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Annual meeting / mixer

Thursday, March 19

5:30 – 8:30 pm

California Bank and Trust
1451 Solano at Sante Fe

Online registration and renewal
now available! Visit:

www.solanoavenue.org/join

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www.solanoavenue.org. “Like”
Solano Avenue Association and
Stroll on Facebook, or subscribe
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info@SolanoAvenue.org

Welcome to Solano!

New business ventures!

Chez Mansour	1369 Solano at Ramona
Custom Sofa Company	901 San Pablo at Solano
Duo Grill House	1491 Solano at Curtis
Edward Jones Investments	1301 Solano #201 at Key Route
Inter High	1109 Solano at San Pablo
Joseph Fahmie Properties, LLC	1895 Solano at The Alameda
Meg Jett, D.O.	1402 Solano at Sante Fe
Momo's Flowers and More	853 Ramona
Nomi Tea	1475 Solano at Sante Fe
Organic Greens	1615 Solano at Tacoma
Ritual Tattoo	1563 Solano at Peralta
Ruby Rugs	1882 Solano at Modoc
Sundhari Spa	1605 Solano at Tacoma
Umami Interiors	1178 Solano at Cornell
Yaza Couture (second location!)	904 The Alameda

2019 Quick Notes

- » **SPECIAL EARLY PAY DISCOUNT!!! ?**
Show your love for the Association, Pay ONLINE by February 14th and pay the 2019 membership rate (save money!)
- » We hear you! Understanding the importance to drive more traffic to Solano Avenue, **the SAA has been working with both cities to gain more attention to our shopping district.** Help us, help you! Please share with us and your City government your wish list on how to keep your business strong and supported.
- » **Thank you to Iraj Vafaenia**, owner of Solano Oriental Rug Gallery (1975) for being the **2019 Solano Avenue Stroll Grand Marshal!** We look forward to nominations for our 2020 Grand Marshal!
- » **Santa on Solano Coloring books!** Thank you to our family of businesses that participated in the holiday coloring books! - If you missed out this year, you can be included in 2020!
- » Thank you to the **Solano Avenue Berkeley Business Improvement District** for their continued support in our winter programming and Art Walk.
- » Art Walk 2020: Date to be determined... **We are currently working toward a new time and date to encourage more traffic to the next Solano Avenue Art (and Wine) Walk.** Stay tuned! More information (including on how to participate) to come!
- » **Historical Solano Avenue Trivia Contest:** The Berkeley Historical Society, the Thousand Oaks Neighborhood Association, and a consultant from the Albany Historical Society partnered with the Solano Avenue Association for a special project. We kicked-off Fall with a trivia night hosted by the Association and Sichuan Style. The \$500 cash first place prize was donated by the Abrams Claghorn Gallery, while the AHS and TONA provided \$250 each for second and third place prizes – thank you.
- » **Oaks Climbing Gym Touchstone Climbs Closer to Reality:** In December 2019 they received their building permit and according to Berkeleyside: Touchstone is working with a Bulgarian company called Walltopia. The 21,575-square-foot interior will be transformed into a large bouldering facility. Workout rooms and a yoga studio have been part of the plans, too. The site also includes five retail spaces fronting Solano Avenue.



The Solano Avenue Association is dedicated to promoting and improving the Solano Avenue business district and to building community spirit and identity through events, marketing, and aesthetic enhancement.

Is it getting hard to park around here?

The Solano Avenue Association is monitoring the loss of parking from additional red zones, re-assignment from un-timed to timed, and other factors. What we're seeing is concerning: double-parked delivery vehicles, cars circling through neighborhoods while looking for parking, excessive/confusing signage, and more. All of this encourages Solano Avenue Guests to visit elsewhere. Every business on Solano Avenue needs the income that outside visitors bring to the district. It's a fact: There are 14.6 million registered motor vehicles in the state of California (2017) and 39.56 million people (2018). The loose math suggests there is a vehicle for every two people in the state. Why has it become so difficult for our largest population segment to Eat, Shop, Play, and Live on Solano Avenue?

Winter Décor and Solano Avenue

The Holiday Decorations on the light poles are paid for with contributions from the SAA, the Solano Berkeley BID, and the City of Albany. While we have nowhere near the budget that would be required to put on a show to compare with Fourth Street, we do think we can do better. We have formed a committee to create a multi-year plan for holiday decoration to make sure we are getting the most out of the money we have to spend on sprucing the avenue up for the Holidays. We invite any member who would like to help with this effort to join the committee. Please contact the Solano Avenue Association and we'll be sure to invite you to the next meeting.

And remember! You can always add to the holiday splendor! Polish up those storefronts and windows, add fun artistic items to your displays. Light up the night by adding lighting to your location. Decorative window lighting is a wonderful way to grab attention to your business especially during fall and winter when it gets dark so early.

The SAA Program

The 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, and 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, Halloween on Solano, Santa on Solano, and the Lunar New Year Celebration.

In addition to events:

- » Solano Avenue Gift cards drive thousands of dollars to the district (visit solanocards.com)
- » Mixers and Social Hours offer an opportunity to connect with your fellow business owners / professionals

Please see the "Annual Program" document on our website for a more detailed list of what we do for Solano Avenue.

Do you have any suggestions / thoughts / promotions you would like us to consider? Don't be shy!

First Wednesdays

First Wednesday of the month Social Hours cohosted by Solano Avenue Association and the Albany Chamber have been amazing! What a fantastic way to engage with your fellow business owners and professionals. Contact us to host a mixer.

Thank you to 2019 mixer hosts:

Albany Senior Center (ACOC/SAS workshop), California Bank and Trust (annual mixer), Everest Kitchen (AHS Venture Club Mixer), Fern's Garden, Fisher's Custom Jewelers, Little Star Pizza, Mechanics Bank - Albany (SAS kick-off), Peggy and Richard Smith - Allstate, Ruby Rugs, Solano Oriental Rug Gallery

2019 Solano Avenue Stroll Credits

First, our Major Sponsors:

City of Albany
City of Berkeley
Albany Subaru
John Muir / UCSF Health
Mechanics Bank
Safeway
Winkler Real Estate Group

Parade winners include:

First Place: El Cerrito Preschool Cooperative
Second Place: Unitarian Universalist Church of Berkeley
Third Place: Albany Armada Aquatics
Honorable mentions: Albany Preschool (SAA member), Montessori Family School, Thousand Grandmothers Bay Area, Dogs4Diabetics (Dogs for Diabetics), and Head Over Heels Athletic Arts.

Businesses that provided electricity to the performers:

Anytime Fitness, 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

Thank you to the Solano Avenue restaurants who donated food to the kick-off party, Jason Alabanza and Mechanics Bank for hosting this event, and the volunteers who made it happen.

Thank you to the following who provided discounted food to the volunteers on the day of the event:
Bangkok Jam, Bua Luang and Domino's Pizza.

A special thank you to **Richard Hong and his staff at California Bank and Trust** for hosting our Solano Stroll day of event command center!

The Blue Glove Crew continues its volunteer clean-up of Solano Avenue and San Pablo Avenue from McDonald's to El Cerrito Plaza! Since 2008 they have been hand-cleaning the commercial districts.
facebook.com/BlueGloveCrew

2020 calendar of events

Annual Meeting / mixer	March 19
Art and Wine Walk	TBA
Solano Stroll Kick-Off Party	August 13
Solano Avenue Stroll	September 13
Halloween on Solano	October 31
Santa on Solano	First 3 weekends of December
Lunar New Year Celebration	February 7, 2021

Partnerships

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