



The Solano Avenue Association

Annual Newsletter - February 2011

1563 Solano Avenue #101 Berkeley, California 94707 510.527.5358 Info@SolanoAvenue.org

Please Mark your Calendars!

SAA ANNUAL MIXER

Thursday, March 17 (Saint Patrick's Day)
5:30 / 7:30 pm

King Tsin 1699 Solano Avenue

We Would Like to Acknowledge the 2010 Board of Directors.

President – Harry Pruy
Solano Cleaning Center

Vice President – Sang L. Rowand
Farmers Insurance, Albany

Treasurer – Jason Alabanza
Mechanics Bank, Albany

Secretary – Jan Snidow, Mane Alley

Immediate Past President – Robert Cheasty
Law Offices of Cheasty and Cheasty

Ken Ancell, Ancell Financial
R H Anderson, Estate Liquidation Services
Jason Bellevue, RAF Investments
John Cowee, Architectural Concepts
Alaina Palega, Solano Kids
Debbie Perkins-Kalama, KNA Copy Centre
Memo Robles, Casa Oaxaca
Tom Taylor, Art Thou Graphics

Allen Cain
Executive Director and Events Manager

2011 Calendar of Events

March 17: Annual Mixer

August 11: Solano Stroll Kick-Off Party

September 11: Solano Avenue Stroll

October 31: Halloween on Solano

First Three Weekends in December:
Santa on Solano with the Albany Chamber of
Commerce

Thank You Allen Cain

Our Executive Director who has now been
cleaning-up Solano Avenue (as a volunteer)
every weekday morning now for over 2 years.

His message to you:

Remember everything you do individually
reflects on the entire district. Be overly-kind to
everyone, if only for your neighbors.

Solano Avenue Association Membership Survey:

Last chance to give us your two cents!

For those who do not know, the Solano Avenue Association has put together a survey for the membership. This is not to be confused with the later-2010 "Captelli" survey. Please email us for a link, or (www.surveymonkey.com/s/P8PYWDH) **just days left!**

The SAA E-Newsletter

Twice a month the SAA produces an "E-Newsletter" putting people in touch with what is happening on Solano Avenue. We keep you posted on current events, crime alerts, and much more! Please join our E-Newsletter subscription list!

2011 Membership Information

This year's adjustments to the membership structure include a slight adjustment to dues. The average dues will increase to \$148 per year (from \$135) and to \$98 per year (from \$85) for non-profit organizations.

We also intend to "align" the Albany membership from June/June to January/January - to mirror Berkeley. When Albany members get their membership invoices in June, they will have the option of paying for six months to January; or you can pay ahead and cover the 2012 dues as well (a year and one-half).

The final adjustment is a small fee to SAA members who require Health Department permits for the Solano Avenue Stroll which involves intense administration every year which requires multiple trips to the outskirts of Alameda and downtown Berkeley.

Welcome to the Avenue

Albany Café 1126 Solano
Art Thou Fine Art Gallery 1861-A Solano
Bangkok Jam 1892 Solano
Bowl'd 1479 Solano
Everest Café 1645 Solano
Fickle Bag 1885 Solano
I Scream! 1819 Solano
Kyle M Johnston, Law Offices 1760 Solano 205B
Labcorp 1228 Solano
La Bedaine 1585 Solano
Little Star Pizza 1175 Solano
Mythos Fine Art and Artifacts 1747 Solano
Naveana Salon 1481 Solano
Sacred Rose Tattoo 1503 Solano
Salon 1757 - 1757 Solano
Sushi 29 1647 Solano
Thousand Oaks Art Gallery 886 Colusa
Whole Health Apothecary 1229 Solano
William Stout Books 1605 Solano
Windy City Beef Sandwiches 862 San Pablo
Woohoo Fit 1230 Solano

We would like to acknowledge those who helped us produce the 2010 “A Global A-Faire” Solano Avenue Stroll.

First, our Major Sponsors: **John Nakamura at Albany Ford, Saleen, and Subaru**, KGO-TV Channel 7, Funky Monkey Snacks, Andronico’s Market, Safeway, and the Cities of Albany and Berkeley. Our Media Partners include Comcast, the Daily Californian and our new community members at Patch.com

Thank you to those who provided delicious food to the volunteers on the day of the event and electricity to the performers: Bua Lang, Cactus Taqueria, The Law Offices of Cheasty and Cheasty, China Village, The Church on the Corner, CVS Pharmacy, Domino’s Pizza, Fonda, Ideas for Elements, King Tsin, KNA Copy Centre, Schmidt’s Tobacco Pub, Six Degrees On Solano, Solano Oriental Rug Gallery, Tannahill Realty, Tangerine Food Bar, Today’s Rave, and Zand Market.

Thank you to the generous Solano Avenue restaurants who donated food to the kick-off party and the volunteers (including the SAA Board of Directors) who make it happen.

A special thank you to the host of the 2010 kick-off party, **Mechanics Bank, Albany and Jason Alabanza**. We would also like to acknowledge **Richard Hong at California Bank and Trust** and his staff for opening the bank’s doors on a Sunday and acting as the Stroll headquarters, for over a decade.

Have you Considered Joining the SAA Board of Directors?

We meet on the second and fourth Tuesdays of the month at 8:15 am; weekly during “Stroll season”. You can make a difference! The Association Board of Directors consists of (around fifteen) business owners in and near the district who care dearly about Solano Avenue and hope to help shape its future. We are a goal-oriented, organized group that operates collaboratively and have focused sub-committees. Can’t commit 100 percent? Perhaps you would consider joining a sub-committee or just helping out part-time. Contact us to commit!

The Association Lights up the Street for the Winter Season

This is a \$15,000 expense that is subsidized with income earned by the Solano Avenue Stroll, in addition to the Solano Avenue merchants who made substantial individual donations so we could light-up the avenue.

Thank you to the following businesses for their 2010 winter lighting donations:

Albany Arts Gallery / Albany - Berkeley Optometry / Bill Moore and Associates / Bone Room / By Hand
Cafe Raj / Christian Science Reading Room / Eichner Properties / Ellen Pacleb, DDS / Ensler Lighting
Five Little Monkeys / Hannah’s / Immi Isong / KNA Copy Centre / Little Star Pizza / Mandel Streit Group
Marvin Gardens / Melinda White, MFT / Oaks Jewelers / Pegasus / Red Oak Realty
Snowregion Gift Shop / Solano Center for Psychological Studies / ST Albans Episcopal Church
Stone Bridge Press, Inc. / Suzanne Arca Design / Sue Johnson Lamps / Tilden Preparatory School

2010 Highlights

- Installed brand new banners on the East end.
- Addressed the blighted newspaper display racks (still working on Berkeley)
- Negotiated meter “holidays” in December
- Addressed Albany “planter boxes”
- Negotiating for a farmer’s market in Albany to be kept near/on Solano Avenue
- Had our Executive Director become proficient with HTML to cut webmastering costs by 70%

2011 Goals:

- Refine our finances and fiscal bearing
- Increase our presence and use of social networking websites (Facebook/Twitter)
- Establish closer relationships with property owners and management to address vacancies
- Address paid parking on the Berkeley end of the Avenue advocating pay-station removal
- Better synchronize and align our future goals with the needs and desires of the membership

Safeway and Goodwill

We would normally present a message from Harry Pruyn our Board President and owner of Solano Cleaning Center at Talbot and Solano but have to divert to these vital subjects. (Thank you Harry for all that you do; especially for constructing such a wonderful stage for the Solano Avenue Stroll and Lunar New Year Event.)

Safeway: A remodeled Safeway will bring jobs; increased revenues to the city, and allows an upgrade to a decaying location that does not completely address the needs of Albany residents, resulting in “leakage” to other markets outside of the area. Safeway is the only “anchor” store *Albany* has on Solano. They have been on Solano for 80 years and deserve to modify their business, after all – it’s theirs. The flip-side of the coin is competition to existing Solano Avenue merchants and increased traffic (the concern of the neighbors).

Goodwill: Here is an organization that will mean increased revenues to the city; gives jobs to the marginally employable (and locals); offers something to the teens looking for vintage clothing (which is “in”); appeals to bargain hunters; and will fill a major vacancy on Solano Avenue – not to mention the whole re-use / recycling factor. Goodwill has a strange effect when you mention their name. We will remind you that there are Goodwill stores on “Melrose Place” in Los Angeles and “Beverly Boulevard” in Beverly Hills. On the other hand they sell clothing that represents direct competition with five [plus] businesses within a one/two block vicinity.

Have a strong opinion? We need to know – and heads-up: we will be sending out volunteers to “poll” the Avenue over the next couple of weeks – please stay tuned to our monthly E Newsletter and updates for more.