



New Executive Board, Directors Named

A NEW EXECUTIVE BOARD was elected and winners of the election for seats on the Board of Directors were named at the Chamber of Commerce's final business luncheon of the year on December 18. Both groups will officially take office at the chamber's 72nd installation luncheon at the Mira Vista Golf and Country Club on Tuesday, January 29.

Assisting incoming President **John Stashik** as members of the Executive Board will be: **Baylan Megino**, First Vice President; **Kent Langston**, Second Vice President; **Charlie Weaver**, Secretary-Treasurer; and **Blaine Davis**, Past President.

Elected to a two-year term on the organization's Board of Directors were: **Charlie Weaver**, **Bill Kerber**, **Larry Seidell**, **Marty Kaliski**, **Graeme Murison**, **Michelle Blackwell**, **Jean Lipton**, **Sil Addiego**, and **Baylan Megino**.

Joining them on the board will be the following holdovers, who will be completing the final year of their two-year term: **Francie Esparza**, **Kent Langston**, **Nick Bolla**, **Marsha Conwill**, **Tracy Giles**, **Blaine Davis**, **Lisa Cain**, **Lori Trevino**, and **John Stashik**.

Garbage Rates Up

THE CITY COUNCIL voted this month to boost garbage fees for both local businesses and residents. At the same time the council is in the process of adopting a municipal code revision that would—under certain circumstances—allow a business to avoid paying for regular garbage service without fear of facing a lien.

Among the items fueling the latest rate boost was approval of an increase in the city's Integrated Waste Management (IWM) fee that is included in the garbage bill, and adjustments in the waste collection and container rental rate charged by East Bay Sanitary Service.

While the IWM increase for most residences would come to less than \$1 a month, the fee for commercial providers of one yard and two yards of bulk refuse will go up 41 cents and 81 cents starting January 1, 2008.

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New Mayor Is Chamber Member

WILLIAM C. JONES, businessman and member of the Chamber of Commerce, has been named to serve as mayor of El Cerrito for the coming year.



The Chamber would like to congratulate Jones on his appointment, wish him well, and say we look forward to working in close cooperation with him and his colleagues in 2008.

Save Some Cash!

THAT OLD DEVIL "inflation" is hard to ignore, and as a result, the El Cerrito Chamber of Commerce Board of Directors has voted a modest \$5 increase in dues for 2008.

At the same time the Board also voted to allow those who pay their 2008 dues on or before January 31, 2008, to reinvest at the lower rate charged in 2007.

Dues for the coming year will be:

Associate members	\$ 70
1 to 5 employees	\$135
6 to 10 employees	\$220
11 to 15 employees	\$235
16 to 25 employees	\$280
26 to 50 employees	\$320
51 to 100 employees	\$375
100+ employees	\$415
Banks	\$375
Financial and title companies	\$290
Utilities	\$345

Stashik Elected to Head Chamber in '08

JOHN STASHIK has been elected president of the El Cerrito Chamber of Commerce for the coming year. He will take office at the organization's installation luncheon in January.



An El Cerrito resident since 1976, Stashik owns and operates Premier Graphics, a firm providing high quality typography, design, and printing to select clients.

The company has been in business for 10 years, and handles jobs that are quite varied. Recent projects include hotel rack cards, data sheets, advertisements, bus schedules, brochures, newsletters, calendars, and stationery.

Premier Graphics, a chamber member since 2000, produced the 2007-2008 Chamber of Commerce *Membership Directory & Buyers' Guide*.

Stashik has been in the graphic arts industry for 45 years, including a long stretch as a journeyman printer working in advertising, commercial, and newspaper shops. His current home-based business, the new chamber president points out, has eliminated all commuting and allows for more quality time at home in El Cerrito.

Pullman, his gregarious 2-1/2-year-old Rottweiler-Chow mix, is a most important part of the Stashik household, and is also Vice President of Client Relations at Premier Graphics.

Sailing the bay, dog walks, Amtrak trips, bike riding, and exploring the region occupy the new president's leisure time.

Correction

The December *Byline* incorrectly listed the hours for the January 5th and 6th free Electronic Waste Recycling Event in the DMV parking lot. The correct hours are from 9 a.m. to 3 p.m.

San Pablo Avenue to Get 'Green Look'

SAN PABLO AVENUE, the heart of El Cerrito's business district, will soon be getting a new "green look" which could cost over \$665,000 before it's completed.

At its December 5 meeting the City Council approved a \$505,657 contract with Watkins and Bortolussi, Inc. for completion and 360-day maintenance of the San Pablo Avenue Streetscape Median Landscape Renovation Project.

The medians currently consist of turf grass and trees of varying health. This project calls for the city to replace all turf grass with low-water using shrubs, ground cover and grasses. The city will plant new trees where no trees currently exist, and replace ailing trees and trees whose placement does not work with a new irrigation and overall planting scheme.

This project will upgrade the irrigation system with high-efficiency components, such as controllers that include rain sensing override devices and the ability to detect and respond to problems like broken sprinkler heads.

Also included is the installation of a central controller that will not only benefit the San Pablo Avenue landscape improvements, but will also lend efficiency to the city's irrigation work community-wide.

The contract the council approved specifies that the project must be completed within 85 working days after a Notice to Proceed has been issued—with completion due sometime next April or May.

No new appropriation will be necessary to fund this work. The funding will come from the city's Redevelopment Agency, and is included in the current city budget.

Meanwhile, the City Council recently agreed to apply for a grant of \$160,000 from the California Resources Agency Environmental Enhancement and Mitigation Program to be used, in part, to install trees along San Pablo Avenue.

These funds, which would also be used to continue tree-planting along residential streets here, would be used to mitigate increased pollution from vehicles traveling along both I-80 and the San Pablo Avenue state highway.

The city expects to be notified next spring if it has been successful in obtaining the grant. If it gets the money, this project could start next year.

The EEMP grant would reimburse the city for the cost of the trees, installation, and planting material. The city estimates its cost for this project would require \$8,000 to pay for a consulting arborist who would supervise the work.

New Doherty Managers

A NEW GENERATION of Dohertys are taking over the family's truck and auto rental business—Doherty's Truck & Auto Rental, Inc.—at 10895 San Pablo Avenue in El Cerrito.

Red and Bea Doherty's grandsons, Joseph, Jack and Peter Doherty, have formed DOBRO, Inc. (Doherty Brothers), and are moving to continue the company's legacy of commitment to providing this community with excellent customer service.

In 1947, Cornelius "Red" Doherty founded the company with a pick-up truck and a dream. In 1967 his son began working for the firm.

Now, 60 years later, the three grandsons have announced they are looking forward to "serving the family's valued customers."

"The customer satisfaction and quality customer service that earned Red the trust and confidence of the renters," the grandsons declare, "we plan to build on and improve with a new, updated fleet and—thanks to improved software and technology—a hassle-free rental experience.

"Our experienced manager Rick Yamtich and our employees share our vision of affordable, convenient truck and auto rental, and look forward to offering a valuable service to this vibrant, growing community of residential and commercial customers."

Tax Revenue Drops

EL CERRITO'S sales tax revenue for the fiscal year ending with the second quarter of 2007 went down 2.2%, tax consultants told the City Council in mid-December.

News of the drop in revenue came from a staff member of MuniServices, a firm that monitors 85% of all sales and use tax transactions in Contra Costa County.

According to the consultant, El Cerrito sales tax revenue in the second quarter of 2007 was 21.7% less than in the second quarter of 2006. This total was only 5% less if a Home Depot error was excluded.

A decline of 2.2% in local sales tax revenue was reported for the fiscal year ending with the second quarter of 2007.

The consultant told the City Council that local service stations and food markets showed gains in sales tax revenue, while sales of new autos and recreation products declined.

Earlier in December a report by City Finance Director/City Treasurer Mary Dodge indicated that—except in two instances—sales tax revenue here "continues to remain constant."

Dodge pointed out new car sales here showed a decline that is representative of the entire new car market in California, and she noted a slight decline in department store sales here.

A summary of the top sales/use tax contributors in El Cerrito, she added, indicates the top 25 firms during the most recent four quarters generated 73.9% of the of the city's total sales.

These top 25 firms, as listed in alphabetical order by MuniServices, were:

Albertson's Food Center, Autometrics, Barnes & Noble Bookstores, Bed Bath & Beyond, Best Gas & Car Wash, Big 5 Sporting Goods, Chevron Service Stations, East Bay Mitsubishi, Guitar Center Stores, Honda of El Cerrito, Longs Drug Stores, Marshalls, Orchard Supply Hardware.

Pastime Hardware, Petco Animal Supplies, Romano's Macaroni Grill, Ross Stores, Safeway Stores, Savemart Supermarket, Staples Office Superstore, Super Stop Gas & Mart, Target Stores, Trader Joe's, Union 76 Service Center and Walgreens Drug Stores.

Records Set at 2007 Christmas Party

THIS WAS A record-breaking Christmas for the El Cerrito Chamber of Commerce. The record crowd that was on hand at the Mira Vista Golf and Country Club on December 18 for the chamber's annual holiday party had an exciting time competing for a record number of donated gifts ranging from fresh fruit and wine to power tools, DVD and CD players, cell phones, and over \$1,400 in merchandise and service orders.

This year's party got off to a festive start with a champagne reception hosted by Jeannie and Michael Klinger of Sunset View Cemetery, followed by a gala buffet luncheon. The organization's Annual Christmas Benefit Raffle concluded the day's program.

The leadership of the chamber wishes to thank the Klingers for their contribution to the day's festivities, and wish to also acknowledge the generosity of the following gift-givers:

Ball Chiropractic Center, back massager; Orchard Supply Hardware, 6-tool combo kit; Honda of El Cerrito, model car, two remote control cars, two air fresheners, two tire clocks, pet pad, model helicopter and two wrist matches; Walgreens Drug Store, \$20 gift card; Little Ange's, 11 bottles of wine; PetVet/Petfood, cat beach bungalow, pet storage bin; The UPS Store, two \$300 print orders; Miracle Auto Painting, two \$200 merchandise orders.

Granters Jewelry & Loan, binoculars; Central Perk, three packs of toys; Muffler Works, five strips of hot wheels; Mel-O-Dee Lounge, bottle of schnapps; Marty's Motors, tool kit, travel bag; The Junket, tin of imported cookies; Larry Parks, Ltd., necklace; Edward Jones Investments, Parker pen; Plaza Jewelers, necklace, earring and bracelet set; Woulf & Ury, sonic jewelry bath; Strings Italian Café, bottle of wine; Music Works, Horner guitar; Norge Cleaners, \$35 merchandise order; Mercer Notary Service, \$40 service order.

Foley & Bonny, \$25 merchandise order; East Bay Mitsubishi, two orders for ice cream every month for a year, tickets for \$30 worth of ice cream; Olivero Plumbing, bottle of wine; Kidz Kloset, stuffed bunny; The Glenn, two small picture frames, oval picture frame and art association tote bag; Curves, one month free membership; El Cerrito Natural Grocery, \$40 merchandise order; Cerrito Theater, two certificates for four plus pizza; FedEx Kinko's, digital photo frame; Bank of the West, stuffed bear.

Super Print, two \$50 printing orders; Plaza Auto Service, free lube, oil and filter, tire rotation, safety check; Nation's Food Service, four free sandwiches; Hansen's Mfg. Jewelers, sterling silver pin; Atlas and Pic-N-Pac Liquors, bottle of wine; Dream World Floral & Gift, animated ocean lamp; Longs Drug Store, jukebox lamp, two DVD players, two CD audio systems; Fatapple's Restaurant, dinner for two; Abbey Carpet, wool area rug.

Down Home Music Store, \$15 gift certificate; Macaroni Grill, two \$30 merchandise orders; Pastime Hardware, two Black & Decker angle grinders; Dream Dinners, \$50 merchandise order; Bill Kerber, crystal candle lamp; Trader Joe's, two bags of groceries; The Mechanics Bank, two bottles of wine, tin of chocolates, candle holder, pair of Parker pens, pair of glass mugs; D'Jour Floral & Antiques, two \$25 merchandise orders; Connors Overhead Doors, \$75 service order.

Pasta Pomodoro, four \$20 food orders; Turquoise Home Designs, \$25 merchandise order; Uncle Wong's Restaurant, dinner for two; Collins Property Management, two stuffed bears; Peet's Coffee & Tea, holiday coffee pack; Jenny K, eco-friendly shopping bags; Well Grounded Tea & Coffee, travel mug with free coffee coupons; Star Education Supply, toy train, two packs of games; Name The Occasion, holiday gift basket; Barnes & Noble, bag of books.

Assistant City Manager, two El Cerrito tee-shirts; T-Mobile, cell phone; Lori Trevino, pair of coffee mugs; El Cerrito Lighting, swing-on lamp; Tucker Graphics, two tee-shirts; Albany Bowl, bowling party for 10; Playland-Not-At-The-Beach, picture of Playland mural; Verizon, cell phone; Full Circle Travel, two-night Reno hotel package; East Bay MUD, emergency flashlight and radio; Marina and John Bear, pair of autographed cook books.

Little Caesar's Pizza, five merchandise orders for \$9 pizzas; Marketplace magazine, gift basket; Premier Graphics, gift basket; B & T Bookkeeping, emergency radio; FastServ Mobility, Starbucks gift pack; Tradeway Furniture, wall mirror; Marvin Collins Construction, gift basket; Seidell Enterprises, a poinsettia plant and Santa doll; El Cerrito Florist, plant; Savoirprint, a box of artisan truffles; Print Out Loud, 1,000 business cards; Baylan Megino, book called *Art of Leadership*; and Department of Motor Vehicles, \$30 Target gift card.

GARBAGE RATES

Continued from page 1

This increase, coupled with East Bay Sanitary's new collection and container rent fees and the West Contra Costa Solid Waste Authority's disposal charge, means commercial costs per month will go up to \$186.60 per month for businesses that produce one yard of bulk refuse and to \$360.03 per month for two yards.

Meanwhile, to be exempted from the regular service under a proposed municipal code revision that the coun-

cil is in the process of adopting, a business would first have to prove it is using an equal or environmentally preferable way of recycling its waste.

The city can grant such an exemption to a business, but not to a property. Change of ownership or occupant of the property would automatically revoke the exemption. Another proposed municipal code revision allows businesses to avoid the present long-standing threat of having to face a government lien for nonpayment of regular garbage collection fees.

Small Business Panel Thurs., January 17

A FREE WORKSHOP dealing with starting, managing, and growing a small business will be held Thursday, January 17, from 7 to 9 p.m. at the El Cerrito Public Library, an associate member of the El Cerrito Chamber of Commerce.

Panel presentations at the workshop will feature the Small Business Administration, Service Corps of Retired Executives, the Contra Costa Small Business Development Center, and the library's Business Specialist.



Chamber Officers

President John C. Stashik, Premier Graphics
 First Vice President Baylan Megino, Pre-Paid Legal Services, Inc.
 Second Vice President Kent Langston, Orchard Supply Hardware
 Secretary-Treasurer Charlie Weaver, Certified Public Accountant
 Past President Blaine Davis, Edward Jones

Staff

Manager Sewall Glinternick
 Secretary Pat Berndt

The El Cerrito Chamber of Commerce cordially invites you and your guest to attend its
72nd Annual Installation Luncheon
 Tuesday, January 29, 2008 at noon
 Mira Vista Golf & Country Club
 7901 Cutting Blvd., El Cerrito
 Lunch \$16
 RSVP to (510) 233-7040 by January 25, 2008

Calendar of Events

- January 1 Happy New Year to you and yours.
- 7 City Council meeting, 7:30 p.m.
- 9 Chamber Board of Directors meeting at Coldwell Banker-Bartels, 8:30 a.m.
- 17 Small Business Resources Panel Panel Discussion & Free Workshop, El Cerrito Library, 7 to 9 p.m.
- 21 Martin Luther King, Jr. holiday and parade, 10:30 a.m.
- 22 City Council meeting (note *Tuesday* meeting), 7:30 p.m.
- 29 El Cerrito Chamber Installation Luncheon, Mira Vista Golf & Country Club, noon. RSVP Required by January 25th. (510) 233-7040.

Lions to Mark 80th

THE EL CERRITO Lions Club, an associate member of the Chamber, is making plans to celebrate its 80th anniversary at a gala buffet luncheon at the Mira Vista Golf and Country Club on Saturday, February 9.

The local service club was chartered here on December 17, 1927.

Greening of EC

THE CHAMBER Board of Directors will hear about the “Greening of El Cerrito” at their meeting on January 9. Speaking will be Robin Bedell-Waite of the Contra Costa Hazardous Material and Green Business Program.

Thank You!

Our thanks to **Joe and Marsha Conwill** of **Tradeway Stores**, 10860 San Pablo Ave., El Cerrito, 529-2360, for co-sponsoring the expense of printing and mailing of the January *Byline*.