



RICHMOND MAIN STREET INITIATIVE, INC.

RMSI is dedicated to revitalizing downtown Richmond as a vibrant, pedestrian-friendly urban village, offering products, services, arts and entertainment that reflects the community's rich and diverse heritage.

HEARD ON MAIN STREET

VOLUME 1, ISSUE 2

FALL 2011 EDITION

INSIDE THIS ISSUE:

- Summer Concert reaches record attendance
- Main Street welcomes new neighbors
- Richmond youth gain entrepreneur experience
- Message from executive director

CONTENTS

Current Events	1
Community News	2-3
Calendar	4
Executive Director's Corner	4

1000 Macdonald Avenue, Suite C
Richmond, CA 94801
510-236-4049
www.richmondmainstreet.org

Music on Main 2011 Reaches Record Attendance

Summer 2011 marked the 10-year anniversary for a signature Richmond Main Street Initiative (RMSI) event—Music on the Main (MoM). Richmond and surrounding areas have come to anticipate the summer concert series, as revealed by the turnout that doubled to nearly 400 people this summer. Stellar performances help to keep the crowd excited about the event.

In June, local favorite and MoM repeat performer Andre Thierry headlined the event. Opening acts included The Reed Fromer Band and the Iron Triangle Urban Ballet. After the Urban Ballet impressed attendees with their fusion of modern and hip-hop dance, The Reed Fromer Band

performed classic R&B numbers with crowd-pleasing precision.

Richmond's own, Jesse James, national blues star, headlined the



Richmond favorite, Andre Thierry & Zydeco Magic, kicked off Music on the Main 2011 as the June featured performer.

July event. James, also a MoM returning performer, delivered an engaging performance that kept the crowd on their feet. His call and response style of performance was enjoyed by audience members who joined him in singing hits such as, "I Can Do Bad All By Myself."



Jesse James
July featured performer



Ray McCoy
July performer

Ray McCoy opened for James with a Luther Vandross tribute, singing all of Vandross' greatest tunes while dressed in style.

Hula Ohana Hokulani also opened for James, joining youth, adults, and members of the audience together on stage to hula dance.

LAVA rounded out the summer as the featured performer for the August concert. Delivering salsa rhythms that kept the crowd moving. August opening acts included energetic performances from two local youth groups—College Prep Dancers and Richmond BLOCO Steel Drums.

Along with musical performances, local business participated as vendors at each concert. Raffle prizes, activities for children, and food from CJ's Barbecue were also part of the summer fun.



LAVA
August featured performer

Music on Main celebrates youth. This year's summer series featured Richmond youth as opening performers for each concert, with the final concert featuring two youth groups as opening acts.



Iron Triangle Urban Ballet at
June 22 Concert



Hula Ohana Hokulani at
July 27 Concert



Richmond BLOCO Band at
August 24 Concert



College Prep Dancers at
August 24 Concert

Main Street Welcomes New Neighbors

CCISCO



1000 Macdonald Avenue

Contra Costa Interfaith Supporting Community Organization (CCISCO) joined the Main Street corridor in June. Working from their new location, the group is happy to be a part of community “hub” being built downtown. “Many of the organizations we respect are migrating to this area,” said Community Organizer Richard Boyd. Boyd said that he would love to see more community partners such as Urban Tilth and Building Blocks for Kids (BBK) join the movement.

Richmond Progressive Alliance



1021 Macdonald Avenue

Richmond Progressive Alliance (RPA) moved to its first permanent location when it made a home on the business corridor this summer. Steering committee member, Andres Soto, said the space will also be shared with Service Employee International Union (SEIU) – Richmond chapter, Citizens for a Better Environment (CBE), and Eduardo Martinez for city council. “It’s good to have a central location right here in the historical center of Richmond,” said Soto.

ACCE



322 Harbour Way #25 (Market Square Mall)

Nestled in a corner suite on the second floor of Market Square building, Alliance of Californians for Community Empowerment (ACCE) is poised for engagement. “It’s starting to feel like a community corner where folks are involved in social justice,” said John Adams, ACCE Richmond, Director. “It’s a nice corner,” he added about the space ACCE has occupied since July. ACCE Richmond plans to continue its statewide mission to create transformative change.

WIC Store



1420 Macdonald Avenue

WIC opened the home to its new doors in mid-July. Since opening at its new location the store has benefited from passersby dropping in to see what is inside. Store manager Anna Moreno and staff are ready to help busy moms who want to drop in with their vouchers without having to worry about finding the right item. “We will even help them take their groceries to the car,” she added. Colorful decorations adorn the open, family-friendly space. Cash and EBT shoppers are welcome. Store hours are 7:30 a.m. to 4:30 p.m. Monday—Friday.

SPOKESHOP Bike Lounge



322 Harbour Way #5 (Market Square Mall)

Spokes Bike Lounge is a unique concept combining non-profit work, community engagement, youth mobilization, and entrepreneurial training all while selling bikes. “I don’t want to own a ‘bike shop,’” shared Spokes owner, Brian Drayton. Instead Drayton wants to provide a multi-faceted array of services, making this newcomer to the corridor a bike “lounge” or community hub for the environmentally and entrepreneurially focused. Drayton began refurbishing the space this summer and held a grand community opening in October.

First 5



317 11th St.

First 5 satellite site on 11th Street offers the same great services as its centers throughout the Bay Area. Since opening in March, the center has been working to draw families to this location. “It’s in a commercial area and offers a world of difference as far as safety,” said Alexina Rojas, Center Director, in comparing the new location to their previous one. “It’s really peaceful, and we want all of our families to take advantage of this service,” echoed Alisa Robinson, early childhood parent educator. Parents may register for a free class at 510-232-5650.

Spirit & Soul 2011 Has More Spirit, Soul



Perfect Weather
Attendees enjoy the beautiful day.



Supporters of All Ages
Spirit & Soul attracted nearly 400 supporters.



Ray Obiedo
Featured performer

This summer patrons and supporters of Main Street shim-mied and shouted to music highlighted at Spirit and

Soul. The event began with a welcome from MC Clifford Brown Jr., San Francisco Bay Area jazz radio personality, who affirmed the crowd that their presence said, "I support Richmond Main Street."

Following this greeting, La'Chic! opened the event with their classic R&B soul sound. After this opening act, Main Street paused the music to pay homage to this year's Downtown Champions: Janet Johnson, Bennie Singleton, Joanne King, Betty Reid Soskin and Fred Jackson, honored with a memoriam.

Sekhou Senegal moved many audience members out of their seats to join in a dance. The electric performance brought smiles to onlookers' faces. The West African ensemble has traveled worldwide to deliver its unique sound incorporating African instruments and modern Western sounds.

Local contemporary gospel singer Derrick Hall was the final act to perform before featured head-

liner, Ray Obiedo and the Urban Latin Jazz Project. He has worked with notable artists such as Edwin Hawkins and Kim Burrell. With a versatile and innovative sound intended for all audiences, Hall proved to be a likely segue into the jazz, pop, and multi-ethnic fusion that is Ray Obiedo. Obiedo, speaking to the eclectic musical background of his youth, has brought together exceptional Bay Area artists to create a fusion of Jazz, Afro-Cuban and Brazilian rhythms, Funk and Caribbean beats.

East Bay Center Grand Reopening

To honor the exciting reopening of this Richmond treasure, East Bay Center for Performing Arts will host a Family Day Celebration on October 8th. The reopening includes a premiere presentation of the Iron Triangle Legacy Project, a video showcasing of the history and personal stories of its residents. The video will feature Downtown Champions honored during Spirit and Soul. Richmond Main Street will host a separate reception to present the videos of the Downtown Champions later this fall.

Jesse's Barbershop is Now 'Old School'

Longtime Macdonald Avenue business, Jesse's Barbershop, is now under new management, pending Jesse Gutierrez's retirement. Old School Barbershop which was formerly two doors down from Jesse's moved into the space when Gutierrez asked current owner Bishop Carleton Leonard to take over the lease. Manager, Eddie Briscoe, says that the new location has kept business consistent. He anticipates that business will increase once the new BART station opens.



Youth Entrepreneurs 2011



YEP Graduation Day 2011. Pictured with YEP graduates are Cindy Haden, board chair, RMSI (2nd from left), Amanda Elliot, executive director, RMSI (ctr.), Janet Johnson, ex-officio board member, RMSI (right), and Johnson (far right).

July marked the time for Main Street's fourth annual Youth Entrepreneurship Program (YEP). YEP is a two-week personal development and retail readiness training program for Richmond youth between the ages of 16 and 21, preparing them for job placement at downtown businesses for the summer.

YEP offers Richmond youth an introduction to a career path as a small business owner or manager while providing practical skills needed for self-sufficiency and life enrichment. The program also aims to support businesses seeking well-trained youth employees. It is a collaborative effort between RMSI's executive director Amanda Elliott, City of Richmond's Youth WORKS, and Retail Trainer/Consultant Vaneese Johnson, CEO of *On The Move Staffing*, an expert trainer who also works with RMSI's Start and Grow Smart Business program.

Message from the Executive Director

The power of partnership.

Richmond Main Street is on the move thanks to several key partnerships that have helped us further our revitalization efforts. Our partnership with Rubicon has helped us realize our goal to keep downtown Clean and Safe. Thanks to this partnership, our Neighborhood Ambassadors can be seen daily on Macdonald, Nevin or Bissell Avenue cleaning up trash and graffiti, helping visitors find their way and providing important information to businesses and residents in the district. Our *Start and Grow Smart* business classes with the Renaissance Center have helped passionate people realize their mission and vision. In the spirit of sustained growth, we have successfully continued our Youth Entrepreneur Program. Because of the support of Mechanics Bank, Chevron and Kaiser, this program will be expanded next year to reach even more youth and businesses. As a collaborative partner with West County HEAL (Healthy Eating, Active Living) we look forward to offering exercise and fitness classes to residents and businesses downtown and continuing to provide fresh fruits and vegetables at our Healthy Village events.



Amanda Elliott
Executive Director

As we work to round out the year with our annual Holiday Festival and Holiday Bazaar in December, we look to you as a valued partner for assistance. While we prepare to wow and inspire children in the Iron Triangle, we celebrate our great accomplishments over the past year and look to the future. So much to do in so little time. We need your support today to keep building.

We offer special thanks to all our supporters, and volunteers who have partnered with us so far! You make this work possible. If you haven't joined the effort, contact us at admin@richmondmainstreet.org to learn how you can be a champion for downtown revitalization. www.richmondmainstreet.org or 510-236 - 4049.

In partnership,

Amanda Elliott

OUR BOARD OF DIRECTORS

- Cynthia Haden, *Chair*
- Arnie Kasendorf, *Past Chair*
- Xavier Abrams, *Vice Chair*
- Maria Alegria, *Secretary*
- Jerrold Hatchett
- Charlene Smith
- Gary Bell
- Mary Lavergne
- Janet L. Johnson, *Ex-Officio*
- James Goins, *Advisory*
- Joanne King, *Advisory*
- Amanda Elliott, *Executive Director*

OUR STAFF

- Amanda Elliott, *Executive Director*
- Alicia Gallo, *Outreach & Neighborhood Ambassador Coordinator*
- Johnasies McGraw, *Development Consultant*
- Adrienne Oliver, *AmeriCorps Member/Newsletter*

Richmond Main Street Initiative, Inc
Revitalizing Historic Downtown
1000 Macdonald Avenue, Suite C
Richmond, CA 94801
510-236-4049 office/510-236-40523 fax
www.richmondmainstreet.org

Main Street Winter 2011 Calendar

October

- 2—Richmond SPOKES grand opening
- 8—Unity in the Community
- 8—Iron Triangle Legacy Project Premiere
- 22—GRIP Harmony Walk

November

- Fall Art in Windows Exhibit
- Iron Triangle Legacy Reception

December

- Holiday Festival & Bazaar

YOU CAN BE A SPONSOR OR VOLUNTEER

Contact Alicia Gallo for information
510-236-4049/outreach@richmondmainstreet.org

OUR VOLUNTEERS ARE THE HEART OF MAIN STREET

The Richmond Main Street Initiative would like to acknowledge and thank all of the wonderful individuals who have volunteered their time and effort to make our events and programs a success—Thank You!