

LARA WEISIGER

From: Eric Fonstein
Sent: Wednesday, May 01, 2019 4:14 PM
To: LARA WEISIGER
Cc: Lois Butler
Subject: FW: DABA expansion project

Hi Lara,

Below is a letter of support for the DABA's BIA expansion. ACI is located at the Park Street Landing, 2307-B Blanding Ave. Eric.

From: Carrie Wright [mailto:cwright@alamedacountyindustries.com]
Sent: Tuesday, April 16, 2019 10:47 AM
To: Janet Magelby <jlmagleby@gmail.com>
Cc: Eric Fonstein <efonstein@alamedaca.gov>
Subject: DABA expansion project

Hi Janet,

We feel the association's Business Improvement Area Expansion Project is a great initiative that benefits our businesses here in Alameda.

We currently partner with DABA in producing and sponsoring long-standing annual events that bring excitement, tens of thousands of visitors, and revenue to the district: Spring Festival, Art & Wine Faire, and Classic Car Show.

We look forward to working with the community and seeing our city become an even stronger community.

Alameda County Industries

Eric Fonstein

From: Janet-Downtown Alameda <janet@downtownalameda.com>
Sent: Wednesday, April 24, 2019 4:33 PM
To: Eric Fonstein
Subject: Fwd: Proposal to include Park St Landing in DABA

Here's the support letter for Swings and Wings.

----- Forwarded message -----

From: **swingsandwingsalameda** <swingsandwingsalameda@gmail.com>
Date: Wed, Apr 24, 2019 at 3:28 PM
Subject: Proposal to include Park St Landing in DABA
To: <janet@downtownalameda.com>, <aviva@downtownalameda.com>

Hello Janet/ Aviva,

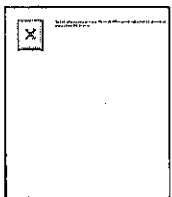
It was really nice to meet both of you regarding the proposal to include our business at Park St Landing in the area covered by the Downtown Alameda Business Association.

We are very excited for this proposal to go through and are encouraged by the opportunities it will bring to our business. Being a part of the Downtown Alameda Business Association will enable us to seek consult with current business owners, be a part of the dynamic downtown and give back to the community in many ways.

Please let us know if we can help in any way to advance this cause further.

Best,
Sadiya Kazi- Koya,
Owner at Swings and Wings,
2307 Blanding Avenue, Suite E, Alameda CA 94501
510-797-9740.
www.Swingsandwings.com

Sent from my Verizon, Samsung Galaxy smartphone



Janet Magleby
Executive Director

LAW OFFICES OF
W. LANCE RUSSUM
A PROFESSIONAL CORPORATION
2500 SANTA CLARA AVENUE
ALAMEDA, CALIFORNIA 94501
TELEPHONE (510) 522-6900
FAX (510) 523-9516

April 24, 2019

Via U.S. First-Class Mail

Eric Fonstein
Development Manager
City of Alameda California
City Hall West
Base Reuse and Community Development Department
950 West Mall Square, 2nd Floor
Alameda, CA 94501-7575

Re: Park Street Business Improvement Area

Dear Mr. Fonstein:

Please register my firm opposition to all assessments on businesses in Business Improvement Areas in Alameda.

Businesses are constantly being taxed, assessed, surcharged, nickel and dimed. The Sales Taxes paid to the City should be utilized to promote Business Areas.

Very truly yours,



W. LANCE RUSSUM

WLR:cn

April 24, 2019

ATTN: Eric Fonstein
City of Alameda
City Hall West
Base Reuse and Community Development Department
950 West Mall Square, 2nd Floor
Alameda, CA 94501

Email: efonstein@alamedaca.gov

Dear Mr. Fonstein:

This letter is written in protest of the proposed assessment by the City Council for the Park Street Business Improvement fund. I am a small business owner of a dental office (as well as the building owner) which is located off, not on, Park Street. I dispute the proposed assessment for my business without knowing (1) what the assessment amount would be, and (2) how my business would directly benefit from the assessment.

I have spent thousands of dollars towards my own beautification of my small business building façade including painting, awning, signage, regular window washing, power spraying and landscaping/gardening. My business is in constant need of maintenance and cleaning of litter, garbage and other waste from neighboring businesses or passers by from the street and sidewalk as well as the Bank of America parking lot located next to our building and parking lot.

It should be noted that I have a general dental practice, which does not benefit from any "walk-in" business like most of the other merchants on Park Street. All of my patients have scheduled appointments.

I do not anticipate any direct benefit to my business by this assessment and feel that it is unjustified and inequitable. I have had no assistance or support from the city in the past 20 years towards maintenance of my building and would propose that any assessments I am charged be allocated to my particular building for the items mentioned. Moreover, the map drawn by the Board appears to be arbitrary with no apparent justification for the boundaries. I currently pay property tax, business property taxes and Alameda city taxes and feel that this additional tax is burdensome to my small business with little or no consideration.

I hereby request responses to my above concerns prior to the hearing in writing in a timely fashion.

Sincerely,

A handwritten signature in black ink that reads "Karen N. Larson D.D.S." with a stylized flourish at the end.

Karen Larson, D.D.S.
2420 Webb Avenue
Alameda, CA 94501
(510) 521-9800

Eric Fonstein

From: Alvarez, Jose <jose.alvarez@tax.hrblock.com>
Sent: Monday, April 08, 2019 5:36 PM
To: Janet-Downtown Alameda; Eric Fonstein
Cc: Alvarez, Jose
Subject: The association's Business Improvement Area Expansion Project

Good afternoon Janet and Eric,

My email from March 21 didn't go out. It was nice to meet with both of you and we look forward to participating and seeing downtown Alameda continue to grow. The association's Business Improvement Area Expansion Project is a great initiative that benefits our business and the city.

We are about to wrap up our tax season in a week. However, we will be open a few days per week until next tax season.

Thank you again and we look forward to working with the community and seeing our city become an even stronger community.

Jose Alvarez



Jose Alvarez | Alameda Office Manager
813 Marina Village Parkway Alameda, CA 94501
2327 Blanding Ave Alameda, CA 94501
Office: 510-865-0158 / 510-521-2551
jose.alvarez@tax.hrblock.com

From: Janet-Downtown Alameda <janet@downtownalameda.com>
Sent: Friday, March 15, 2019 1:21:55 PM
To: Alvarez, Jose
Cc: Eric Fonstein
Subject: Thank you

This is an **EXTERNAL EMAIL**. Stop and think before clicking a link or opening attachments.

Hi Jose,

Happy Friday!

Thanks again for taking the time to meet with Eric and I yesterday. It was a delight to meet you.