

# Downtown Member Update

WALNUT CREEK DOWNTOWN BUSINESS ASSOCIATION

AUGUST 2008

## SPECIAL POINTS OF INTEREST:

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Downtown Goes Green

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Executive Director:  
Emily Chang

## New Board Members and Officers Elected

The Walnut Creek Downtown Business Association (WCDBA) welcomes the following new boardmembers, who were elected at the July Board of Directors Meeting:

- Matt Randolph, ProConcepts (BID member)
- Colleen Maloney, Impact Hair Salon (BID member)
- Bert Payne, New York Life Insurance (Associate Member)
- Tom O' Toole, Cannata, Ching & O'Toole (Associate Member)
- Pam Kessler, Walnut Creek Magazine (Associate Member)

Re-elected to the Board are Bob Power of Regional Parking, Edrene Case of Summit Bank, and Bob Travale of Instant Sign Maker. Bob Power will continue to serve as Board President until January 2009; Sherry Bennett of Main Street Postal & Business Center was elected to serve the rest of the term. Edrene Case will continue as Treasurer, and Brian

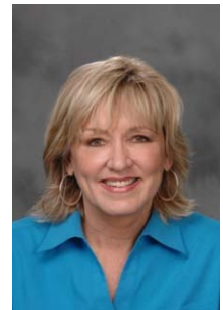
Hirahara will remain as Vice-President of the Board.

The position of Secretary was not voted upon at the July Board Meeting due to a lack of candidates. However, Tracy Dietlein of Broadway Plaza has indicated she is willing to serve as Secretary.

The WCDBA Board of Directors meets monthly the second Wednesday of each month at 8:00am at the Leshner Center Encore Room. All meetings are open to the public.



Bob Power



Sherry Bennett

## City Commission Approves Extra Meter Hours

The City of Walnut Creek Transportation Commission voted 3-1 last month to approve city staff recommendation that the parking meters in the core downtown area operate on Sundays from 9am to 6pm and Monday through Saturday until 9pm.

The downtown parking meters currently operate Monday through Saturday 9am until

6pm; the meters do not run on Sundays.

A study conducted in 2005 by Nelson Nygaard, a transportation consulting firm, noted that competition for limited on-street parking was just as fierce in the evenings and on Sundays as regular operating hours. Anecdotal evidence also suggested that valuable on-street parking was being taken up by downtown employees

The Walnut Creek Downtown Business Association (WCDBA) is a coalition of business and property owners working together to promote and improve business and civic activity in downtown Walnut Creek.

The WCDBA acts as an advocate for businesses in Walnut Creek, sponsors special events throughout the year, promotes Walnut Creek through creative marketing efforts, and undertakes physical enhancements to downtown.

The WCDBA has a membership of over 500 members and is one of the largest organizations of its kind in Contra Costa County.

## Downtown Parking Meters, continued from front page

instead of customers.

The Nelson Nygaard study recommended that pricing be used as a means to manage downtown parking. Extending the operation hours of the parking meters would drive employees and long-term parkers to utilize the garages or many other parking options available downtown.

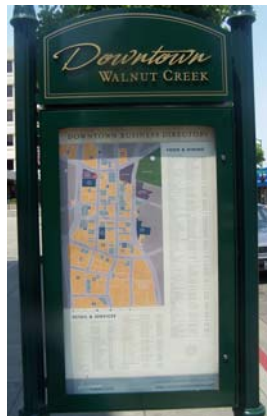
The Commission, which had voted down the proposed changes to the meter operation hours last month, approved the extended hours with the following caveats: that the City consider making the under-utilized Broadway garage free on Sundays and that the revenue

raised from the added meter hours be used to enhance the pedestrian environment downtown.

Commissioners Rajan, Krecilic and Meyerhoffer voted in favor of extending the meter hours. Commissioner Emily Chang, who also serves as the Director of the Walnut Creek Downtown Business Association, voted against the proposal. Commissioner Wilk was absent.



## Kiosk Directories Get Updated Look



Every 3-4 months the WCDBA updates the downtown kiosks, which provide visitors a comprehensive listing of shopping and dining options downtown.

The new design was furnished by ProConcepts and compliments the new design of Downtown Walnut Creek Shopping Brochure, due out

in September

There are currently two kiosks downtown located on Locust Street near the Leshner Center for the Arts and on Main Street near Pottery Barn. With funding support from the City, the WCDBA plans to add an additional wall-mounted kiosk to the South Locust Parking Garage.

## Member Announcements

### Il Fornaio Introduces Brunch Service:

Il Fornaio will now feature brunch on Saturdays and Sundays. Dishes include omelets, French toast, pastries, and other special dishes unique to Il Fornaio.



### Miracullum wins Small Business Award:

Miracullum Spa has received the 2008 Best of Walnut Creek, California Award from the US Local Business Association.



### OI-C Bowl's New Location:

OI-C Bowl has moved across the street to 1616 North Main Street. The new location features an extended bar service and outdoor patio seating.

# Downtown Events: Mark Your Calendars

## Pacific Fine Arts / OktoberCreek Fest:

**Friday - Sunday, September 26-28** – The 56<sup>th</sup> Semi-Annual Pacific Fine Arts Sidewalk Festival is back. Artists will line the sidewalks of Main, Locust and Cypress Streets. This event draws nearly ten thousand visitors.

**Friday – Saturday, September 26-27** – Concurrent with the Sidewalk Festival, downtown visitors can celebrate OktoberFest at the same time as the Germans do (is the last week-end in September). For more details, visit our website at [www.walnutcreekdowntown.com](http://www.walnutcreekdowntown.com).



## Downtown Trick or Treat



**Friday, October 31** – The WCDBA is partnering with Broadway Plaza, which already hosts a trick-or-treat on Halloween, to expand the event to include all of downtown. Sponsorship opportunities and participation forms have been mailed recently to all downtown business members.

Children with their families will be able to trick or treat the entire downtown from 2-6PM in downtown and 5:30-7PM in Broadway Plaza. A great marketing opportunity for businesses to get a little extra foot traffic and exposure!

## Wine Walk Returns (back by popular demand)

**Wednesday, November 5 (tentative date)** – The WCDBA Events Committee is considering hosting another Wine Walk in autumn. The inaugural event, held last month in June, drew over 600 people to downtown, where they got to sample a wide variety of wines and visit stores and restaurants they never knew existed. More information forthcoming in the mail.



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## **Downtown Ice Rink Finds New Home**

The Walnut Creek Chamber of Commerce and Downtown Business Association are teaming up again to bring the Fourth Annual holiday ice rink, Downtown Walnut Creek on Ice!

Our winter wonderland will open on Thursday, November 13 and continue through Sunday, January 25, 2009.

The outdoor rink will continue to be in Civic Park; moved slightly within the park along 1313 Civic Drive, next door to the Clay Arts Building and across from the Fire Department. This is a highly visible location within the Park and from Civic Drive and N. Broadway – same beloved ice rink, new memories to make!



Sponsorship opportunities are available. Benefits include exposure to an estimated 100,000 visitors, exclusive VIP sessions, complimentary tickets, website advertising, and more!

For more information, please contact Kathy Hemmenway, Ice Rink Coordinator, at 925.915.4488 or visit the website: [www.iceskatewalnutcreek.com](http://www.iceskatewalnutcreek.com).

## **Downtown Goes Green**

The City of Walnut Creek in partnership with the Walnut Creek Downtown Business Association would like to recognize businesses with environmentally friendly business practices.

In particular, the City would like to encourage businesses to keep their doors closed while running their air conditioners or heaters to conserve energy.

Businesses with green practices will be eligible to receive a window sticker designating them as a “Green Downtown Business” and be eligible for free advertising.

For more information, contact the WCDBA office at 925.933.6778.