

HEARD ON MAIN STREET

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Our Board of Directors

Robert Raymer (Chairman), Berkeley Bowl

Arnie Kasendorf (Secretary), Richmond Commission on Aging

Stanley Hall, Retired

Jerrold Hatchett, Sims Metal

Janet Johnson, Richmond Re-development Agency

Darlene Rios Drapkin, Local Initiatives Support Corporation

Raymond Lambert, Richmond City Manager's Office

Allen Green, Greenplans

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EXECUTIVE DIRECTOR'S CORNER

BECOME A MAIN STREET VOLUNTEER AND MAKE A DIFFERENCE !

The Richmond Main Street Initiative is a nonprofit organization that partners with the City of Richmond, merchants, and residents to implement a comprehensive, community-driven approach to developing and improving the downtown Richmond commercial district. Our target area includes Macdonald Avenue from 8th to 19th Streets, between Bissell and Nevin Avenues.

Downtown did not lose its luster overnight; nor can we make it shine again overnight, although we are making progress. Revitalization is a long-term process requiring many players, working on a broad spectrum of projects ranging from downtown events to bring more shoppers and pedestrians downtown, to providing the business assistance tools merchants need to not only weather tough economic times, but also to better provide the products and services you want and need.

We are currently seeking volunteers for the following projects. Whether you can spare just one day or can make a longer commitment, we welcome you. Please give us a call at (510) 236-4050.

Summer Concert Series: -Vendor and Talent Recruitment -Flyer/Poster Design and Distribution

Holiday Reception: -Flyer and Poster Design -Distribution of Literature -Performers - Refreshments

Newsletter: -Distribution/Mailings -Layout and Graphic Design -Contribute articles and news relevant to commerce and the Main Street district

Development: -Assist in design and implementation of "Friends of Main Street" annual giving program to help support special events, business assistance initiatives and blight reduction projects

Other Volunteer Roles: -Panelists for small business seminars—Art work for "Art in Windows" displays -Board Members (especially individuals with financial management, marketing and development skills) - Neighborhood Clean Ups and Tagging Paint Outs - Distribute Main Street literature and surveys at festivals and other public events

Join us in shaping downtown's evolution !

Renée Hill, Executive Director

CLEAN & SAFE COMMITTEE

DOWNTOWN BUSINESS WATCH LAUNCHED

BY KRISTEN PHINNESSEE

Main Street will launch the Downtown Richmond Business Watch on Wednesday, April 30 with a kick-off meeting at 314-11th Street to introduce the program to downtown business owners. The aim of the Business Watch is to increase merchant awareness of security and blight issues affecting the downtown commercial district. Merchants will be informed through a variety of means, including valuable tips and training in commercial crime prevention techniques, the development of a phone tree for downtown businesses, production of a monthly safety and blight bulletin, and networking opportunities with fellow business people. The downtown Business Watch is free to all downtown Richmond businesses and is being put on in conjunction with the Richmond Police Crime Prevention Unit. For more information, please contact Kristen Phinnessee at (510) 236-4052.



*The Iron Triangle Police
Substation, 1000 Macdonald
Avenue*

RICHMOND POLICE DEPARTMENT INTRODUCES ENHANCED STAFFING AND SERVICES AT THE IRON TRIANGLE SUBSTATION

BY KRISTEN PHINNESSEE

The Iron Triangle Police Substation, located at the intersection of Harbour Way and Macdonald Avenue, reopened to full capacity in January of 2003. The substation is staffed by volunteers from the police department's V.I.P.O.R. (Volunteers in Policing Our Richmond) program and is home to the department's crime prevention unit as well as its community liaison officer, Sergeant Ron Berry. Sergeant Berry now oversees the city's code enforcement and abatement programs, making it easier for the police department to address the "quality of life" infractions that are often at the core of crime and blight downtown. Call them at (510) 628-6886 for non-emergency assistance, or stop by the substation to introduce yourself and welcome the staff and volunteers to downtown Richmond.

ECONOMIC DEVELOPMENT COMMITTEE

NEW BUSINESS SPOTLIGHT: SATIN & LACE BOUTIQUE OFFERS AFFORDABLE PAMPERING DOWNTOWN

By EDDRICK OSBORNE

Welcome to Satin & Lace Boutique, which opened in December of 2002 in downtown Richmond's Market Square Mall. Dwatha Lee and Cynthia Choperia, sisters and co-owners, were born and raised here in Richmond. Dwatha says, "Satin & Lace Boutique is a shop for women who want to look and feel beautiful about themselves for an unbeatable price. We offer fine lingerie, perfumes, and bath essentials for half price".

The sisters, who relocated the shop from Point Richmond, want to grow their business and help bring customers back to the downtown area. They want to help restore a downtown shopping district and "make this a safe and friendly place to shop". These entrepreneurs have already become active Main Streeters, participating in both a Valentine's Day cooperative ad with Hairport Salon, and in Main Street's first Downtown Business

Financing Workshop in March.

Satin & Lace Boutique features two exclusive lines, Terra Nova and Cloud Nine, of bath essentials, perfumes, and scented candles. "These can only be found at Satin & Lace Boutique, no other department store sells them. This is Dwatha and Cynthia's line."

Satin & Lace Boutique is located at 322 Harbour Way, off Macdonald Avenue, and is open Tuesday through Friday from 12pm to 7pm and Saturday from 10am to 5pm. Please give Dwatha and Cynthia a call at (510) 215-6717 for more information, and to wish them luck!



*Just a sample of the charming
products to be discovered at Satin*

ECONOMIC DEVELOPMENT COMMITTEE

MAIN STREET HOSTS WORKSHOP ON FINANCING FOR DOWNTOWN RICHMOND BUSINESSES



On March 5, Main Street hosted its first financing workshop for (1) downtown Richmond business owners seeking financing for expansions and store or office upgrades, (2) business owners considering relocating to downtown Richmond, and (3) those just thinking about opening a business downtown. Panelists Nicole Levine of Oakland Business Development Corporation, Alex Gomez of the West Contra Costa Business Development Center, Erwin Reeves of Mechanics Bank, Janet Johnson of the Richmond Redevelopment Agency and Scott D. Lewis of Lewis Business Services LLC answered the twenty participants' questions about loans, grants and planning resources for downtown Richmond businesses.



Following a lively and information-packed discussion about small business loans, grants, technical assistance and the proper use of credit, attendees were given the opportunity to engage in one-to-one consultations with the panelists about lending opportunities. Many participants represented existing downtown businesses, including Mary's Little Lambs, Beauty Supplies for Your Attitude, Satin & Lace Boutique, Tamena Danielle & Associates and Balloons From Heaven. Several attendees have followed up with lenders and with the West Contra Costa Business Development Center to seek funding and further business assistance.

The Economic Development Committee plans to repeat the workshop seasonally, and is currently planning additional business assistance workshops that may include such topics as tax credits available for commercial building rehabilitation.

PROMOTIONS COMMITTEE

4TH ANNUAL "MUSIC ON THE MAIN" SUMMER CONCERT SERIES TO KICK OFF ON JUNE 12

Back by popular demand, Billboard Contemporary Jazz Charts recording artist Victor Fields is once again scheduled to kick off Main Street's annual "Music on the Main" concert series with a Thursday evening outdoor performance downtown at 12th Street and Macdonald Avenue.

The three-concert Thursday evening series will feature a diverse roster of artists from the jazz, pop, and world music genres. Concerts will be staged on June 12, July 10 and August 14 from 5 to 7PM at Macdonald Avenue at 12th Street. These concerts can be a valuable tool in increasing foot traffic downtown. Main Street also plans to host a small bazaar during each of the concerts.

For further information, please contact the Main Street office at (510) 236-4049.



Sonata Pi performs during the 2002 concert series



DESIGN COMMITTEE

STREET FURNITURE UPGRADES CONCEPT IN PROGRESS

Tired of benches with broken slats and backs? Would you like to see planters downtown? Join us in doing something about it! The Design Committee is developing recommendations for street furniture upgrades to enhance the beauty and comfort of our downtown commercial district. We plan to present our recommendations to the City later this spring, so if you want to work with us on this project, don't wait! Give us a call at (510) 236-4050, or come to our meetings, held the first Monday of each month from 4 to 5:30PM at 312-9th Street, Suite 205.



ORGANIZATION COMMITTEE/BOARD OF DIRECTORS

LONG-TERM STRATEGIC PLAN TO BE DEVELOPED

The Organization Committee/Board of Directors, chaired by Bob Raymer, has just completed development of its 2003-2004 fundraising and marketing plans, and will soon begin a long-term strategic planning process for the organization. If you have strategic plan development skills and wish to join us in setting the course for Main Street's growth, please call Renée Hill at (510) 236-4050.

MAIN STREET SPRING/SUMMER 2003 CALENDAR

April 30—Downtown Business Watch Meeting, 5:30 to 7PM, 314-11th Street, Richmond

May 5, June 2, July 7 — *Design Committee*, 4 PM, 312-9th Street, Suite 205, Richmond

May 6, June 3, July 8, — *Economic Restructuring Committee*, 8:30 AM, 312-9th Street, Suite 205, Richmond

May 7, June 4— *Promotions Committee*, 5 PM, 312-9th Street, Richmond

May 8 — Richmond Redevelopment Agency's Macdonald Avenue Revitalization Plan, Community Visioning Workshop, 7 to 9 PM, Nevin Center, 589 Nevin Avenue, Richmond

Clean & Safe Committee Meetings held at 5PM on Business Watch Meeting dates

June 12 — "Music on the Main" Summer Concert, Macdonald Avenue at 12th Street, 5 to 7PM, featuring contemporary jazz artist Victor Fields

June 21 — Richmond Redevelopment Agency's Macdonald Avenue Revitalization Plan, Community Visioning Workshop, Bermuda Room, Richmond Auditorium, 10 AM to 1PM, Richmond

July 10 — "Music on the Main" Summer Concert, Macdonald Avenue at 12th Street, 5 to 7PM, featuring Caribbean band Shabang

August 14 — "Music on the Main" Summer Concert, Macdonald Avenue at 12th Street, 5 PM

*All scheduled events subject to change; please call (510) 236-4049 to confirm all dates.

The Richmond Main Street Initiative, Inc.

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Our Mission: The Richmond Main Street Initiative, Inc. is a community-based organization dedicated to revitalizing historic downtown Richmond as a vibrant, pedestrian-friendly urban village offering products, services, arts and entertainment that reflect the community's rich and diverse heritage.