

Having trouble viewing this email? [Click here](#)



**DBA Hires New Marketing Manager**  
**New Decorative Planter Fences**  
**New Resident Welcome Booklets**  
**New BART Plaza Begins to Emerge**  
**New Openings Downtown**

---



*Downtown Berkeley Positive Change*

*September 2017*

## Meet our New Marketing Manager

Meredith Metz joined the DBA on September 5, as our new Marketing Manager supporting Matthew Jervis with the Downtown Berkeley Marketing/Vitality Program. According to Matthew, "I am delighted to have Meredith join our team. She brings tremendous marketing and customer service experience. Moreover, she has Berkeley in her DNA. Her great grandfather, Charles Dingley Heywood, was Mayor of Berkeley!" Meredith joins the DBA from several years at Bay.org, where she was responsible for advertising, managing promotional campaigns, and creative services. As DBA Marketing Manager, Meredith will be focused on communications, social media, events, merchant and resident outreach, and public space activation. Welcome Meredith at 510.549.2230 x11 or [mmetz@downtownberkeley.com](mailto:mmetz@downtownberkeley.com).



---

## New Decorative Planter Fences

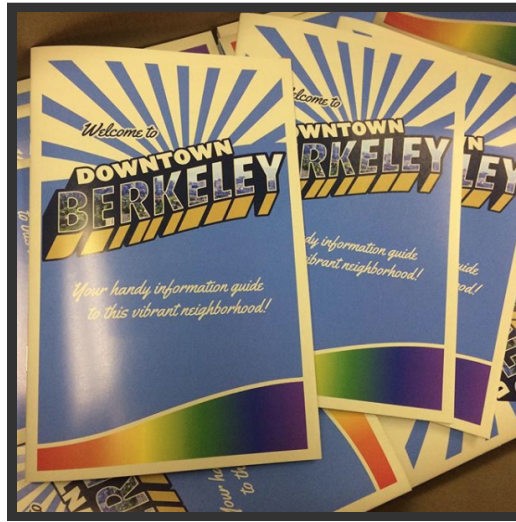


The DBA in partnership with the Parks Department has installed three new decorative fences around three circular planters at Shattuck, Allston, and Kittredge. As DBA Operations Manager Lance Gorée shares, "The new fences are a win-win. We were struggling with people and possessions spilling into the planters damaging plants. We worked with Alex Nolan (creator of Bear sculpture in BART Plaza and new kiosk on Telegraph Ave) and the Parks Department to come up with a design that is pleasing to

the eye and very sturdy. Not only does it keep folks and stuff from entering the planters, but serves as a backrest also!" The DBA will be planting new succulents in late October, to take advantage of best planting season before the late fall / winter rains.

---

## New Resident Welcome Booklets



Under the leadership of Vitality Director Matthew Jervis, the DBA introduced its first ever "Welcome to Downtown Berkeley" guides greeting new residents to the Downtown. According to Matthew, "Our building managers tell us that they see an enormous influx of new residents in August with the new school year who are hungry for information; and the City, DBA and merchants are eager to get information out to them. The 8.5"x 5.5" guide features: greetings from civic leaders, key info about city services and regional transit, and a map of Downtown Berkeley, a directory of fun things to do in the Downtown, and a 'Meet Me Downtown' magnet with our url for the fridge. The guide also features merchant ads that funded the printing of over

2,500 guides. Throughout the guide readers are urged to go to **downtownberkeley.com** and connect with our enews and social media to get full directory and updates of all that is happening in the Downtown. You can view the Welcome Guide on our website at **downtownberkeley.com/documents**, and contact Matthew if you would like to place an ad or an insert in future versions.

## New BART Plaza Begins to Emerge



Our new BART Plaza is now beginning to take shape. On July 21 BART opened the new entrance on Shattuck at Allston (in front of Walgreens) with new paver design, giving a taste of things to come. On August 14 the main entrance and the Addison entrance were also closed for rebuilding. The DBA is working with Civic Arts Commission, merchants and property owners, Visit Berkeley, and the City on an activation plan to make the plaza the vibrant heart of the Downtown and the City. Plans include a new

welcome kiosk, sidewalk seating, artwork, performances, and other programs and

features. Current plans are for the plaza renovation project to be completed in early 2018.

## New Openings in the Downtown



This summer and fall, Downtown welcomes a wave of new business openings, featuring great places to eat, play, workout and grab a drink. Since June we have had openings of: Barclay's Pub (moving from Rockridge), Gio's Pizza and Bocce (reincarnation of Giovanni's), Maker's Common (from folks at Mission Cheese), Café Nostros (Greek café next to Trader Joe's), Ippudu (renowned noodle shop), Gadani (handcrafted waffles and ice cream), Guacamole 61 (inspired

Mexicanfood); Draw Billiards Club (pool plus great food and drink), Flying Falafel (veggie only specialty); Orange Theory Fitness (heart based interval training).

**email:** [info@downtownberkeley.com](mailto:info@downtownberkeley.com) **web:** [downtownberkeley.com](http://downtownberkeley.com) **Tel:** 510.549.2230

Downtown Berkeley Association, 2230 Shattuck Ave, Suite C, Berkeley, CA 94704

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [info@downtownberkeley.com](mailto:info@downtownberkeley.com) in collaboration with

**Constant Contact®**

Try it free today