

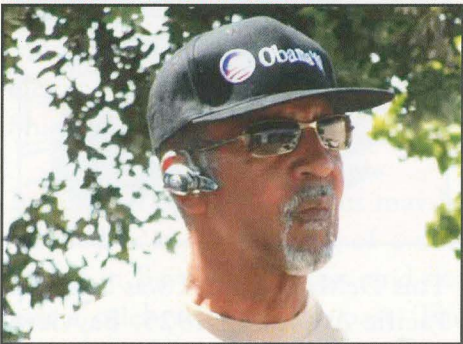
# BAYVIEW FOOTPRINTS

Volume 1 Issue 5

Special Summer Issue, 2008

Welcome to this issue of Bayview Footprints News. If your community-building collaboration has seemed quiet since our last edition, it's because we've been working hard on this issue about positive perspectives and change in our neighborhood. We've also held two ***Just for Us...and YOU TOO!*** social events for the neighborhood, and built the collaboration to 21 member groups.

## BAYVIEW MERCHANTS ASSOCIATION STILL GOING STRONG



Al Norman is the current president of the Bayview Merchants Association, and is well-known throughout the community.

At age 83, The Bayview Merchants Association is the wise and active senior citizen of Bayview organizations.

In 1925 when the BMA was founded, the Southern Pacific train still labored through the heart of the neighborhood along Railroad Avenue (now Third Street). Young women's dresses flirted with the knees. Hunters Point Dry Docks had just become the largest dry  
*Continued on page 3*

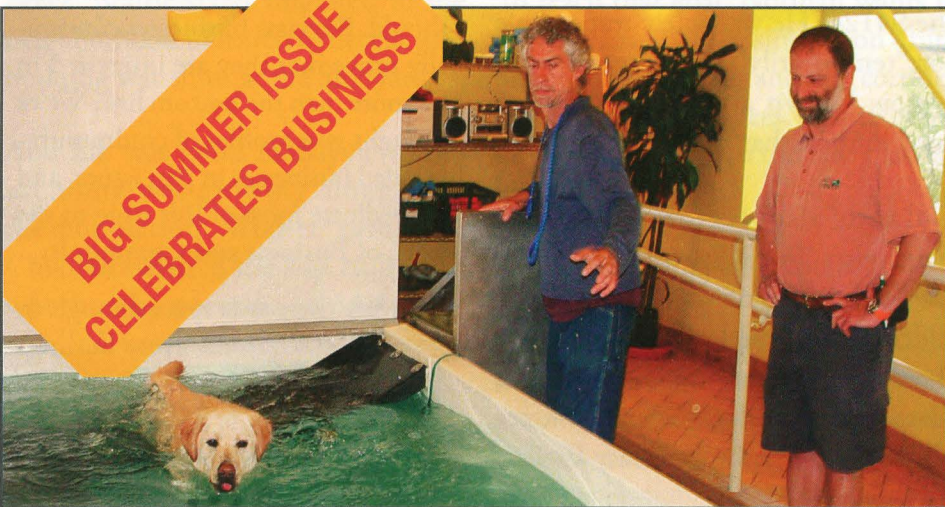
## LIFE OF COMMUNITY SERVICE



When Tom Galante landed a job back in 1970 as a teller at Bay View Federal Bank (now US Bank) on the corner of Third and Quesada, he didn't realize how it would shape his life.

Galante, a Quesada Gardens Initiative Co-Founder, bought a house half a block away from the bank in 1973, became immersed in the neighborhood's community-building work,  
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**BIG SUMMER ISSUE  
CELEBRATES BUSINESS**



Grace enjoys a dip in the pool under Michael's care. Mark Klaiman, Pet Camp co-owner and BMA Secretary, watches.

## RESPONSIBLE BUSINESS

Need time away from home? How about camping, or a safari? Or just hanging out by the pool with your friends for awhile?

The place to go is in Bayview at 525 Phelps. But, before you pack, you should know that the vacation is for your dog or cat. Sorry! It's *Pet Camp*, a unique business that, has been providing a warm, caring and fun home away from home for pets since 1997.

*Pet Camp* is the creation of Mark Klaiman and Virginia Donohue, entrepreneurs who understand both business and community responsibility.

"When I walk around the block," Klaiman said, "I know every business person, and they know me." He's not just talking about an idle stroll.  
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## HOMEGROWN TRANSPORTATION



This DeMartini truck was built on Pacific Avenue in 1925. Bayview Hunters Point had barely graduated from farmland to small town, and was still “south of the map” to most San Franciscans. Still, trucks like this one would have been a familiar site here because the neighborhood was an important part of San Francisco’s food shed.

All types of food – collected from the Bay, brought up the peninsula by train, raised in the many pastures and family farms that still existed, processed at the many slaughterhouses – were transported from the Southeast Sector throughout the city by truck. Depots where the trucks were kept and loaded, known as “truck farms,” were an important part of the neighborhood’s business fabric.

### Remember Super 8 Film?

If you have film of any kind that shows family and friends with roots in Bayview Hunters Point, or any other aspect of our neighborhood, the Bayview History Preservation Project has a great offer. Lend them the film, and they will return it to you promptly and safe along with a DVD copy so you can watch it with a DVD player or computer. They’ll do that for you for free, if you’ll let them put it in the historical archives at our branch library. Call Linda Brooks-Burton at 355.2851, email [lbrooksburton@sfpl.org](mailto:lbrooksburton@sfpl.org), or just stop by the library at Third and Revere.

**“Galante”** Continued from page 1 and retired from the bank in 1995 as Vice President and Community Banking Center Manager.

“So many people knew me by the time I retired that I grew a beard for awhile just so I could walk down the street without having a hundred conversations,” he joked recently.

Galante joined the BMA in 1972, and served as the organization’s president for five years. During his tenure, the scope of the BMA’s activity expanded from a four block radius to most of the 94124. He was solely responsible for “temporarily” blocking off what is now known as Mendell Plaza, a contribution that lives on to this day.

Galante also served on Mayor Feinstein’s Third Street Task Force, was a founder of the Network for Elders, joined the board of the South Bayshore Community Development Corporation, and was a commissioner of the Southeast Community Facility for four years.

Even before Bayview became the epicenter of Galante’s busy universe, “service” was an important value to him. In fact, he served in the US Navy during the Vietnam War, and was involved in the recovery of three Apollo space capsules.

Now on the Board of Directors of the Quesada Gardens Initiative, Galante is known as the “Ambassador of Quesada.” It’s a fitting title, and reminds newer Quesada and other Bayview residents how broad the shoulders are on which we all stand.



**“Pet Camp”** Continued from page 1 “Business people have a moral obligation to be part of the community,” he continued. “We need to be good neighbors.”

That perspective was acknowledged during Business Week this year when Klaiman added to *Pet Camp’s* long list of awards the PG&E Green Business Award for being the only pet boarding business in the country that is certified “Green.”

[www.PetCamp.com](http://www.PetCamp.com)

When we think about “community-building,” we don’t always think about business...but maybe we should. Bayview businesses continually prove that they are interested in far more than the bottom line. We’ve brought you profiles of community-minded businesses in past issues, and we dedicate most of this issue to the topic of Business and Community.

We wish there was space enough in these pages to profile every business in Bayview. Business – especially small business – is a vital artery of any neighborhood. As Bayview residents build community to reawaken neighborhood strengths, local businesses are engaged in a connected and equally important process. We celebrate those visionary and caring business leaders.



Antoinette Mobley, Third Street Corridor Project Manager, shares her excitement about the times in Bayview. Attend the project’s “Action Group” meetings to learn more about their contribution. [CorridorManageron3rdstreetsf@gmail.com](mailto:CorridorManageron3rdstreetsf@gmail.com)

**“Al Norman”** Continued from page 1 dock in the country. And cows grazed on the hills between the railroad and the water.

It was a sleepy town compared to today, but business activity had reached a threshold that required an organized presence in the rough and tumble world of San Francisco’s post-earthquake boom years.

A generation later, as Allied forces fought toward victory in Europe, African-Americans from the South and poor whites from the “Dust Bowl” prairie states migrated to the neighborhood in search of decent jobs building war ships at the Shipyard.

And life was good in Bayview. The economy was growing along with the population. Women gardened. Children swam in the Bay. And men, whether in overalls or uniforms, strolled confidently up Railroad Avenue with money in their pockets.

Bayview businesses, especially African-American businesses, needed a new voice and powerful advocacy.

Archie Reynolds understood the needs of both the African-American community and the business community when he reshaped the Bayview Merchants’ Association just two years after coming to Bayview from New Orleans. In 1943, like so many others, he moved here for a Shipyard job, worked at the Post Office for a short time, and then opened “Bayview Bar B.Q.” at 4720 Third Street. Before long, Reynolds moved his business to 5130 Third Street, renaming it “Archie’s Bar B.Q.”

According to a 1960 Spokesman Newspaper, Reynolds was committed

to family and community. He opened his own business, he said, because he wanted to be sure he could afford to send his six children to college.

Fast-forward to the present day, and the need for Bayview business to have a voice is as great as ever. What is that voice saying? *Third Street!* Al Norman, current BMA President, has a vision.

“Go to 24<sup>th</sup> Street in Noe Valley on any Saturday afternoon,” he said recently, “and you’ll see what business in Bayview should be like.”

To reach that goal, Norman wants to see the capacity of businesses on Third Street strengthened, and the corridor made safe for shoppers. “We’re going to work very hard on the safety issue,” he said.

Is Norman optimistic? You bet!

“There’s a coming together of the minds,” he said, adding that there are better relationships between the individuals and groups involved in business revitalization than there has been in a long time.

Mel Washington, owner of Bay Copy and past President (1999 to 2004) of the BMA, is equally optimistic. “Things have already improved,” he said, motioning out the window of his business at Bayview Plaza as the T Third train passed by.

Joyce Knighten, Treasurer of the BMA and owner of Doublerock Foods, agreed. “I’m optimistic,” she said. “Even with the problems, small businesses are doing okay.”

Washington and Knighten both recalled how the BMA had risen to address serious issues many times in its

history...advocating with city government, supporting civic activities, addressing issues like safety, parking, and traffic. They also remembered the BMA’s 75<sup>th</sup> anniversary gala at Hunters Point Shipyard, a big and elegant event at a time when the Shipyard was mostly dormant.

In years to come, that event may be recalled as the beginning of a new period in Bayview business, and not just a celebration of the past. The Bayview Merchant’s Association is here today, working toward a time when Third Street is teaming with shoppers. Now that’s a vision we can all share!

*Help by coming to the next BMA meeting. See [www.BayviewCalendar.org](http://www.BayviewCalendar.org) for dates and times.*



## HOMESWEET HOME



Jacqueline Smith offers a smile to customer Sue Shoff, along with a beautifully packaged Mothers’ Day basket of sweets, at *Pralines by Yvonne* at 5128 Third Street.

Yvonne Hines, longtime Bayview resident and owner of *Pralines by Yvonne* on Third between Revere and Shafter, was recognized as Small Business Owner of the Year last year... and we know why. Sure, the atmosphere of her store makes you feel like family. Sure, you can find her sweets at more and more locations. And, yes, Hines contributes to just about every community event there is.

*Continued on page 6*



## JUST FOR US...AND YOU TOO!

*Just for Us...and YOU TOO!* is the traveling monthly social event everyone is raving about. In May, the event celebrated business, art and community at Javalencia Café where owner/operators Servio Gomez and Mayra Mizrahi demonstrated that they are among the most community-minded business people in Bayview. Servio and Mayra have inspired Art 94124, a group of residents who have created an art space called Gallery 94124, and held an art festival in June.

Local CBS news covered the next *Just for Us* on July 24th when the event series found its way to the Quesada Garden on Quesada Avenue and Third Street. About 60 residents and community leaders came together to launch the 2nd Annual Quesada Gardens Film Festival.

Nibblers tried EverGood Sausages donated by Bayview's favorite sausage maker, yellow watermelon from the Bayview Farmers' Market, and nectarines donated by the San Francisco Wholesale Food Market. Linda Brooks Burton supplied lemonade she made with locally harvested lemons. Young people stayed until nearly midnight using the film projection system for a video gaming competition...a new aspect of the film fest added last year when Bayview kids convinced adults that video gaming on the projection system was "crush."

Steven Aiello received the first-ever "Karl Paige and Annette Smith Award for Community-Building." Fred Guni wowed the crowd with his guitar and voice, while The Green Goatee handed out alms of gardening advice.

As dusk approached, jazz diva Sarah Vaughan and silent film star Harold Lloyd came to life on the BIG outdoor screen, lent by Kristine Enea. Later, the younger crowd used the projection system for video gaming until nearly midnight.

On Saturday July 26th, the Quesada Gardens Outdoor Film Festival went into overdrive with a showing of *Girl's Rock!*, a feature-length documentary by QGI Co-Founder and resident Shane King. Shane took questions from the audience after the film, and then local youth swept in with a



Bayview Barber College, a Third Street fixture for 10 years, is part barbershop, part training facility, and part community center. CJ and Anthony Adam, nephew of owner/operator Dwayne Robinson, take a break outside. [www.BayviewBarberCollege.com](http://www.BayviewBarberCollege.com)

Play Station once again to make the universe safe from space pirates.

Both *Just for Us* and the film festival are ongoing efforts that residents have been organizing to introduce community gathering spaces to their neighbors, and to take back the night from fear and isolation.

Nearly 200 people from all backgrounds participated in these free events, providing another example of how Bayview residents are stepping up to uncover our neighborhood's strength.



## BAYVIEW IS GREEN WITH BUSINESS

When the Southeast Sector Community Facility Commission needed to spruce up the Pitcher Room for a health fair last month, they asked community-minded business "Decorative Plant Service" for help. Presto! The room came alive with flowering plants, some of which were coveted raffle prizes. Tony Caruso and his partner arrived early, and made the magic happen.

Since 1948, Decorative Plant Services have not only offered top-notch plantscaping, this employee-owned business has also created a unique work environment that values labor. Find them at 1150 Phelps. [www.Decorative.com](http://www.Decorative.com)

WELLS  
FARGO

#1 LENDER  
TO SMALL  
BUSINESS

## BANK ON BAYVIEW BUSINESS



Wells Fargo Bank at Bayview Plaza on Third Street and Evans believes in Bayview business. The branch was a major participant in this year's Small Business Week. Emerging entrepreneurs packed the bank branch to hear from government, business and other experts about how to succeed.

*Bayview Footprints wishes to thank Wells Fargo for making reproduction of this newsletter possible.*

## INFORMAL BUSINESS TRIVES



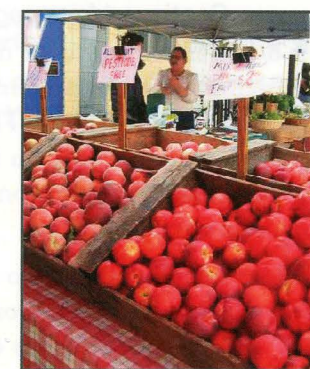
If you've spent time in the heart of Bayview, you know Elliott Johnson. You may not know him by name. But if someone mentioned "the watermelon man," you would know exactly who they meant.

*Continued on page 6*

## FARMERS' MARKET GROWS

The folks behind the Bayview Farmers' Market have been struggling for years to engage residents. It hasn't been easy.

Last year's food survey of our neighborhood made it crystal clear that we wanted new food options here, and that we would actively support them. 94% of us said that. We also said that quality was extremely important, even more so than price.



And yet the Farmers' Market, selling high-quality produce at better prices than comparable produce you'd have to travel somewhere to get, limped along.

In the early days, customers were disappointed because there were too few produce stands, and farmers didn't return because there were too few customers. And Mendell Plaza, where the Farmers' Market takes place, has long been an unfriendly place to many residents.

The market is different now. More residents have discovered it, and local food producers are there week after week with extraordinary produce from the neighborhood's Doublerock Garden, and from Alemany Farm just south of us.

This year, new family farm vendors and an organization called California

Alliance with Family Farmers are boosting the selection of available produce. Each week, stalwart organizers such as Sraddha Mehta and her colleagues at SF Department of the Environment are on hand with loads of useful community information. On a recent Wednesday, nationally recognized chef, author and food justice activist Bryant Terry made the market experience even more meaningful with cooking demonstrations that used inexpensive and organic ingredients.

Even with all that is being provided, it's still the customers who make it a "community" experience. Some seem as though they are on an adventure, discovering something that somehow had been off-limits before. They might arrive with "don't mess with me" expressions, but leave with neighborly smiles and renewed confidence about Bayview's future.

The Bayview Farmers Market is a community-building effort that supports the health of residents, prevents crime during business hours, fills a gap in critical services, and showcases a sustainable model of food production and sales. SF Environment, Hunters Point Family, and other organizers truly deserve our appreciation for investing in us...and not throwing in the towel when we didn't show up.

Growing the Bayview Farmers' Market further will require more than the ongoing commitment of those involved. It will require residents to show our support in practical ways. Next time you see the white awnings off Third Street near Oakdale (every Wednesday from 9am to 1pm), stop by and say "thank you" to the folks doing the work. And, while you're there, why not pick up something fresh for your table?





OUTSIDE AT NIGHT?  
IN BAYVIEW?!



Several recent events may provide a barometric reading of neighborhood change. *Just for Us...and YOU TOO!*, the Quesada Gardens Outdoor Film Festival, and National Night Out all took place outside, in the heart of Bayview, at night. And we residents turned out!

On July 24<sup>th</sup>, *Just for Us* and the second annual Quesada Gardens Outdoor Film Festival merged for an evening of music, food, film and video gaming. The following Saturday, the outdoor film festival closed with a showing of the documentary *Girls Rock!* by Quesada Gardens co-founder and filmmaker Shane King.

About a week later and a block away, at Mendell Plaza, businesses and law enforcement held a family friendly event called National Night Out. Over a hundred people shared food, fun and shopping until dusk. Some of the participants were passers by who gravitated to the activity instead of hurrying home for safety. Bayview Police Station Sergeant Eva Garrick and Rev. Ismael Burch, core organizers of the event, were pleased with the participation which was significantly higher than previous years.

In 2002, after community-building transformed the daylight hours on the Quesada Gardens block in the heart of Bayview, the residents behind the garden launched the nighttime, outdoor film festival. About a hundred residents attended, many of them later admitting to a strange mix of feelings from fear to uneasiness, to empowerment.

This year, about 150 people attended the Quesada Avenue events. CBS 5 News had a reporter onsite for *Just for Us*, broadcasting a story about the event. Young people on the block played video games on the projection system until nearly midnight.

Unlike years past, any concern about being on the Bayview streets at night was lost in the chatter and laughter of neighbors enjoying the company of one another.



“Elliott” Continued from page 5

Elliott, his dog Gabriel, and their truck piled with delicious watermelons are familiar fixtures on Revere and Third Streets during the warm season. In fact, Elliott has been selling watermelons in Bayview since he was a young boy.

He got the idea from his father who sold melons from time to time. “He worked for MUNI,” Elliott said about his dad, “and didn’t have enough time to keep up with the watermelons. So, when I was old enough, I started borrowing the 1972 pickup when he went off to work at 4:30 each morning.”

Elliott’s father didn’t think his son’s business would amount to much, but changed his tune when Elliott bought that pickup truck from his folks, paying cash he earned from selling watermelons. More recently, when his dad wanted another truck in the family, he went to Elliott to see if his son could work the same magic. The result is the truck you see these days, parked off Third Street, piled to the sky with watermelons.

Growing up in Bayview, and operating a business here, Elliott has watched the changing neighborhood up close and personal. Third Street Light Rail is a positive change, he believes, though its construction was tough on some businesses. Elliott survived the project because a supervisor for one of the companies on the job took a liking to him, and scheduled work near the Revere location for the end of watermelon season.

Some changes are better than others. Elliott has seen the drug trade on the intersection decline, due in part to his presence. At the same time, older customers are passing away all too quickly, as new residents move into the neighborhood.

“That’s sad,” Elliott said. “But we have to keep up with the changes. My Hispanic customers already outnumber African American customers. That’s when I put my daughter into a Spanish immersion class, and learned enough of the language myself to do a watermelon sale entirely in Spanish. My new customers love their *sandia*,” he added with a smile.

The watermelons Elliott is selling now are from Arbuckle, a town about two and a half hours north of San Francisco. Elliott sets out before daybreak to harvest ahead of the unforgiving heat, then drives back to be at his Bayview post by noon. That makes for a long day, but the watermelons are as fresh as they come.

While Elliott operates a business that is informal in some ways, others could learn a lot from him. He’s found a way to bring fresh fruit to a neighborhood that is short on food retailers, he keeps his overhead low, and he brings personality and warmth to one of Bayview’s most unique and enduring businesses.



“Pralines” Continued from page 3

Hines started her cooking and baking training with La Cocina, and acquired business skills at the Bayview Business Resource Center. Now comfortable around both oven and balance sheet, Hines is ready for the Bayview boom, and can expand her production (based at the esteemed Hunters Point business, *Eclectic Cookery*) at the drop of a chef’s hat.

But that’s not why she deserves awards. It’s the Butter Cookies! (There, the secret’s out!)

Or is it the Pralines?  
[www.pralinesbyyvonne.com](http://www.pralinesbyyvonne.com)



Take the survey! Help the Collaboration work for you.

Bayview Footprints is a collaboration of Bayview Hunters Point organizations determined to tell a balanced story about the neighborhood’s history and current strengths while empowering residents, especially young ones, to claim their place in this changing community. Footprints builds community by promoting direct resident involvement through grassroots and online approaches.

Bayview Footprints is a non-political collaboration that does not take positions on legislation, candidates, or public policy being actively debated. But that doesn’t mean member groups can’t be advocates...in fact, many are! The Collaboration focuses on the things that unite us despite our differences. Our mission is to provide a structure for community groups to support one another, and to promote resident-leadership and community self-identification. Our focus is on the heart of Bayview, but we welcome participation from throughout the neighborhood.

Footprints is always evolving to serve our community the best we can. That’s why it’s so important that we hear from you through this brief survey. Thank you for the gift of your time!!

1. Please help Footprints prioritize the "guiding values" of the Collaboration.  
Important: Check only one circle per column - so that you are ranking the choices from 1 (most important to you) to 7 (least important to you).

|   |                                    |                            |                            |                            |                            |                            |                                     |
|---|------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-------------------------------------|
| A community should define its own future                          | <input type="checkbox"/> 1<br>Most | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7<br>Least |
| Residents should be in leadership                                 | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |
| Diversity and inclusion is critical                               | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |
| There is power in informal groups                                 | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |
| Keep it positive – acknowledge challenges and highlight strengths | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |
| Long term residents are a valuable community asset                | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |
| New residents should be made to feel welcome to participate       | <input type="checkbox"/> 1         | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7          |

Other (please specify)

2. Footprints' current list of criteria for groups interested in joining the collaboration needs your input so that we balance our desire to be inclusive with our need to maintain our focus. Please tell us how important or unimportant it is to you that Footprints be made up of member groups that meet the individual guidelines listed below. You can skip any you're not sure of.

|   |  |   |   |
|---|--|---|---|
| Led by residents or people with deep roots in Bayview Hunters Point             | <input type="checkbox"/> Super important to me | <input type="checkbox"/> I don't feel strongly one way or the other | <input type="checkbox"/> Not that important to me |
| Informal groups (with little infrastructure) who may not have a voice elsewhere | <input type="checkbox"/> Super important to me | <input type="checkbox"/> I don't feel strongly one way or the other | <input type="checkbox"/> Not that important to me |
| Larger and more established organizations that                                  | <input type="checkbox"/> Super important to me | <input type="checkbox"/> I don't feel strongly one way or the other | <input type="checkbox"/> Not that important to me |



3. Now here's Footprints' current list of criteria that disqualifies groups for membership in the collaboration. Please tell us how important or unimportant it is to you that Footprints discourage groups that meet the individual guidelines listed below. *You can skip any you're not sure of.*

Government-based and/or political in nature

☐ Super important to me

☐ I don't feel strongly one way or the other

☐ Not that important to me

Led by people who do not live in the neighborhood and/or do not have significant community roots here

☐ Super important to me

☐ I don't feel strongly one way or the other

☐ Not that important to me

Physically located outside the neighborhood

☐ Super important to me

☐ I don't feel strongly one way or the other

☐ Not that important to me

Providing services throughout the city

☐ Super important to me

☐ I don't feel strongly one way or the other

☐ Not that important to me

Other (please specify)

4. Do you think Footprints should offer "Partner or Supporting Organization" status for community-based organizations that don't meet "Member Group" criteria?

☐ yes

☐ no

Other ideas:

We know how valuable your time is. Your filling out this survey is a real contribution to all who care about Footprints. Again, thank you!

Bayview Footprints member groups are: ART 94124, Bayview Business Resource Center, Bayview History Preservation Project, Bayview Safe Haven, Bayview YMCA, Better Bayview Group, Blue Dolphin Youth Swim Team, BVHP Foundation for Community Improvement, Community Arts Center Working Group, Hunters Point Family, India Basin Neighborhood Association, Literacy for Environmental Justice, Old Skool Cafe, Pathlight Productions - Infinity Gospel Ministries, Public Glass, Quesada Gardens Initiative (including Bridgeview Garden and Lotona Garden), Reachout for the Rainbow After School, Renaissance Parents of Success, Shipyard Trust for the Arts, Think Round, Inc./Children's Mural Program, Third Street Youth Center

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