



# DOWNTOWN **BERKELEY** ambassador

# Constitution Square

## A Hive of Activity!

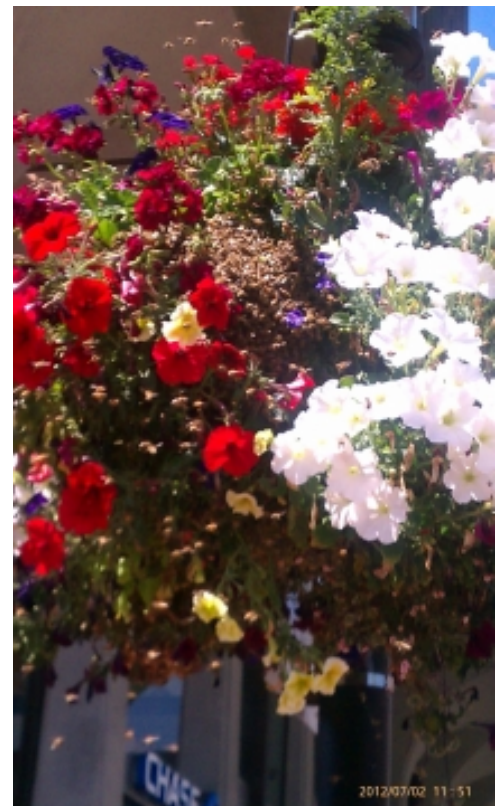
On Constitution Square, affectionately known as BART Plaza, was treated to a very unusual Bee Show! It was estimated that 5,000 to 7,000 Bees swarmed into the Square/Plaza and took residence in one of the beautiful flower baskets! Everyone loves those flower baskets!

Swarming is the natural means of [reproduction](#) of [honey bee](#) colonies. A new honey bee colony is formed when the [queen bee](#) leaves the colony with a large group of [worker bees](#), a process called swarming. In the *prime swarm*, about 60% of the worker bees leave the original hive location with the old queen. A swarm can contain thousands to tens of thousands of bees. Swarming is mainly a spring phenomenon, usually within a two- or three-week period depending on the locale, but occasional swarms can happen throughout the producing season.

There were no reports of anyone being stung and overall everyone was very respectful of the bees. Ambassadors stationed themselves as to warn passersby of the swarm. Some were fascinated and a few parents stopped to use the opportunity as a learning experience for their kids.

After 2 or 3 hours inhabiting the flower basket, the colony of bees exited the flower basket and continued their journey by heading south on Shattuck Ave. Within minutes they were never to be seen again! An old English poem says:

A swarm of bees in May is worth a load of hay;  
A swarm of bees in June is worth a silver spoon;  
A swarm of bees in July, just let them fly.



Bees find a temporary home!

# In The News...

## Downtown Berkeley Ambassadors help, monitor homeless...

On July 2nd Natalie Orentstein of Berkeleyside published an article about the DBA ambassador program. Specific attention was paid to the relationship between the ambassadors and the 'Street Population', as well as the effect that the proposed new Sit ordinance will have if passed by voters in November.

Ms. Orentstein spent a considerable amount of time shadowing one of our ambassadors. She picked pointed quotes that truly outline the effect we are trying to have on Downtown Berkeley as well as quotes that highlight the type of behavior that should not be tolerated in the public areas.

Ms. Orentstein interviewed people from all sides of the 'Street Population' issue, and as expected the ambassador program isn't everyone's cup of tea. We appreciate the honest fair sided aspect with which the article was written. If you have a moment, please visit [Berkeleyside.Com](http://Berkeleyside.Com) and read the entire article.

## Berkeley makes tourism push...

is the name of an article in the SF Chronicle written by Carolyn Jones.

"Berkeley is moving to promote itself as one of the Bay Area's top tourist draws, a lively, eclectic college town with endless choices for food and culture just a short BART ride from San Francisco."

"People finally realize Berkeley is changing," said [Barbara Hillman](#), head of the city's visitors bureau. "It's becoming a culinary and cultural destination, with a very European feel, and we want to make sure people know that."

The ambassador program is a big part of that change. The article was written about Berkeley, Visit Berkeley and its tourism. We are very proud that the ambassador program has become a big part of it all. Evident by the photo that accompanied the story.



Carmen Francois, a downtown Berkeley Ambassador, talks to someone on Shattuck Avenue. Photo: Natalie Orenstein



Downtown Business Association Ambassador, Robbi Montoya, informs a visitor along Shattuck Avenue on Wednesday July 11, 2012.

# A Menace...

## Not Just A 'Spek' of Graffiti

Throughout the district graffiti has become a major issue. For reasons unknown, July was a particularly busy month in the area of graffiti removal.

The many different types of methods used to apply the graffiti (paint, permanent marker, nail polish etc.), and the different surfaces that it is applied to make abatement particularly difficult. The ambassador team only has two or three methods of removal to abate the multiple combinations tagging.

One particular tagger, SPEK, has been troublesome due to his/her disregard for personal property, beautification and art projects. The before and after pics shown right are perfect examples of the damage that can be done. They are also an illustration of the different approaches, and care, the ambassadors must use to eliminate the graffiti. Painting over the graffiti is not always an option. It is estimated that 'SPEK' has tagged over 150 different areas in the Downtown Berkeley District alone.

When a tagger 'tags' it is done with no respect to the surface that it is being applied. When the ambassador team goes to abate the graffiti, the surface below is the first consideration. At times, that makes the process very tedious and time consuming.

We work closely with Berkeley PD and in some instances a tagger can be charged with a felony if proof can be shown of the damage/costs incurred. Please be aware of the taggers and if you see someone in action, please contact Berkeley PD and call the Ambassador Hotline at 510-550-7550.



BART Rotunda Rose Project Before and After



U.S. Postal Service Mailbox Before and After



Earth Island Institute Utility Box Art Project Before and After

# Christopher Boss, Team Leader

## Dedicated To Excellence

'Dedicated To Excellence' is the motto of Tattnall Square Academy of Macon, Georgia. One of Tattnall Square's most famous alums is Christopher Boss, Ambassador Team Leader.

Chris brings a strong hospitality background to the DBA ambassador team. He is often found at the Welcome Kiosk in Constitution Square/BART Plaza but can also be seen on the move in the Hospitality Segway. Chris loves spending time with family, talking and telling jokes. Oh, and he also loves eating his favorite food, Mongolian!

Chris' calm but pleasant demeanor is an asset to businesses, visitors and residents. Although he is still an Atlanta Braves fan, Chris has settled in and made the East Bay his home. He sets a good example for his fellow ambassadors and understands the goals of the DBA and its members.



# Cleaning Highlights

April 2012 through July 2012

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Bills/Stickers Removed</b>	'12	--	--	--	390	1974	2821	2238	--	--	--	--	--	<b>7423</b>
<b>Graffiti (illegal posting) - Removed</b>	'12	--	--	--	33	185	307	384	--	--	--	--	--	<b>909</b>
<b>Graffiti - Forwarded for Action</b>	'12	--	--	--	13	66	14	27	--	--	--	--	--	<b>120</b>
<b>Hazardous Waste Clean-up (human)</b>	'12	--	--	--	5	18	82	40	--	--	--	--	--	<b>145</b>
<b>Hazardous Waste Clean-up (pet)</b>	'12	--	--	--	18	59	265	309	--	--	--	--	--	<b>651</b>
<b>Landscape Large Planters</b>	'12	--	--	--	8	11	35	60	--	--	--	--	--	<b>114</b>
<b>Landscape Median Fingers</b>	'12	--	--	--	6	0	0	23	--	--	--	--	--	<b>29</b>
<b>Power Washing (block faces)</b>	'12	--	--	--	12	4	6	12	--	--	--	--	--	<b>34</b>
<b>Public Fixture / Furniture Painted</b>	'12	--	--	--	17	0	5	0	--	--	--	--	--	<b>22</b>
<b>Trash (lbs)</b>	'12	--	--	--	975	1625	2213	4410	--	--	--	--	--	<b>9223</b>
<b>Trashcans Leveled Off</b>	'12	--	--	--	22	39	103	113	--	--	--	--	--	<b>277</b>
<b>Tree Wells Weeded</b>	'12	--	--	--	42	21	45	92	--	--	--	--	--	<b>200</b>
<b>Weed Abatement (block faces)</b>	'12	--	--	--	8	5	42	56	--	--	--	--	--	<b>111</b>
<b>Business Contact</b>	'12	--	--	--	222	171	518	266	--	--	--	--	--	<b>1177</b>
<b>Hospitality Assistance</b>	'12	--	--	--	372	1785	3126	3824	--	--	--	--	--	<b>9107</b>
<b>Maps / Publications Distributed</b>	'12	--	--	--	110	0	1012	883	--	--	--	--	--	<b>2005</b>
<b>Referral to Shelter/ Resources</b>	'12	--	--	--	9	78	59	125	--	--	--	--	--	<b>271</b>
<b>Street Population Contact</b>	'12	--	--	--	0	742	1113	1218	--	--	--	--	--	<b>3073</b>
<b>Assistance Requested (business)</b>	'12	--	--	--	26	113	270	242	--	--	--	--	--	<b>651</b>
<b>Request for Police / Fire / EMS / Assistance</b>	'12	--	--	--	9	18	13	16	--	--	--	--	--	<b>56</b>
<b>Safety Escorts</b>	'12	--	--	--	3	56	48	23	--	--	--	--	--	<b>130</b>
<b>Safety Hazards Reported</b>	'12	--	--	--	6	11	15	7	--	--	--	--	--	<b>39</b>
<b>Trespassers / Loiterers</b>	'12	--	--	--	132	163	185	177	--	--	--	--	--	<b>657</b>