



Manager's Minute

MARK SCOTT

I SAW ANOTHER list of the top 25 places to live. Irvine was the only California city on the list. Irvine! Irvine? I spent a week there one day stuck in traffic for four hours. Irvine? Really? Who makes up these lists anyway? Minneapolis? Really? I've actually been there in the winter. It didn't make my list! We all make choices. Quality of life has to be up near the top of everyone's list.

There is a price to be paid for quality. Maybe there are qualities that are able to offset really sucky weather. Are there enough dividends to offset living in

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John Stashik

Introducing Chief Moir

Sylvia Moir, El Cerrito's new Chief of Police, was sworn in on July 19th before the City Council in a chamber packed with well wishers. The standing room only crowd included the entire El Cerrito police force along with representatives from other jurisdictions plus many local citizens.

Chief Moir actually started her new job one week earlier. She replaces Chief Scott Kirkland, a long time member of the department, who recently retired. The new chief of police previously worked for the Menlo Park Police Department.

Story on page 2.

Two Budgets Adopted

BY MARK SCOTT

IN A MOVE THAT leaves the fate of current service levels in the hands of El Cerrito voters the City Council adopted a budget with two different scenarios. Describing the budget dilemma as a crossroads for El Cerrito residents, City Manager Scott Hanin framed the problem. Hanin cited citizen survey and focus group results indicating that the current levels of city services receive high satisfaction ratings from citizens who clearly and repeatedly have indicated a polled desire to support service levels by enacting a sales tax measure if necessary. The same sources indicated strong reluctance to support those services with property tax measures. The dilemma comes from an economic environment that includes recession,

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Issue Plea for Help with 2010 'Taste'

BY SEWALL GLINTERNICK

NOW IS THE TIME for all good El Cerrito businesses and residents to come to the aid of their city and Chamber of Commerce! Hence, this reminder to everyone that time is growing short for those who would like to play an important role in this year's signature community event: *A Taste of El Cerrito*.



Featuring the Berkeley Opera

Letters were mailed recently urging businesses and Chamber members to participate in planning the *Taste* by signing on as sponsors, offering to donate raffle and silent auction prizes, and purchasing tickets.

Set for Saturday night, September 25, from 5-9 p.m. at the El Cerrito Community Center, this year's new and improved *Taste*, presented by the Chamber of Commerce and the city of El Cerrito, has been completely redesigned. Replacing the usual sampling of food from local restaurants will be a no-host cocktail hour with free appetizers, followed by a sumptuous three course sit-down Italian dinner with live musical entertainment provided by the Berkeley Opera. Rounding out the evening will be an outstanding prize raffle and exciting silent auction.

Tickets for *A Taste of El Cerrito* will cost \$45 per person and will be limited

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Welcome

NEW MEMBER

BACCHUS PRESS

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A Taste of El Cerrito

SPONSORS

(at press time)

Gold—\$500

Seidell Enterprises, Inc.

Silver—\$250

EBMUD

Thank you!



The
**President's
Palaver**
JOHN C. STASHIK

ONCE AGAIN I will remind members about the West County Business Expo to be held in Pinole on August 20th from 4-7 p.m. I think it's a good value for the price of \$150.

The Pinole Chamber of Commerce sponsors this event and last year's turnout was reported to be 1000 people. That's good exposure for any business. To register for a booth, contact our office at (510) 705-1202 soon.

A SMALL, BUT dedicated committee is working diligently on our signature event *A Taste of El Cerrito*. You can read more about the event on the first page. Behind the scenes there is a lot of work that goes into making the *Taste* happen. We're entering the publicity and ticket selling phase as you receive this *Byline*. I hope you will mark the date on your calendar without delay and purchase your ticket now. You can do so on-line or at these outlets:

D'Jour Floral & Antiques
7512 Fairmount Ave., El Cerrito
El Cerrito Community Center
7007 Moeser Lane, El Cerrito

The 2010 *Taste* will be advertised all over the Bay Area and by direct mail to every El Cerrito resident. There is a 224-person limit, so don't miss out by procrastinating.

THERE'S PLENTY OF ink in this issue about our police department. Here's some more. On Thursday, August 12th, you can "Tip-A-Cop" at Romano's Macaroni Grill at El Cerrito Plaza. From 5:30-10:30 p.m. ECPD officers will volunteer as celebrity waiters to raise money to benefit Special Olympics. Eat out that night and contribute.

REP. George Miller will be hosting a free Congressional grants workshop on August 23rd from 8:00 a.m.-1:30 p.m. at the Richmond City Council Chambers, 440 Civic Center Plaza. Representatives from Education, Labor, HUD, Health & Human Services, Small Business Administration, Justice, and the EPA will be there.

Chief Sylvia Moir to Lead ECPD

BY MARK SCOTT

SHE WAS RETURNING phone calls long after the close of the business day. Radiating contagious enthusiasm while we talked throughout her lunch hour the following day, Sylvia Moir (sounds like moyer) seems to be the ideal fit for El Cerrito. Starting at the Roseville Police Department, Chief Moir then spent seventeen years with the Sacramento Police developing a demanding and varied skill set that would be an acceptable path to leadership in any big police agency were it not for the fact that she wanted to lead in smaller metropolitan settings. Chief Moir left a position as Police Commander in Menlo Park to assume the position as Police Chief of El Cerrito.

Chief Moir, a student of Police Science and Leadership arts, is pursuing a Doctorate in Leadership and Organizational Change. Chief Moir teaches leadership courses and believes that police agencies must develop leadership talent existing from the current talent pool. Referring to the El Cerrito Police Department she said that the city has a

huge investment in hiring and fielding officers. These officers must be given avenues for development so that talent can emerge. Talented officers providing the kind of service that the community desires and deserves is the best way to see that leadership emerges. She believes that developing talent will ease the way for internal succession planning in the future.

Chief Moir plans to spend some time listening in the early days of her administration. The community will tell you what you need to do and how they want to be policed. Small agencies are good at such listening and she expressed a desire to be a part of that process. Chief Moir has sought many difficult assignments that many might shy away from. However, her frank and open style allows her to speak with credibility that we find refreshing. Chief Moir has grant writing experience and hopes to be able to connect with the business community to educate and dialogue with the members.

The El Cerrito Police Department responds to 13,000 calls for service each
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MANAGER'S MINUTE

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Irvine? Obviously many people believe there are. Twenty-four thousand souls, give or take, have chosen El Cerrito. Good choice? Most of us think so. It's on my list. Many more work and shop here. Oh that view! The climate? Not too hot or cold. Access to transportation? Check.

The dividends accrue in an overall quality of life that cannot be matched. Cultural diversity? Check. Shopping? Check. Access to jobs and transportation? Check. Education? Some of the finest public and private schools and universities around. Transportation? Highways, buses, BART, rail, ferries and air all available. Sustainability? We've got the "chicken lady" working on it. Political involvement? We have an educated electorate and *we vote!* Spirituality? We're on the quest. Save the planet? Earth Day! 'Nuff said.

Municipal services? Some of the finest. Public safety? The finest! Roads? Award winning programs for maintenance and repair. Recreation? Thanks, Monica! Parks? Take your kids and the

dogs. Civic improvements? Leveraged by grants.

In the last month we have had the opportunity to attend the Fourth of July celebration, attend *Barnum*, nail down tickets to the opening of the opera season, all without leaving town. We have picked up the godchild from day camp and deposited her at theatre camp enjoying a nice lunch at The Junket and a visit to the art show at The Glenn in between. We are blessed.

We choose El Cerrito and the East Bay to provide the quality of life that others only read about on "Best of" lists. While others read lists and long to be elsewhere, we are here. We have choices to make and we have chosen the life we live. The price of quality services must be paid for with our own sweat.

Is the quality of life in El Cerrito worth preserving in a time of profound economic change? As we have in the past, we must once again answer Yes! We have big city access with a small town feel. Shop, live, work and maintain the El Cerrito we all know and love.

Olivero Plumbing

BY SEWALL GLINTERNICK

OLIVERO PLUMBING, already one of the El Cerrito Chamber of Commerce's oldest members, is now well on the way to becoming one of the city's historic businesses.



John Olivero

John and Marie Olivero founded the company in 1951 when they purchased the Soldavini Hardware Store on San Pablo Avenue. That same year their son John obtained a plumbing license to complement the hardware business.

In 1965 the Oliveros built an adjacent building at 11360 San Pablo Avenue, which the firm occupies now.

Running the company today are sons John and Jerry Olivero. For over 55 years the firm has been handling a great deal of the plumbing and repair work in El Cerrito and the surrounding area.

In addition to maintaining a modern showroom featuring the latest in plumbing supplies and bathroom fixtures, Olivero Plumbing does expert installation and service on sewers, drains, water heaters, and kitchen disposers. The company also specializes in contracting work and backflow prevention, testing and repairs.

In 2007 Olivero Plumbing received special recognition from the City of El Cerrito Economic Development Board for "industry achievement, and for their contribution to the community."

Over their years of doing business here the firm has gained a great deal of public esteem for its policy of always assisting local schools, churches and service organizations with their needs. In addition, the local plumbing firm has also continuously participated in all El Cerrito Chamber of Commerce projects throughout the years. John, one of the original founders' sons, served several terms on the Chamber's Board.

A TASTE OF EL CERRITO

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to 224, first come, first served. Reservations can be made now by telephoning the Chamber office at (510) 705-1202 or contacting event coordinator Judy Pope at (510) 525-7232. Those wishing to become sponsors or donate prizes are being urged to contact those same phone numbers or write the Chamber at P.O. Box 538, El Cerrito, CA 94530. E-mail: info@elcerritochamber.org.

Proceeds from this event will be used to finance the Chamber's business promotion programs throughout the year and to help pay for college scholarships for El Cerrito High School seniors. According to event organizers, a key to just how much these two programs receive strictly depends on how well the business and residential community responds to the plea for sponsors.

Pope and Chamber President John Stashik urged firms and individuals interested in becoming sponsors of the 2010 *Taste of El Cerrito* to contact them with a commitment by August 10, 2010.

A letter describing the various sponsorship categories and a sponsor registration form is being included with this Byline.

National Night Out August 3

Prevent crime! To participate or get more information contact: Suzanne Iarla, EC Community Outreach, at (510) 215-4318.

EL CERRITO BUDGETS

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draconian state takeaways, retrenching home valuation, and declining revenues while service expectations remain high.

In order to maintain the high quality of service expected by the citizens of El Cerrito, additional revenue will be necessary. To ensure these service levels the city needs to secure a base level of revenue that is clearly under local control. In a courageous move the City Council adopted a budget that relies on validation by the voters who will be asked to pass a half-cent sales tax increase to secure a source of locally controlled dedicated revenue.

An alternate scenario enacts proposed budget cuts if the sales tax measure does not pass. In an all too rare opportunity to exercise direct democracy voters will have the chance to validate their expressed desires with passage of the sales tax measure. On the other hand, the timing of the election means that if the measure does not pass immediate deep budget cuts will need to be made.

There remains a high degree of reluctance for voters to tinker with or add overrides to Proposition 13 limited property tax revenues. Voters statewide have turned to the sales tax as a source of locally controlled revenue. Although sales taxes have an element of regressiveness they are generally accepted to meet local needs. Many studies indicate

that marginal differentials in sales tax rates between neighboring cities does not affect the level of taxes collected in those cities. In other words sales tax rates do not affect the level of sales in a community. Just when you were thinking that voting is a meaningless exercise! The choice is yours.

The brilliantly framed debate is really that clear. Do the residents of El Cerrito want to ensure the current service levels that they currently enjoy by securing a source of dedicated revenue (sales tax) or do they not? Residents have the vested interest and should lead the debate. The City Council and Scott Hanin's staff should be congratulated for delivering such a clear choice to local voters.

MOIR

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year. The department has 46 authorized positions but is currently staffed at 43. Chief Moir recognizes the need to pass the pending sales tax measure coming before the voters and will not shy away from the effort that it takes to pass the measure.

Chief Moir plans to establish residency in the area as she establishes herself as an active member of the community. We look forward to her long and productive career as the El Cerrito Police Chief. The Chamber of Commerce welcomes Police Chief Sylvia Moir.



El Cerrito

CHAMBER OF COMMERCE
Linking Business and Community Since 1936

P.O. Box 538 • El Cerrito, CA 94530

Calendar of Events

- thru Aug 28 Fruit Parings by Phil Martien and Sandi Potter at The Glenn Custom Framing & Gallery of Art, 7027 Stockton Avenue.
- August 4 Chamber Board meets; El Cerrito Royale, 8:30 a.m.
- 12 Cerrito Theater Classics: "To Catch a Thief," 7:15 p.m.
- 14 Cinema in the Park: "Madagascar: Escape 2 Africa," 8 p.m. Cerrito Vista Park.
- 16 City Council meets; City Hall, 7:30 p.m.
- Sept. 25 *A Taste of El Cerrito*; Community Center, 5-9 p.m.

FREE EL CERRITO PUBLIC LIBRARY INTERNET CLASSES
6510 Stockton Ave. Register at (510) 526-7512.
All classes are held on Saturdays from 10-11 a.m.

- August 28 All About E-mail.
- Sept. 4 Health & Medical Information.
- 11 Useful Web sites.

LEGEND OF THE RING

Wednesday, August 4 • 7:30 p.m.
Friday, August 6 • 8 p.m.
Sunday, August 8 • 2 p.m.

BERKELEY OPERA

AT THE
El Cerrito Performing Arts Theater
540 Ashbury Ave., El Cerrito
(800) 838-3006 • www.berkeleyopera.org



14th Annual Dynamo Golf Scramble

Proceeds benefit the David Hunter Memorial Youth Scholarship Fund and the Open House Senior Center Trust Fund

Monday, August 30th
Mira Vista Golf & Country Club

Information & registration: (510) 559-7000
or visit the Community Center office at
7007 Moeser Lane, El Cerrito

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