

PANIL Notes

Volume 29 Issue 2—Piedmont Avenue Neighborhood Improvement League—PO Box 20375—Oakland CA 94620—January 2004

**PANIL Meeting
Wednesday
January 14
7:30 pm**

**Piedmont Gardens
110 41st Avenue
Sky Room, 11th Floor**

**Topic:
Getting around
in Oakland—
Biking, AC Transit,
and City Carshare**

**Moderator:
Bill Manley**

If you wish to place an item on the agenda, please contact Bill Manley at bmanleynow@yahoo.com

**Coming in February:
the March ballot—
discussion of proposed
parcel tax increases
for police, library, and
school services**

Happy New Year!!

**PANIL
Steering Committee**

**Community mourns loss
of friend, neighbor, and
community activist,
Elizabeth Hansen**



On December 16, Elizabeth Hansen lost her battle with pancreatic cancer. One of Piedmont Avenue's denizens, Elizabeth was known for her ready smile, her generous hospitality, and her outspoken opinions.

A native of New Orleans, Elizabeth moved to this area in 1959. A graduate of the University of Colorado, she had a varied career working with the Girl Scouts, Continuing Education for the Bar, teaching English as a Second Language in Japan, as well as teaching English at Canyon and Castro Valley high schools.

Elizabeth was an avid supporter and volunteer for several groups—the Oakland Heritage Alliance, Sierra Club, San Francisco MOMA, PANIL, and Piedmont Avenue Neighborhood School Association (PANSA). She was a charter member and major booster of the Reading Partners program at Piedmont Avenue School.

Survivors include her daughter Natasha Gilooley, son-in-law John, her adored grandchildren Malcolm and Kira, and her community.

A memorial service will be held on January 17 at Leona Lodge, 4444 Mountain Blvd. at 2 pm. PANIL and PANSA have set up a fund in her name to purchase books for Piedmont Avenue School's library. Contributions may be sent to PANSA, PO Box 20375, Oakland, 94620.

(Contributors: Ruby Long, Ronile Lahti, and Mike Lydon)

PANIL turns 30

In 1974, a group of Piedmont Avenue residents came together to discuss issues of mutual concern. The end result was the formation of the Piedmont Avenue Neighborhood Improvement League (PANIL). "Our chief purpose," they wrote in an early welcoming letter to the neighborhood, "is to work for the preservation and enhancement of the unique character of our neighborhood." To that end, four areas of concern were recognized: business, housing, transportation, and community services (parks, Glen Echo Creek, the library, police services, local schools, and neighborhood beautification). This mission statement and areas of concern outlined so many years ago are still PANIL's primary focus.

As we look forward to another 30 years of activism on behalf of the community, PANIL wants to hear from you. What are your concerns? Are there particular issues you would like PANIL to address? What do you see as the future of this neighborhood? What goals should our Steering Committee set for the next year? What issues would you like to see covered in our monthly meetings?

How do you think you can help us continue to be a viable force in the community? We all know that any organization is only as effective as the commitment of its members. We need your assistance.

- Become an active participant—if you haven't joined PANIL, join now.
- Second, look at our Steering Committee Working Groups, and volunteer for the area that interests you the most.
- Third, help with the newsletter: volunteer to write articles, take photos, or deliver the final product. See pg 3.

**Together we can make 2004
PANIL's best year yet!**

**Piedmont Avenue
Neighborhood
Improvement League
PO Box 20375
Oakland CA 94620
www.panil.org**

PANIL Notes is the monthly publication of the Piedmont Avenue Neighborhood Improvement League (PANIL). Writing, editing, and layout are all done by volunteers. Articles may be reprinted only with the permission of the editors. To submit story ideas or articles call Ronile Lahti at 655.1723 or email rklahti@aol.com
Circulation: 2,000 copies.

**Steering Committee
and Working Groups**

Arts/Culture/History/Media

Jim Ploss
420.0570, jopl@mindspring.com

Finance/Membership/

Underwriting

Bess Ellinger
923.1748, eaellinger@earthlink.net

Library/School/Parks/Gardens

Joan Dark
339.6460, Ext 1316

Public Safety/9X NCPD Chair

Bill Manley
658.2419, bmanleynow@yahoo.com

Zoning/Building

Valerie Winemiller
653.4552

PANSA

John Woodbury
654.6591, drjohnw@ix.netcom.com

PAMA

Ann Kraynak
428.2698

City Government

District 1 Councilmember

Jane Brunner
238.7001, jbrunner@oaklandnet.com

District 1 School Board

Representative

Kerry Hamill
879.8653

kerry.hamill@secmail.ousd.k12.ca.us

**Oakland Police
Department**

Sandi Mauricio
Neighborhood Services Coordinator
615.5929, smauricio@oaklandnet.com
Lt. Lawrence Green
238.7147, lgreen@oaklandnet.com

PANIL Notes

Editing—Gail Jara and Joan Dark
Coordinator—Ronile Lahti



**Unfading fun: Cotton Kidz
continues a tradition**

By Lesley Mandros Bell

Ruty Magidish hates shopping. The owner of Cotton Kidz (3820 Piedmont Avenue) and mother of three boys preferred to shop "every other year" when possible, buying several sizes of bright sweats and fun shirts at the first location of Cotton Kidz in the Emeryville Public Market during her faithful but infrequent visits. When the owner suggested she stock up on larger sizes because the store was going out of business, Ruty just couldn't stop thinking about losing her favorite kids clothes. "I just loved the product," she said, enjoying the unusual colors and styles, as well as durability. At the time, the former Oakland paramedic was a stay-at-home mom. Her unwillingness to lose her favorite clothing source led her into a partnership with the owner, initially taking over all aspects of the business except for design. Four years ago, she became sole owner of the company, which relocated to Vine Street and then moved to Piedmont Avenue this year, across from Kaiser's parking garage.

The small store is bright with vibrant colors, attracting customers with its playful window displays and wonderful sidewalk sale rack. It is staffed by mothers who bring their babies to work, so it isn't unusual to see a live model wiggling in the window. The atmosphere is fun and friendly, with toys to amuse the little ones as parents shop, and a comfortable built-in bench for big and small alike. Each wall and rack is filled with fun patterns, ranging from black stars on fuchsia dresses through butterflies on bright red to cowboys on orange and teal outfits. Balloons for young customers and gift wrap for those on the way to a baby shower are additional welcoming touches. Even someone who hates shopping would enjoy spending time here. (And for those of you who just don't do stores, take a peek online at www.cottonkidz.com.)

The store still carries many of the original owner's designs—"frilly" tee-shirts, "twirly" dresses, bright sweats and corduroys for boys—as well as some new designs and products. Matching baby outfits and blankets, pajamas, skirts, tights and robes, dresses and sweats can outfit

children from birth to early teen years. Prices range from \$16 to \$40, with a great bargain rack that has a range of items for \$10 apiece. Since Ruty designs two lines of clothing a year for retail sale here and also wholesale in New York, there are often beautiful bargains from last season's line. And everything is made with soft, preshrunk, unfading cotton that washes without fading, and gets softer with each use. (Personal experience has proven that these clothes are a hit with the toddler set—my daughter now wears nothing but Cotton Kidz twirly dresses, which have valiantly withstood much hard use and many washings.)

When Ruty talks about her business, her enthusiasm is infectious—she obviously still loves the product she sells, and wants everyone to know why. "These clothes are so soft, they don't shrink, they don't fade," she exclaims, describing the fabric dying process that keeps the colors so vibrant. The clothing is all produced in Oakland, dyed by moms, sewn by moms, sold by moms to be bought by moms and anyone else in need of fun, durable children's clothing. Ruty's ultimate dream is to expand into a series of small stores around the Bay Area, and then throughout the country. Relocating to Piedmont Avenue, a more commercial street with a bigger variety of potential customers, where a smaller space meant lower overhead, was the first step in this plan.

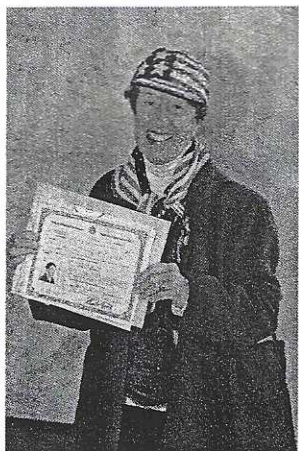
If you have any babies or children on your shopping list, Cotton Kidz is a wonderful place to explore. Add yourself to their mailing list for sales and specials, visit a resident baby, and enjoy a little flare and fun on the Avenue! Now if only they would start making clothing for adults.



**The Piedmont
Avenue School
Reading
Partners
need you!**

**To volunteer call
Ruby Long at 595.9514
or Donna Bersaglieri at
482.0862**

Great News



Congratulations to long time neighborhood activist Margitta Gardner who has become a U.S. citizen

THANK YOU!!

PANIL's December 7 food drive and bake sale benefiting the Alameda County Community Food Bank was a great success.

A big thank you to bakers John Woodbury, Kim Walker, Corinne Sensheimer-Vandergriff, Chuck Vandergriff, Ellen Gordon, and Joanna Smith. Special thanks to Joanna who organized the sale which netted \$125 for the food bank.

Thanks also to Joan Dark, Jim Ploss, Ronile Lahti, Margitta Gardner, and Bess Ellinger who handled the food collection. We filled three barrels this year!

PANIL also thanks Piedmont Grocery for letting us distribute leaflets in their parking lot and Father Tim of St. Leo's for receiving and storing the food barrels.

And of course, thank you to all of you who made contributions.

Please remember—the food bank's needs are year-round. If you weren't able to make a donation during the drive, you can still do so by calling 834.3663 or going online to www.accfb.org.

New Year's resolution suggestion

Get involved with PANIL Notes. We need distributors (Linda, Glenn, Entrada. 3800 blk of Howe, 4100 blk of Terrace, and 4300 and 4100 blks of Montgomery), and writers, and photo/graphic folks. Call Ronile Lahti at 655.1723 or email rklahti@aol.com.

Zoning Update

As reported in PANIL Notes, the matter of Fenton's manufacturing ice cream for wholesale is on the agenda of the Planning Commission for the 1/7 meeting: City Hall, Hearing Room 1, 6:30 pm.

PANIL is on record as opposing this type of manufacture.

Note: Staff recommendations should be available one week prior to the meeting online at www.oaklandnet.com—click on Planning Commission meetings and then click on the highlighted case file number on the agenda.

For more information, contact Valerie Winemiller at vwinemiller@hotmail.com or 653.4552.

Parking Meters are Back

Have you noticed that the parking meters have returned to the city lot at 41st and Piedmont Avenue? According to Ann Kraynak of the Piedmont Avenue Merchant's Association (PAMA), so many complaints were received about the new pay machines that the city terminated their use. However, she cautions, the city may try installing another method of payment in the future.

As reported in PANIL Notes, complaints should be directed to Noel Pinto, Manager, Parking Division, 986.3688 or npinto@oaklandnet.com. Please copy PAMA at piedsys@support.net or by calling 428.2698. This issue does not appear to be going away any time soon.

Around the Avenue

There's a new spa on the Avenue—**Polish on Piedmont**, 4319 Piedmont Avenue, 604.0909, www.polishspa.com. They offer a variety of services: facials, pedicures, manicures, and waxing to name a few. Stressed from the holidays? You might wish to check them out.

L'Amxy Tea Bar at 4179 Piedmont Avenue is under new management.

Ever wanted to see what non-local news organizations are reporting about a particular issue but don't have the time to go down to DeLauer's on Broadway or can't find what you need on the internet? We now have our own news stand featuring newspapers from around the world—**News Hunter** at 4184 Piedmont Avenue. Along with out-of-the-area press, they also carry a wide selection of local news.

Calendar

PANIL Meeting

1/14, Wednesday, 7:30 pm
Piedmont Gardens
110 41st Street
Sky Room, 11th Floor
923.1748

Steering Committee

1/8, Thursday, 7 pm
923.1748

Glen Echo Creek

Work Day

1/10, Saturday, 9:30 am
Monte Vista Avenue, 654.1930

PANSA

General Meeting

Book Care Night

1/6, Tuesday, 7 pm
Piedmont Avenue School
654.6591

First Friday Night Out

1/2, Plymouth Church, 7 pm
Music, Board Games, Food
424 Monte Vista, 654.5300

Piedmont Avenue

Branch Library

160 41st Street, 597.5011

Family Storytimes Toddlers

Wednesday, 10:30 am

Pre-School

Wednesday, 11 am

For more library activities go to
www.oaklandlibrary.org

Jane Brunner's

Community Meeting

No meeting in January

February meeting:

the March ballot

2/7, Saturday, 10 am

Peralta School, 460 63rd Street
238.7001

To place an item on the PANIL web or newsletter calendar, email Minnie Sage at mamsage@earthlink.net.

Piedmont Avenue Neighborhood Improvement League
P.O. Box 20375
Oakland, CA 94620
www.panil.org

Count Me In!

Here's my check for \$_____ (minimum \$15.00) to join PANIL.

I wish to donate \$_____ to the Mountain View Cemetery fund.

Name/s _____

Address _____

Phone/Email _____

Mail to PANIL, PO Box 20375, Oakland, CA 94620
Contributions to PANIL are not tax deductible

Please check your expiration date



Neela & William Manley

4132 Gilbert Street

Oakland, CA 94611

D2 Membership Expires 8/15/2004

PANIL Notes is printed on recycled paper by — **Piedmont Copy** — 4237 Piedmont Avenue, Oakland, CA 655.3030

Your ad could go here

Call Joan Dark at 339.6460, Ext 1316

**SUPPORT OUR
AVENUE
MERCHANTS**

**PLEASE SHOP
LOCAL**

**GEORGE
LEE
HORTON**
ARCHITECT

Residential
Additions
and
Remodeling

Oakland, CA
510.654.1641



Joan Dark

The Neighborhood Realtor
Proud Supporter of Piedmont Avenue School

PACIFIC UNION

510.339.6460 — 1900 Mountain Boulevard



KAISER PERMANENTE®

280 West Mac Arthur Blvd—Oakland, CA 94611—510.596.1000
www.kaiser.org

Thank you to new and renewing members:

Brad Newsham and Rhonda Gillenwaters, Lois Mueller,
Piedmont Avenue Lofts Owners Association,
Charlene Milgrim, Elisabeth Soeurs and Andre and Julian
Jones, Erna Woodruff, Patricia Tavenner, Carlon Tanner

Special thanks to Ruby Long for the picture of Elizabeth Hansen on page 1



**CHAPEL of the
CHIMES**

FUNERAL HOME

MAUSOLEUM

COLUMBARIUM

CREMATORY
(FD-1254)

City of Oakland
DISTINGUISHED
LANDMARK 129

4499 PIEDMONT AVENUE
OAKLAND CA 94611
510.654.0123

www.chapelofthechimes.com

Adjacent to Mountain View Cemetery
and to St. Mary's Catholic Cemetery



COMPLETE LINE OF
U.S.D.A. CHOICE MEATS
GOURMET PRODUCE
WINES & SPIRITS
GROCERIES-GOURMET FOODS
WITH PERSONALIZED SERVICE

Open 7 Days
Mon-Sat 9 am-8 pm
Sun 9 am-7 pm
FREE PARKING IN REAR

**PIEDMONT
GROCERY**

Credit Cards & ATM's Accepted
4038 PIEDMONT AVENUE
OAKLAND, CA 94611
510.653.8181

PANSA

**Piedmont Avenue
Neighborhood
School Association**

Piedmont Avenue School Library—4314 Piedmont Avenue

General Meeting and Book Care Night
—first Tuesday of each month, 7 pm

Call 510.654.6591 for more information

