

WWW.WestAlamedaBusiness.com

VISIT OUR BRAND NEW WEBSITE AT:



New Website for WABA
Special Thanks
Eddie and the Boppers
Students Clean Up Webster
Keeping Up Appearances
Alameda Sun Column
Upcoming Events and Mixers

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WEST ALAMEDA BUSINESS ASSOCIATION
1701 Webster Street, P.O. Box 215
Alameda, CA 94501

UPCOMING EVENTS

Board of Directors Meeting

June 16, 2004
3rd Wednesday, 7:30 AM
Coffee for Thought
1544 Webster Street

Executive Committee Meeting

June 9, 2004
2nd Wednesdays, 7:30 AM
Coffee for Thought
1544 Webster Street

WABA Mixer

June 23, 2004
5:30 – 7:30 PM
4th Wednesdays every other month
Chevy's
2400 Mariner Square Drive

Design/Streetscape Committee

June 11, 2004, 8:30 – 10:00 AM
2nd and 4th Fridays, except holidays
Alameda Point Collaborative
677 West Ranger Avenue
Alameda Point

Economic Development Committee

June 29, 2004
4th Tuesdays, 6:00 PM
Hawthorn Suites
1628 Webster Street

West Alameda Farmers' Market

Tuesdays, Rain or Shine
9:30 AM – 1:00 PM
Corner of Webster and
Taylor streets

Membership/Organization Committee

June 3, 2004
1st Thursdays, 1:30 PM
Coffee for Thought
1544 Webster Street

Promotions/Events Committee

June 8, 2004
2nd Tuesdays, 6:30 PM
Rosenblum Cellars
2900 Main Street

Webster District Strategic Plan Community Forum

June 22, 2004
7:00 - 9:00 PM
City Hall West, Room 201
950 W. Mall Square, 2nd Floor

Would you like to volunteer?

Sign up today at:
www.WestAlamedaBusiness.com

YOU'RE INVITED!

West Alameda Business Association Mixer

When: June 23, 2004, 5:30 – 7:30 p.m.

Where: Chevy's Fresh Mex Restaurant
2400 Mariner Square Drive

What: Meet Paul Benoit, new Assistant City Manager and Leslie Little, new Development Services Director

Appetizers, Soft Drinks, No-Host Cocktails

SAVE THESE DATES FOR OUR NEXT MIXERS

Would you like to host a mixer? Call WABA for details: (510) 523-5955.

August 25, 2004
5:30 – 7:30 p.m.
Alameda Art Center
1701 Webster Street
Guest speaker,
Mayor Beverly Johnson

October 27, 2004
5:30 – 7:30 p.m.
Hawthorn Suites
1628 Webster Street

WEST ALAMEDA BUSINESS ASSOCIATION



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WABA ON THE WEB!

This month we launched WABA's first website, www.WestAlamedaBusiness.com. The site provides a wealth of information for WABA members, residents and visitors alike about the exciting changes in the West End.

"So much is happening right now," said Sherri Stieg. "We wanted to be able to share it online, to give both our members and people trying to find us easy access. I've referred several people to it already." The site also introduces a new "look and feel" for WABA, including a color scheme that will be incorporated into other WABA materials to create a consistent image and identity for the organization.

What does having a website mean for members? Board member Ed Clark said, "I love seeing our district promoted this way. We seem to be developing a real sense of 'place' in the West End, and I think we're drawing more people in as a result. The website can only help." Members can read about WABA's accomplishments, keep up with

West End events, and learn the benefits of membership and volunteering for WABA. Those ready to sign up can easily submit a membership or volunteer application using the handy online form (with no waiting for Adobe Acrobat reader to download the documents!) "We got a new member through the website before we even put out the word about the site," said Stieg.

The board has also approved funds to add a searchable database of WABA members, so residents looking for a West End merchant or service can locate our members easily. In the future, we hope to offer WABA members who would like a Web presence the ability to have their own customized for businesses think-

ing of locating here, there's the Locate Your Business in West Alameda page, which highlights all the reasons why a new business would find this end of town an appealing place to set up shop. It won't just be WABA members taking advantage of the site. The Home page, pictured here, provides a starting place for anyone with an Internet connection to learn more about what we've got to offer. We expect the site will grow and change to reflect our own changes.

Please take a look around, and click the online suggestion link to tell us what you think.

THE WEBSITE TEAM

Allan Mann, who heads the WABA marketing committee, and provides marketing consultation and communications services to small businesses, put together the team to develop the website. Mike Gunderson, who specializes in print and online design, volunteered to design and build our site and Christine Buck, a local writer, took on the development of site content. Maurice Ramirez contributed many of the site photos. We thank Allan, Mike, Christine and Maurice for their fine work on this project!

-WABA Executive Director
Sherri Stieg

SPECIAL THANKS

The West Alameda Business Association (WABA) thanks Jennifer Cameron and John Marquez, owners of Coffee for Thought for hosting the May mixer. Everyone enjoyed sampling the delicious soups, bread and salad. Several people said they came back for lunch later in the week and Coffee for Thought is now the place of choice for many WABA meetings.

WABA also thanks Anita Ng of Garden Cleaners for donating

two lovely trays of appetizers and Wendy Bryant of Tiny's for bringing over treats. Thank you to Rosenblum Cellars for making wines that you provide to WABA at a discount. Bank of Alameda generously donated a door prize.

We must also thank our speakers, Robert Haun and Arden Koontz, from the City of Alameda's Development Services Department. Judging by the number of façade and marketing grant applications filed after the mixer, it is clear they inspired members.

Thanks to these businesses and individuals and WABA volunteers, it was a great mixer with about 40 people in attendance and many people remaining after the mixer concluded.

SAVE THESE DATES!



FREE Cove Outdoor Concert Series

Eddie and the Boppers
Friday • June 11 • 5:30pm-7:30pm

The Bob Claire Orchestra
Friday • July 9 • 5:30pm-7:30pm

The Pete Escovedo Orchestra
Friday • August 13 • 5:30pm-7:30pm



PEANUT BUTTER JAM FESTIVAL
WEBSTER STREET, ALAMEDA

SEPTEMBER 11-12
10:00AM - 6:00PM

EDDIE AND THE BOPPERS KICK OFF WABA'S CONCERTS AT THE COVE

Local rock 'n roll favorites **Eddie and the Boppers** lead off the seventh annual "Concerts at the Cove" series June 11 with a tribute to the music of the 1950's and 60's.

The series of three free open-air musical events will be held at Alameda's Crab Cove from 5:30 to 7:30 p.m. on the second Friday of each month during June, July and August. The July 9 concert features the Motown, rock, jazz and blues sound of the Bob Claire Orchestra. On August 13, the Pete Escovedo Orchestra brings its Latin jazz rhythms to the shoreline.

The concerts are presented by the West Alameda Business Association (WABA) with the help of the East Bay Regional Park District and major sponsorship from Alameda Power & Telecom. Additional funding has been provided by Rosenblum Cellars, Catellus Development Corporation, Webster Pharmacy and Warmington Homes. Other sponsors to date include: Alameda County Industries, Alameda Point Community Partners, Pam Anagnos, Bay Ship and Yacht, Bechtel Corporation, East Ocean Seafood Restaurant, Excel Graphics, Financial Benefits Credit Union, Garden Cleaners, The Glass Man, Hawthorn Suites, Hilton Hotel, Living4Seniors, Levi-Strauss, Mills College Alumni Association, Port of

Oakland, PG&E, Prudential Realty, SK Auto and U.S. Bank.

The concerts have become an Alameda summer tradition, with people spreading blankets on the lawn to picnic and listen to the music and dance when the spirit moves them. Beer, wine and food from West Alameda businesses will be on sale throughout the event.

The concerts are free, but concert-goers may wish to participate in voluntary good will offerings benefiting local charities. Recognizing that the economic times have pinched everyone's budget, WABA has offered three local charities the opportunity to "pass the hat" at the concerts to raise money for their organizations. At the first concert, the Alameda Education Foundation, which raises funds for Alameda schools,



will be the recipient of any donations. Xanthos, an Alameda charity with programs to improve the emotional, psychological and physical health of children, youth and families and Alternatives in Action, a foundation benefiting Alameda's Home Base, will be the beneficiaries at the July and August concerts, respectively.

The Crab Cove Visitor Center, which is adjacent to the concert area, will be open until 7:30 p.m. each night during the concerts offering organized activities for families and children. Free parking is available at Crown Memorial Beach and parking lots at Santa Clara at Webster and Taylor at Webster. Free bicycle parking will be available at the concert site.

Students from Home Base and the Puff Dragons teamed up on a community cleanup along Webster Street from Atlantic Avenue to the Estuary. They gathered at the Spotlight-on-the-Square at 3:30

p.m. on Monday, May 17, 2004 to begin the clean up. The youth divided into two groups, one heading north and one heading south. The clean up ended at 5:30 with a picnic at the Barnhill Marina,



HOME BASE STUDENTS CLEAN WEBSTER

(Marina Village Parkway @ Mariner Square Drive).

By the time the youth finished their work, they had collected 15-20 bags of trash. "It is wonderful to see high school students so engaged in a project like this," says Betty Dittmer, who cleans the rest of Webster Street on behalf of the West Alameda Business Association. "It helps the community while making a lasting impression on the students about protecting the environment from litter."

Home Base students, directed by Gail Greely and student leader Malcolm Lear, are earning their community service hours by

working with Cal Trans to take ownership of Webster Street from Atlantic to the Tubes under the Adopt-A-Highway program. The Adopt-A-Highway program allows local community groups the opportunity to help maintain and beautify sections of roadsides within the California State Highway system.

The Puff Dragons are a dragon boat racing team composed of approximately 20 West End youth. Coach Corey Block explains that each project group through Home Base works on a community impact project, which, in turn, impacts the greater community.

The Dragon Boat team, as well as a large percentage of Alamedans use the Estuary on a regular basis and see the trash and garbage that blows and drains into the estuary. This adversely affects the lives of all wildlife that call the estuary home.

Wienerschnitzel, Webster Pharmacy and Pixel Rangers provided the food for the picnic. Thank you to the owners of these businesses, Fred Chow, Ed Clark and Robert Van de Walle.

The West Alameda Business Association also thanks the students for a great job.

WABA COLUMN IN THE ALAMEDA SUN

The Alameda Sun has offered Alameda's four business associations the opportunity to write about their organization in a column that rotates amongst the associations. Below is a re-print of the first column appearing in the Sun on May 20. Of course, the West Alameda Business Association wrote the inaugural column.

"If you don't know where you're going," say the experts, "any road will lead you there." West Alameda merchants and property owners know they want Webster Street to once again be a destination for Alameda, Oakland and the East Bay, but they know they need a vision for what they'd like it be. That's why they've worked with the City of Alameda to engage the services of a consultant to create a strategic plan to guide revitalization efforts over the next few years.

The consultant, Strategic Economics, will conduct a study to determine how best to revitalize Webster Street. The study will recommend one or more "catalyst" projects to generate the kind of foot traffic the street needs to be reinvigorated. It will also identify ideas for attracting and retaining quality businesses and strategies for working with Alameda Point

and Enterprise Landing (the retail development being proposed by Catellus at the former Fleet Industrial Supply Center) to develop complementary rather than competitive business districts.

"If you don't know where you're going," say the experts, "any road will lead you there."

We plan to hold three public meetings – the first one on May 25 between 7 and 9 p.m. at the College of Alameda's Community Room, L-237 – to get community input for the study, much like what was done to create the Downtown Plan for Park Street.

One thing we already know for sure – Webster Street will look a lot nicer by the time we have the strategic plan recommendations in hand. Starting in July, work will begin on a new streetscape for Webster Street from Pacific to Central, including new historical lighting, landscaping, street furniture and areas for outdoor gatherings. Construction will take place from 9 a.m. to 3 p.m. each day through the end of February 2005. Three blocks will be done at a time and at least one lane in each direction will be open throughout construc-

tion. Although it will be disruptive in the short term, the finished project will set the stage for the revitalization efforts that the strategic plan will recommend.

Meanwhile, the West Alameda Business Association continues to work on its signature summer events – the Concerts at the Cove and the Peanut Butter Jam. The first of monthly free Concerts at the Cove will be June 13, featuring the '50s and '60s sound of Eddie and the Boppers, followed by the Motown, rock and jazz sounds of the Bob Claire Orchestra July 9 and the Latin jazz rhythms of Pete Escovedo and his orchestra Aug. 13. The Peanut Butter Jam is a two-day event this year, scheduled Sept. 11 and 12.

If you'd like to know more about WABA and all the wonderful things happening on Webster Street and the West End, stop by our bi-monthly mixers June 23 at Chevy's and Aug. 25 at the new Alameda Art Center at Webster and Pacific. Both events are from 5:30 to 7:30 p.m. and refreshments will be served. Mayor Beverly Johnson will speak at the June mixer and Paul Benoit, our new Assistant City manager and Leslie Little, the new Director of the Development Services Department will speak in August.

For more information about WABA and its activities, check out our wonderful new website at www.westalamedabusiness.com.

-WABA Executive Director, Sherri Stieg

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Ed Clark

KEEPING UP APPEARANCES

The West Alameda Business Association (WABA) is taking nominations for businesses for "keeping up appearances" awards. "Having neat, well maintained businesses and sidewalk areas is crucial to attracting customers, so we want to reward those businesses that help us keep up the appearance of the district," says WABA Executive Director Sherri Stieg. "We will announce winners in the newsletter and reward them with a scoop of ice cream or yogurt."

To nominate a business, call the WABA office at 523-5955.

Special thanks to **Schroeder-Dent** for silk screening shirts for WABA's maintenance crew.



WABA OFFICE

Address:
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Special thanks to **Gunderson Design** for our re-designed newsletter. Call: 510-289-7214 or visit www.GundersonDesign.net

Ribbon Cutting



Farmers' Market Ribbon Cutting Ceremony