

## *annual meeting / mixer*

**Thursday, March 17**

**5:30 – 8:30 pm**

**California Bank and Trust**  
1451 Solano at Sante Fe

## *2015 board of directors*

### **President**

Jennifer Hansen-Romero  
*Daniel Winkler and Associates, Inc.*

### **Vice-President**

Anthony Porter  
*Berkeley Resident*

### **Treasurer**

Jason Alabanza  
*Mechanics Bank (Albany)*

### **Secretary**

Janet Snidow  
*The Mane Alley [Salon]*

### **Past President**

John Cowee  
*Architectural Concepts*

### **Board Members**

Ken Ancell  
*Ancell Financial Advisors*

Jason Bellevue  
*RAF Investment Services, Inc.*

Rebecca Dupius  
*Albany Resident*

Debbie Perkins-Kalama  
*Albany Resident*

Jenny Schmidt  
*Frank Bliss Insurance*

Jim Wong  
*Better Homes and Gardens*

### **Executive Director & Events Manager**

Allen Cain

*We remember Audi Constance of CFP Financial Solutions who passed away last year. She served on the SAA board from 2012 to 2015. She was also a realtor with Better Homes and Gardens Mason-McDuffie Real Estate in El Cerrito where she lived. She is survived by a son, daughter and granddaughter.*

## *welcome to Solano!*

Avenue Yarns	1325 at Pomona
Bopshop Korean Kitchen ( <i>coming soon</i> )	1823 at Colusa
Café Eugene	1181 at Stannage
Everest Café ( <i>coming soon</i> )	1150 at Stannage
HEAL: Pilates	1053 at San Pablo
Hopsy Beer	1137 at Stannage
Le Petit Nail Spa	1770 at Modoc
Lhasa Dreams Boutique	1631 at Tacoma
Little Star Pizza (new location)	1181 at Stannage
Mr. Dewie's Cashew Ice Cream ( <i>coming soon</i> )	1116 at Kains
Stone Room	1564 at Ordway
Solano Sweat	1501 at Curtis
Strictly Vinyl	1060 at San Pablo
YJM Photography & Gallery of Fine Arts	1865 at Fresno
Zaytoon ( <i>coming soon</i> )	1133 at Kains

**The Oaks Movie Theater** will remain dark: There are no plans for development at this time.

**Safeway on Solano Avenue:** has been "refreshed" with several added departments

## **Proud of our 3rd-generation Solano Avenue cards**

We sell the cards at ten percent off to non-profits, mostly public schools. Please be sure to check out SolanoCards.com to make sure you are on the list of almost sixty merchants who participate in the gift card program. A new version of the card was introduced in mid 2015 and the program only continues to expand. Thank you Five Little Monkeys and the Mane Alley Salon - where you can purchase the cards today!



## **How amazing is social media in driving traffic to the district?!**

Social Media is an amazing and free tool to help drive traffic not just to your business but to the entire Avenue. *Solano Avenue Association and Stroll* is close to reaching over 1000 Facebook likes and followers, who actively repost our messages and events. The SAA works hard to produce well-executed, family events to incentivize visits to the Avenue and encourage future foot-traffic. We encourage all businesses to post these events to your own social media and to the *Solano Avenue Association and Stroll* Facebook page and perhaps offer 10% off or a free beverage, or free dessert if a customer mentions your social media invitation. SAA is happy to repost your business events too, just send us a request and we will be happy to repost your event on our Facebook page!



There are three ways to stay informed and share your updates! The Solano Avenue Website: [www.solanoavenue.org](http://www.solanoavenue.org), "Like us" on Facebook at Solano Avenue Association and Stroll, and of course the SAA "E-Newsletter" by emailing the Solano Avenue Association at [info@SolanoAvenue.org](mailto:info@SolanoAvenue.org)

2015 Solano Avenue Stroll Credits

First, our Major Sponsors: John Nakamura at Albany Ford, Rocky the Range / Rosy the Organic Chicken and the Cities of Albany and Berkeley. We are pleased to announce that the School of the Madeleine in Berkeley has also become a primary sponsor of the event Our Media Partners include Berkeleyside, Marketplace Magazine and Parent’s Press.

Thank you to those who provided delicious food to the volunteers on the day of the event and electricity to the performers: Anytime Fitness, Bua Lang, Cactus Taqueria, Law Offices of Cheasty and Cheasty, Fonda, Noor and Sons, Schmidt’s Tobacco Pub, Shoes on Solano, Tannahill Realty and Zand’s.

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

A special thank you to the host of the 2015 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 well over a decade.

Santa on Solano Coloring Book a Great Success!

Hundreds of smiling families gathered at Chloe’s Closet on Solano over the course of 3 weekends in December to get a Free photo with Santa and walked away with a surprise free keepsake along with their visit. This year with the help of some fast acting businesses and the SAA board of directors we decided to try to pull together a beta test program of a Coloring book and cut out photo frame as a keepsake giveaway for the Santa on Solano participants. The coloring book included 8 pages of SAA businesses (see website for PDF copy) along with information about our SAA gift card program and “reminders and thank yous” for shopping our district during the holiday season.

As well received as this program was, we hope to develop and expand this into a fuller size coloring book to use among more businesses where families are present such as restaurants, shops, banks and any of the other businesses that would like to include the coloring books or participate in a coloring book page promoting their business.

The cost per page of the beta test version was \$250 per page and we distributed approximately 2500 copies throughout December. The year round fuller size coloring book will have an adjustment for pricing per page to be determined, however, if you would like more information or would like to be included on the next launch of coloring books please contact us as soon as possible so we can judge the interest level for participants.



Thank you to the businesses who participated in the beta test community project! Chloe’s Closet, Hanabi Judo, Daniel Winkler and Associates, Inc., Pegasus Books, Red Oak Realty, Zachary’s Pizza, Marvin Gardens and iScream! We couldn’t have done this without your quick responses and support!

Winter Lighting Plan

We appreciate the Berkeley Business Improvement District for bringing stars to Solano for the fall season and wish to acknowledge the City of Albany Recreation Department for providing fantastic lighting to the west end of Solano (where there is electricity on every street-pole). We know that some of you mid-Avenue were left in the dark, we hope these features will expand in 2016.

*thank you blue gloved crew!*

Since 2008 they have been hand-cleaning the commercial districts. Their first lap now includes San Pablo Avenue from McDonald’s to the El Cerrito Plaza.

Yes, they cross county-lines! And the group has expanded to a consistent half-dozen.

Facebook.com/BlueGloveCrew

New year, new services, new rates & more!

Time flies when you’re having fun! While we love to bring fun and community to the Avenue, over the years our costs have risen. In 2004, our basic membership was \$125; now years later our membership has reached \$148. It’s been a focus of ours to continue to keep our costs low, but we are also looking to do more for our business community. Please see our new membership rates enclosed. This will give us the ability to enhance what we can do for our business community.

2016 calendar of events

Lunar New Year Celebration & Parade	February 6
Annual SAA Meeting / Mixer	March 17
Albany FilmFest	March 20
Solano Stroll Kick-Off Party	August 11
Solano Avenue Stroll	September 11
Halloween on Solano	October 31
Santa on Solano	First 3 weekends of December

**Do you know of a business looking for space on Solano? Give us a call, we are here to help! 510.527.5358**