

APRIL-MAY 1989

## Union Street News

**Next General Meeting: Wed., April 19, 8:45 am  
Curtain Call Restaurant/Bar, 1980 Union Street**

1. Committee Reports: *Beautification, Ad & Promotion, Membership*
2. CDM Update
3. Ad & Promotion: *Focus on future plan for public relations for Union & Fillmore Streets*
4. USA Spring Festival Update



### BEAT COPS

Changes in Union Street foot patrol coverage have raised concerns among local merchants. A panel discussion sponsored by the SF Council of District Merchants brought together **SFPD Chief Frank Jordan, Head of the Police Commission Lou Giraud, and Supervisor Nancy Walker, Chair of the Board of Supervisors' Finance Committee.** No statistics were available on actual cutbacks in hours of coverage across the city.

**Captain Martell** of SFPD's Northern Station later spoke with USA representative **Terry Graham** regarding coverage of the Cow Hollow beat. According to Martell, Northern Station is presently covering three beats (Chestnut Street, Union Street, and Polk Street) with a team of rotating foot patrol officers. Martell agreed that Union Street coverage had dropped by as much as 20% of total hours covered, though the timing of coverage better accommodates store hours. When asked why beat cops now walk in pairs--increasing the cost per hour covered--Martell said the decision to walk solo or in tandem is left up to the officers.

USA is following this issue closely, and will provide more information as it becomes available.



### Spring Festival



Planning for the 14th Annual Union Street Spring Festival Arts & Crafts Fair is now in full swing. The Festival, which will be held on Saturday and Sunday, June 3rd and 4th, features arts, crafts, street performers, live music, and outdoor cafes running along Union Street from Gough to Steiner.

From 10 a.m. to 6 p.m., visitors will enjoy San Francisco's largest street fair, including the traditional **Waiter's Race** which opens the festivities on Saturday. The race starts at Union, with entrants opening a bottle of wine, pouring two glasses and running or walking up the Laguna hill and back without spilling. Prizes will be awarded by **Mayor Agnos**. The opening ceremonies begin at noon, followed by a **fashion show** featuring clothing from the many contemporary American and European fashion boutiques which line the street. A **Tea Dance** to big band sounds from 3 - 6 p.m. is another crowd pleaser.

Neighbors and merchants should note that Union Street will be closed to through traffic from 2 a.m. on Saturday morning until midnight Sunday to allow time for set-up and clean up. During the event, cross streets will be open from Steiner to Gough except for Laguna, where the main stage is placed facing the intersection. Residents of Laguna Street will receive tags for their cars so they will have access to the block.

Merchants should schedule any deliveries that need to be made for Friday to avoid problems. For questions arising during the Festival, the information booth will be staffed from 7 am - 7 pm (phone: 346-4446).

USA sponsors the event, which is produced by **Terry Pimsleur & Company**. Proceeds from the event help beautify and preserve the special qualities of Cow Hollow's unique neighborhood.

## Letter from the President

Hopefully, the retail lull many of our merchants felt in the first quarter of 1989 is over and your business is blossoming with the advent of Spring on Union and Fillmore Streets!

We have been putting extra efforts into making sure the street is clean and alive with flowers to welcome our customers. Union Street's beautiful Shopping and Dining Guide is in the hands of many visitors who are discovering our street -- and hopefully your business.

We have developed a very exciting, comprehensive public relations program that we'll be kicking off soon! Join us at the next general meeting on April 19th, 8:45 am at the Curtain Call to find out more about this plan, designed to bring you customers.

If you have not sent in your 1989 membership dues, please take the time now to call me at 885-1335 for an application. Please feel free to call me with any ideas you have for preserving, promoting and beautifying the Union Street Shopping & Dining area.

Dennis Beckman

## Update

The following businesses are current members of USA. Please patronize them!

Benetton, Don May, Hill & Col., Annalisa Antiques, Shaw Fashion Shoes, Cow Hollow Motor Inn, Nails Only, Bogies Pizza, John Massenburg, Pacific Heights Inn, Union Plaza Pharmacy, Genuine Antiques & Artifacts, Familiar, Baldwin Brass Center, Il Fornaio, Bus Stop, Terry Pimsleur & Co., Hansa Gifts, Arte Forma, Sy Aal, James Linebarger, St. Eligius, Di Lelio's, Botanics, Perry's, Fumiki, L'Essentiel de Provence, Oggetti, Security Pacific Bank, Nice Cuts, Artiques, Thursday's Child, Suit Your Self, Coldwell Banker, Margaritaville, Pasand, Union Street Blossoms, O'Plume, Scott/Graham

## Membership in USA Growing

USA Membership is healthy, with 88 members comprised of merchants, professionals, banks, realtors, restaurants, motels, etc. We appreciate your support and welcome all suggestions and ideas offered to make our organization stronger and more productive.

Members and non-members are encouraged to attend our general meetings if you have a problem or want to discuss an issue with USA. Members can call USA's office (441-7055) no later than 3 weeks prior to the general meeting if you wish to have an issue placed on the agenda. Future meetings are scheduled for June 14, August 16, and October 18.

Benefits of membership in USA include access to **French Health Plan, Provident Central Credit Union**, a semi-monthly newsletter and meetings, reduced advertising rates, a free business listing in the Union Street Shopping & Dining Guide (125,000 copies), access and advocacy at City Hall. USA sponsors many promotional events, including *Valentine's Day, the Spring Festival, Arts Alive, the Sidewalk Sale, and Thanksgiving/Christmas*. Dues also support on-going beautification programs.

Associates, Barbara Callow Calligraphy, Uko, Joe Chhabria, CPA; Patronik, Access Health Care, Prego, A Touch of Asia, McGuire Real Estate, Pietro's Ristorante, Union Street Graphics, Bank of America, Wells Fargo Bank, The Enchanted Crystal, Images of the North, Antonio Cucalon, DDS; Solar Light Books, Earthly Good, Chandler's Stationery, Heffalump, Union Street Inn, Thriftway Market, SFO, Three Bags Full, Harbor View, Dynasty Gallery, Smile, Sun Heart, Bruce Axler, Barni & Wilino's Gourmet Pizza, Jerry Robinson, The Great Frame-Up, Cal's, Genelli & Genelli, Aud's, Sanuk, Doidge's, L'Escargot, Georgiou, Union Street Plaza Garage, J.L.C., Janice Lee, Far-noosh, Art Center Bed & Breakfast, Jackson Court, Copy Mat, Cornelia, Made in USA, Brazen Head, and Vinformation.

## Homeless & Mentally Ill in Cow Hollow

Many of our businesses have noticed a proliferation of homeless and mentally ill people along our streets. If you have any urgent problems with any of these people, or if they are harming themselves or appear seriously ill, call 911 for police or paramedics. When calling 911, an exact address must be provided to ensure response. For non-emergency assistance in dealing with a mental health problem, phone 544-2900. While we hope you won't need to use these numbers, the police encourage you to protect yourself, your business, and the safety of your employees by reporting problems as they occur.

## Anne Ryan Leaves USA Board

USA wishes to thank **Anne Ryan (Oggetti, 1846 Union)** for her valuable input as a board member these past two years. With recent arrival of a new son, Anne has needed more time to devote to her family as well as her business locations here and in Los Angeles. Thanks again, Anne, for your contributions to making our area better.

## Sup. Bill Maher Meets US

Ten USA members were on hand to represent our district at the SF Council of District Merchants Associations' luncheon at Prego, 2000 Union, on March 16.

Sup. Maher commented on various issues of concern to USA and to the other neighborhood merchants associations represented at the luncheon.

According to the Supervisor, the \$200 business registration fee could be repealed if a strong campaign against it were organized. He also stated that local businesses will pay for uninsured health care costs in San Francisco until state and federal government decide what to do with the mandated benefits issue. Sup. Maher said he supports and believes the Board of Supervisors will pass the Union Street Design Guidelines, making them part of the City Building Code. When asked about the possibility of providing public toilets, he said they are a priority of the Mayor's office.

(continued)

## USA MEMBERSHIP APPLICATION

1. Business: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Type of Business: \_\_\_\_\_
4. Bus. Hrs.: \_\_\_\_\_
5. Phone: \_\_\_\_\_
6. Owner: \_\_\_\_\_
7. Manager: \_\_\_\_\_
8. Renewal of Membership?  YES  NO

DUES:

Retail/Commercial/Professional

Annual Sales under \$250,000 \$150

\$250 to \$500,000 \$250

\$500,000 to \$750,000 \$500

\$750,000 and over \$750

Property Owner \$150

Resident (not eligible to vote) \$ 25

Associate Member (*Employees of member businesses are eligible to join as associate members, receiving health benefits, but not eligible to vote*) \$ 35 ea.

Names & Addresses:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL DUES ENCLOSED: \$ \_\_\_\_\_

*Thank You  
for Supporting  
Your  
Union Street Association!*

Please return completed form with dues to: USA,  
1686 Union Street, #214, SF, CA 94123.

## Maher--continued



Maher thinks the off-street parking funds should not be used for anything other than neighborhood garages. He said neighborhood parking garages should be used by businesses during the day and residents at night.

Other points made by the Supervisor were that beat cops are more expensive than squad car coverage of a neighborhood; there is no quick solution to the homeless problem, and training programs must be established for those capable of benefitting from them and able to re-enter the job market. Unions have voice objections to utilizing homeless workers to clean city streets, arguing that they take jobs from union workers and that the wages paid to the homeless are not at the same level as the unions. Maher thinks the City will just "muddle through" on the homeless issue.

Commenting on the current battle over **Sup. Wendy Nelder's apprenticeship legislation**, which effectively closes off certain City contracts to non-union businesses, Maher -- who has countered with legislation he and **Sup. Willie Kennedy** have drafted -- said the real losers will be small and minority/women-owned businesses if the Nelder legislation passes.

While Maher supports the funding of the **Mayor's Small Business Advisory Commission**, he thinks such funding creates an additional bureaucracy that could backfire by turning Commissioners into a voice of "civil service" rather than small business.

Many thanks to **Prego Restaurant** and **Manager Stephen Johnson** for providing one of the most delicious luncheons enjoyed by CDM in recent years.

### CDM Events



**General Meeting:** Monday, April 15th, 7:30 pm at Northern Station, Fillmore & Eddy

**Luncheon:** Supervisor Nelder  
Thursday, April 20, noon  
Italian-American Club, 25 Russia/Mission

Cost: \$12.50 prepaid \$15 at the door.  
For reservations, call 221-8816. For carpool information, call 928-4338.

## USA Booth at SFVCB May Fair

USA has taken booth space at the 5th Annual May Fair, May 4 from 5-8 pm, at the Civic Center. The event is sponsored by the San Francisco Visitor & Convention Bureau and caters largely to tour planners and other visitor-related businesses.

USA plans to reach over 1200 fellow members of the SFVCB, hospitality industry buyers and local meeting planners who are expected to attend May Fair to tell them about our shopping and dining area.

## USA March Meeting Update

The General Meeting held at Prego on March 1 offered a good turnout of interested business people who came to hear news of the street, the beat cop situation, and guest speaker **Sue Danielson, President of the Mayor's Small Business Advisory Commission**.

**Steve Recht**, a volunteer with the **American Heart Association**, thanked merchants for displaying collection cans throughout the month of February. **Terry Graham** reported that \$4340 was pledged by local merchants to cover costs of the Valentine's Day promotion. **Sy Aal** won the KKSF radio station prize drawing, in which \$100 donors were automatically entered. **Janice Lee** won the best Valentine's Window Award. **Pat Christensen** and **Susan Herbert** of the **San Francisco Independent** served as judges.

Committee reports on beautification, planning & zoning, and membership were given by **Executive Director Lesley Leonhardt**. A discussion of the USA budget and deficit spending took place. It was agreed that unless programs were self-funded and projected budget goals met, promotions would have to be cancelled.

**Captain Martell** and **Officer Ben Vigil** of SFPD's Northern Station spoke about beat cops (see front page for details), the homeless, and securing your business. Both urged attendees to report all incidents and suspicious people to the police. To deter night-time break-ins, leave your empty cash drawer open. Coating display windows with armor coat -- a protective film -- will stop shattered glass from breaking though, keeping out potential burglars. Panhandling is against the law, and violators are cited. Being homeless

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## (USA March Meeting--continued)

is not an offense, and homeless people cannot be cited unless they are violent or breaking an ordinance.

**Sue Danielson, President of the Mayor's Small Business Advisory Commission**, reported that the Commission will be funded and staffed, allowing the 11-member Commission to tackle issues critical to small business. On their 1989 agenda are commercial leases, mandated health benefits (see below), and Sup. Nelder's apprenticeship program legislation (see MAHER, p. 6). Danielson reported that 30,000 small businesses had paid the \$200 annual business registration fee, from which funding will be derived. The Commission will work closely with state and federal agencies regarding small business issues.

The Commission holds monthly meetings every 2nd and 4th Thursday at 5 pm.

## State Mandated Health Benefits for Businesses with 5+ Employees

Assembly Bill 350, introduced by **Assembly Speaker Willie L. Brown, Jr.**, will have a great impact on businesses with five or more employees that are not currently providing health care benefits to those employees.

The bill, which is now moving through the State Assembly, is described in the Legislative Counsel Digest as, "Employee health care insurance. Existing law does not require an employer to provide health care insurance for employees. This bill would enact the Tucker Health Insurance Act of 1989, which would require every employer which employs 5 or more persons to provide specified health care coverage to every employee paid monthly wages in an amount equal to, or exceeding, 86.67 times the minimum hourly wage. Coverage would begin at the earliest time at which coverage can be provided after the employee has been employed for 4 consecutive weeks.

This bill would require the employer to continue payments for health care coverage for up to 3 months if an employee is prevented by sickness from working and earning wages, and sick leave benefits are exhausted.

This bill would require any employer who fails to provide health care coverage for employees to pay for the health care costs incurred by an eligible employee during the period in which the employer failed to provide coverage.

This bill would become operative on the effective date of federal legislation which exempts the bill from preemption by the federal Employee Retirement Income Security Act of 1984."

According to **USA's Terry Graham**, the legislative committee of the SF Council of District Merchants is reviewing the proposed legislation, and is in contact with Speaker Brown's office.

"We are looking at a number of problems small businesses may face if this legislation is enacted. For example, the high cost of health care coverage may have a detrimental -- or even fatal -- impact on the overhead a small business must bear. We also know it is next to impossible to locate a health care plan that will provide group rates to a business with less than 10 employees. No provisions for high costs and lack of availability of health care coverage exist in this bill.

We know it is not Speaker Brown's intention to force small businesses to collapse or find themselves unable to meet the requirements of this legislation, but we believe the passage of this bill *as it is now written* will create major problems for some members of the small business community.

Speaker Brown's office has indicated a willingness to consider our input, and it's up to us to provide it. We cannot do this without the support of the entire small businesses community, especially those businesses who will suffer the most."



## USA's Newsmakers

**Laura DuDell**, President of **DuDell & Associates**, received an achievement award from the San Francisco Chamber of Commerce for women owned businesses in the category of firms with five employees or less.

**DuDell & Associates**, located at 2850 Webster, is a full service public relations and marketing service successfully serving the sports industry, law, real estate, and consumer products. For the last five years, DuDell has worked with the *San Francisco Examiner* on the **Bay to Breakers Race**, making it a City tradition and the world's largest foot race. Congratulations, Laura!

**The Balboa Cafe**, 3199 Fillmore, was featured in a two-page article in the February-March issue of **Amtrak's Express Magazine**.

San Francisco's **Moda Magazine**, published by **Keith Howell**, featured the fashions of **Dosa**, 2063 Union Street.

**USA President Dennis Beckman (Enchanted Crystal)** was featured in an article on neighborhood leaders in the *San Francisco Independent*. Reprints are available by calling USA at 441-7055.

**Ristorante Bonta**, 2223 Union, was featured in an article appearing in the *San Francisco Chronicle* as one of the City's five newest and brightest dining spots.

Union Street's **Metro Theatre** was shown in a film clip during the presentation for best sound at the 61st Academy Awards broadcast on March 27.

Congratulations to everyone for bringing attention to our area. USA wants to know about all articles featuring Cow Hollow businesses. Please call 441-7055 and leave a message.

## CORRECTION

Botanics, 1854 Union, new USA Member and a landscape design firm, was incorrectly listed as Botanica in the last newsletter. We regret the error.

## Ad & Promotion

A comprehensive public relations program is being developed by USA's Ad & Promotion Committee. The focus will include developing an image for our shopping and dining area with articles on participating businesses, events, and travel-related programs. Each business segment of Cow Hollow (e.g., giftstores, fashion, beauty, art galleries, restaurants, 'specialty shops, and service professionals) will have its own specialized plan.

For more information, attend the April 19th General Meeting at the **Curtain Call** (1980 Union) at 8:45 am - 10 am.

## Beautification

All Union & Fillmore tree wells are now filled with blooming Spring flowers. USA urges all businesses to help maintain your tree wells by cleaning them daily and removing any debris that collects in the well. Please water the flowers when necessary. USA thanks all members, whose dues make possible the hiring of **Teddy Flores**, who plants the tree wells and maintains the beauty of our streets. USA also underwrites the cost of the flowers. If your business is not contributing its fair share to our beautification efforts, please take the time NOW to complete the enclosed membership form and return it with your check. Thanks!

## Pasand Entertains Concierges

On Thursday, April 6, **Pasand Lounge** (1898 Union) entertained a group of San Francisco's finest hotel concierges. A showcase of singers accompanied by the house band **Classax** demonstrated to the concierges another great reason to send visitors to Union Street's shopping and dining area -- the outstanding entertainment available at Pasand. Hosts **Bob Dougherty** and **Perry Thompson** were pleased by the response they had to the 2nd annual evening devoted to concierges. **Pasand**, which won last year's **Gold Award** for San Francisco's best jazz club, offers live music nightly with no cover charge. Congratulations to Bob and Perry are also in order for the opening of their new club, located at 2284 Shattuck (at Bancroft) in Bezerkley. And thanks again for hosting a wonderful evening, which is certain to benefit all businesses throughout our district.

## SHOPPING & DINING GUIDE

The **1988-89 edition of the Union Street Shopping & Dining Guide** has been more popular with San Francisco hotel concierges and convention planners requesting more copies than we can provide.

USA has recently negotiated with publisher **Keith Howell** of **KKH** to increase the 1989-90 edition print run to 125,000 copies. We are also exploring the possibility of creating a special cover format targetting businesses such as real estate companies that may wish to give out personalized copies of the guide to their clients. USA is also hoping to expand the guide to 40 pages with more emphasis placed on dining and entertainment.

Your business will soon be contacted by a representative of KKH to either place a display ad or take a listing in the directory. USA members receive a free directory listing and a significant discount on display ads. It pays to join USA!

### The 1988-89 Guide was distributed as follows:

35,000 copies hand delivered to residents of Pacific Heights, the Marina, Cow Hollow, Russian Hill, Telegraph Hill, and the Van Ness Corridor.

3000-Market Mortgage Bankers Assn, 2000-National Assn for Home Care, 600-American Bankers Assn, 5000-National Assn of Realtors, 400-National Assembly of State Arts Agencies, 600-Zoologists Convention, 1500-Western Assn of Visual Merchandising, 5000-Western Glass Assn Convention, 200-US & Canadian Academy of Pathology, 400-National Welding Supply Assn, for a total of 18,700 copies to date.

The following hotels, motels, and B&B inns offer the guide to their guests: Hyde Park Suites, Fairmont Hotel, St. Francis Hotel, Hotel Richelieu, Huntington Hotel, Hotel Californian, Hotel Nikko, Hotel Diva, Marina Inn, Mark Hopkins Hotel, Chancellor Hotel, The Mansion, Sherman House, Cathedral Hill Hotel, Washington Inn, Clift Hotel, Holiday Inn-Fishermans Wharf totaling 10,000 copies to date.

Also provided guides are the SF Visitors and Convention Bureau, CSAA, Brooks Camera Visitors Services, Safari Tours, Tour Service Ltd., Cappa & Graham Tours, and the SF Heart Institute totaling 15,000.

## New Businesses to Locate on US

Two long-empty storefronts will soon be renovated to accommodate a **One Hour Dry Cleaning** business and **The Warehouse**, a record and tape store.

**Mr. Young Kim**, owner of 1718 Union Street, met with USA's Planning & Zoning Committee several times regarding his planned storefront. A one-hour dry cleaning and laundry with all work done on the premises will open in late May or early June. Mr. Kim will make changes to the facade and paint his building, a major improvement to the existing property. Thank you, Mr. Kim.

At 2073 Union -- formerly LaSalle Gallery, a new location for The Warehouse, a chain for CD's, records, tapes, videos and Ticketron sales, is planned. Keeping the facade historically accurate was the goal of the P & Z Committee. This has been achieved. The Committee is also negotiating with the Warehouse regarding modifying its standard, lit plastic signage to be more in line with our neighborhood.

We welcome these new businesses to our street, and wish them every success!

## 10% Discounts for your Neighbors

Many Union & Fillmore Street merchants offer a 10% discount to other neighbor businesses when shopping in their stores. USA would like to identify those businesses and mention them in our newsletter.

Keeping local customers' dollars on our streets is wise and those merchants who have offered this discount find it a good way to get to know their neighbors and generate referral business from them. Please call USA's office to let us know if you offer such a discount, and we'll list your business in our upcoming newsletter.

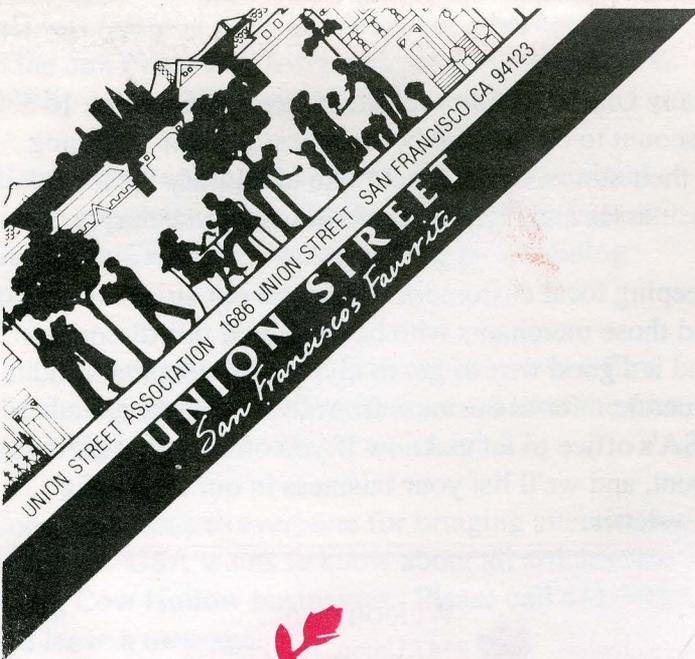
Welcome to...		
Watercolors	2147 Union	Flowers
Davito's	2001 Union	Breakfast/Lunch
Artifacts	3024 Fillmore	Art Gallery
Khuri's Deli	2760 Octavia	Sandwiches, etc.

Welcome back...		
Mrs. Field's	2070 Union	Cookies
Mecca Gallery	1576 Union	Oriental Rugs & Art

# Conventions

April	17-20:	CUBE, Inc (Unisys Users Assn)	2,000
	23-25:	SF Food and Beverage Show	8,000
	23-26:	SF Gourmet Products Show	15,000
	27-30:	Independent Life & Accident Ins.	1,600
	30-3:	Found. of Flexographic Tech. Assn	1,500
	30-5:	The Healthcare Forum	6,000
May	3-7:	American Psychoanalytic Assn	1,000
	6-11:	American Psychiatric Assn	13,000
	10-14:	Prof. Picture Framers Assn	1,000
	14-17:	Natl Assn of Medical Equip Supp	2,000
	16-18:	Oncology Nursing Society	3,000
	21-23:	Natl Art Materials Trade Assn	2,500
	21-23:	Am Assn of Clinical Oncology	8,500
June:	3-6:	Golden Gate Apparel Assn	3,000
	5-8:	Assn for Information & Image Mgt	17,000
	7-9:	Pacific Bell TEXPO	14,000
	8-11:	Uniglobe Travel International	1,600
	11-14:	League for Innovation in Comm Colleges	1,500
	12-15:	Pacific Coast Builders Conference	8,000

*Executive Editor: Lesley Leonhardt • Edited & Produced by Terry Graham • Calligraphy by Barbara Callow*



*Please join us on Wednesday, April 19th  
8:45 am at the Curtain Call (1980 Union)  
for our next General Meeting.  
Everyone is welcome.  
Refreshments will be served.*



Betty Schwabacher  
SF Public Library  
1801 Green St.  
San Francisco, CA 94123