



**Message from the President, cont'd.**

links to merchant sites. The web address for the site is [www.northshattuck.org](http://www.northshattuck.org). A printed business directory has also been designed and distributed to area businesses, libraries, and the Berkeley Convention and Visitors Bureau.

The Association's annual Board elections were held during the summer months through a mail balloting process. As the new President of the Board of Directors for the Association, I would like to welcome our new members, and thank board member Dana Ellsworth for her dedicated service to the Association throughout the formation process and as the first elected Board President.

Presently, our holiday marketing campaign is underway, including a series of ads highlighting extended business hours, holiday entertainment, and the installation of street tree lights in the medians where electricity is available. The district is also welcoming several new businesses this holiday season.

On behalf of the Association, I would like to wish all its members and their families a peaceful holiday season and prosperous new year.

Laszlo Tokes, PhD  
Board President



**North Shattuck Association  
Board of Directors  
2003-2004**

Laszlo Tokes, Walnut Square Center, LP  
Dana Ellsworth, Ruegg & Ellsworth  
Margo Lowe, M. Lowe & Company  
Soheyl Modarressi, Elite Properties  
Beth Plevy, Elephant Pharmacy  
Cathy Goldsmith, The Cheeseboard  
Daniel Goldstine, 1600 Shattuck Ave.  
Larry White, 1700 Shattuck Ave.

**North Shattuck Association  
Contact Information**

Heather Hensley, Executive Director  
Ph. 510-540-6444  
Fax: 510-540-6944  
Email: [info@northshattuck.org](mailto:info@northshattuck.org)  
Web: [www.northshattuck.org](http://www.northshattuck.org)

**City of Berkeley Liaisons**

**Community Information Center:**  
981-CITY

**Economic Development  
Development & Zoning:**  
Ted Burton...981-7536

**Public Works**

Customer Service: 644-6620  
Trash Receptacles/Pick-up:  
Greg Daniels...812-5152  
Street Lighting:  
Mike Loyola...644-6622 ext.220  
Newsracks: Roy Phelps...981-7200

**Parks & Recreation**

Street Trees: Jerry Cook...644-6566  
Landscaping: Garth Keehan  
(District Gardner) 644-9566

**Police Department**

Bike Patrol:  
Ofc. Tom Jeremiason (#94)  
Ofc. Glen Pon (#136)  
Police Dispatch...981-5911  
Liaison for Beat Officers:  
Ofc. Kevin Schofield...981-5806

**Neighborhood Services Coordination**

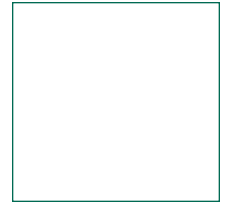
Taj Johns,  
Asst. to the City Manager...981-2491

**City Council**

Office of Councilwoman Dona Spring:  
981-7140  
Office of Councilwoman Mim Hawley:  
981-7150

**North Shattuck Association Newsletter**

North Shattuck Association  
1678 Shattuck Ave. #318  
Berkeley, CA 94709



Check out the North Shattuck Association website [www.northshattuck.org](http://www.northshattuck.org)  
—with business listings, area map, event information and more!





# NORTH SHATTUCK ASSOCIATION NEWSLETTER

December 2003

## Message from the President

Since last spring, the activities of the Association have focused on marketing and promoting business in the North Shattuck District, including production of a business directory, development of a website, and presentation of the Spice of Life Festival in October.

On Sunday, October 19th, the Spice of Life Festival attracted an estimated 10,000 people to the district for a food and arts fair to highlight and promote the area. The blocks of Shattuck Avenue from Vine to Virginia Streets, and on Vine from Shattuck to Walnut were closed for the event, which featured live music, a cooking demonstration stage, arts and crafts booths, children's activities, and health and wellness demonstrations.

Over 40 businesses and eateries in the area operated a booth on the street, with many more being open and offering special items for the festival. Area businesses also provided goods and services for a silent auction to benefit Berkeley High School.

Association Executive Director Heather Hensley, and our production partners were responsible for producing an extremely successful event in a short timeframe, a complex task involving developing and overseeing the festival elements, promotional activities, sponsorships and logistics.

The Association's website was developed through a Festival sponsorship partnership with a Berkeley internet service provider, LMI.net Internet Services. The Association received a year of free service and development of the website, which was used to promote the festival and includes an on-line business directory with

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## Plenty of Variety at the Spice of Life Festival!



*Over 10,000 people attended the Spice of Life Festival on October 19th*

The North Shattuck Association's Spice of Life Festival took place Sunday, October 19th from 11 a.m. to 6 p.m. along Shattuck Avenue from Vine to Virginia Streets. The festival was free to the public and attracted an estimated 10,000 people with a variety of music, food, arts and crafts, and children's activities. Widely well-received, the event was a highly successful marketing and promotional event for the Association.

The elements of the festival were developed in conjunction with the Marketing Committee to reflect and reinforce the Association's current marketing focus for the district, which seeks to highlight the area's quality food and restaurants, businesses with a health and wellness focus, the many unique independent retailers of jewelry, clothing and gifts, along with the tradition of arts and crafts in the area.

The event featured live jazz, blues, gospel and bluegrass on three stages, cooking demonstrations by local chefs, literary, travel, and cookbook signings, arts and crafts vendors, an all-organic farmer's market by the Ecology Center, and a health and wellness pavilion sponsored by Classical KDFC radio featuring demonstrations by YogaKula, Elephant Pharmacy, and Bodywork Central.

The "Kidtopia" area, sponsored by the Berkeley Daily Planet, offered pony rides, a petting zoo, a carnival with rides for smaller children, and arts and crafts activities. The area also included the Berkeley Monthly Kid's Stage, with puppet shows by the Big Tadoo Puppet Theater and musical performances by the Bluegrass Intentions and Crooked

*Continued on page 2*





Over 50 artisans offered their handmade wares at the Festival

### Spice of Life, cont'd.

Jades, who also appeared with the Square Peg String Band on the Andronico's Market Bluegrass Stage.

The East Bay Express sponsored Cedar Street Stage featured the Gospel Hummingbirds, Claudia Villela and the local jam band Vinyl. The Hills Newspapers Jazz & Blues Stage on Vine Street presented the Berkeley High School Jazz Band, the first appearance by The Jazz-school Faculty All Stars, jazz vocalist Brenda Boykin, and harmonica impresario Mark Hummell.

ANG Newspapers sponsored the Cooking Demonstration Stage which featured recipes from the kitchens of Café de la Paz, Andronico's, Downtown Restaurant, and Bistro Liaison. Bruce Aidells, and Olivier Said of Cesar also participated in the demonstrations, and later signed copies of their cookbooks in the Book Signing Tent, hosted by Black

Oak Books. The book signing tent also featured Patricia Unterman, author of the San Francisco Food Lover's Guide, Kimbell Jones, author of The Casual Vineyard Table, and Tanya Holland, author of New Soul Cooking. Several literary authors were also present, including Tom Farber, Peggy Vincent, and Darryl Brock, as well as children's authors Todd Parr and Mittie Cuetara.

In addition to radio and print media organizations, sponsors for the festival included corporate donors and beverage companies. Participating as corporate sponsors were three district businesses: Andronico's, Bank of America, and Prudential California Realty. LMI.net Internet Services of Berkeley provided a trade sponsorship for internet services and development of the NSA website. Beverage donations for the event were made by Trader Joe's El Cerrito, North Berkeley Wines, Beaune Imports, Bison Brewery, and Triple Rock Brewery.

There were 105 vendor booths at the event, including 23 representing businesses in the district. 5 ACCI members were among the 57 arts and crafts vendors. Food vendors from the area included Gregoire, Andronico's, Cesar, DelicateAsean, and The Cheeseboard. Other vendors included small retailers of imported items and clothing, local schools, art organizations, realtors, non-profit organizations, and massage therapists. In the kid's area, there were vendors geared toward children selling costumes, games, and origami paper and kits.

Area businesses and

other local restaurants and shops made generous donations of goods and services for the festival's silent auction. A portion of the proceeds of the auction are benefiting Berkeley High School's Community Partnership Academy, whose students and teachers provided volunteer support at the festival and assisted with neighborhood notification of the street closure.

The Spice of Life Festival was promoted through press releases, print ads, radio, community calendar listings, and the internet. A festival postcard, poster, and program were produced and a large banner announcing the event was installed across Shattuck near Vine Street.

The Association worked with the City of Berkeley, DanSun Productions and Lisa Bullwinkel to produce the event. With the support of City Councilmembers Mim Hawley and Dona Spring, the City Council agreed to provide a number of in-kind services for the festival including hanging of our cross-street banner, and provision of Port-a-lets, dumpsters, trash cans and recycling containers. 🍃



The Bluegrass Intentions liven up the Farmer's Market Stage





## *The Sports4Kids Swap Shop for Recycled Gear Keeps Kids Playing!*

Sports4Kids, an Oakland based non-profit, has opened a shop on Rose Street featuring new and used sports equipment. Sports4Kids is a non-profit organization whose mission is to support and create sports and recreational opportunities to enhance the well being of youth and communities. Some of the equipment, and all proceeds from the Sports4Kids Swap Shop, go towards its school programs, which are now in 50 schools in the Bay Area serving 20,000 kids. The Swap Shop store was made possible by a generous space donation from Prudential Realty and a grant from Alameda County Waste Management.

Last November, San Francisco Bay Area residents began donating the store's initial merchandise, and during the first year, the shop has diverted approximately 20 tons from the waste stream. The small space is now bursting with snow gear, hockey and inline skates, cleats, bikes, balls as well as other assorted new items donated by companies such as Rockridge Kids, REI, Klutz, Sierra Designs, and PGW.

The Sports4Kids Swap Shop will hold a "Clear Your Gear Party" on Saturday, January 24, 2004 during regular store hours. The public is encouraged to clean those closets and garages and to bring once-loved equipment to find and a good home.

**SPORTS "4" KIDS SWAP SHOP**  
2095 Rose Street, (510) 868-1591  
www.sports4kids.org  
Open Tuesday-Friday 10am-6pm,  
Saturday 10am-5pm.

## *Terrestra Offers Fine Design & Cultural Discovery on Vine Street*

Terrestra, a new gallery of handcrafted ethnic and contemporary objects, has opened on Vine Street in the former location of Cotton Ones. The shop offers a wide selection of unique, decora-

tive objects, and functional accessories for the home and table. Terrestra's collection has a distinct focus on simple, bold, contemporary styles and timeless designs that work well in any setting.

Owner Ray Kristof describes the store as a cornucopia of ideas for entertaining and gift-giving from designers around the world. The staff is available to assist with gift-giving or decorating solutions and informative exhibits provide information about the featured artists and designers. Says Kristof "We want people to come in and ask about the objects, the artists, and the cultures behind them, and to make a personal connection with the art they bring into their home." Offerings include handcrafted tableware in a wide palette of styles and colors, exceptional desktop accessories, handpainted silk scarves, unique sculptural jewelry, handbags, and much more.

**TERRESTRRA**  
2112B Vine Street, (510) 540-5504  
Mon-Sat 10am-6pm, Sun 11am-5pm  
Special holiday shopping until  
7pm Thursdays, www.terrestra.com

## *Hidden Corners Brings the World to North Berkeley*

Partners Manzar Banai, her nephew Ali Nooriala, and family friend Judy Fung are bringing a unique selection of high-quality handmade home furnishings from the "hidden corners" of the world to North Shattuck. Located in the former Prudential Realty site, Hidden Corners carries hardwood furniture, smaller home furnishings, fabrics, and handmade silver jewelry from Malaysia, India, Bali and other exotic locales. The store also carries one-of-a-kind antiques and custom-made pieces designed by Mrs. Banai and produced by craftsmen in Indonesia.

**HIDDEN CORNERS**  
1539 Shattuck Ave., (510) 843-1998  
M-Sat. 10:30am-6:30pm,  
Sun. 11am-5pm

## *DelicateAsean Serves Vietnamese Delights in Walnut Square*

Located in the courtyard of Walnut Square, DelicateAsean offers Vietnamese, vegetarian, and organic selections, featuring specialty spring rolls, soups, salads and sandwiches. The owners took over the Angel Falls Café in October and introduced themselves to the neighborhood with a food booth at the Spice of Life Festival. They now are open for breakfast, lunch and dinner with both indoor and courtyard seating, and offer take-out, delivery and catering services. Stop in for specialty teas, Tapioca Pearl Teas and Lappert's Gourmet Hawaiian Ice Cream!

**DELICATEASEAN**  
1510-G Walnut St., (510) 849-2071  
M-F 8-6pm, Sa-Su. 10-8pm

## *Holistic Hound Livens Up Walnut Street*

Holistic Hound is a natural pet store specializing in natural and eco-friendly products, human-grade and organic foods, and alternative healthcare for both dogs and cats. Heidi Hill, proprietor, is a trained homeopath and believes that good health and longevity can be achieved and maintained with a healthy diet and the many natural and alternative products available today: homeopathy, herbal remedies, flower essences, vitamins and supplements. Raw foods and bones, pesticide-free flea products, natural care books and a great selection of natural treats can also be found. Vendors for her products are selected based on their integrity and commitment to a sustainable environment and animal welfare. Her Siberian husky companion, Pearl, shares the space with her and helps her welcome all human and animal visitors.

**HOLISTIC HOUND**  
1510 A&B Walnut St., (510) 843-2133  
T-Sat. 10-6, except Thurs. 10-7pm,  
Sun 11-5pm.

