contact info (a map will automatically appear if you have a street address). You'll even be able to post events and announcements to the downtown website.

Making changes is easy and we'll be hosting workshops later this month to show you how to best use the promotional tools available on the site.

Please take a moment to find your business entry on the new website:

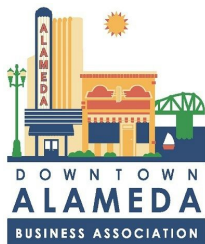
[www.DowntownAlameda.com/Merchant-Directory](http://www.DowntownAlameda.com/Merchant-Directory)

*If you can't find your business or would like to make changes, we'll be happy to walk you through the steps of adding information to your page. As a bonus, we'll even show you how to post an event or an announcement so that it will appear on the home page. Send your request to [psba.mktg@gmail.com](mailto:psba.mktg@gmail.com) or call the office at (510) 523-1392.*



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## Online Communication With Other Businesses



Share news, ask for advice, and get answers from multiple businesses with just one post! Pick the channel of communication you like best:

**Email: Downtown Alameda Business Association Google Group**  
**Facebook: Downtown Alameda Business Association PRIVATE Group**

To join either of our *private* discussion groups listed below, send a request to [psba.mktg@gmail.com](mailto:psba.mktg@gmail.com).

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## **February Mixer**

### **C'era Una Volta**

1332 Park Street, Suite D (in Redwood Square)

**Wednesday, February 17**

**5:30 - 7:00pm**

Appetizers - No Host Bar

Network with other downtown business owners. Get updates about what's happening in the district. Win a gift from a neighboring business. Bring a business card for our door prize drawings. (To donate a door prize, bring it to the mixer.)

*Save the date... Our mixers are held on third Wednesdays.*

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## **Downtown Association Meetings**

### **City & Economic Relations Committee**

First Tuesdays, 8:30am

*Next Meeting: Tuesday, February 2*

### **Maintenance & Improvement Committee**

Second Tuesdays, 9:00am

*Next Meeting: Tuesday, February 9*

### **Membership Committee**

Second Tuesdays, Noon

*Next Meeting: Tuesday, February 9*

### **Promotions Committee**

Third Tuesdays, 8:30am

*Next Meeting: Tuesday, February 16*

### **Downtown Association Board of Directors**

Last Wednesdays, 8:00am

*Next Meeting: Wednesday, February 24*

### **Merchant Roundtable**

Held once a quarter; *Next Meeting: TBD*

*All meetings are held at the office unless otherwise noted.*

### **2016 PSBA Board of Directors**

#### President

Donna Layburn  
Alameda Marketplace, 865-1500

#### Vice-President

Steve Busse  
Park Centre Animal Hospital, 521-1700

#### Secretary

Deb Knowles  
Edward Jones, 749-0403

#### Treasurer

Duane Watson  
Lee Auto Supply, 522-8811

#### Directors

Cindy Kahl  
Speisekammer, 522-1300

Julie Baron  
Julie's Coffee & Tea Garden, 865-2385

Kyle Conner  
Alameda Theatre, 769-2160

Ron Mooney  
Daisy's, 522-6443

#### Committee Chairs

City & Economic Relations  
Rich Krinks  
Harbor Bay Realty, 814-4802

Maintenance & Improvement  
Kate Pryor  
Tucker's Ice Cream, 522-4960

Membership  
Terry Mitchell  
Allstate Insurance, 523-5717

Promotions  
Arthur Mercado  
Alameda Collision Repair, 523-4836

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## **Downtown Alameda Business Association**

(formerly Park Street Business Association)

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Website: [www.DowntownAlameda.com](http://www.DowntownAlameda.com)

