



**EXCELSIOR DISTRICT IMPROVEMENT
ASSOCIATION**

45 Santa Rosa Avenue
San Francisco, CA 94112
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*Founded 1942;
Incorporated 1965;
Member,
Coalition for
San Francisco
Neighborhoods,
District 11 Council,
Neighborhood Parks
Council,
SF Neighborhoods
Alliance for Political
Awareness*

To: All Members, Neighborhood Leaders, and City Officials
From: Rebecca Reynolds Silverberg, President
Meeting: Tuesday, September 23, 7:00 p.m. @ 45 Santa Rosa

SPECIAL GUEST

Mayoral Candidate, Gavin Newsom

Agenda also includes: LaGrande Water Tower Landscaping and
we will be reviewing November 4 ballot measures.

If you need a ride, call Lucia Paulazzo at 584-0852
or Rebecca Silverberg at 584-0535.

Refreshments by ?



Terry Gwiazdowski, Branch Manager
Excelsior Library
4400 Mission Street
San Francisco, CA 94112

mail

or current resident

*If you would like to be on our email list to receive neighborhood notices,
send me a message at sfRebecca@aol.com*

✂ Cut here and post on refrigerator!

DATES TO REMEMBER

- **Sun, Sept 21** – Balboa High School 75th Anniversary, Car Show Extravaganza 10:30 to 5:00 p.m., Balboa High School
- **Mon, Sept 22** – District 11 Neighborhood Parks Planning 6:00 p.m., Pilgrim Center, 446 Randolph Street
- **Fri, Sept 26** – Piano Recital to Benefit Habitat for Humanity 7:00 p.m., Ocean Avenue Presbyterian Church (\$12 adults/\$8 seniors & children)
- **Tues, Sept 30** – District 11 Democratic Club Endorsements 7:00 p.m., Ingleside Police Station
- **Wed, Oct 8, Senior Housing Groundbreaking** 11:30 a.m., 5199 Mission Street @ Rolph
- **Sun, Oct 12** – Excelsior Festival 11:00 a.m., Persia at Mission Street
- **Wed, Oct 15** – Excelsior Branch Library Renovation Planning 6:30 p.m., Excelsior Library

Regularly scheduled meetings (if you would like your meeting announced here, contact Lucia at 584-0852.

- Excelsior District Improvement Assn. – fourth Tuesday, 7:00 p.m., 45 Santa Rosa Street
- Cayuga Improvement Association – second Tuesday, 7:00 p.m., Cayuga Playground Clubhouse
- New Mission Terrace Improvement Assn. – third Monday, 7:00 p.m., Ingleside Police Station
- Outer Mission Residents Association – second Monday, 7:00 p.m., Crocker-Amazon Park Clubhouse
- Coalition for San Francisco Neighborhoods – third Tuesday, 7:00 p.m.
Northern Police Station, Turk & Fillmore Streets
- SF Neighborhoods Alliance for Political Awareness (SF NAPA) – second Friday, 5:00 p.m.
City Hall, Mayor's Conference Room, 2nd floor
- District 11 Council – second Saturday, 10:00 am, Ingleside Police Station
- Ingleside Police Community Meeting – third Tuesday, 7:00 p.m., Ingleside Police Station

Also, be sure to monitor the "Neighborhood Calendar" and "City Hall Calendar" sections of *The Independent*.

Chick-n-Coop

A big thank you to the fabulous folks at this Excelsior landmark eatery on the corner of Mission and Santa Rosa for their generous donation to our newsletter mailing fund. It's a favorite of CIA (that the Cayuga Improvement Association) Treasurer Sharon Eberhardt. The filet of sole is so light it could drift off your plate and the spaghetti is almost as good as the Granada – shush!

Hours: 11:00 a.m. to 8:00 p.m. daily

District 11 is Now Online

For you Internet browsers, check out the online news-paper *San Francisco Sentinel*. District 11 has it's own column called "A View from Inner Siberia." As you may remember, when Captain Dillon was assigned to Ingleside Station, the joke was he was going to "Inner Siberia." (In cop-talk the airport is Outer Siberia and Ingleside is Inner Siberia.)

Wanting to focus on lesser-known neighborhoods, editor Pat Murphy asked if I would like to write a column about District 11, and "Inner Siberia" seemed like the perfect name for it. A new column is submitted every Monday and runs for the entire week. If you have items of interest, get them to me by Sunday night.

"A View from Inner Siberia"
www.SanFranciscoSentinel.com

Menu prices range from \$5 to \$13 and they offer a senior discount. Lunch is \$5.99 for a sandwich, salad, and drink. There are hot entrees like roast chicken, meat loaf, ribs, and sandwiches (pastrami, corned beef, ham, turkey, roast beef). I get their whole rotisserie beef roast for the Coalition for SF Neighborhoods annual holiday party and the Excelsior is positively everyone's favorite neighborhood!

PHONE NUMBERS TO REMEMBER

- 28CLEAN – Dept of Public Works
- 553-0123 – Police Dispatch
- 553-9755 – Crime Stoppers (anonymous)
- 404-4000 – Ingleside Police Station
- 553-1200 – Parking Enforcement
(blocked sidewalk, driveways, etc)
- 553-9817 – Abandoned Cars on Street
- 252-3806 – Non-operating cars on
private property
- 554-0730 – Streetlights burned out
- 558-3403 – Leaking Fire Hydrants

It is very important that we all take time to report trash and crime. The number of calls to both 28CLEAN and Police Dispatch are tracked. Funding for services in our neighborhood are based partly on the number of calls placed. Don't just complain, do your bit—CALL!

First Annual Excelsior Festival October 12, 2003

By Bonnie Martin, Editor, Gateway Gazette

On October 12, 2003, residents within a few blocks of the Persia – Mission – Ocean triangle will hear a live music extravaganza without leaving home. Folks from further away will get in on the action if they attend the Excelsior Festival.

The Excelsior Festival, Sunday, October 12, 2003, will kick off at 11:00 AM on the Quality Auto lot, the Persia/Ocean Bank of America lot, and the one block of Persia between Mission and Ocean.

Sponsored by the Excelsior Action Group (EAG) with fiscal sponsor Bernal Heights Neighborhood Center, and funded by donations from Bank of America, Citibank, the Jewish Home for the Aged, Walgreen's, Wells Fargo, other area merchants, and a grant from the Mayor's Office of Community Development, the festival's goals are to build community, bring the neighborhood onto the street, promote Excelsior businesses and services, and attract visitors to the neighborhood.

The festival may become most remembered for its music. An EAG subcommittee has focused on getting stellar artists that represent the ethnic diversity of the neighborhood.

Musicians Confirmed

Groups confirmed in the lineup include:

- Orixia, a renowned Latino alternative rock group;
- Natalise, a rising Asian-American star in the melodic, romantic ballad tradition;
- Native Elements, a reggae band featuring Filipino musicians;
- Mambo Street, a mellow Latino fusion group reminiscent of Santana, who practice out of the basement of Excelsior grocery Don Chuy's;
- Culann's Hounds, an Irish rock band;
- Mystery Cats, whose covers of Grateful Dead tunes celebrate Jerry Garcia's upbringing in the Excelsior; and
- The Slavonic Traveling Band, who underpin many offerings at the Slavonic Cultural Center at Alemany and Onondaga.

Also, the committee is talking with a highly-esteemed Lion Dance troupe, an Italian musical performer, and other neighborhood-representative performing artists.

Other Attractions

Complementing the music, art and other booths will be on Persia, a children's area will be in the Bank of America lot, and food vendors will fuel fairgoers' energy requirements.

Organizers still seek area artists and craftspeople who would like to rent booths. Many outside-the-area booth prospects have been contacted, but preference will go to renters with a neighborhood connection. To get booth reservation applications, contact (415) 206-2140, ext. 240.

Business Directory

Festival-goers will also be able to pick up EAG's business directory, which will guide area residents and workers to services and goods close-by, instead of a freeway trip away. Many Mission Street businesses have received information on how to get listed or advertise in the directory. Businesses in the broader area may get listed (or purchase a bigger listing or display advertising) by calling 206-2140, ext. 240, to request a form. The deadline is September 19.

Pre-Festival Cleanup, Planning

In advance of the festival, which organizers expect to draw thousands of people, EAG encourages merchants to clean up their storefronts, consider decorating their windows, and think about offering and promoting one-day specials attractive to festival-goers.

Volunteers Needed

EAG needs volunteers who can give two hours to the Festival. To sign up for a two-hour stint, call 206-2140 and ask for Anna Ulbrich.

Excelsior News

Surprise, the first full-size newsletter in months. That's because Bonnie Martin, editor of the Gateway Gazette, supplied a great filler on the upcoming Excelsior Festival. If anyone else would like to submit an article, please do. Don't worry about grammar or spelling if that intimidates you (obviously I don't). Just put down on paper what you want to say.

The **La Grande Water Tower** conceptual plan, as submitted by the SF-PUC, was approved by the Recreation & Park Commission this week. District 11 Democratic Club president and EDIA member Claire Zvanski, who also works for the PUC, led the battle in behalf of the Excelsior's desire for the replacement tower to look similar to the existing tower and to blend with the surroundings. There was an attempt to stall approval of the tower by supporters of a more grandiose design, who linked it to an as-yet uncompleted landscape design. The Rec & Park Commissioners agreed that the water tower replacement should move forward and the landscaping could be designed later. PUC staff will be at our meeting Tuesday to review the landscaping and get our input.

The **Jewish Home Building Replacement & Underground Parking** was also approved this week at the Planning Commission. I wrote a letter of support from EDIA. So far everything is on schedule for a mid-2004 break-ground.

I did request that something be done with the area where the stairs end at Mission & Silver. Jewish Home Manager, Sherie Koshover, calls it "the plaza," and says they have problems with people feeding pigeons. They have leafleted the surrounding area, but folks keep doing it. I suggested placing a potted tree surrounded by benches to see if creating a place for pedestrians and people waiting for the bus to sit might keep the pigeons away. Any other ideas?

Crocker-Amazon Playground is in full-swing, literally. I hope you've had the opportunity to drive by and enjoy the sight of Excelsior children climbing and sliding. The only complaint: not enough swings. We still need to do some fundraising to pay for this neighborhood treasure. For those of you who missed the opportunity to purchase a commemorative brick, the Friends of Crocker-Amazon Playground will be selling 6-inch glazed tiles which you can personalize. They will be installed in the concrete benches. Will keep you posted.

The **Excelsior Library Renovation** is moving forward. Work is expected to begin by the end of the year, so be sure to visit your old friend often over the next couple of months. David Hooper of New Mission Terrace is heading up the fundraising efforts. We need more volunteers to help us raise about \$40,000!

Excelsior Neighborhood Sports Organizing Project
by Jody Villa, Sports & Recreation Coordinator, Mission YMCA

There has been an exciting RFP issued to San Francisco and Alameda Counties that will produce a collaborative effort to improve sports opportunities for youth in the Excelsior. After researching this RFP and the pilot programs it funded this past year, I am confident that we could all benefit from its implementation within the Excelsior neighborhood.

Team Up for Youth is the non-profit organization that has issued the RFP for a 5-year initiative to empower youth and their neighborhood through sports. What is great about this organization is their personal interest in the success of our programs, their willingness to provide support when needed, and their insistence that the whole neighborhood reap the benefits of the funds. Most importantly the initiative provides a stronger infrastructure within our neighborhood where each of our organizations can better work together to provide needed resources to the youth.

The Mission YMCA has opted to apply for the initiative and serve as the lead agency by gathering a solid collaborative group within the Excelsior neighborhood and providing leadership throughout the initiative process. EDIA member Grace D'Anca attended an August meeting of interested community participants, directors from the Recreation and Parks department, and several sports programmers to learn more about the project. Hopefully she will be able to report on it at your September meeting. Based on Grace's recommendation, EDIA president Rebecca Silverberg wrote a letter in support of our application. I will keep you posted on its progress.

OMI/Excelsior Beacon Summer News
by Maria Camposeco

The Beacon after-school program started off with a trip to see the 49ers in training at Kezar Stadium. But don't worry if you missed it; there is lots more to come.

Programs run from 3:30 to 6:00 p.m. at Denman Jr. High include boxing and team sports like softball, football and volleyball. This year we will also offer computer graphic design, photography, and a movie-making class. Parent workshops are offered the first Wednesday of every month.

In addition, the Beacon provides a variety of emotional and mental health assistance for youth and families. For more information on these programs contact Wendy Calimag at 406-1290 x 102,

You can pick up a Beacon calendar for \$5. Registration is required for all programs. Call Tori Wilson at 406-1290 x119.

Excelsior Youth Center News
by Jane Zimmerman, Director

Our successful summer program wound up with a four-hours celebration in late August. We had up to 300 kids attending the center on some days, and we are now starting the fall schedule. For more information call Tahmai or Jane at 334-2582.

Membership is \$10 and is good through December, 2003. New member parent-child orientations are held every Thursday at 5:30.

Please pass this information on to your neighbors with children. We are here to make summer a fun experience for Excelsior kids.

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For those of you who renewed or joined the Excelsior District Improvement Association, thank you for your commitment to the Excelsior. If anyone else would like to join or contribute, please do. Dues are only \$5 a year unless you'd like to chip in a little extra to cover the cost of postage for 12 of these enlightened epistles a year!

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Name

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Address

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Please make checks payable to EDIA and mail to Treasurer Angela Cerruti at 359 Munich, SF, 94112