



February 18, 2016

Debbie Potter  
Community Development Director  
City of Alameda  
2263 Santa Clara Ave.  
Alameda, CA 94501

2016  
Board of Directors

Officers

**Donna Layburn**  
President

**Steve Busse**  
Vice President

**Duane Watson**  
Treasurer

**Deb Knowles**  
Secretary

Members at Large

**Julie Baron**

**Kyle Conner**

**Cindy Kahl**

**Ron Mooney**

Committee Chairs

**Rich Krinks**  
City and Economic  
Relations

**Arthur Mercado**  
Promotions

**Terry Mitchell**  
Membership

**Kate Pryor**  
Maintenance &  
Improvements

Staff

**Robb Ratto**  
Executive Director

**Joyce McConeghey**  
Membership Services

Dear Ms. Potter:

As President of the Downtown Alameda Business Association, I am pleased to submit the attached BIA Report, accompanying 2016/2017 proposed budget for our Association, the Association financial compilation for fiscal 2015/2016, and a listing of the current DABA board of directors.

We are proposing changes in the BIA boundaries for 2017/2018. We will work with City staff to determine appropriate addresses for the proposed expansion of the BIA boundaries. We have provided a description of the activities DABA is proposing for the upcoming year and the associated line item budget.

This attached budget is a draft and will be finalized and approved by the board of directors no later than our board meeting on June 29, 2016. Once finalized and approved by the board of directors, a copy of the budget will be forwarded to you by our executive director. Based on revenue received to date, we anticipate 16/17 BIA revenue of \$105,000. We would be glad to answer any questions you have regarding the attached material.

Sincerely,

Donna Layburn  
President  
Downtown Alameda Business Association

**2447 Santa Clara Ave., #302, Alameda CA 94501**

**Phone: (510) 523-1392 - Fax: (510) 523-2372**

**Email: [parkstreet1@comcast.net](mailto:parkstreet1@comcast.net) - Website: [www.DowntownAlameda.com](http://www.DowntownAlameda.com)**

# **DOWNTOWN ALAMEDA BUSINESS ASSOCIATION**

2447 Santa Clara Ave., #302, Alameda, CA 94501

## **PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA FISCAL YEAR 2016/2017**

### **INTRODUCTION:**

The Downtown Alameda Business Association (DABA) is recommending a BIA budget of \$100,500 for the Downtown Alameda Business District for fiscal year 2016/2017. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal 15/16. The formulas, budgets, and proposed activities are the result of monthly Board of Director and committee meetings between December, 2015, and May, 2016.

### **BUDGET:**

The BIA is one of two sources of funding for the entire scope of the activities proposed in this report. The other source is funds raised by the Downtown Alameda Business Association through our special events. DABA will continue its current activities, as well as implementing new ones, that are in line with the National Main Street Four-Point plan for revitalizing Main Street Cities.

### **BOUNDARIES:**

We will work with City staff to determine appropriate addresses for the proposed expansion of the BIA boundaries in 2017/18.

### **ACTIVITIES:**

Attached is a summary of the proposed activities for the fiscal year 2016/2017. These activities are designed to improve the pedestrian friendly look of the Downtown District, improve the vitality of the District in order to increase sales and sales tax revenues, promote members' businesses, attract new businesses to the District and increase the overall business atmosphere in the Downtown Alameda District. Several projects are continuations from the 2015/2016 fiscal year.

### **REPORTING**

A partial annual summary of BIA activities is attached. A final summary including the entire fiscal year will be forwarded at the end of the fiscal year.

## **2016/17 Membership Committee Work Plan Outline**

**OBJECTIVE:** Ensure members are informed of the latest news pertaining to the District, apprised of marketing opportunities available to the membership, and given a regular opportunity to meet and mix with other members.

1. Conduct and improve attendance at Mixer's
  - a. provide relevant and useful information
  - b. recognize individual business achievements/highlights
  - c. invite city officials (presentation/Q&A)
  - d. provide a brief program at select mixers
  - e. review host's mixer expectations and remind them to invite guests
2. Improve Communication to Membership
  - a. gather additional member email addresses
3. Update, print, and distribute new member brochure on an as needed basis.
4. Plan and conduct DABA Holiday Party.
5. Continue current awards program (recognizing DABA members, city staff, and city departments)
6. Communicate news and information to the DABA membership.
7. Continue to email newsletter every month to everyone on email distribution list

# **2016/17 MAINTENANCE AND IMPROVEMENT COMMITTEE**

## **Work Plan Outline**

**OBJECTIVE:** To identify, organize, report and monitor the maintenance and improvements of the Downtown Alameda District which will include: garbage, ACI relationship, planters, lighting, planters, trees, light posts etc.

1. Work with Public Works to implemented enhanced maintenance.
2. Work with Public Works and ACI to upgrade and improve the street garbage bins.
3. Ensure that all street events have proper recycling containers.
4. Work with Public Works to ensure proper street trees are replanted where warranted.
5. Continue to support County mandatory recycling requirements.
6. Ensure the installation of recycling containers on the street.
7. Street paving and crowning activities and priorities.
8. Phase III streetscape possibilities North of Lincoln and funding options.
9. Interaction with the Police Department on all crime, theft, and coverage.
10. Make recommendations identifying needs and ideas for making district more bicycle friendly.
11. Create a protocol for identifying, documenting and reporting maintenance issues.
12. Design, print, and install street banners on selected light pole locations.

## **2016/17 Econ-Revi Committee Work Plan Outline**

**OBJECTIVE:** Recognizing how critical future development of the north of Lincoln area is to the district, current vacant properties throughout the district how they are being developed, identified and marketed, challenges in starting a new business in Alameda, and relationships with the city staff and government the goal of this committee is to develop strategies to improve communications, assist in economic development.

### **Economic Development:**

1. Identify all new businesses trying to open in the district and send them “benefits of membership” brochure detailing how the organization can assist them in their efforts to build-out and open. Include explanations of city license fees and BIA dues.
2. Work with the City of Alameda to ensure proper legislation is enacted prior to the public hearing pertaining to the BIA expansion.
3. Outreach to the businesses in the areas of expansion. Sharing the case for expansion with them including the benefits for them.
4. Outreach to current members about the proposed expansion.
5. Building the case for the proposed expansion.
6. Continue to work with South Shore management to get referrals for tenants and new businesses that don’t fit their vacancies and communicate these to owners of properties.
7. Maintain membership in California Mainstreet Alliance. Present opportunities for seminars board members could attend.
8. Continue to work with other associations, developers, and the City of Alameda to improve the planning, permit, and inspection process.

# **2016/17 Promotions Committee Work Plan Outline**

**OBJECTIVE:** Promote the Downtown Alameda District to the broadest audience possible using as many media outlets, events, publications, and social media outlets as possible.

## **Website**

- Continue to improve new website.
- Conduct training for members on how to maximize their own page.
- Ensure search engine optimization.
- Ensure the site is visitor friendly.
- Interactive map includes points of interest and parking locations.
- Embrace new technologies.

## **Special Events**

- Plan and Conduct Spring Festival (mother's day weekend).
- Plan and Conduct Art & Wine Faire (last weekend of July).
- Plan and Conduct Classic Car Show (2<sup>nd</sup> Saturday in October).
- Plan and Conduct Customer Appreciation Day.

## **Shopping Guide**

- Upgrade cover & graphics.
- Solicit ads from DABA members to cover additional costs for the full color cover.
- Wider distribution (area hotels/motels).

## **Print Advertising**

- Continue newspaper ads for special events and holiday season

## **Cable Advertising**

- Continue ads for special events

## **Theatre Advertising**

- Participate in the Alameda Theatre's pre-movie ad campaign
- Three ads for each of our special events running 4 weeks prior to the event
- One generic ad promoting Park Street running all other times

## **Holiday Marketing**

- Maximize local advertising outlets
- Work with Alameda Theatre to expand Dickens program

## **Other Events**

- With input from the Board of Directors and members plan and implement new events.

## **METHOD AND BASIS OF LEVYING ASSESSMENT**

Budget:            See Exhibit A

## **CONCLUSION**

DABA would like to thank the Alameda City Council, City Attorney, Community Development, Public Works and Finance Departments for their assistance in implementing the BIA. The increased participation from the business community and the continued quality of projects has shown the BIA is a valuable tool in our continuing efforts to revitalize the Downtown Alameda Historic Business District.

**Park Street Business Association  
2016 Officers, Board of Directors & Staff**

**Officers**

***President:***

**Donna Layburn**  
Marketplace  
1650 Park Street  
865-1500 Fax 865-1550

Secretary

**Deb Knowles**  
Edward Jones,  
749-0403

***Vice President:***

**Steve Busse**  
Park Centre Animal Hospital  
2501 Central Avenue  
510-521-1700

Treasurer

**Duane Watson**  
Lee Auto  
522-881

**At Large Directors:**

**Julie Baron**  
Julie's Coffee & Tea Garden,  
865-2385

**Kyle Conner**  
Alameda Theatre,  
769-2160

**Cindy Kahl**  
Speisekammer  
510-522-1300

**Ron Mooney**  
Daisy's  
522-6443

**Committee Chairs:**

City & Economic Relations

**Rich Krinks**  
Harbor Bay Realty,  
814-4802

Maintenance & Improvement

**Kate Pryor**  
Tucker's Ice Cream,  
522-4960

Membership

**Terry Mitchell**  
Allstate Insurance,  
523-5717

Promotions

**Arthur Mercado**  
Alameda Collision Repair,  
523-4836

***Staff***

***Executive Director:***

**Robb Ratto**  
parkstreetrobb@comcast.net  
2447 Santa Clara Ave., #302  
510-523-1392

***Membership Services Manager***

**Joyce McConeghey**  
parkstreet1@comcast.net  
2447 Santa Clara Ave., #302  
510-523-1392