

SAN LEANDRO NEWS



DECEMBER 2013

CITY MANAGER MESSAGE

In the holiday spirit, please continue to be safe and enjoy improvements in our community. Note the glowing light show downtown which will remain throughout the year. As 2013 closes, major progress on the economic development front continues with the rapid construction of Preferred Freezer which is a 240,000 square foot building on 15 acres. The Kaiser Hospital project is zooming toward a September 2014 opening with demolition and removal of remaining structures. Our Business Tax Holiday Program and extended hours at the One Stop Permit Center reflect our goal to continue retaining, growing and recruiting new business investment to San Leandro. Check out our latest video highlighting remarkable innovation occurring in San Leandro and click on SL NEXT to see the latest news including our Economic Strategy and Work Plan unanimously adopted by the Mayor and City Council.

Over 50 people participated in our interactive Art and Culture Town Hall generating ideas and energy toward this new initiative to get San Leandro residents and visitors excited about what is happening and what could happen. What is happening includes a multitude of Library events and the annual Dr. Martin Luther King, Jr. Oratorical Festival on January 20, as well as San Leandro's Got Talent event. Check out the Fall and Winter activities guide which has activities for everyone from tots to seniors.

Along with all City staff, I wish all a joyous season and an incredible 2014!

Sincerely, Chris Zapata, City Manager



UPCOMING EVENTS

- ✦ [San Leandro Street Eats](#) – Tuesdays, 5:00 p.m. – 9:00 p.m., 262 Davis Street.
- ✦ [The Puppet Company Performing A Time To Be Jolly](#) – Saturday, December 21, 10:30 a.m. to 11:15 a.m., Manor Branch Library, 1241 Manor Boulevard.
- ✦ [City Hall Closed](#) – December 24, 2013 through January 1, 2014.
- ✦ [Dr. Martin Luther King, Jr. Celebration and Oratorical Festival](#) – Monday, January 20, 11:00 a.m., Marina Community Center, 15301 Wicks Boulevard. View the [entry form](#).
- ✦ [San Leandro's Got Talent](#) – Friday, February 7, 7:00 p.m. to 10:00 p.m., Marina Community Center, 15301 Wicks Boulevard. Auditions January 13 and January 14
- ✦ [Big Read Kickoff](#) – Saturday, February 9, 2:00 p.m., Main Library. Call 577-3986 for more information.

*Seasons
Greetings!*



CITY COUNCIL ADOPTS ECONOMIC STRATEGY AND WORK PLAN

On December 16, 2013 the San Leandro City Council adopted an Economic Development Strategy and Work Plan to guide economic development for the City. A draft Strategy was presented in May 2013 to the City Council and was brought back to Council for adoption after a series of public presentations and revisions to include recent project launches. The Strategy includes a snapshot of San Leandro's economy and outlines nine initiatives designed to create a positive environment for investment in our community. [Read the full blog on SANLEANDRONEXT.COM.](#)

NEW SAN LEANDRO - THE VIDEO DEBUT!

The City of San Leandro proudly presents [New San Leandro](#) – the video. This video is the second in a series of videos designed to showcase San Leandro as a city that is transforming itself into an innovation and technology economy. The New San Leandro video reveals a thriving, collaborative ecosystem of innovation and technology through a series of interviews between two young San Leandro entrepreneurs and seven San Leandro businesses. These businesses draw the connections between new and established advanced manufacturing businesses located in San Leandro. [Read the full blog on SANLEANDRONEXT.COM.](#)

DOWNTOWN SAN LEANDRO COMMUNITY BENEFIT DISTRICT SEEKS DISTRICT ADMINISTRATOR

In July 2013, Downtown San Leandro property owners approved the formation of a Community Benefit District to generate funding to support maintenance, security, marketing, and events in Downtown San Leandro. The District's interim Board of Directors recently issued a Request for Proposals for an Executive Director, District Manager or District Management Company to serve as the overseer of the special benefit services performed in the District. Proposals are due on December 20. Details on the position and requirements for submittal are outlined in the RFP. For any questions regarding this RFP, please call Marco Li Mandri, Interim Manager, at (888) 356-2726. [Read the full blog on SANLEANDRONEXT.COM.](#)

ARTS & CULTURE TOWN HALL MEETING A SUCCESS!

On Saturday morning, November 16, members of the public filled the Karp Room at the Main Library for the Arts & Culture Town Hall meeting. Following opening remarks and informative staff presentations, interactive group discussions were facilitated in order to develop and prioritize ideas for advancing artistic and cultural life in San Leandro.



EXTERIOR ENHANCEMENTS AT CORNER OF DAVIS & EAST 14TH STREETS

The new exterior at East Bay Flowers is looking sharp – check out the before and after picture below. The property owners coordinated with City staff on design plans for the building, utilizing the [Commercial Rehabilitation Program](#), and have done an amazing job executing the designs and making it their own. The result is a stunning corner at a busy, high profile Downtown intersection. [Read the full blog on SANLEANDRONEXT.COM.](#)



SL STREET EATS - EVERY TUESDAY NIGHT! 5-9 PM

[Food Truck Mafia](#) and the City of San Leandro present **San Leandro Street Eats**, every Tuesday evening from 5:00 p.m-9:00 p.m. has moved to a new location – **262 Davis Street** (the corner of Hays and Davis Streets). Events will continue each Tuesday at the same time through the season. Food Truck Mafia's Street Eats events offer 6-10 gourmet trucks weekly, with the roster of trucks varying from week to week.



San Leandro Street Eats presents an opportunity to introduce new people to Downtown San Leandro, which ultimately will benefit existing brick-and-mortar restaurants and retailers. Food truck events also can demonstrate the strength of local demand for increased food options, helping the community attract new restaurants downtown over time. Please help spread the word!

BUSINESS LICENSE TAX HOLIDAY



Are you a new business
in San Leandro?

Your business license
is **free** for the first year!

September 1, 2013 through August 31, 2014, new businesses that are located in the City of San Leandro will pay no business license tax until 2015 and the zoning approval fee will be waived!

Please note: Although the fee is waived, it is still necessary for all businesses to obtain a business license.



¿Tiene usted una empresa nueva
en San Leandro?

¡Su licencia comercial
es **gratis** por el primer año!

¡El 1 de septiembre de 2013 hasta el 31 de agosto de 2014, las empresas nuevas que están ubicadas en la Ciudad de San Leandro no pagarán impuesto por su licencia comercial hasta el 2015 y la tarifa de aprobación de zonificación se exonerará.

Tome nota: Aunque la tarifa está exonerada, todavía es necesario para todas las impresos obtener una licencia comercial.



贵公司是否刚刚
落户聖利安住市？

您在第一年可**免费**
办理营业执照！

自 2013 年 9 月 1 日起至 2015 年，落户聖利安住市的新企业无需缴纳营业执
照税，而且分区审批费也将免除！

请注意：尽管得免除分区审批费，但所有企业依然需要办理营业执照。

DR. MARTIN LUTHER KING, JR. CELEBRATION ORATORICAL FESTIVAL

ENTRY FORM

*The City of San Leandro invites the community to attend a celebration
honoring a great American leader.*



Dr. Martin Luther King, Jr. Celebration Oratorical Festival

Monday, January 20, 2014, 11:00 a.m.
Marina Community Center, 15301 Wicks Blvd

Student contestants will perform an original or well-known essay, speech, or poem in celebration of Dr. Martin Luther King's message of peace, tolerance, and social justice.



Entry Forms Available: November 1, 2013
Entry Form Deadline: January 6, 2014
Eligibility: San Leandro residents: 3rd - 12th grades
Contestants will compete in grade categories:
3rd - 5th, 6th - 8th, 9th - 12th

PRIZES IN EACH GRADE CATEGORY

First Place - \$100 Amazon Gift Card
Second Place - \$50 Amazon Gift Card
All contestants will receive a Certificate of Participation

Prizes made possible by the San Leandro Optimist Club

ENTERTAINMENT CRAFTS FOR THE KIDS • LIGHT REFRESHMENTS

For details and to download the entry form, visit
<http://bit.ly/SanLeandroRecSpecialEvents>

St. Leander students will receive a prize for participation.
Check with your school to see if you can earn a prize or extra credit.

This is a City of San Leandro sponsored activity. For information call 577-3462



San Leandro's Got Talent is a city-wide teen talent show and fundraiser for youth programs. The City of San Leandro's Youth Advisory Commission and Main Library Teen Advisory Group are looking for talented teens who can sing, dance, juggle, play an instrument, rap, do spoken word, you name it.

Performers must audition, and those selected for the final show have a chance to perform for celebrity judges, win great prizes, and have a video on YouTube.

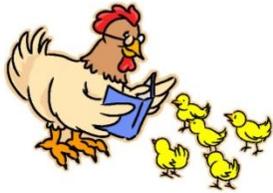
AUDITION INFO:

- Complete the application on the back and return it to San Leandro's Main Library or the Recreation and Human Services Department by January 7, 2014.
- You must be between the age of 13 (by the date of the talent show: February 7, 2013) to 18 years old and a San Leandro resident or student in a San Leandro school.
- You will be contacted if you are chosen to audition.
- Auditions will be held Monday, January 13 at the San Leandro Main Library from 6:00 pm - 8:00 pm & Tuesday, January 14 at the Marina Community Center from 6:00 pm - 8:00 pm.
- If you are selected, you must be able to perform at the show on Friday, February 7, 2014. The show is from 7:00 pm – 10:00 pm.
- For more information about the auditions or the show, please contact Loryn Aman at (510)577-3955 or Lydia Rodriguez at (510) 577-3477.

San Leandro's Got Talent is a City of San Leandro sponsored fundraiser for the programs of the Youth Advisory Commission and the library's Teen Advisory Group. *San Leandro's Got Talent* is not affiliated with *America's Got Talent*.

CURRENT LIBRARY PROGRAMS

Songs and Stories in Spanish



for little ones
ages 0 to 3

Starting December 3, 2013

Enjoy Spanish-language books, stories and songs at the library with your babies and toddlers. Learn songs and rhymes that you can use every day with your little one (ages 0 to 3). After storytime, you are invited to stay and play. This free storytime is funded by First 5 Alameda County.



San Leandro Public Library

Tuesdays 10:00am— South Branch Library

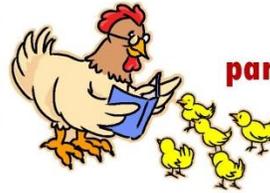
Thursdays 10:00am—Main Library

South Branch Library, 14799 E.14th St.
San Leandro • 510-577-7980



San Leandro Main Library, 300 Estudillo
Ave. San Leandro • 510-577-3960

Canciones y cuentos en Español



para bebés y niños menores
de tres años

Apartir de Diciembre 3, 2013

Disfruta libros, cuentos y canciones en Español en la biblioteca con tus bebés y niños pequeños. Aprende canciones y rimas que puedes usar cada día con ellos en casa. Ven y juega con nosotros terminando la lectura del cuento. Este es un servicio gratuito ofrecido por First 5 Alameda County.



Biblioteca de San Leandro

Martes 10:00am—Biblioteca South Branch

Jueves 10:00am—Biblioteca Principal

Biblioteca South Branch, 14799 E.14th St.
San Leandro • 510-577-7980



Biblioteca Principal, 300 Estudillo Ave.
San Leandro • 510-577-3960

Need a place to do homework and have a snack after school? Join us at...

W Pub Club

Grades 5-8

Wednesdays

2:30 - 4:30 pm

**Study
Games
Snacks
& Fun!**

**Questions?
510-577-3960**

The San Leandro Public Library
proudly presents a...



Murder Most Foul Forum **Mystery Author Event!**



Penny Warner



Andrew MacRae



Terry Shames



Lisa Brackmann

Saturday, January 18, 2014

2:00 pm to 4:00 pm

Karp/Estudillo Rooms
Main Library
300 Estudillo Avenue

Free Admission

There's something afoot and for those who love mysteries, be sure to attend the "Murder Most Foul Forum" author event! Local mystery authors Lisa Brackmann, Andrew MacRae, Terry Shames and Penny Warner will discuss their fascinating writing experiences and their most recent publications followed by a book-signing session for each author. Follow the clues and investigate just exactly what this event is all about.

For more information about this event, please call (510) 577-3971.

San Leandro Public Library
300 Estudillo Avenue • San Leandro, CA 94577 • www.sanleandrolibrary.org



Dial-A-Story - 577-6067

24 Hours A Day - FREE!!!

Call and listen to Miss Kelly tell an exciting new story each week!!

MANOR BRANCH PRESCHOOL STORYTIMES

Thursdays - 10:30 a.m. - 11:15 a.m.

Designed for children ages 3-8, our preschool storytimes feature the best in children's books, songs, and arts and crafts activities. This program is for children and a caregiver, to help children get ready for kindergarten, get the reading habit, and to have fun! **No registration required, just drop in!**

THE SAN LEANDRO RECREATION AND HUMAN SERVICES DEPARTMENT
THE 2013 FALL/WINTER ACTIVITIES GUIDE IS HERE!

Family Events, Aquatics, Kiddie Kollege, Classes, Trips... the list goes on and on! There is something for everybody from tots to seniors and individuals to families in the San Leandro Recreation and Human Services Fall/Winter Activities Guide! Don't miss out on an opportunity to learn something new, meet new friends, get in shape and get involved in our community!

**Fall/Winter
2013
ACTIVITIES GUIDE**

*Our Community Centers
cater to every occasion!*

Book your event today!

Recreation and Human Services Department

www.sanleandrorec.org • 577-3462

The cover features a purple vertical banner on the left with the title and department name. The main background is a collage of photos showing community centers and event spaces, including a room with round tables and chairs, and a large hall with many round tables set for a formal event. The text is in various fonts, including a cursive script for the main slogan.

For information on our current course offerings, please visit [Fall/Winter Activities](#) or visit the Recreation and Human Services Department [homepage](#).

SAN LEANDRO POLICE DEPARTMENT

TEAMWORK • INTEGRITY • PROFESSIONALISM • SERVICE



PLEASE WELCOME THE NEWEST MEMBERS OF SLPD



Public Safety Dispatcher Erica Roseman grew up in the East Bay and has a bachelor's degree from UC Davis. Before becoming a Public Safety Dispatcher, Erica primarily worked in the area of customer services and has held supervisory positions. Erica's hobbies include event planning, writing music and spending time with her family and her dogs.



Police Department Specialist (Emergency Preparedness) Heidi DeRespini grew up in Southern California. She has a bachelor's degree from the University of San Francisco. Heidi is a San Leandro resident, along with her husband Ron, and daughter Olivia and Madison. Heidi previously worked for the San Mateo County Sheriff's Department and has extensive experience in Emergency Management. She enjoys spending time at the beach with her family.



Police Service Technician Eddie Dunkin was born in Montana and raised in Louisiana. After graduating from high school, he joined the U.S. Marine Corps and served in security forces, stationed at the naval weapons station in Concord. He attended college at DVC. His most recent employment was with Nike Inc. as a district loss prevention manager. He currently resides in Pacifica with his wife Jeanette and his two children, Megan 16 and Ryan 11. In his spare time, he enjoys volunteering for his children's sporting teams and photography. He has worked on fund-raising events for CNOA and he is currently working on a project with the wounded warrior Project.



Police Service Technician Matthew Kerner grew up in Castrol Valley and has lived there his entire life. He has been a lifeguard the age of 15 and is a graduate of Cal State East Bay. In his free time, he enjoys competing in powerlifting and hopes to one day become a police officer.



Parking Aide Taylor Smith grew up in Sacramento and moved to the Bay Area on a basketball scholarship at Cal State East Bay. She received her BS in criminal justice in 3 years. Currently, she is in graduate school pursuing her Master's in public administration. Before coming to SLPD she was a Park Ranger for the city of Hayward. In her spare time she enjoys golfing, biking, and exploring the outdoors.

SAN LEANDRO POLICE DEPARTMENT

TEAMWORK • INTEGRITY • PROFESSIONALISM • SERVICE

SAN LEANDRO POLICE DEPARTMENT (SLPD) RECEIVES CAL GRIP GRANT



The City of San Leandro Police Department (SLPD) announced that it will receive an award of \$500,000 from the Gang Reduction, Intervention, and Prevention initiative (Cal GRIP). The Cal GRIP initiative is a grant program designed to address the increased presence of gangs across the state and their proliferation in suburban and rural areas. With assistance from REACH, the City of San Leandro secured Cal GRIP funding for the next two years. The current award is part of a total of \$9.2 million in competitive grants that were awarded to 20 cities in California that face challenges from gang violence. Read the full [press release](#).

SLPD DISTRIBUTES TRUANCY ALERT TO PARENTS OF SAN LEANDRO AND SAN LORENZO UNIFIED SCHOOL DISTRICTS

Read SLPD Chief Sandra Spagnoli's [Truancy Alert Message](#).

SLPD EXPANDED NOVEMBER 2013 CRIME STATISTICS (view statistics [here](#))

ANONYMOUS WEB TIPS

Community residents can send anonymous tips to San Leandro Police Department by texting the word **SLPD** and their tip to **847411**. Anonymous web tips can be submitted from the Police Departments [411 website](#). For crime prevention tips please go to the [Police Department homepage](#), or contact Jennifer Crosby at 577-3252.

SIGN UP FOR SLPD COMMUNITY ALERTING SYSTEM

To receive notification regarding a local emergency, [sign up](#) for alerts via Nixle and CodeRed. In the event of a localized emergency, tune in to Radio San Leandro - 1610AM, or watch cable Channel 15 (Comcast) or Channel 99 (AT&T U-Verse). For more information, visit the San Leandro Police Department [services website](#).

nixle

CODE RED

AMERICA RECYCLES DAY A SUCCESS

The items have been sorted and the numbers are in. The Recycling Program's America Recycles Day event on November 20 was a success! Approximately 200 residents stopped by the Marina Community Center to drop off a variety items.

Staff accepted approximately 2,297 pounds, including:

- 189 pounds of pharmaceuticals
- 742 pounds of batteries
- 364 pounds of fluorescent lights
- 68 pounds of incandescent light bulbs, and
- Over 1,000 pounds of electronic media (CDs, DVDs, audio and video cassettes)

Residents were thankful for providing a local and convenient way of recycling the unwanted items. Some stated the materials would have ended up in the trash if the opportunity had not been presented to do the right thing. The event supported the City's waste reduction efforts and raised awareness about recycling every day.

CITY HALL ONE-STOP PERMIT CENTER HOURS EXPANDED

In our continuing efforts to provide excellent customer service, the Community Development Department's Building and Planning Divisions are expanding the hours of the One-Stop Permit Center. Effective today, the One-Stop Permit Center will be open an additional six hours each week to assist with building and planning permits. The new counter hours are as follows:



BUILDING 577-3405	Monday 7:30 am – 3 pm	Tuesday – Thursday 7:30 am – 2 pm
PLANNING 577-3325	Monday 8:30 am – 3 pm	Tuesday – Thursday 8:30 am – 2 pm

** Appointments available Monday – Thursday, 3 – 4 pm and Friday, 7:30 am – 3:30 pm.

The hours will be further expanded to 3 pm, Monday through Thursday, effective December 1, 2013. Engineering & Transportation, Environmental Services and Finances hours remain the same.

[Visit the City's website for details.](#)

2013 NEW CITY EMPLOYEES

WELCOME NEW HIRES!

Eddie Duncan, Police Department

Heidi DeRespini, Police Department

Matthew Kerner, Police Department

Erica Roseman, Police Department

Daniel Whitford, Water Pollution Control Plant

Taylor Smith, Police Department

Evelyn Torres, Recreation and Human Services

CONGRATULATIONS PROMOTIONS!

Edward Bell, Police Department

Maria Cortez, Police Department

WEEKLY UPDATE

If you would like to review weekly information from the City Manager, please check out the City Manager's [Weekly Update webpage](#).

Also, for more information on the City of San Leandro and its programs and services, visit the City's website at www.sanleandro.org. To register to automatically receive press releases, meeting agendas or other electronic notifications, go to the [e-Notify webpage](#).

UPCOMING CITY COUNCIL AND COMMITTEE MEETINGS

Meeting dates, times and location are subject to change. Please confirm meetings by visiting www.sanleandro.org.

1/6 City Council Meeting, 7:00 p.m., Council Chambers

1/13 City Council Work Session, 7:00 p.m., Council Chambers

1/20 **Dr. Martin Luther King, Jr. Birthday Holiday – City Hall and libraries closed.**

1/21 City Council Meeting, 7:00 p.m., Council Chambers

1/27 City Council Work Session, 7:00 p.m., Council Chambers

2/3 City Council Meeting, 7:00 p.m., Council Chambers

2/10 **Abraham Lincoln Birthday Holiday – City Hall and libraries closed.**

2/11 City Council Work Session, 7:00 p.m., Council Chambers

2/17 **George Washington Birthday Holiday – City Hall and libraries closed.**

2/18 City Council Meeting, 7:00 p.m., Council Chambers

2/24 City Council Work Session, 7:00 p.m., Council Chambers

