

## *Annual meeting / mixer*

**Thursday, March 22**

5:30 – 8:30 pm

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

## *Board of directors*

### **President**

Jennifer Hansen-Romero  
*Winkler Real Estate Group*

### **Vice-President**

Jason Bellevue  
*RAF Investment Services*

### **Treasurer**

Jason Alabanza  
*Mechanics Bank (Albany)*

### **Secretary**

Jan Snidow  
*Mane Alley*

Elena Silva  
*Mechanics Bank*

Jim Wong  
*Better Homes and Gardens*

Peggy and Richard Smith  
*Allstate Insurance*

Rafael Rangell  
*YMCA*

Rebecca Dupuis  
*Albany Resident*

Tod Abbott  
*Full Orbit Web and Marketing*

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

Allen Cain

Online registration and renewal now available! Visit:

**[www.solanoavenue.org/join](http://www.solanoavenue.org/join)**

Stay informed & share your updates! Visit our official website, **[www.solanoavenue.org](http://www.solanoavenue.org)**. "Like" Solano Avenue Association and Stroll on Facebook, or subscribe to our e-newsletter by emailing **[info@SolanoAvenue.org](mailto:info@SolanoAvenue.org)**

## *Welcome to Solano!*

### **24 new business ventures!**

Access Rugs, Inc.	1751 at Ensenada
Ale Tales	1137 at Kains
Ashby Village	1821 at Catalina
Belmont Village	1100 San Pablo
Brazilian Bread	1707 at Tulare
Cantina Del Sol	1175 at Stannage
ClosetKarma	863 San Pablo
Enoteca Mediterraneo	1389 / 1391 at Carmel
Grow Family Acupuncture	1225 at Talbot
iSlice Pizza	1230 at Evelyn
Juanita and MAUDE	825 San Pablo
Kingship Realty Group	863 San Pablo
Lisa Bruce Studios	1225 Marin
Little Surprises Studio	1250 at Masonic
Main Street Pizza	1889 at The Alameda
Monique's Clozet!	1639 at Ventura
Morningtide	847 at Cornell
Oaktown Spice Shop	1224 at Talbot
Squeeze Juice Bar	1114 at Kains
State Farm Insurance - Anglin Agency	816 San Pablo
Su Yun's Chinese Learning Center	850 at Talbot
Touchstone Climbing, Inc.	1875 at Fresno
Wild Card Brewing	1122 at Kains
Wireless Options	1503 at Curtis

*also...*

938 Crawfish Corporation is under new ownership

Britt-Marie - Congratulations to Timo, new owner

Chloe's Closet - Congratulations to Michelle, new owner

Ramen Kitchen is the new format for Bo's California Cuisine

Daniel Winkler and Associates is now Winkler Real Estate Group

## **2017 Quick Notes**

- » Halloween on Solano continues to be a fabulous event! Our community really gives it their all with the amazingly difficult task of judging these homemade costumes. This event is an important opportunity for our businesses to connect with the families in our community.
- » Congratulations to Albany Chamber of Commerce Citizen of the Year Florence Wahl and Youth of the Year Ian Daly from Albany High School.
- » Thank you to Gail Drulis, Executive Director of the Albany YMCA (retired) for being the 2017 Solano Avenue Stroll Grand Marshal. We welcome suggestions for future Grand Marshal candidates!
- » We were very pleased to welcome our new portable toilet vendor to 2017's Solano Avenue Stroll. Thank you Honey Bucket for being there for us.
- » We decorated Solano for the winter season: a joint venture with the Albany Chamber of Commerce, the City of Albany, and the Berkeley Business Improvement District (see article)

*continues...*



## 2017 Quick Notes (continued)

» Santa on Solano coloring books were once again a big hit! Thank you to the businesses that participated in our 3rd annual holiday coloring book give away. This year we again expanded the size of the book to include more coloring pages and more Solano Avenue businesses. Did your business miss out in 2017? Would you like to be included in 2018? Let us know!

## Winter Lighting and Décor Plans

With over a mile long shopping district spanning two cities it's often a challenge to provide a pleasing holiday décor program. We work diligently every year to partner with other groups and provide better solutions.

In 2016, we began working on options and ideas with the Albany Chamber, the City of Albany, and the Solano Berkeley Business Improvement District to help provide a uniform Winter Holiday Décor program for Solano Avenue and part of San Pablo Avenue.

We are proud to say that with the efforts of these groups, we were able to provide consistent décor that was evenly spaced along the avenue for our patrons to enjoy during the holiday season. We are continuing our work to bring more bright and beautiful décor to the avenue as the years go on.

We are always open to ideas, assistance or recommendations for developing decorations and themes.

We appreciate the efforts of everyone involved. By providing decorative pole wraps to hanging holiday banners and lights (where power was available), the community helped achieve a truly magical holiday experience on Solano.

If anyone is interested in volunteering to assist in this program for the 2018 Holiday season please contact us.

## First Wednesdays

The first Wednesday of the month social hours co-hosted by Solano Avenue Association and the Albany Chamber are going great. Would you like to host a mixer?

What a fantastic way to engage with your fellow business owners and professionals.

### Thank you to 2017 hosts:

Peggy Smith Agency - Allstate  
Orange Theory  
North Berkeley Investment Partners  
Noor and Sons Oriental Rug Gallery  
Mr. Dewie's Cashew Creamery  
Mechanics Bank - Albany  
Mathnasium  
Little Star Pizza (with AHS Venture Program)  
Fern's Garden  
Delhi Diner (with Belmont Village)  
Albany Senior Center (Solano Avenue Stroll workshop)  
Akemi

## The SAA Program

Solano Avenue Association utilizes event-based promotions to market Solano Avenue. Unlike conventional advertising, our popular event line-up guarantees foot traffic on the Avenue. Our free, well-executed, family friendly events bring hundreds of thousands of people to Solano Avenue annually. We have four primary events including our flagship, the Solano Avenue Stroll.

- » Solano Avenue Gift cards drive thousands of dollars to the district: \$15,000 in 2017 (solanocards.com)
- » Mixers and social hours offer an opportunity to connect with your fellow business owners and other professionals
- » Our strong social media presence keeps Solano Avenue on the radar

Please see our Annual Program for a more detailed list of what we do for Solano Avenue. Do you have any thoughts, suggestions, or events you would like us to consider? Don't be shy.

## 2017 Solano Avenue Stroll Credits

### Major Sponsors:

City of Albany  
City of Berkeley  
John Nakamura at Albany Subaru  
Floor Dimensions  
Perdue Farms: Rocky and Rosie the Chickens  
School of the Madeleine  
We are pleased to welcome Belmont Village - Albany into the sponsor group

**Parade winners:** First place: Guanyin Citta, Inc.; Second place: The El Cerrito Preschool Cooperative; Third place: Berkeley Chess School; Fourth place: Albany Preschool; Fifth place: Cornell School Chinese After-School Program (AUSD) and Sixth place: School of the Madeleine MAD Band. **Honorable mentions:** Albany Armada Aquatics; Children's Community Center; Dogs for Diabetics; Girl Scouts of Albany/Berkeley and TuTu School.

### Thank you to the following who provided delicious food to the volunteers on the day of the event

Bangkok Jam, Domino's Pizza, Perdue Farms: Rocky and Rosie the Chickens

### Businesses who provided electricity to the performers:

Art Thou Gallery, Cactus Taqueria, Cheasty and Cheasty, Law Offices, Church on the Corner, Fonda, Shoes on Solano, Shoey Sindel Photography, Tannahill Realty, Today's Rave, Yves Jewelry and Judaica

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 Jason Alabanza and the staff of Mechanic's Bank, Albany and Richard Hong at California Bank and Trust for hosting the kick-off party and event headquarters.

### *2018 calendar of events*

Annual Meeting / mixer	March 22
Solano Stroll Kick-Off Party	August 09
Solano Avenue Stroll	September 09
Halloween on Solano	October 31
Santa on Solano	First 3 weekends of December

### *Partnerships*

Albany High School Venture Program  
Albany FilmFest  
City of Albany Economic Development Committee  
Diverse Housing Working Group  
Berkeley Safe neighborhoods Committee  
YMCA - Albany