



## From the President

JEFFREY WRIGHT

**C**OLORS FORM an integral part of our Clexicon. By virtue of recent interactions and engagements I find myself thinking about the expressive qualities of colors. Do not be surprised if you find this column infused with *color*.

On March 10th I attended the West County Forum meeting at La Strada Restaurant. My wife and I were the guest of Ruthie Abelson Olivas, who serves as the WCF Secretary. Her sister-in-law Christine Perez-Abelson serves as WCF President. Yes, Ruthie is the daughter of Howard and Janet Abelson and Christine is their daughter-in-law.

The program was a panel discussion with local mayors discussing issues of importance to them followed by a question-and-answer period. El Cerrito mayor Gabe Quinto was one of the panelists.

Speaking of mayors, if you want to know where to find former El Cerrito mayors, attend the West County Forum meetings. At this meeting Howard Abelson, Jane Bartke, Richard Bartke and Bill Jones were all in attendance.

Mayor Quinto focused heavily on the importance of operating El Cerrito in a fiscally responsible manner and making sure that we keep our city "in the black." I certainly appreciate that mindset and commitment to sound financial management.

At the March 23rd County Planning Commission meeting, where I serve as planning commissioner, the item before

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## New Member New Horizon Real Estate

Alice Chan

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## July 4th Campaign Off to Incredible Start

**I**NTO ITS SECOND month, the campaign to raise local funds to help finance the next July 4th City of El Cerrito/worldOne Festival is off to an excellent start. Public health and city financial considerations caused the event to be cancelled for the past

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two years. Now the goal is to have a festival this July 4th.

To reduce costs, the City Council encouraged financing the July 4th Festival primarily through fundraising and sponsorships. The goal is to raise \$50,000. Any money raised can only be used for the next worldOne Festival.

Sponsorship and fundraising efforts thus far have brought in \$33,328—which is 67% percent of the goal.

In addition to donations from individuals totaling \$4,028, sponsors have contributed \$29,300.

Sponsors at this point are as follows:

**Presenting Level:** El Cerrito Arts & Culture Commission

**Stars & Stripes Level:** Premier Graphics • Stege Sanitary District

**Blue Level:** East Bay Sanitary Co., Inc. • El Cerrito Democratic Club • NUG

**Red Level:** El Cerrito Trail Trekkers • Meyers Nave

**White Level:** Dave Weinstein & Mary Barkey

The campaign website ([el-cerrito.org/july4donations](http://el-cerrito.org/july4donations)) can accept donations and will be updated frequently to show progress. Those who desire to volunteer for the event can also contact organizers.

Going forward in 2022, the City of El Cerrito/worldOne Festival is planning a show of incredible music, children's rides, public booths, food trucks and plenty of flags. Efforts will continue to seek contributions from local sponsors and residents.

**To contribute by check, please make payable to  
"City of El Cerrito" and mail to:**

**El Cerrito Recreation Department, 4th of July Donation,  
7007 Moeser Lane, El Cerrito, CA 94530.**

**Donate by credit card at: [el-cerrito.org/july4donations](http://el-cerrito.org/july4donations).**



## Sponsor the 2022 4th of July Festival



Sponsorship Benefit	Presenting \$10,000	Fireworks \$5,000	Stars & Stripes \$2,500	Blue \$1,000	Red \$500	White \$300
Certificate of Appreciation	✓	✓	✓	✓	✓	✓
Listed as Sponsor on City Website & at Event	✓	✓	✓	✓	✓	✓
Logo on Website with Link to your Website	✓	✓	✓	✓	✓	
Social Media Acknowledgement	✓ x 6	✓ x 4	✓ x 3	✓ x 2	✓ x 1	
Logo with Link to Your Website in Rec Dept E-News	✓ x 6	✓ x 4	✓ x 3	✓ x 2	✓ x 1	
Recognition on 88.1KeG97.7 Radio	✓ x 6	✓ x 4	✓ x 3	✓ x 2	✓ x 1	
Your Stand Alone Banner at Event	✓	✓	✓	✓		
Included on Press Release Announcing Sponsors	✓	✓	✓	✓		
Logo on Event Program	✓	✓	✓			
Vendor Booth at Event	✓	✓	✓			
Recognition and Award at City Council Meeting	✓	✓	✓			
worldOne Stage Announcement at Festival	✓ x 3	✓ x 2	✓ x 1			
1/4 Page Ad in rECguide	✓ x 3	✓ x 2	✓ x 1			
Logo on all Marketing & Promotion	✓	✓				
Logo on Event Signage	✓	✓				
Main Stage Sponsorship Banner	✓					
Event Area Naming Rights	✓					





## Past Prez Palaver

JOHN C. STASHIK

**B**ARBERS AND BARTENDERS. If you want to know what's on the public's mind, ask your B&Bs. They have a better take on public opinion than Gallup.

One thing my B&Bs tell me is how fed up people are with legalized crime in this dysfunctional state. Specifically, Proposition 47, which was passed by uninformed voters, and supported by Governor Newsom and George Gascón, among other politicians.

Voters can and do make bad choices. Think Trump. They get fed up, throw up their hands, and elect a President who eventually stages a coup to overthrow a legitimate election. But it's our system, and it *normally* works well.

The affects of Prop. 47 were predictable way before it was approved by voters. If someone can steal \$950 without any penalty, theft is officially sanctioned by law.

**Our local businesses suffer.** Consumers, the honest ones, pay the additional costs of shoplifting and security. We have plenty of hot spots in El Cerrito. Just ask any cop, whose hands are tied by this ridiculous law.

There has been talk of repealing or modifying Prop. 47. The state Assembly Public Safety Committee just killed a bill to repeal it by member Kevin Kiley. He's a Republican and California is a one party state; run by Democrats.

Full disclosure: this writer is a registered Democrat. *I am totally disgusted with the Democratic party's soft on crime attitude.* It appears Kiley's bill died due to petty partisan politics in Sacramento. **Business owners just got the middle finger from the Dems.**

Democrats shoot themselves in the foot, too. B&Bs tell of the blue voters eager to give the GOP a chance when the other party blocks reasonable solutions.

It's time to wise up. *Those who do the crime should do the time.* Some people need incentives to not commit crimes.

Our guest writer is running for county DA. **Prosecution of criminals** is important. Read her story on page 5.

□



**E**L CERRITO Fire Chief Michael Pignoni will retire on April 30th. With 40 years in the fire service, 27 of those here in this city, that's a lot of smoke, flames, and rescues over a very distinguished career.

**70 years young.** That's Nation's Giant Hamburgers with their corporate headquarters and pie bakery right here in El Cerrito. **Congratulations!** You'll hear more about this soon as the *Byline* always honors our local businesses.

□

**Seafood!** Opening later this year will be California Fish Grill in the former MOD Pizza El Cerrito Plaza space. It's a chain store with 40 locations but a nice addition to this seafood desert.

□

**Super Slice Pizza** follow up: the target for opening day is now May 1st. Owners Soloman and Omar Esmatyar are working hard renovating the former Armadillo space at 10180 San Pablo.

□

**Live music** every Saturday from 6 to 9 p.m. at El Mono Peruvian restaurant. Best enjoyed with a Pisco sour. On San Pablo across the street from Honda.

□

**Closed.** Taqueria el Salva Mex at 11252 San Pablo shut down last month after nine years.

□

**Citi news.** Opening on May 11th will be the new branch of Citibank at El Cerrito Plaza. The bank is moving to the Fairmount Avenue side of the center.

□

Public safety is the core mission of any municipality. *The* most essential service. Firefighters and cops run toward danger when others are running away. The residents and business owners in El Cerrito very much appreciate the men and women who protect the city every day. (With firefighters, it's a virtual love fest between them and local residents!)

Ask this writer for a list of the most essential services and they would be the *Fire Department, Police Department, Olivero Plumbing,* and the *East Bay Sanitary Co.* No kidding! How could we survive without them?

A new fire chief will be recruited by City management. Fact: they only hire the very best. When the selection is final, we'll let you know.

For now, thanks and best wishes to Chief Michael Pignoni starting a new chapter in his life.

— John C. Stashik

**Engine 71.** The City Council approved a \$75,000 payment on a lease to replace this old fire engine. They take about a year to manufacture. Here's a photo of Engine 71 on one memorable day.



John C. Stashik

The engine is a 2006 model and is the most used apparatus in service.

□

**Meet Paul Fadelli** at the Natural Grocery's Prepared Food Annex on Thursday, April 7th, between 9 and 11 a.m. Council member Paul loves to chat with constituents.

□

**"Anything Goes"** is a lively, classic musical filmed at the Barbican in London last year. Music and lyrics by Cole Porter. Catch it at the **Rialto Cinemas Cerrito** on Thursdays, April 7th (7 p.m.), or April 14th (2 p.m.). *Thank you Rialto for bringing quality entertainment to the screen in El Cerrito.* Purchase tickets at: [rialtocinemas.com](http://rialtocinemas.com)

■ See Past Prez Palaver, page 3



## PAST PREZ PALAVER

■ Continued from page 2

□  
**Cerrito Classics.** “Cat Ballou” is a fun 1965 film with Lee Marvin and Jane Fonda. Great song performances by Nat King Cole and Stubby Kaye. Showing on Thursday, April 21st, 7 p.m., at El Cerrito’s own marquee **Rialto Cinemas Cerrito** theater. (You know, the movie house with the great pizza.) I’ll see you there!

□  
**CCCT.** Opening April 15th, “Crowns” celebrates the role of hats in Southern black culture, of the endurance of black women in the South, and of the unconquerable urge for self-expression. Runs through May 15th at the **Contra Costa Civic Theatre**. Tickets: [ccct.org](http://ccct.org)



John C. Stashik

**Trashed!** “Campers” routinely pitch tents along the Ohlone Greenway, and then their campsite quickly becomes a garbage dump. The above photo is typical. In addition, fires are often set and there is hazmat to clear. Public Works staff cleans up the mess while the cops ensure peace and move the campers along. Then the process

unfortunately starts all over again.

Contra Costa County has a Coordinated, Outreach, Referral and Engagement Program (CORE). An excellent presentation was part of the City Council’s meeting on March 15th. CORE’s outreach to the homeless is to find them safe, secure housing and services, and abate dangerous and unhealthy encampments.

Before the City can move homeless campers, CORE is contacted and reaches out to persons at an encampment.

According to Assistant City Manager **Alexandra Orologas**, the goal is to (1) steer folks into more permanent housing and connect them with services through Contra Costa County; (2) prevent a serious public safety hazard (especially because we are in a high fire zone and many folks use propane and other flammable matter to cook food or keep warm); and (3) to have an ongoing presence to prevent growth and a take over of public right of way (as you see in neighboring cities).

Following CORE outreach, our City does the dirty work of moving encampments — at considerable expense. These camps annoy residents and business people, and **#ElCerritoProud** isn’t a great hashtag when the Ohlone Greenway, for example, is a trash strewn mess. The entire process from initial complaint to removal takes a few weeks as strict protocol must be followed.

**Who should you call?** The City’s **Public Works** team can be contacted

at [maintenance@ci.el-cerrito.ca.us](mailto:maintenance@ci.el-cerrito.ca.us). Contact the City quickly about encampments as abatement can take a while.

Some residents have contacted the *Byline* regarding homeless camps. True! However, the *Byline* merely passes information along to City personnel.



□  
**Two cities.** This huge warehouse store was constructed around 1991 and is located in both El Cerrito and Richmond.

While most of the store is actually in Richmond, the company advertises it as their El Cerrito store.

The store’s location consists of 21 separate parcels; 13 in Richmond, and eight in El Cerrito. The two cities have different sales tax rates so an agreement for equitable sharing of tax revenue was made when The Home Depot opened.

The sales tax revenue is split with 70% going to Richmond and 30% to El Cerrito. All sales are taxed at Richmond’s 9.75% rate. Business license taxes are imposed solely by the city of Richmond.

□  
**Paper.** Among all the things we *cannot* seem to make anymore in the USA is paper. Specifically, coated stock, used on cards, brochures, and what not. There is a shortage (*i.e.*, “a supply chain issue”) and when it’s available, premium prices apply. The good news: there’s no shortage of stock to print the *Byline*. Yet.

## Opportunity to Serve on the City’s Planning Commission

**P**LANNING COMMISSION members serve on one of the most important advisory bodies in City government. Due to vacancies, applications are being sought for new members.

Members of the Commission are responsible for review and stewardship of the El Cerrito’s long-range planning goals, policies, and programs on a broad array of issues related to land use. In addition, this commission hears and acts on Tier IV development projects located inside the San Pablo Avenue Plan area, after receiving the recommendation of the Design Review Board. They also hear appeals of administrative decisions of the Zoning Administrator as well as appeals of actions made by the Design Review Board.

The Commission is also the approving authority for necessary environmental documentation required by the California Environmental Review Act (CEQA) related to projects under their review.

Persons that are planning professionals are highly desired, but that is not a requirement. Any resident of El Cerrito, at least 18 years of age with the desire to serve the public, may apply. It is recommended that members be capable of communicating via email and able to receive and review documents electronically.

This commission requires attendance at two of the last three meetings of the advisory body prior to submitting an application.

The Planning Commission meets the third Wednesday of every month at 7:30 p.m. in the City Hall Council Chambers. Please note that due to the COVID-19 pandemic it is anticipated that remote meetings will be held for an undetermined length of time.

To apply or for additional information, contact City Clerk Holly Charl  ty: [cityclerk@ci.el-cerrito.ca.us](mailto:cityclerk@ci.el-cerrito.ca.us).

# THE JOINT<sup>®</sup> chiropractic

## Chiropractic Care Reinvented

BY CATALINA HU

ONE OF THE most important lessons we all have learned during the past two years of pandemic is perhaps taking care of our health and wellness. According to the findings from a 2019 report released by National Health Interview Survey, more than 50% of American adults are living with pain and back pain is the most common type of pain. Instead of routinely taking pain medication, regular chiropractic care offers a natural, drug-free approach to relief pain and a pathway to a healthier lifestyle.

The Joint, a nationwide network of more than 500 chiropractic offices, opened a new office in our city on February 28th, which offers convenient hours, no-appointment policy, and affordable routine chiropractic care to our community.

The Joint office is modern with an open floor unlike other chiropractic offices I have seen. It is open until 7 p.m. during the week, 5 p.m. on Saturdays, and welcomes walk-in customers.

Dr. Ciara Taborn is not only the Operations Manager for the El Cerrito office but also a chiropractor. Originally from Ohio, Dr. Taborn was a student athlete graduated from Alabama State University with a Bachelor's degree in Psychology. During a Career Day event on campus, she discovered chiropractic program offered through Life University. After having the opportunity to shadow a chiropractor, she found her calling in pursuing a degree in Doctor of Chiropractic and furthered her education by completing a Masters in Sports Science. In January 2020, Dr. Taborn moved to the Bay Area. Now living in Richmond, she is excited to oversee the El Cerrito clinic in addition to five other locations in the Bay Area.

As a former student athlete, Dr. Taborn knows sports injuries and pain first hand. She is passionate about helping others to live a healthier lifestyle. She explained that the vertebrae in our spine allow us to make every single move. When the vertebrae are misaligned, they cause pain, discomfort, limited mobility, and other undesirable symptoms and conditions. Routine adjustments to maintain a properly

aligned spine help prevent those symptoms and irreversible prolonged damage.

The Joint does not have an X-Ray machine at every office nor requires X-Rays for every new client as a standard procedure. Without having the expensive equipment and often unnecessary and costly procedure, The Joint offers several affordable Wellness Plans depending on each individual's needs. Since chiropractic care is a Health Savings Account (HSA) and Flexible Spending Account (FSA) qualified expense, it is easy to plan ahead and set aside tax-free dollars from each paycheck for routine visits. The initial consultation and exam generally takes about 20 minutes, and the follow up visits are about 10 minutes. If X-Ray is deemed necessary after evaluation, the procedure could be arranged.

Dr. Garcia and Dr. Leyva are the associate chiropractors at the El Cerrito office. If you have been experiencing back pain, neck pain, headache, leg pain, arthritis, carpal tunnel syndrome, etc., now is the time to visit The Joint to find out how chiropractic adjustment can relieve you from pain and pain medication!

11430 San Pablo Ave., Ste. 400 • El Cerrito  
510-374-6387

[thejoint.com/california/el-cerrito/el-cerrito-31238](http://thejoint.com/california/el-cerrito/el-cerrito-31238)



The official ribbon cutting was held on March 28th for The Joint, a new member. Participants were Dr. La Mar Sheppard, Dr. Ciara Taborn, El Cerrito Mayor Gabe Quinto, Dr. Hector Garcia, Dr. Carlos Leyva, Chamber President Jeffrey Wright, and Chamber director Robert Rogers.

John C. Stashik



# How Do We Rise From the Ashes of Proposition 47?

BY MARY KNOX

PROPOSITION 47 set limits on a prosecutor's ability to charge felony theft offenses. Irrespective of offender's criminal history, theft offenses of merchandise or property with a value of less than \$950 are now misdemeanors. This limitation is now codified in our Penal Code and, until this is undone by our Legislature, for the economic health of our businesses and the security of our residents, prosecutors must make intelligent, strategic decisions enforcing our current laws.

While I am out talking with Contra Costans in every community of our County who have been victims of theft, I repeatedly hear the same thing being said. Business owners who have been victimized by theft say that the police officers who respond to take a police report tell them, "I will take a report so

that you can submit it to your insurance company, but the DA is not going to file charges." Police officers tell me that they are frustrated and disheartened after taking report after report of thefts from businesses and residents that the DA never charges.

The message is clearly being sent to criminals who commit these crimes that they will not be prosecuted for the thefts that plaguing our County which emboldens them to continue to commit crimes. Consequently, the recidivism rate for theft offenses continues to climb. Worse, victims of these crimes never receive restitution for the damage that they suffered.

A misdemeanor theft offense carries the potential punishment of a year in custody in the County Jail (six months with "good conduct" credits which are automatically awarded to prisoners

irrespective of whether they were of "good conduct" in custody). While six months may not be an effective long-term deterrent for some career criminals, *it is an effective crime prevention tool for the six months that the offender is in custody.*

So, prosecutors should follow the law, protect the rights of crime victims and charge misdemeanor theft offenses when police officers submit these cases for filing. The message being sent to criminals needs to be reversed: if you choose to commit theft offenses in Contra Costa County, you will be prosecuted for the crimes you commit and you will be held accountable for undoing the damage to the citizens that you victimized.

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*Mary Knox is a candidate for Contra Costa County District Attorney*

## The 'Back' Story on Mayfair Station

BY JOHN C. STASHIK

THE BYLINE has been covering El Cerrito's Mayfair Station at Cutting and San Pablo since construction began. In fact, we even toured the Factory\_OS plant on Vallejo's Mare Island to see how the "mods" were constructed. Much of the complex is completed. However, the Kearney Street side, at this writing, still has a tar paper façade. That will soon change as the east wall of the building will become one giant work of art.

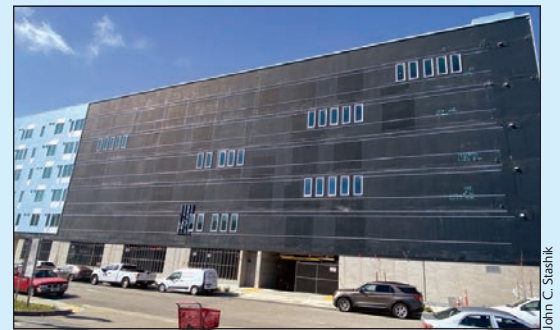
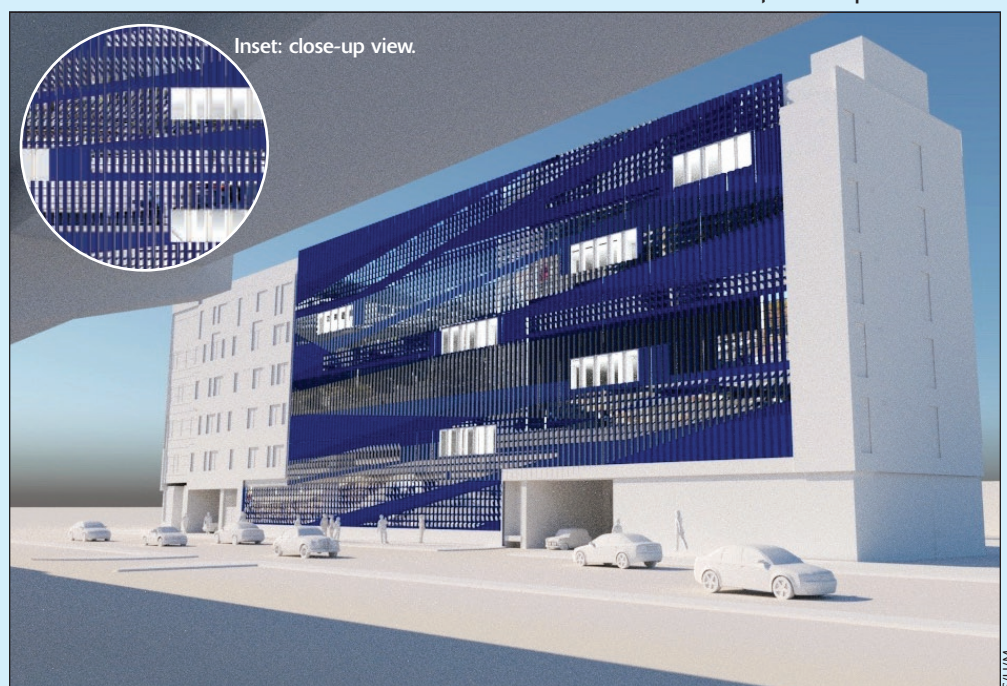
We asked artist Andre Caradec about it. His description follows. A rendition is here and more information is on his website at [sumarch.com](http://sumarch.com).

### SLIPSTREAM (working title)

Collaboration between Andre Caradec of S/U/M and Andrei Hakhovich of Gradient Matter

Conceived as an optical assembly of visual transformation, reflective elements undulate within a view-optimized surface calibrated to the arrival and departure of BART passengers. Being made of the same material as a BART train, the varying reflective/refractive material zones generate moments of clarity and dissolve as the installation comes into focus and the angle of view changes and new sight lines are redrawn.

Cues are taken from the microclimates and SF bay Marine Layer patterns that create the daily and civic rhythms so unique to life as a Bay Area Resident. Like a mid-day fog clearing, These rhythms and transformations play out cinematically along the surface of the installation as near becomes far, and far becomes near.



View above is how the Kearney Street side looks now. Below is the rendition after the job is completed.

## Design Review Board Seeking Applicants

EL CERRITO's Design Review Board (DRB) reviews new Tier II developments and major Tier III renovations of existing properties in the San Pablo Specific Plan area. Members serve as the appeal hearing body for administrative Tier I design review actions and make recommendations to the Planning Commission regarding Tier IV projects located in the Plan area.

The DRB also has final design authority for new residential developments, from duplexes to multi-family units outside of the Plan area. The Board's purview includes the consideration of the proposed architecture, site layout, and landscaping as well as master sign programs for the purpose of encouraging quality design. In this role, the DRB works collaboratively with applicants to refine their projects in terms of materials, finishes and landscaping.

The Board is also the approving authority for necessary environmental documentation required by the California Environmental Review Act

(CEQA) related to projects under their review.

It is highly desired that members of the DRB be design professionals; however, that is not required. Applicants must be a resident of El Cerrito, and at least 18 years of age with the desire to serve the public. It is recommended that you be capable of communicating via email and able to receive and review documents electronically. This board requires attendance at two of the last three meetings of the advisory body prior to submitting an application.

The Design Review Board meets the first Wednesday of every month at 7:30 p.m. in the City Hall Council Chambers, 10890 San Pablo Avenue, El Cerrito. Please note that due to the COVID-19 pandemic it is anticipated that remote (Zoom) meetings will continue to be held for an undetermined length of time.

For more information or to apply to become a member of the DRB, contact City Clerk Holly Charléty at [cityclerk@ci.el-cerrito.ca.us](mailto:cityclerk@ci.el-cerrito.ca.us).

## Council on Aging

THE CITY OF El Cerrito is currently accepting applications for residents to serve as a member of the County Advisory Council on Aging (ACOA). As a member, you would act as a representative for El Cerrito and serve in an advisory capacity to the Contra Costa County Board of Supervisors on all matters associated with the planning, development and administration of programs relating to older adults.

Applicants must be a resident of El Cerrito and at least 18 years of age to serve. Please visit the City's website at [el-cerrito.org/commissions](http://el-cerrito.org/commissions) to apply. For more information, please contact City Clerk Holly Charléty at 510-215-4305. Email the City Clerk at: [cityclerk@ci.el-cerrito.ca.us](mailto:cityclerk@ci.el-cerrito.ca.us).

## Housing Element

BY AISSIA ASHOORI

*Community Development Dept.*

THE PLANNING Division is currently updating the City's Housing Element for the 2023 to 2031 planning period. The Housing Element reflects the vision, opportunities and priorities of the El Cerrito community while providing a road map for the City to accommodate our fair share of the regional housing needs at all affordability levels.

A Housing Element workshop is scheduled for Tuesday, April 26th, at 7 p.m.

Throughout this process, City staff is seeking community participation and input to determine which policies and programs have been effective and areas of opportunity. Please subscribe to the Community Development e-Newsletter to receive updates at [el-cerrito.org/CommDev](http://el-cerrito.org/CommDev).

You can also visit the project website at [el-cerrito.org/HousingElement2023](http://el-cerrito.org/HousingElement2023) for additional details including a community survey that will be available in the coming weeks.

Housing Analyst, Aissia Ashoori, is the person to contact for additional information on housing in El Cerrito. Email: [aashoori@ci.el-cerrito.ca.us](mailto:aashoori@ci.el-cerrito.ca.us).



### Officer Jerriek Bernstine Memorial Fund

The contribution site at the Police Officers Research Association of California (PORAC) has been closed. Approximately \$34,000 was donated and those funds have been transmitted to the family of El Cerrito Police Officer Bernstine.



HEY THERE, ARTISTS! Utility box art is back and the application deadline is 4 p.m. on Friday, April 15th. There are 12 city-owned traffic signal boxes and three were painted for Round 1 of Box Art. Now, three more can be decorated. The program is sponsored by the City of El Cerrito Arts & Culture Commission.

For more information or to apply, contact Lina Huang soon at City Hall. 510-215-4371 or email [lhuan@ci.el-cerrito.ca.us](mailto:lhuan@ci.el-cerrito.ca.us).



## FROM THE PRESIDENT

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us was a land use permit request to repurpose the Marathon Oil Refinery from crude oil production to the production of renewable energy sources. The Environmental Impact Report as well as the staff report indicated that substantial environmental benefits will be derived from making the change. The commissioners understand the need for a healthier, “greener” environment, while at the same time providing good jobs, therefore the land use permit request passed unanimously.

The following day I had to make a somewhat tough decision with “green implications.” I had to put one of my longtime vehicles down. I bought it new in 2003 and it was still a very nice vehicle. Some unknown assailant backed into it in front of my house and created enough damage whereby my insurance company gave me the “total

it out” option and they take the vehicle or give me less cash and I keep it with a salvage title.

I made the greener decision to let the insurance company take the vehicle. I am also doing my part environmentally; in less than a year I have personally taken two, not-so-fuel-efficient, eight-cylinder vehicles off the road.

Lately there has been a lot of news coverage about the plight of the West Contra Costa Unified School District and its fiscal woes. The bottom line is that the district will seriously be awash in red ink requiring draconian cuts. The performance of our schools as well as the perception of the WCCUSD has broad implications for our communities, including El Cerrito. Schools are often

a deciding factor as to the communities that people choose to live in.

As a Realtor, I hope that my fellow Realtors as well as the allied businesses have benefited from this red-hot market and have been able to stack some green as a cushion for the inevitable cooling period and are able to sustain and keep themselves in the black.

## Farmers Market

AT EL CERRITO PLAZA

Open Tuesday & Saturday 9 a.m. to 1 p.m.

SPONSORED BY



**El Cerrito**  
CHAMBER OF COMMERCE  
Linking Business and Community Since 1936



## Community Matters

GEORGINA EDWARDS

## Together We Thrive

THANKS TO ALL who participated in our 2022 member survey. We are rolling up our sleeves to bring new ideas and programs in response to your feedback, including ways to foster conversations amongst members and to create more opportunities to network.

We also learned from the survey that you appreciate our *Byline* and being part of an energetic group of business owners. So, now that gathering in-person is fully possible, we'll be having a celebratory event (details forthcoming), to recognize our members and volunteers, including long time board director, Sil Addiego, who has served on our board for 40 years!

As we work on new programs, we welcome your participation. If you have some availability, please consider lending a hand by volunteering. We have events, marketing (got social media skills?) and other great project work. Interested? Contact me at [info@elcerritochamber.org](mailto:info@elcerritochamber.org).

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## Where's my *Byline*?

This newsletter is mailed monthly to Chamber members and others. A PDF edition is posted and available at [elcerritochamber.org/byline](http://elcerritochamber.org/byline).

Other distribution points include: El Cerrito City Hall, The Glenn Custom Framing, Mr. Pickle's Sandwich Shop, Doherty's Truck Rental, El Cerrito Public Library, and the City of El Cerrito Community Center.

## Chamber Officers & Staff

President	Jeffrey Wright, Wright Realtors
Vice President	Matt Khadivian, El Mono Restaurant
Secretary	Aissia Ashoori, City of El Cerrito
Treasurer, <i>Byline</i> Editor	John C. Stashik, Premier Graphics
Manager	Georgina Edwards
<i>Byline</i> Correspondent	Catalina Hu

# 8th Annual El Cerrito Hillside Fest 2022

**Saturday May 14**  
**Sunday May 15**  
**Various Times**

**Locations throughout the  
Hillside Natural Area.**

**FREE**

**El Cerrito Trail Trekkers  
website:  
[ectrailtrekkers.org](http://ectrailtrekkers.org)**

## IT'S MEGA MIXER TIME!

**Tuesday, April 19th • 5:30 p.m.**

**FOUR FOOLS WINERY**  
13 Pacific Ave., Rodeo

Joint Mixer with Bay Front, Crockett, El Sobrante,  
Hispanic, Oakland Latino, and Richmond  
Chambers of Commerce

Mixer is FREE with No Host Bar



## Byline

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