



Chamber Backs Levee Repair

DIRECTORS OF the El Cerrito Chamber of Commerce have come out in strong support of the state protecting local water supply by helping finance levee repair in the Sacramento-San Joaquin Delta. In a letter sent last month to a wide range of state legislators and other officials, Chamber directors pointed out that the Delta levees protect East Bay Municipal Utility District aqueducts which provide 90 percent of the water supply for 1.3 million people in El Cerrito and the rest of the East Bay.

“It is our understanding,” the Chamber leaders wrote, “that the levees protecting these aqueducts need \$120 million in improvements to meet Army Corps standards for agricultural levees. EBMUD is currently investing \$1.5 million to help reclamation districts maintain and improve these levees, but more work is needed, and the pace of improvements must be accelerated.”

Chamber directors asked the legislators and state officials to help finance the needed levee repairs to insure long-term viability of the local water supply “by future actions that recognize the worth of the Delta, EBMUD’s aqueducts, and the levee system protecting them.”

Among the legislators to whom the directors wrote were: the chair and vice chair of both the State Senate and Assembly Budget Committees; the President Pro-Tem of the Senate; the Speaker of the Assembly; and all members of the Contra Costa and Alameda legislative delegations.

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Grand Opening



Shoot On Site! Photo Services

Chamber President John Stashik (left) and Mayor Bill Jones (second from left) were among those who packed Playland-Not-At-The-Beach at its grand opening on May 31. Every weekend since then the unique local attraction has been drawing capacity crowds.

Hunt on for ‘Taste’ Sponsors

THE EL CERRITO Chamber of Commerce launched a search in June for business firms and individuals interested in becoming sponsors of the fourth annual Taste of El Cerrito. Having grown tremendously since it was started here three years ago, the 2008 Taste will be under the direction of Judy Pope, owner and operator of D’Jour Floral & Antiques at 7512 Fairmount Avenue. Co-sponsored by the city of El Cerrito and the El Cerrito Chamber of Commerce, this year’s event will be held from 5 to 9 p.m. Sunday, September 28, at the Community Center.

Promising to be one of this city’s biggest community celebrations, the 2008 Taste of El Cerrito will once again offer the general public the opportunity to sample food specialties prepared by a wide variety of leading local restaurants, collect samples from food markets, bid on outstanding silent auction bargains, and participate in drawings for a great number of prizes.

Along with making plans for a large number of participating restaurants, greater attendance, and plenty of silent auction and raffle prizes, Pope is now seeking a record number of firms and individuals interested in becoming financial sponsors of the upcoming celebration.

The following four top level of sponsorships are being offered this year:

► See Taste of El Cerrito, page 2

Lunch Price Cut

CONSCIOUS of the rising cost of living, the El Cerrito Chamber of Commerce Board of Directors has voted to lower the cost of the monthly business luncheons at the Mira Vista Golf and Country Club.

The directors cut the \$20 per person cost that has been effect this year down to \$18, thus giving members a chance to save up so they can make several \$2 bets at next year’s Chamber Day at the Races. The reduction is effective in September as there are no meetings held in July and August.

Sunset View Marks 100th Anniversary

ON THE MORNING of June 21, 1908, East Bay residents who picked up the *Oakland Tribune* read a story that reported: "New burial place in peaceful foothills is pervaded with the spirit of restfulness and commands a magnificent view of the Golden Gate." At the time that story was printed the fog-covered coastline of the Bay Area was still mostly in its natural state and the Golden Gate Bridge was still 30 years away from being a reality.

What impressed the reporter who wrote that story was an independent family-owned burial place in El Cerrito called Sunset View.

Opened a few months earlier in April of 1908, Sunset View Cemetery has served the needs of families of all faiths and cultures for the past 100 years. Since those early days at the turn of the century, El Cerrito, Albany, and Kensington have been established and grown, and Sunset View has developed into a complete funeral facility, which now includes a mortuary, cemetery, crematory, chapel, and urn garden.

The mortuary, opened to the public at the top of Fairmount Avenue in 1962, is unique in that all of the facility's

counselors are licensed funeral directors and licensed embalmers. The grounds of the cemetery are maintained by a foreman who has been on the job for nearly four decades, and a talented staff whose goal is to see the facility is preserved

for future generations in all its natural beauty and splendor.

Heading the business today is Michael Klinger, president of the Sunset View Cemetery Association, who started there in 1973 while he was still a student at mortuary college. Sunset View is a long-time valued member of the El Cerrito Chamber of Commerce,



and Klinger was president of the business organization in 1992, 1993, and 2000. In recent years Klinger and his wife Jeannie have traditionally hosted a champagne reception for the Chamber membership prior to the annual Christmas party.

As Sunset View heads into its second century of service, Klinger and his staff invite fellow Chamber members to tour the facility and grounds to see for themselves what has made Sunset View Cemetery special to the families of this community for so many years.

Kearney Changes

IN MID-JUNE the City Council approved a plan to expand public on-street parking near the new City Hall.

The plan calls for the northern portion of Kearney Street, between Manila Avenue and Schmidt Lane, to be one-way southbound with angled parking on the east side and parallel parking on the west side, thus creating 10 to 12 additional parking places for customers, employees, and residents of properties located on Kearney. The existing parking time and use restrictions will remain unchanged.

Two-way travel will also be maintained along the southern portion of the block between Schmidt Lane and the driveway serving Parcel 1 of The Village At Town Center. A new stop sign will be installed on southbound Kearney Street at Schmidt Lane.

TASTE OF EL CERRITO

Continued from page 1

Those donating \$2,500 will become members of the President's Circle; Platinum Sponsors will contribute \$1,000; Gold Sponsors \$500; and Silver Sponsors \$250. All sponsors, as well as those who provide items for the silent auction and the prize drawing that will be held throughout the afternoon, will be given extensive public recognition. A fifth level of sponsorship, In-Kind Sponsor, will go this year to those who donate a substantial amount of goods or services to this year's celebration instead of cash.

Taste planners are asking the firms and individuals who wish to become sponsors or prize donors to contact Chamber Manager Sewall Glinternick at (510) 233-7040.

As in the past, a share of the proceeds from the 2008 Taste will be used

to finance scholarships for El Cerrito High School seniors who plan to attend college to prepare for a business career.

New San Pablo Plan

IN LATE JUNE, members of both the business and residential communities got a preview of improvements scheduled for San Pablo Avenue from Carlson to Macdonald. The City of El Cerrito's design team was on hand at the Community Center to let the public review plans for the new streetscape improvements and to discuss the construction impacts.

Work on upgrading San Pablo Avenue is scheduled to start in January of next year and run through June, 2010, according to Capital Improvement Manager Melanie Mintz.

► See *The Avenue*, page 4

Shop El Cerrito for Free Business Advertising

WE HAVE GOOD NEWS for El Cerrito businesses, Chamber members and non-members alike. It's now possible to advertise on the Internet free of charge. The magic key to this no-cost business promotion is www.ShopElCerrito.com, the Web site launched recently by the city's Economic Development Department. It's available to any business that is legally operating in El Cerrito.

Local firms can list themselves on the Web site's directory, which allows a business to market itself by listing its name, address, contact information, post links to its own Web site, and even post on-line coupons for its customers. All at no charge! To take advantage of this program call project manager Dwayne Dalman at (510) 215-4362.



The ShopElCerrito.com Web site, Dalman explained, is designed to promote El Cerrito business which, in turn, will produce more sales tax revenue for the city to invest back into the community. "It's a win-win for everyone as well as the whole community," he declared.

To support this program, the city's Economic Development Department is using print advertising, window decals, brochures, and street banners. In order to reach a wider audience the program was ramped up recently to include television commercials. These commercials are being shown on a variety of Comcast television channels, and will run to homes in the I-80 corridor from Hercules to Berkeley through August.

Declaring that the more businesses that get involved with the ShopElCerrito Web site, the better it will be, Dalman urged firms that have not already done so to "take advantage of this free way to promote your business."

Hiking for Health

IF YOU CATCH El Cerrito Royale Administrator Sonia Givens-Thomas wearing tennis shoes these days, don't think she's trying to set a new fashion for El Cerrito businesswomen. The fact is, Givens-Thomas is probably training for the upcoming Bay Area three-day walk to raise funds to fight breast cancer.

She is participant ID1740075 in the Susan G. Komen National Philanthropic Breast Cancer Trust Fund 60-Mile Walk that is scheduled for September 5.

Those who would like to help a fellow Chamber of Commerce member out on her incredible journey may do so by dropping off a tax-deductible cash donation at El Cerrito Royale, or registering one in her name by telephoning (800) 996-3DAY. On the Internet visit www.The3Day.org for details.

**Caution:
Expect the
Obvious**

Traffic sign on
Richmond Street



Circus Ticket Offer

THANKS TO THE El Cerrito Lions Club, an Associate Member of the Chamber, 12 lucky people will get the chance to view the excitement of the Ringling Bros. and Barnum & Bailey Circus from a luxury suite at Oracle Arena in Oakland at 11:30 a.m. Saturday, August 18.

To raise money for Lions Charities, the local service club hopes to sell at least 500 tickets at \$5 each. The lucky grand prizewinner will get six tickets for seats in luxury box suite M-33 plus a VIP parking pass. The second prizewinner will receive four luxury box tickets and a parking pass, and the third prizewinner will get two tickets.

The drawing for winners will be held on August 1, and contestants need not be present to win.

Tickets can be purchased from any member of the El Cerrito Lions Club or at the Chamber of Commerce office at 10848 San Pablo Avenue. To enter by mail, send a check payable to El Cerrito Lions Club to Lion Barbara Renteria, 1473 Rifle Range Road, El Cerrito, CA 94530.

Invest in Your City

IT'S QUITE possible that in the near future Chamber of Commerce members will be able to make a profit by investing in the city of El Cerrito. The key to this money-making idea is something called the "El Cerrito Public Finance Authority Revenue Sales Tax Bonds Series 2008."

The city recently sold \$11.75 million worth of \$5,000 tax-exempt bonds to get the money to pay for upgrading local streets. They were sold by bond underwriter RBC Capital Markets to financial institutions, and may be available in the secondary bond market "sometime in the near future."

The tax-free municipal bonds bear 11 different annual maturity dates, ranging from 2009 to 2019, with original interest rates from 3.5 percent in 2009 to 4 percent for the long-range ones which mature in 2019. The interest rate available to local investors will depend on the bond market at the time of purchase.

In any case, Chamber members willing to invest in El Cerrito will not only be helping to pay for fixing local streets, they'll also be able to collect interest twice a year and get the principal back on maturity.

Local investment counselor Blaine J. Davis has advised the Chamber that, when the bonds become available in the secondary market, his firm, Edward Jones Investments, will be accepting orders for them.

Independence Day Fun

A NUMBER OF Chamber of Commerce members are slated to help stage the City of El Cerrito's annual Fourth of July festival from 10 a.m. to 4 p.m. at Cerrito Vista Park and the Portola Middle School blacktop. The location is at Moser Lane and Pomona Avenue.

Festival-goers will be able to wander through community exhibits, purchase arts and crafts, listen to music, dance to a live band, skate at an eco-friendly skating rink, enjoy kiddie rides, use the climbing wall, play carnival games, slide down a 24-foot slide, enjoy a five-in-one obstacle course, jump in an inflatable jumper, eat carnival foods, and drink a wide variety of beverages.



El Cerrito
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Staff

Manager Sewall Glinternick
Secretary Pat Berndt

Calendar of Events

- July 2** Board of Directors meeting, 8:30 a.m., at Coldwell Banker Bartels.
- July 4** Annual Independence Day celebration, Cerrito Vista Park and Portola Middle School, 10 a.m.-4 p.m.
- July 7** City Council meeting, 7:30 p.m., Council Chambers at 7007 Moeser Lane.
- July 11** Stockton Avenue Art Stroll, 7-9 p.m., along Stockton between San Pablo and Ashbury Avenues.
- July 15** El Cerrito Library author showcase: *The Blood of Flowers*, by Anita Amirrezvani, 7 p.m.
- July 21** City Council meeting, 7:30 p.m., Council Chambers at 7007 Moeser Lane.
- To Aug. 3** "Kiss me, Kate" at the Contra Costa Civic Theatre.

Kent Langston: Mr. Nice Guy

THE LATEST person to make the Chamber's day with an act of kindness is Kent Langston of Orchard Supply Hardware in El Cerrito. In addition to being a "regular" at any and all Chamber events and a hard-working member of the Board of Directors, Kent recently donated a brand new HP all-in-one printer to our office. The Chamber recently purchased a new computer system. We sincerely thank Kent for his generosity.

Volunteer at Playland...

BASED ON THE amazing success of its June grand opening, Playland-Not-at-the-Beach creator Richard Tuck has issued a call for more volunteers to help with the crowds a few hours a week. To contact him, call (510) 232-4264, ext. 25.

Thank you!

Our deep appreciation is extended to Larry and Leona Seidell for their support in co-sponsoring the expense of printing and mailing this *Byline*.



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Members of the El Cerrito
Chamber of Commerce

THE AVENUE

Continued from page 2

Among the pedestrian enhancements and amenities planned for the avenue are new crosswalks and pedestrian refuge areas, sidewalk plantings and furniture, new street lights, and bike racks.

There will also be an in-pavement flashing crosswalk at Madison, new medians from Carlson to Central, and bus stop improvements.