



City Manager's Weekly Update

January 9, 2013

UPCOMING MEETINGS

- 1/14** City Council Closed Session, 6:00 p.m., City Manager's Large Conference Room
- 1/14** City Council Work Session, 7:00 p.m., Council Chambers
- 1/22** City Council Meeting, 7:00 p.m., Council Chambers
- 1/26** City Council Winter Planning Session, Time TBD, Senior Community Center, 13909 East 14th Street
- 1/28** City Council Special Meeting, 7:00 p.m., Council Chambers
- 2/4** City Council Meeting, 7:00 p.m., Council Chambers
- 2/12** City Council Work Session, 7:00 p.m., Council Chambers
- 2/19** City Council Meeting, 7:00 p.m., Council Chambers
- 2/25** City Council Work Session, 7:00 p.m., Council Chambers
- 3/4** City Council Meeting, 7:00 p.m., Council Chambers
- 3/11** City Council Work Session, 7:00 p.m., Council Chambers
- 3/18** City Council Meeting, 7:00 p.m., Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

East Bay EDA Legislative Reception Tomorrow Night (flyer attached)

Thursday, January 10, 5:30 p.m. to 8:00 p.m., Cal State East Bay, Hayward

- Congresswoman Barbara Lee will be joining Senators Ellen Corbett, Mark DeSaulnier, and Loni Hancock, as well as Assembly Members Susan Bonilla, Bill Quirk, Nancy Skinner, and Bob Wieckowski at East Bay EDA's Legislative Reception this Thursday, **January 10**. The Pre-event Political Outlook starts at 5:00 p.m. with a discussion led by Alex Evans, Founding Principal of EMC Research, who will discuss significant outcomes of the recent elections and what they mean for the coming year.
- [Click here to register!](#) This event is free for members. Non-members: \$100. Councilmembers, please notify Yolanda Carrasco if you are interested in attending.

The Eye of Zora: An Art Workshop with Malik Seneferu (flyer and registration form attached)

Saturdays, January 19, January 26, February 2, and February 9, 2:00 p.m. to 4:00 p.m., Main Library, 300 Estudillo Avenue

- An amazing opportunity for teens, grades 6 to 12, to work with Bay Area artist Malik Seneferu and create mixed-media art work that will be displayed along side Mailk's own painting at the Main Library. Students will learn various art techniques while exploring the creative process and getting an introduction to the life and work of famed African-American writer Zora Neale Hurston.
- This event is part of the library's Big Read, a program of the National Endowment for the Arts in partnership with Arts Midwest. Register at the Main Library or call 577-3971 for more information.

Dr. Martin Luther King, Jr. Celebration

Monday, January 21, 2:00 p.m., Marina Community Center, 15301 Wicks Boulevard

- The City is hosting a community event to remember and celebrate Dr. Martin Luther King, Jr. on **January 21**
- The event will feature entertainment from local performing arts groups, student speeches, light refreshments and crafts for kids. Admission is free. The event also includes a special presentation by local writer, social commentator, and poet, Daphne Muse.

A Living History Tribute to Madame C.J. Walker (flyer attached)

Thursday, February 7, 7:00 p.m. to 8:00 p.m., Main Library Lecture Hall, 300 Estudillo Avenue

- Celebrate African American History Month on **February 7** by enjoying a unique interactive performance that portrays Madam C.J. Walker, America's first self-made woman millionaire as portrayed by J.P. Myrick, an art educator and storyteller.
- For more information about this free event, please call (510) 577-3971.

San Leandro's Got Talent is Coming!

Friday, February 8, 7:00 p.m. to 10:00 p.m., Main Library Lecture Hall, 300 Estudillo Avenue

- Talented teens ages 13 to 18, who can sing, dance, juggle, play an instrument, rap, do spoken word, you name it, can audition for *San Leandro's Got Talent*, a new city-wide talent show and fundraiser for teen programs. [Audition applications](#) must be returned by January 8, 2013.
- *San Leandro's Got Talent* will take place in the Lecture Hall at the San Leandro Main Library on **February 8**. Click [here](#) for more information.

Lunar New Year Celebration (flyer attached)

Saturday, February 23, 1:00 p.m. to 3:00 p.m., Main Library, 300 Estudillo Avenue

- Welcome the Year of the Snake with lion dancing, folk dancing and music that will delight all ages! The San Leandro Public Library will host a free Lunar New Year Celebration at the San Leandro Main Library on **February 23**.
- Free Asian arts and crafts sessions for children will be hosted by the Asian Community Cultural Association of San Leandro. Beverages and delicious Asian cuisine will be available for purchase.
- For more information, please call (510) 577-3971.

Council Information

San Leandro Police Department (SLPD) Phone Tree Update

- SLPD has updated its phone tree for the non-emergency number (577-2740) based on recent community feedback. The new changes include expanded message options in Spanish and Chinese. The very first choice in the tree is to Dispatch, and the second choice is to the Records Division. Nine transfer choices were eliminated.

Downtown San Leandro Community Benefit District Update (notice attached)

- The Downtown San Leandro Community Benefit District Steering Committee will be meeting **January 10**, at 9:00 a.m. at The Englander (101 Parrott Street) to begin work on creation of a Management Plan for the District. The Management Plan will address the levels of service and costs of the various services to be provided by the District. This is the first of four meetings that have been set to develop the plan.
- Steering Committee meetings, open to all property and businesses owners, are scheduled on the following dates at 9:00 a.m. at The Englander: **January 10 and 24, February 28, March 7**.

Businesses in the News

Business in the News (article attached)

- **Green Toys, Inc.** has been making magic in San Leandro with their recycled and environmentally friendly toys. Green Toys' business is booming and its toys are being manufactured by Kennerley-Spratling Manufacturing, Inc. right here in San Leandro. Kennerley-Spratling has been making products in San Leandro for more than 50 years. Green Toys, as the only local toy company with domestic production, stands out for its innovation, enthusiasm, creativity and commitment to eco-friendly goods.



Legislative Reception 2013

Please join East Bay EDA Members for the region's premier networking event for business and community leaders to meet with local, regional, state, and federal legislators.

Thursday, January 10, 2013, from 5:30 pm -8:00 pm

Political Outlook pre-event talk: 5:00 pm

CSU East Bay, New Union Multipurpose Room

25800 Carlos Bee Boulevard, Hayward

[RSVP Here](#)

www.eblegislativereception.eventbrite.com

Political Outlook

Pre-event discussion with Alex Evans, Founding Principal of EMC Research, will discuss significant outcomes of the recent elections and what they mean for the coming year.

Title sponsor:



Founding sponsor:



Supporting sponsors:

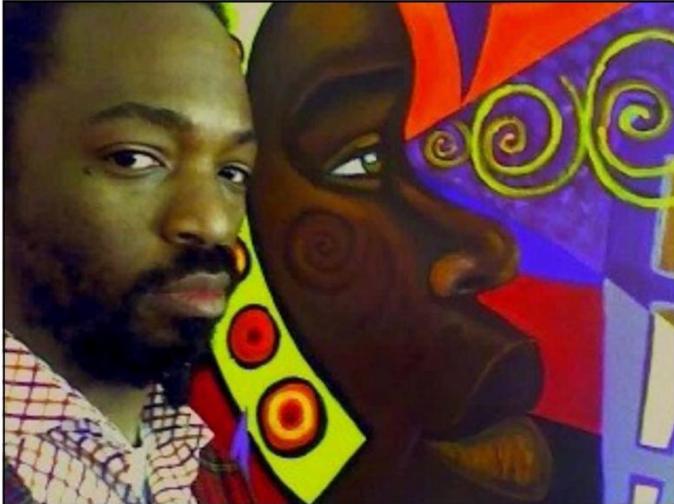


& the Alameda County Special Districts Association

The San Leandro Public Library presents a program for students in grades 6 to 12...

The Eye of Zora:

An Art Workshop with Malik Seneferu



Four-day Workshop:
January 19, January 26, February 2,
and February 9, 2013

2 pm to 4 pm

\$20 materials fee

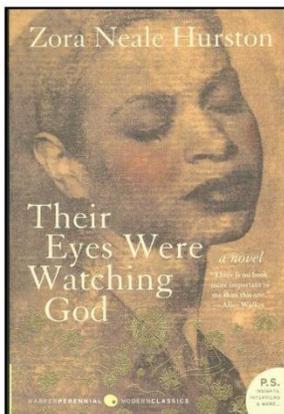
San Leandro Main Library
300 Estudillo Ave
San Leandro, CA 94577

510/577-3960

Space is Limited

See reverse for registration form

An amazing opportunity for teens to work with Bay Area artist Malik Seneferu and create mixed-media art work that will be displayed along side Malik's own painting at the San Leandro Public Library. Students in grades 6 to 12 will learn various art techniques while exploring the creative process and getting an introduction to the life and work of famed African-American writer Zora Neale Hurston.



The Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. The San Leandro Public Library has selected *Their Eyes Were Watching God* by Zora Neale Hurston as our community-wide read for 2013.

This is a City of San Leandro Public Library Sponsored Activity

The Eye of Zora: An Art Workshop with Malik Seneferu
Registration Form

Please return completed form with payment to the Children's Desk at the San Leandro Main Library

Name _____ Grade _____ School _____

Address _____

Phone _____ E-mail _____

This four-day workshop takes place from 2 pm to 4 pm at the Main Library on January 19, January 26, February 2, and February 9, 2013.

\$20 materials fee must be paid at time of registration . Cash or checks made out to the San Leandro Library Foundation.

For Staff Use Only

Cash or check received? _____ Staff initials _____

San Leandro Public Library Project Permission Form

I, _____, authorize my child, _____, to participate in the *The Eye of Zora: An Art Workshop with Malik Seneferu* from January 19, 2013 through February 9, 2013. I, the undersigned, in consideration of participation in *The Eye of Zora*, agree to indemnify and hold the City of San Leandro harmless, and release the City and its employees and agents from any and all liability for any injury or loss which may be suffered by the above named individual(s) arising out of or in any way connected with participation in the program. I acknowledge that San Leandro takes photographs or other recordings of its activities and events for publicity and authorize the use of my child's image by the City. I understand that my child's participation is voluntary and I will not seek compensation for the Library's use of my child's photographs/art work/writings.

Date: _____

Name of Parent/Guardian: _____

Emergency Contact Phone Number: _____

Signature of Parent/Guardian: _____

San Leandro Main Library 300 Estudillo Ave. San Leandro CA 94577 510/577-3960

The San Leandro Public Library
proudly presents

A Living History Tribute to
Madame C.J. Walker
America's First Self-Made Woman Millionaire
Performed by Jaime P. Myrick



Thursday, February 7, 2013

7:00 pm–8:00 pm

Lecture Hall

Main Library
300 Estudillo Avenue

Free Admission

Celebrate African American History Month by enjoying a unique interactive performance that portrays **Madam C. J. Walker**, America's first self-made woman millionaire. Madame Walker created a hair product formula, borne out her desire to remedy her own hair loss. She then started her own business of developing and selling hair-care products for black women. She amassed her fortune through hard work, innovative ideas and a fierce dedication to her products and her people.

Madam Walker, however, did more than build a successful business. Her products helped women have a better sense of their own beauty. Her business also gave work to many black women. And she helped other people, especially black artists and civil rights supporters. She said: "My object in life is not simply to make money for myself or to spend it on myself. I love to use a part of what I make in trying to help others."

JP Myrick is an educator and storyteller who strives to teach people of all ages the stories of women who helped shape America. She is also a teacher consultant and a theatre instructor as well as an instructor for the elementary, middle and high school levels at West Contra Costa Unified School District.



For more information, please call the Main Library's Information Desk at (510) 577-3971.

San Leandro Public Library
proudly presents a
Lunar New Year Celebration!

at the San Leandro Main Library • 300 Estudillo Avenue

 *Year of the Snake* 

Saturday, February 23, 2013 • 1 pm to 3 pm
Admission is **FREE!**

Come join us for a wonderful afternoon of lion dancing, folk dancing and music that will delight all ages!



Special guest performers include:



Vovinam Lion Dancers

Ms. Wei's Children Dancers

Dale Chung the Magician!

Korean Culture Center Performers



Free Asian crafts-making sessions for children will be provided by members of the **Asian Community Cultural Association** of San Leandro throughout the afternoon.

Beverages and delicious Asian cuisine will also be available for purchase.

For more information, please call the Info Desk at (510) 577-3971.

San Leandro Public Library
300 Estudillo Avenue • San Leandro, CA 94577 • (510) 577-3971 • www.sanleandrolibrary.org



January 6th, 2013

To: Downtown San Leandro Property Owners:

SUBJECT: **Downtown San Leandro Community Benefit District Steering Committee Meeting
Thursday, January 10th, 9:00 a.m. at the Englander Pub, 101 Parrott Street**

Dear Property Owner:

The initial property owner survey showed support for the formation of a special benefit district in Downtown San Leandro and in November, 2012 the City Council adopted an enabling ordinance which will allow this process to move forward as recommended by the Steering Committee. The next step is creation of a Management Plan, including a budget for the services to be provided by the Benefit District.

Please join us for the next Steering Committee meeting to discuss the level of services to be provided. The meeting is scheduled for next Thursday, January 10th at 9 am at the Englander. Please note this is one hour earlier than past Steering Committee meetings.

We have a lot of work to complete in January and February to finalize a Downtown San Leandro Community Benefit District Management Plan. **Steering Committee meetings, open to all property owners and businesses, are schedule on the following dates at 9am and the Englander: January 10, January 24th, February 28th, and if need be, March 7th. Please mark your calendars accordingly.**

The timeline for our work is attached. Also attached is a property verification form. Please review this form and return any corrections to me in the enclosed envelope.

Please call me at 888 356-2726 if you are not able to make this meeting but want to be kept informed of our progress. Hope to see you all there and hope that you have a prosperous and healthy new year.

A handwritten signature in black ink, appearing to read "Marco Li Mandri", with a long horizontal line extending to the right.

Marco Li Mandri, President, New City America
Project Manager, Downtown San Leandro Community Benefit District Plan Committee

Next Steps and Time Line for Establishment of the Downtown San Leandro Community Benefit District Plan of 2013

<i>Task</i>	<i>When</i>
Send out property verification forms to validate the data we have accumulated	Early January, with Steering Committee meeting invitation
Meeting of the Downtown San Leandro Community Benefit District Plan Steering Committee – open to the public	Thursday, January 10 th at 9:00am at Englander Pub, 101 Parrott Street
Write a newsletter summarizing survey results and explaining what a Downtown San Leandro Community Benefit District could do	Mid-January, mailed out to all property owners in the proposed Downtown San Leandro CBD
Creation of the Management Plan, including level of services to be provided and budget. Includes two Steering Committee Meetings	<ul style="list-style-type: none"> • Thursday, January 30th at 9:00am at Englander Pub, 101 Parrott St. • Thursday, February 20th at 9:00am at Englander Pub, 101 Parrott St.
Management Plan approved by Downtown San Leandro Community Benefit District Steering Committee	Thursday, March 7 at 9:00am at Englander Pub, 101 Parrott Street
Have plan approved by San Leandro City Attorney	March
Have plan approved by Independent Assessment Engineer	March
Initiate petition drive based upon City Attorney approved plan	March – April
Submit 30% threshold of weighted petitions to City Manager to trigger mail balloting procedure	April
Staff report and submittal of Resolution of Intent to the City Council.	May
Resolution of Intent, ballots mailed out	Early June
Public hearing, ballots counted	July
Interim Board of Directors appointed	August
First revenues to the management corporation	December

SFGate

Visiting Santa's workshop in San Leandro

BAY AREA INDUSTRY

Kevin Fagan

Updated 11:03 pm, Sunday, December 23, 2012

Turns out Santa's elves *really* do like making toys. So does Santa.

They're doing their last-minute holiday thing right now in a big facility in San Leandro - working overtime making thousands of plastic airplanes, boats, cars and other toys for the Green Toys company.



Who cares if the elves are all people-size?

And so what if Santa, otherwise known as Green Toys co-founder [Robert von Goeben](#), doesn't even have a beard?

The eco-friendly Green Toys is the only major toy company in the Bay Area that actually makes its playthings right here in America as opposed to in China, where most of this country's toys are manufactured.

If you're looking for anything resembling elfin magic around here, this is it.

'Best job I've ever had'

"Just how cool is this, really?" 50-year-old von Goeben said, spreading his arms as wide as his grin as he strolled the plant the other day to check up on progress. "Making money by making toys? This is the best job I've ever had!"

He grabbed a freshly assembled blue and red airplane off the assembly line and mock-flew it for a second, then pointed inside. "See there?" he said excitedly, talking loudly over the constant thrum of machines. "We had them put an eight-track player in every vehicle we make."

Sure enough, there was a wee impression of an eight-track player in the cockpit. Just like there is one in the school bus, the seaplane and all the other gizmos von Goeben has helped design in Green Toys' five years of existence.

"You know why we did that?" he asked, not really wanting an answer. "It's because we can! How fun is that?"

He even came up with theme songs that go with each vehicle, to be played in his mind on their tiny eight-tracks. Foghat's "Slow Ride" goes with the race car and [Steve Miller's](#) "Fly Like an Eagle" goes with the airplane.

Not that any customers know it. It's a little inside joke. Again, he said, "just for fun."

That word fun comes up a lot with the busy elves, too.

'Make kids happy'

"You know," said assembly line worker [Connie Romero](#) as she deftly pressed a tiny cockpit into a plane chassis, "we're not just making anything here." She added a wing assembly and her face lit up as she heard the satisfying click of plastic tabs seating just right.

"We're making toys, and I like to make kids happy," she said. "I tell you - it's just fun."

The name of the place where all this elf activity happens is KS Manufacturing, the plant that Green Toys hires to make its plastic-mold playthings. The toy-making accounts for about a quarter of the plant's work (KS also makes car and pool parts), and this time of year those shifts ramp up to 24-7 while they turn out 5,000 toys a day.

The place looks like the opposite of a sweatshop. Lights are bright, every machine is sparkly clean and the workers sometimes even whistle while they snap together parts. With a neighboring chocolate-chip-cookie factory filling the air with warm smells and a next-door dairy beckoning with lunchtime milk, the parallels to some kind of Santa's workshop are a bit eerie.

On a mission

Von Goeben, a wiry man with rimless eyeglasses and a perpetually bouncy demeanor, is clearly a man on a mission.

A former venture capitalist who also founded the Propellerhead Studios electronic game and toy company, von Goeben and former marketing executive [Laurie Hyman](#) launched the Mill Valley-based company in 2007 with the aim of making it the greenest toymaker around.

Green Toys' product line now includes 100 different toys, from the planes and a submarine to a school bus and play kitchenware. Sales this year are about \$10 million, and in five years they've won a passel of awards, including national Mom Approved & Child Tested awards for excellence and best green product.

The company makes its toys out of recycled plastic milk containers, and the packaging is cardboard with soy-ink lettering. Everything, even the packing boxes, snaps together with no glues or screws, and the coloring used in the plastic - nothing gets painted - is so eco-safe that kids can harmlessly lick it.

There was never any question of outsourcing manufacturing overseas, von Goeben said. While experts say more than three-quarters of America's \$21 billion toy market consists of products made overseas - mostly in China because of its cheaper labor costs - von Goeben and Hyman wanted to keep things simple and within driving distance.

Using recycled plastic helped the bottom line, as did coming up with designs that snap together to make assembly easier. They market their toys to safety-conscious consumers who don't mind spending more for a homegrown, eco-friendly product.

Remarkably different

Staying local is a remarkable achievement. A new [U.S. Census](#) report says California leads the nation in the number of companies that make toys and games - 98 - but longtime national toy expert Stevanne "Dr. Toy" Auerbach said Green Toys is the only major one she knows of in the Bay Area.

"It's just amazing what they have created," Auerbach said. "Not only is it wonderful that they manufacture here, but I think Green Toys is unique in the industry. Taking recycled materials like that, especially milk containers that are safe, is great.

"They have beautiful designs, and they are very clever."

Most of the toys are priced at about \$15, none costs more than \$25, and they sell only in small toy stores or places like Whole Foods, von Goeben said. Their toys are now in 8,700 retail outlets in 75 countries, including Russia and Japan. Green Toys doesn't need [Walmart](#) or Target, von Goeben said.

"Everyone wants to know they're contributing to the greater good, and we just felt very strongly we wanted to be environmentally responsible and safe," von Goeben said. "Parents want to know what's in their toys, just like they do with food, and they trust us. And we believe a business exists to serve the community, so we stay local.

"Besides," he said, "it's kind of fun to be a real-life Santa."

Kevin Fagan is a [San Francisco Chronicle](#) staff writer. E-mail: kfagan@sfgchronicle.com