



## El Cerrito Plaza Traffic Study

**T**RAFFIC CIRCULATION in El Cerrito Plaza, a matter that has from time to time been criticized by both business-people and their customers, now faces the prospect of real improvement.

Early last month the Council adopted a resolution authorizing City Manager Scott Hanin to sign a \$43,010 contract with TJJKM Transportation Consultants for a traffic study of the internal circulation at the local shopping center.

In early 2006 the traffic study was made a condition of the approval of a use permit for a 128-unit condominium project to be located at the southeast corner of El Cerrito Plaza.

At that time Regency Centers agreed to install and construct all improvements called for in the traffic study prior to the issuance of a Certificate of Completion for the housing project. The agreement also called for both the study and construction of traffic improvements to be done to the satisfaction of El Cerrito's City Engineer and Zoning Administrator.

In addition to analyzing the internal circulation of pedestrians, bicycles, automobiles, and truck traffic, the contract calls for TJJKM Consultants to recommend improvements that would allow for better traffic circulation throughout the Plaza and, in addition, require the firm to "delineate a clear path from the 128-unit condominium project to San Pablo Avenue."

Under the terms of the resolution adopted by the Council last month, Regency Centers will be required to deposit with the city \$37,400 in contract funds plus a \$5,610 contingency fee to cover the total \$43,010 cost of the study.

## El Cerrito's New 'Fun House'



Panorama Playland: Charlie Moran's scale model replica of the Fun House at Whitney's Playland at the Beach featuring the famed Walking Charleys, Laughing Sal, and the Big Dipper, Playland's popular wooden roller coaster. Grand opening this month; see story on page 3.

© Playland of Not-at-the-Beach

## City Map Ad Sales Underway

**W**ORK ON THE El Cerrito Chamber of Commerce's new city map is now underway. Letters have gone out to all Chamber members informing them of the many advertising benefits this formidable marketing tool offers them. Produced in conjunction with VillageProfile, the new full-color map will include all the latest roads, parks, developments, and information about El Cerrito, offering business owners here a unique opportunity to promote their companies as well as to showcase this community.

Production of the new map will be supported solely by the reasonably priced ads currently being sold by VillageProfile representative Nancy Whitney. To set up an appointment with her, call the Chamber office at (510) 233-7040 or contact Whitney directly at (800) 600-0134, ext. 590.

In announcing the start of ad sales, Manager Sewall Glinternick pointed out the new map would provide the Chamber with the means to more aggressively promote local business and enhance El Cerrito as a vibrant and thriving community.

Supporting advertisers will receive complimentary copies of the map to hand out to their customers, and

► See El Cerrito Map, page 2

## Sign Donors

**S**TREET SIGNS will be announcing the presence of the El Cerrito Chamber of Commerce, thanks to the generous contributions of members of the organization's Board of Directors.

At their March meeting, directors Marsha Conwill, Blaine Davis, Bill Kerber, Kent Langston, Graeme Murison and Larry Seidell, volunteered to pay for the Chamber's large metal signs that will be part of the new service club highway sign cluster that the city will install on San Pablo Avenue at both city limits. Design and typography for the signs were donated by John Stashik of Premier Graphics.



Welcome  
NEW MEMBER

Wilson & Kratzer Mortuaries  
Alex S. Gaylor II, Managing Partner  
455-24th Street • Richmond, CA 94804  
(510) 232-4383

## Fair Space Offered

CHAMBER MEMBERS interested in having a booth to sell food, products, or promote services at the El Cerrito July 4th Community Fair are being urged to sign up immediately.

Once again the city will celebrate Independence Day with a fun-filled fair from 10 a.m. to 4 p.m. at Cerrito Vista Park and at Portola Middle School. The event will include food, arts and crafts, children's games, and live entertainment on two stages.

Information and applications for vendors, performers, and volunteers are available on the city's Web site at [www.el-cerrito.org](http://www.el-cerrito.org). Discount rates may be available for non-profit organizations.

Community groups of five or more members who volunteer to help at the July 4th event may qualify for a stipend. Contact the Recreation Department at (510) 559-7000.

## Street Repair Meet

EL CERRITO Chamber of Commerce members will be able to learn about the street repair and paving work planned for the rest of this year through 2012 at an open house scheduled for 6 to 8 p.m. Tuesday, May 20, at the Senior Center, 6500 Stockton Avenue.

Thanks to the voters' recent approval of Measure A (the Pothole Repair, Local Street Improvement and Maintenance Measure), the city is in a position to finance the upgrading of local streets.

This year's repair work is scheduled to start in June and run through the end of 2008. Free copies of the 2008 work schedule will be available at the open house event. More information can be obtained by contacting Project Manager Gerardo Avila by phone at (510) 219-4155 or by e-mail at [paving@ci.el-cerrito.ca.us](mailto:paving@ci.el-cerrito.ca.us).

## Alex Gaylor Joins Us

NEWEST MEMBER of the El Cerrito Chamber of Commerce is Alex S. Gaylor II, managing partner of Wilson & Kratzer Mortuaries in west Contra Costa County.

Gaylor, a California licensed funeral director, has a career in the funeral industry that spans more than 30 years and covers every aspect of the business, from embalming and sales to mortuary and cemetery administration.

His wide experience has given him a deep understanding and appreciation for the families he serves, a view that Gaylor says has taught him that putting people first is the only way to be successful in his profession and private life.

Gaylor says he believes that there is always room to grow and learn and, as a result, he welcomes input from the community.

## EC Crime Scene

ANY INFORMATION relating to crime here has always been of great interest to the El Cerrito business community. Therefore, here are some items of interest for the Chamber membership that were included in Police Chief Scott Kirkland's latest report to the Mayor and City Council.

Last year, according to Kirkland, the El Cerrito Police Department made 1,403 arrests. Of that number 1,223 (87 percent), were adults, and 180 were juveniles. Three were transients, and the rest were residents of 84 different communities.

Of this total, the number of those arrested here last year that lived in Richmond totaled 598, more than twice as many as the 203 who lived in El Cerrito.

A total of 131 lived in Oakland, 88 in San Pablo, 60 in Berkeley, 30 in San Francisco, and 25 in Vallejo.

In other statistical data supplied by the Police Chief, it was reported that the response time on "Priority 1" calls took a sharp drop last year from a range of 11:48 to 4:35 (minutes-seconds) to a range of 4:35 to 2:55 after July of 2007.

The decrease in response time, according to Kirkland, illustrates the success his department enjoyed when it was fully deployed in terms of four patrol teams, with six officers per team.

<b>Thursday, June 5th 5:30 - 7:30 p.m.</b>	<b>CHAMBER MIXER &amp; BBQ</b>
	<i>Summer Picnic Fun!</i>
	<b>D'JOUR FLORAL &amp; ANTIQUES</b> 7512 Fairmount Ave. (near Colusa) • El Cerrito Phone (510) 525-7232 • <a href="http://www.lefemmedjour.com">www.lefemmedjour.com</a>

## Library Reading Festival, May 17

THE EL CERRITO Public Library, a member of the Chamber of Commerce, will participate in the first-ever Contra Costa County Library Reading Festival set for Saturday, May 17.

Authors scheduled to speak at the local library include: author David

Corbett, noon; folk musician Bonnie Lockhart, 2:15 p.m.; and nature writer Gary Bogue with illustrator Chuck Todd, 3 p.m.

The event is free and open to people of all ages. The library is located at 6510 Stockton Avenue.

## EL CERRITO MAP

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thousands of the maps will be distributed by the Chamber to local residents, visitors, and anyone thinking about starting a business here.

In addition, map advertisers will receive an on-line Business Directory listing with a hyperlink to their business Web site in the Village Profile/El Cerrito Chamber home page on the Community Profile Network. That site currently receives over two million hits a month at [www.villageprofile.com](http://www.villageprofile.com).



Nancy Whitney of VillageProfile points out the features of the new El Cerrito map with President John Stashik.

Shoot On Site Photo Services

# PLAYLAND

## NOT-AT-THE-BEACH

## Grand Opening May 31–June 1

**E**IGHT YEARS in the making, El Cerrito Chamber of Commerce associate member Playland-Not-at-the-Beach will hold the grand opening of its local interactive museum of fun on May 31 and June 1. Located at 10979 San Pablo Avenue (at the corner of Jefferson Street), the museum, which celebrates America's bygone amusements, will be open to the public from 10 a.m. to 5 p.m. each day of the celebration.



Richard Tuck

Playland-Not-at-the-Beach is the dream of founder Richard Tuck, a local businessman who admits to having always been fascinated by amusement parks, magic, slide shows, carnivals, and circuses.

As the museum's "Master of Fun," Tuck has dedicated himself to providing a facility that allows kids from ages 5 to 105 the opportunity to enjoy the same things their great grandparents laughed at a hundred years ago.

The "Circus World" section at Tuck's Playland features thousands of hand carved miniature figures which realistically depict the circus' sideshow, menagerie, and three-ring big-top, complete with trapeze artists, tigers, and clowns.

Carved by lifelong circus enthusiast Don Marcks and his father Isaac, the circus took over 50 years to complete, and this is the first time the full display has ever been assembled for public viewing.

One hundred years of rare artifacts and arcade attractions are presented in the "Penny Arcade" section of the museum. For a penny, visitors can hand-crank early movies on a

A one-time-only admission fee of \$5 for the grand opening may be paid at the door. Advance reservations may be made by telephoning (510) 232-4264, ext. 25.



"Mutoscope," see the original "Fan Dance" and visit "A Sailor's Paradise at the Knotty Peek."

The "Carousel Carnival" exhibit area features 40 years of games from the Fun House at Whitney's Playland in San Francisco, and from other parks around the country. Original signage and photographs add to the enjoyment of this lively, colorful area.

San Francisco's original Playland is beautifully commemorated in the local museum's "Laughing Sal Theater," where award-winning artist Charlie Moran has built a lifelike miniature replica, complete with Laughing Sal, the famous Walking Charleys, the Maze of Mirrors, the Joy Wheel and replicas of the Limbo Dark Ride, and the rickety old Big Dipper rollercoaster.

The "Coney Island Pinball Museum" and its neighboring "Pinball Alley" and "Laff in the Dark" sections of Playland-Not-at-the-Beach offer visitors a comprehensive collection of vintage pinball machines dating from the early wood rails of the 1920s to the first electronic versions of the games right up through the modern "Lord of the Rings."

The "Bygone San Francisco" section of the museum contains artifacts and a mural that allow visitors to revisit the year 1939, when the Golden Gate Exposition was held on Treasure Island. In one corner an original stereoscopic machine displays 3-D pictures of the great San Francisco Earthquake of 1906.

Original woolen bathing suits are just one of the things on exhibit in the "Sutro's Showcase" section of the new local museum. Vintage tickets, programs, and a great many photographs transport viewers back to the "Golden Age" when people could swim, dive, and then be amused and entertained for just 20 cents.

For more information about Playland-Not-at-the-Beach visit the Web site: [www.playland-not-at-the-beach.org](http://www.playland-not-at-the-beach.org).

## Public Works May 21

**C**HAMBER MEMBERS will have an opportunity to learn about the city's various public works systems at an open house in the Community Center parking lot from 3 to 5 p.m., Wednesday, May 21.

Those attending this free event will have a chance to talk with staff members of the city's Public Works Department, as well as representatives from EBMUD, El Cerrito Fire Department, Stege Sanitary District, and other organizations. Refreshments will be served.

## CofC Art Award to Barbara Brendlinger

**T**HE EL CERRITO Chamber of Commerce Award, given during the El Cerrito Art Association's 32nd Annual Art Show, went to Barbara Brendlinger for her watercolor titled "Albatross."

This painting, including others from show, will be on display, from May 20th to July 17th at the County Administration Building, 651 Pine Street, Martinez.

The Arts & Culture Commission of Contra Costa County (AC5), is featuring art works from our own El Cerrito Art

Association. Open to the public during regular business hours, 50 pieces of work will travel to this event.

For more information contact Kathleen Glenn, Event Chair ECAA, at (510) 558-1078. To learn more about AC5, visit the commission's Web site: [www.ac5.org](http://www.ac5.org).

The next artist to show in the Chamber office will be:  
Daunte Nitecki, watercolorist



**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

**LUNCHEON MEETING**  
Noon, Tuesday, May 20  
Mira Vista Golf & Country Club  
7901 Cutting Blvd., El Cerrito

**Guest Speakers:**  
**Andy Katz & Paul Gilbert-Snyder**  
East Bay Municipal Utility District

RSVP by May 16th • (510) 233-7040 • \$20

**Calendar of Events**

- May 5 City Council Meeting; 7:30 p.m., Community Center
- 7 Chamber Board of Directors Meeting; 8:30 a.m., Coldwell Banker-Bartels
- 11 Happy Mother's Day
- 14 Annual Chamber Day At The Races; Golden Gate Fields, VIP Directors Room
- 15 El Cerrito Library Afternoon Book Club, 1:30 p.m., *The Golden Notebook*, Author Doris Lessing
- 17 El Cerrito Library Reading Festival; story on page 2
- 19 City Council Meeting; 7:30 p.m., Community Center
- 20 Chamber of Commerce luncheon meeting; see box above
- 20 Street Repair meeting; 6-8 p.m., 6500 Stockton Ave.
- 21 Public Works open house; 3-5 p.m., Community Center
- 26 Memorial Day holiday
- June 5 Chamber Mixer and BBQ, 5:30-7:30 p.m., D'Jour Floral & Antiques, 7512 Fairmount Ave.

**Bike to Work Urged on May 15**

**B**USINESS OWNERS who belong to the El Cerrito Chamber of Commerce are being asked to encourage their employees to ride their bikes to work on Thursday, May 15.

The city will observe Bike to Work Day by hosting an "Energizer Station" on the Ohlone Greenway at the El Cerrito Plaza BART station on the morning of the 15th to offer bike riders encouragement, snacks, and other items.

For more information, including the location of other Energizer Stations throughout the Bay Area, call 511 and say "bicycling," or visit [www.511.org](http://www.511.org) and click on "bicycling."

*Thank You!*

Our deep appreciation is extended to director **Sil Addiego** of **Coldwell Banker Bartels Realtors**, 11155 San Pablo Ave., El Cerrito, for co-sponsoring the expense of printing and mailing this *Byline*.