



Union Street News

UNION STREET ASSOCIATION 1686 UNION STREET SAN FRANCISCO CA 94123 (415)441-7055



LETTER FROM THE BOARD

Dear Merchants:

As Janice Lee is out of the country on business, we, your Board of Directors would like to take this opportunity to thank all merchants who have supported and participated in our promotions and activities this year. We have certainly had a busy year and we appreciate your efforts in joining with us to promote our street. We couldn't do it without you!

It has certainly been an exciting year working with such a creative, enthusiastic, and hardworking lady, your President, Janice Lee. As the year draws to a close, we invite you to work with us to make this the very best Christmas ever with our full-blown holiday promotion. In addition, we have planned a perfect ending to a great year with our First Annual Union Street Christmas Party scheduled for December 9 at the Giftcenter Pavilion. The event will provide a gala casino night for merchants, friends and customers alike. We look forward to seeing you all there as we make new friends and renew old friendships.

Happy Holidays!



**GENERAL MEETING SET
NOVEMBER 18 (WEDNESDAY) 8:45 AM PREGO
MARK YOUR CALENDAR... EVERYONE IS WELCOME!**

AGENDA:

USA Welcome & Introductions
Elections to Board
Membership Report
Planning & Zoning Update
Beautification Update
Review of 1987-88 Advertising & Promotion Campaign
Upcoming Christmas Promotion
Annual Christmas Party-Casino Night
GUEST SPEAKER: Tony Del Torre-SFPD, Crime Prevention



Union Street Plans

1987 CHRISTMAS PROMOTION... MOST SPECTACULAR EVER!

The most comprehensive, exciting Christmas promotion ever for the Union Street area has been planned by your Advertising and Promotion Committee! Given an estimated budget of \$20,000, the Association has designated \$5,000 with remaining funds to be raised from participating merchants. Committee Co-Chairperson, Dennis Beckman states that "... while this sum is the largest ever for a Union Street Christmas promotion, it is very small compared to the Christmas promotion budgets of other major shopping areas in the city." A major focus for the promotion will be our new 220 car parking garage, promoting businesses on Fillmore as the Gateway to Union Street, and the new ease and fun of holiday shopping on Union Street. Other promotions will be directed at weekly events during the holiday season that will attract the attention of TV and print media to the Street.

Included in the holiday promotion is distribution of 30,000 Union Street Shopping & Dining Guides to city residents with inserts announcing the new parking garage. Ad & Promo will be tied to the various promotional themes & events and include radio, print ads in Focus, SF Magazine, Bay Guardian, Chronicle/Examiner, Nob Hill Gazette, Marina and Upper Fillmore papers. Individual merchant exposure in media ads will vary based on financial contribution to the promotion. All contributions are needed and welcomed. The Ad & Promo Committee has hired **GOLDWYN PRODUCTIONS** and **KATHI GOLDWYN** to coordinate the Christmas promotion. She and her staff will soon be in touch to invite your support and participation.

At the request of merchants, we are promoting evening shopping, especially on Thursday & Friday evenings until 9PM beginning November 27 with special events planned based on merchant support. Union & Fillmore Streets will be decorated with colorful red, white & green Christmas banners, and entertainers are scheduled to add a festive atmosphere for shoppers. Merchants are encouraged to decorate their trees, buildings and windows with small white lights to create a consistent overall effect. A **BEST CHRISTMAS WINDOW** contest will be held, with winner mention in promotional ads. Watch for upcoming information on this exciting promotion and join your fellow merchants in making this holiday season the most spectacular and **\$UCCESSFUL** season ever!

Christmas Promotion



*Christmas Gala Planned
December 9.
Giftcenter Pavilion*



Union Street Association

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



PLANNED EXPANSION FOR UNION STREET'S BEAUTIFICATION PROGRAM

Plans are being developed to expand the Association's Beautification Program in an effort to make Union Street & Cow Hollow the cleanest and most beautiful in the city. Union Street's **First Annual Christmas Gala & Casino Night** scheduled at the **Giftcenter Pavilion on December 9** has been designated as a benefit to kick off the fundraising efforts for the Beautification Program.

Scheduled expansion includes **visitor kiosks, street furniture, expanded flower & tree planting, street pole painting, sidewalk cleaning & tree maintenance.** The Association is developing plans for street furniture, including signage on planter boxes and has asked the city not to grant permits for planter boxes & other sidewalk obstructions that would conflict with the proposed design, especially signage extending above planter boxes.

Although the Association currently allocates over \$6,000 annually to the Beautification Program, it affords only minimal beautification throughout the 11 block commercial area. Acknowledging that efforts this summer did not meet expectations, our contractor has assured us that the street will be looking better with winter blooming plants arriving soon!

As Union Street's clean and charming visual quality is a major tourist attraction, we invite you to join in our efforts to keep Union Street San Francisco's favorite shopping & dining guide by supporting our December Christmas and Casino Night benefitting our expansion program...and by sweeping your sidewalk, picking up litter & planting more flowers!

MAJOR ADVERTISING & PROMOTION CAMPAIGN SET IN PLACE

A Comprehensive two-prong advertising & promotion campaign, one aimed at locals and the other at visitors, is being developed by the USA for 1988. The USA Ad & Promo Committee has been scheduling meetings open to all Cow Hollow merchants to solicit input and support.

According to President Janice Lee, this is the most comprehensive program ever developed and is needed to insure Union Street's prominence as San Francisco's favorite shopping and dining area. Committee co-chair Dennis Beckman cites the tremendous competition from The Embarcadero Center, Crocker Galleria, Ghirardelli Square, Pier 39, the revitalized Stonestown and other areas whose advertising & promotion budgets each exceed 10 to 20 times that of Union Street due to the major ad & promo fees that businesses in these areas are required to provide as part of their leasing agreements.

Various ad & promo vehicles are being analyzed to develop the right mix for a program that will serve the diverse needs of all Cow Hollow merchants. While retail stores will continue to be a major focus, emphasis will also be placed on the large number of service businesses in the area. A major element of the plan will be to involve a publicist who will provide feature editorials to print and radio media.

The Committee stresses the need for cooperation & cash contributions from all merchants to make the program a success. At present, Association funding derived from membership dues, Spring Festival monies and merchant contributions to ongoing promotions amounts to approximately \$30,000, allowing only minimal funds for a unified ad & promo campaign. Existing programs this year have included production of the Union Street Shopping & Dining Guide, numerous holiday promotions (Valentine, St. Patrick's, Sidewalk Sale, Halloween, Christmas), special promotions including the Over The Rainbow Gala and the Arts Alive on Union Street promotion.

Cost for the ad & promo campaign being considered for 1988 is estimated at over \$100,000. Committee members are optimistic about implementing this program as over 200 non-professional businesses in the Union Street area stand to benefit directly from the program. By sharing costs of a cooperative ad & promotion campaign, a significant impact can be realized at reasonable cost.

USA BOARD ELECTIONS

All members of the Association are eligible to vote in the upcoming election of Board Members to be held at the next General Meeting, November 18 at PREGO RESTAURANT at 8:45 AM. The Nominating Committee has nominated the following:

For a One Year Term, starting January 1:

Enzo de Muro of Prego
Antonio Cucalon, DDS

For a Two Year Term:

Janice Lee of Janice Lee
Rosie Houweling of Wells Fargo Bank
Dennis Beckman of the Enchanted Crystal
Rudy Bertolozzi of Union Plaza Pharmacy

The Board Members continuing a Two-Year Term:

Priscilla Richardson of First Night
Barbara Callow of Callow Calligraphy & Design
Anne Ryan of Oggetti



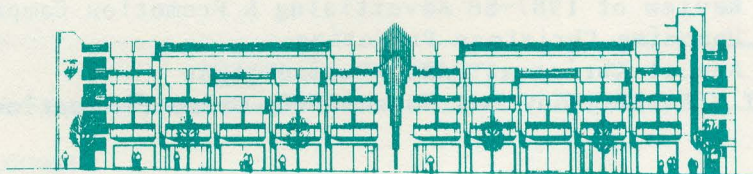
GALA CASINO NIGHT UNION STREET'S FIRST ANNUAL CHRISTMAS PARTY DECEMBER 9 @ THE GIFTCENTER PAVILION

The Union Street Association's Annual Christmas Party has been expanded into a full-blown gala event and CASINO NIGHT scheduled for December 9 at the Giftcenter Pavilion. The black tie optional party is planned primarily as a holiday social event for Cow Hollow businesses, their employees and friends, and will be open to the public.

At \$35, tickets are a bargain! Included is a full buffet dinner created by PREGO, a full casino gaming event including door prizes and dancing. Proceeds will benefit the Association's beautification program which is being greatly expanded in 1988 in efforts to make Union Street and adjacent Fillmore Street even more beautiful.

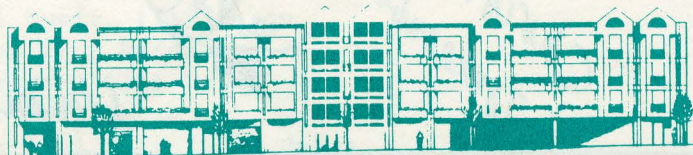
Celebrity dealers and other surprises are planned. The festivities will also include a brief introduction of outgoing and incoming board members, presentation of architectural design awards and awards for best Christmas window. You can help by joining in and encouraging friends and customers to attend. We are also looking for major sponsors of gaming tables and donors of door prizes. You will soon receive flyers and posters on the event, so watch for them. Join us! It's going to be one of the best Christmas parties of the season!

WHAT'S COMING TO UNION STREET



LOMBARD

Our new 220 car parking garage is in its final construction stages and is scheduled for a December 1 opening! Located between Lombard and Moulton and Fillmore & Webster, the new 3 story garage will have a Grand Opening Celebration and be a major focus of the Association's Christmas Promotion in December. Construction of the garage follows years of lobbying by the Association and neighborhood groups. The garage site was slated as a motel until the Association intensified efforts to obtain the site as a parking garage. The structure is expected to greatly relieve parking problems along Fillmore and Union Streets and will help promote Fillmore as the Gateway to Union Street... watch for announcements and plan on attending the opening celebration!



MOULTON

TRICK OR TREAT ON UNION STREET!

ALL TREATS AND NO TRICKS AT OUR
UNION STREET HALLOWEEN CELEBRATION!

FRIDAY & SATURDAY

OCTOBER 30 & 31

Children's Costume Parade, Face Painters, Balloons,
Witches, Cats, Pumpkins, Candy, and Gifts with Purchase.



UNION STREET
San Francisco's Favorite



At These
Participating Merchants
J. Andrews
Atlantis Books
Enchanted Crystal
Farnsworth
Flying Colors
Georgiou
Hill & Co.
J.L.C.
Janice Lee
Jest Jewels
Klondike Kate's
Margaritaville
Marina Shelton For Hair
Nails Only
New York West
Oggetti
Patronik Designs
Prego
Melene Rene Hair Design
Rome Shoes
Sanuk
Second Sole
Soft Lenses To Go
Solar Lights Bookstore
Sy Aal
Thriftway Market
Thursday's Child
Treasure of Africa
Union Dooz Hair Salon
Union Street Furniture

OUR HALLOWEEN TRICK OR TREAT ON UNION STREET PROMOTION WAS A SUCCESS...

TV coverage was on channels 4, 7 & 36 and several pictures on Page 2 of Saturday's Chronicle recorded the cutest Halloween Parade in costume of the children from Sherman School. Thanks to all participating merchants... for the balloons and good cheer!

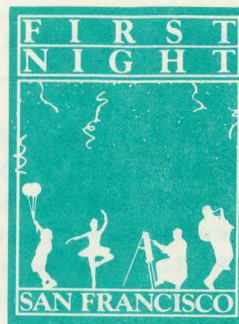
ARTS ALIVE ON UNION STREET

The ARTS ALIVE on UNION STREET promotion was another example of our continuous effort to keep San Franciscans and visitors aware of what our area has to offer. Almost all the gallery walk participants were pleasantly surprised to learn of the variety of galleries and antique shops in the Union Street Area. This promotion was an example of successful cooperation, thanks to the participating galleries, sponsoring contributors, local restaurants who catered the galleries and the shops that promoted the event with their window art. In spite of tight deadlines and budgets, an attractive poster (displayed city-wide) was produced, postcards were distributed by various restaurants, and ads were placed in The Marina, Nob Hill Gazette, Examiner/Chronicle and radio. In addition, 15,000 brochures featuring gallery descriptions and walking maps were distributed to convention and tourist groups. The guide has been offered exclusively to major hotels and bed and breakfast inns and is the first ever produced by USA focusing on art and antiques in Cow Hollow. We thank the following merchants for their participation and support of this promotion: Art Center Gallery, Artiques, A Touch of Asia, Convergence Gallery, F.J. Michael's Gallery, Fumiki Fine Asian Arts, Gallerie JBM, Images of the North, Sanuk, Shibata's, Silkroute, Titanic Art Deco Gallery, Treasure of Africa, T.Z. Shiota, Underwood Photo Archives and the following sponsoring restaurants and merchants: Prego, Margaritaville, A Matter of Taste, The Haymarket, The Mayfair, Sugar's Grill & Sushi Bar, Janice Lee and Oggetti. Many thanks to JOHN IACOMETTI of FJ MICHAEL'S GALLERY for chairing this promotion committee.



YOU ARE INVITED

CAL'S... a new food and dancing establishment at 2001 Union is hosting a WESTERN STYLE BARBECUE on their patio for local merchants on NOVEMBER 17 between 6:00-9:00 PM and all are invited to attend. Welcome CAL'S!



A New Year's Eve Celebration of the Arts



FIRST NIGHT SAN FRANCISCO

FIRST NIGHT is back with its Second Annual city wide event. The popular New Year's Eve Event which saw over 22,000 celebrate a safe and sober alternative to the New Year's tradition will be celebrating its second year this New Year's Eve. **FIRST NIGHT DIRECTOR, Priscilla Richardson**, a member of the Union Street Board reports that this year the event will focus on music of the 60's and will expand this year with a FIRST NIGHT FIRST RUN! The run will be the first run of the new year, taking place from Crissy Field to Fort Mason Center at the stroke of midnight following a fireworks display. Over 2,000 are expected to participate in the run which will benefit St. Anthony's Kitchen. Tickets this year to all FIRST NIGHT events are \$10 (still a bargain), and entrance to the run is \$15. Volunteers are still needed and welcomed. Contact Priscilla at 885-1399. Tickets for FIRST NIGHT will be once again available through BASS ticket outlets, and the following local merchants will be selling BRASS TICKETS: Oggetti, Union Plaza Pharmacy, Captain Scribe and Benetton.

PLANNING AND ZONING UPDATE

Three major renovations now taking place on Union Street may come at an inconvenient time. However, the future impact of these improvements will surely enhance our shopping district. All projects are targeted for mid-November openings and beg the indulgence of neighbor businesses for the inconvenience. The first is located at 1727 Union, an old garage dating from the '30's now being readied to accommodate the new showplace of **KOLONAKI** to be renamed **GIORGIOU**. The space will feature a center atrium with displays and sales space encircling the greenery. The facade will replicate the original design. The 2nd renovation, planned for long-empty Servedei Electric at 2071 Union is unique. **Z GALLERY AND CLOTHING** will relocate both successful businesses into this space. Again, the original facade will be retained. Two entryways and impressive display windows will compliment the simplicity of this historic storefront. The Planning & Zoning Committee welcomes to Union Street a major retailer of children's clothing from Japan. Plans for the 1828 Union location by **FAMILIA** include construction of a rear yard storage unit with covered walkways and planted areas, return of original facade, addition of planter boxes, wood door canopy, new paint and tree pruning. We welcome & appreciate all of the above improvements to the neighborhood and wish these businesses much success!

Other permits and plans reviewed by the Committee:

- * L'Entrecote de Paris, 2032 Union, entertainment permit-approved
- * Fono's ice cream, 3321 Fillmore, fast-food permit-opposed
- * Sausalito Bakery, 3108A Fillmore, full-service restaurant with beer and wine-opposed
- * Tien Fu Restaurant, 3011 Fillmore, window & door proposal-approved
- * Mercury Theater, 2240 Union, renovation pending
- * Hill & Co., 2107 Union, window change, facade repair, new tree-approved

The Union Street Association thanks the efforts of the Planning and Zoning Committee... Robert Dougherty (Pasand), Ray Hackett (Urban Antiques), Anne Ryan (Oggetti), Dennis Beckman (The Enchanted Crystal) Terry Pimsleur (Terry Pimsleur & Co), real estate consultant Joe Kissel (Hill & Co), architectural consultant Alan Levy (Alan Levy & Associates), and Lesley Leonhardt (Images of the North).

1988 MEMBERSHIP DRIVE BEGINS

Membership Chair, Tony Bullock (Sanuk) announces the kick-off of our 1988 MEMBERSHIP DRIVE. Merchants and businesses will be receiving membership applications in November and merchants joining before January 1 will receive a discount. Because of the Associations' greatly expanded activities to promote, beautify and benefit the area, membership is expected to increase significantly. Join in supporting your merchant association!

PREGO'S FESTA DELL'UVA BENEFITS KEVIN COLLINS FOUNDATION

An estimated 300 guests enjoyed a sunny afternoon of fun and food at **Prego's Festival of the Grapes**, an old-fashioned Italian picnic held high in the hills above Cupertino at the Montebello Ridge Winery.

Union Street attendees included **Janice Lee and husband Ed Johnson, Rudy Bertolozzi (Union Plaza Pharmacy), Ann Marie Santana (Wells Fargo Bank), Jessie Sartain (California Management Marketing) and Dennis Beckman and Scot Butts (The Enchanted Crystal)**. They feasted on roast lamb, shrimp kebabs and other Italian delicacies while serenaded by an old-time Italian band, played Bocci Ball and enjoyed a warm Sunday.

According to **Enzo de Muro**, general manager of Union Street's popular **PREGO RESTAURANT**, \$5,000 was raised in what was the third Union Street event benefitting the **Kevin Collins Foundation for Missing Children**. Other benefit events this year included the USA sponsored "Over the Rainbow Gala" in June and America's Ultimate Dinner in July hosted by Union Street's California Gourmet Society.

NOTE: We regret that Enzo de Muro, General Manager of Prego, was mistakenly referred to as Proprietor in our August newsletter.

HOTEL CONCIERGE HOSTED

A gala evening hosted by Association President **Janice Lee** introduced over 80 hotel concierge and their guests to Union Street and to Janice's new store at 2001 Union. The privately sponsored Black Tie event (arranged by Jessie Sartain of California Management Marketing) brought hotel personnel from over 30 hotels by limo to the event at Union Street on October 15.

Following an elaborate buffet dinner prepared by PREGO, guests were treated to a fashion show and entertained by the cast of **A Party of One**. Dessert & champagne followed in Janice's flagship store at 1998 Union which was transformed into a designer showcase featuring a theatrical setting. According to Janice, a strong believer in promotion, "... we feel it is important to reintroduce Union Street to the hotel concierge who have a major impact on where tourists go to shop and dine in the city."



THANKSGIVING FOOD DRIVE SCHEDULED

GIBRALTAR SAVINGS is launching a statewide Thanksgiving Food Drive from November 4th through November 23rd. Food collected will be assembled into baskets & distributed to disadvantaged families throughout the State. Gibraltar will add a turkey and pumpkin pie to each basket. Those wishing to make a non-perishable contribution may drop by Gibraltar Savings at 2135 Union, or contact Sharon Dumas 346-2141.



BUSINESS PROFILES

RUDY BERTOLOZZI: Rudy has been a member of the Union Street Board of Directors for four years. Over these years, one grows to respect his sense of objectivity and fair play. Rudy has had his pharmacy at 2001 Union (Union Plaza Pharmacy) since 1974. He received his Pharmacy degree from USC, and studied pre-pharmacy at City College. He is on the Volunteer faculty at UCSF where he is part of the "preceptor" program helping to train pharmacy students. Rudy is a native San Franciscan and from the old school where integrity and personal involvement are important. He still personally delivers to some his clients in a world where "home delivery" is almost unheard of.

Rudy and his beautiful wife of 29 years, Suzanne, have three adult children, Teri-28, Steve-26 and Susie-20. He is a member of the Board of Directors of UNICO (an Italian American Service Organization supporting various community causes including Cooley's Anemia) and a member of the San Francisco Baseball Old-Timers. In his spare time he enjoys golfing. Rudy is a strong supporter of marketing and cooperative promotions on the street. He notes his impatience with merchants who do not contribute either their time or money to make Union Street successful but who criticize the efforts of those that do. Thanks for your many contributions to the Association, Rudy!

STATE OF THE NEIGHBORHOOD CONFERENCE

220 delegates of 122 business and neighborhood organizations met **THURSDAY OCTOBER 15** from 5:00 -10:30 PM at the Presidio Officers Club for a State of the Neighborhood Conference. Hosted by the **San Francisco Progress**, this first-ever conference was co-sponsored by the **San Francisco Council of District Merchants Association and the Coalition for San Francisco Neighborhoods**. Among the many guest speakers were CDM President Malcolm Thornley, SF Board of Supervisor President Nancy Walker, SFPD Chief Frank Jordan, SF Small Business Commission President Bruce Lilienthal and political candidates Art Agnos, Roger Boas, and John Molinari. Representing Union Street were **Priscilla Richardson of First Night * San Francisco, Robert Dougherty of Pasand Lounge, and Lesley Leonhardt of Images of the North and VP Council of District Merchants**. Topics covered were neighborhood commercial rezoning, parking, crime, economic development, housing and traffic problems. The Association wishes to thank **Mr. William Rentschler, publisher of the Progress**, for his involvement in neighborhood issues. We also have nominated him for the media prize given by the CDM at their annual dinner scheduled for January 23 at the Irish Cultural Center.

A **POLICE LUNCHEON** was held on November 5 at the Ramada Renaissance Hotel honoring **Police Chief Frank Jordan** and station captains. This annual event is sponsored by the Council of District Merchants and is an opportunity to hear & discuss merchant problems with PD staff members. Several Union Street merchants attended and voiced their concerns regarding increasing vandalism in Cow Hollow.

HOLIDAY SAFETY TIPS

The San Francisco Police Department is trying to put burglars out of business by helping you keep them out of **your** business. A positive program of prevention requires your active interest and concern.

- * REDUCE the time Available for Entry
- * INCREASE the time Needed to Gain Entry

The Following checklist is designed to give you a rapid way of reviewing the security of your building:

- * Deadbolt locks on ALL outside doors
- * Panel doors metal lined to resist drilling
- * Rear & Side doors reinforced by cross bar
- * Bars or grating on rear & side windows
- * Transoms securely latched
- * Safe anchored to floor
- * Blank checks & check writer in safe place
- * Padlocks locked in place during the day
- * Adequate lights at night
- * Burglar alarm for maximum protection

(For further information or assistance, contact SFPD Crime Protection 553-1345) Some Union Street Merchants have set up a network for notifying each other of shoplifters, suspicious characters or potential problems. Why not set up a network on your block?

MONTHLY SUPERVISOR LUNCHEON SCHEDULED

The Council of District Merchants has scheduled its next Supervisor luncheon on **NOVEMBER 19** at noon at the Marina Cafe (2417 Lombard Street/Scott) with **Supervisor Carol Ruth Silver**, Chair of the Human Service Committee and Member, Rules & Regulation Committee. \$12.50 with reservation; \$15.00/door. To reserve a space, contact Terri Graham 928-1717.

PROMOTING YOUR BUSINESS

Do you promote your business with others in Cow Hollow by offering a discount to business owners and their employees? Many offer a 10% discount. If you give a Union Street/Cow Hollow Discount, let us know & we will publish a list of participating businesses in the next newsletter.

THANK YOU... THANK YOU!!!

Since this is the last newsletter of the year, we would like to say a few thank yous! to the many merchants who have volunteered so much of their time and contributed to the success of the Association & its activities this year... If we've forgotten to mention anyone- Thank you!

- * Board Members who meet at least twice a month
- * Committee Members who often meet early mornings & late evenings
- * John & Priscilla Richardson... Newsletter, Ad & Promotion
- * Barbara Callow... Calligraphy
- * Ethel Beal... Promotions
- * Edna Fleurant... you name it
- * Lesley Leonhardt... Planning & Zoning, USA Guide, Festival
- * Tony Bullock... Membership
- * Rosie Houweling... Treasurer
- * Helene Sobol... Writing, editing
- * Prego, Margaritaville, L'Entrecote... for hosting USA Meetings
- * Tina, Stacey & Janice Lee Staff... who are always helping with something
- * Rudy Bertolozzi... Kevin Collins Fundraiser, Parking Committee
- * Janice Lee... President & promotions
- * Dennis Beckman... Beautification, newsletter, ad & promotion

COW HOLLOW CAPERS

If the huge grand opening crowd at **CAL'S** was any indication, the new food and drinking establishment at **2001 Union** promises to become quite a popular Union Street attraction!

Union Street's **LESLEY LEONHARDT**, co-chair of the **Pan Pacific Exposition** held at the Palace of Fine Arts September 19-20, reports the event raised \$1400 for the Council of District Merchants. The Council, composed of 34 city merchant groups is one of the main voices small business has at City Hall.

It is unfortunate that the **Cinnamon Roll Fair** has gone out of business in three months. Six months ago, the USA Planning & Zoning Committee met with the owners to express concern about the proposed 4th bakery within a three block area. After a substantial investment, the bakery has closed. One wonders how many bakeries, nail salons and clothing boutiques the street can support.

Creative Halloween Windows noted include **Fredrickson's Hardware**, **Jest Jewels** and **Kenneth Cole**.

A recent evening robbery has led one local boutique to reduce its window signage for increased visibility into the store. Have you noticed the increasing problem of late night vandalism on the street? **Perry Thompson of Pasand Lounge** has been following the vandalism which includes broken windows, signs, trees and the uprooting of plants. Local merchants and police think that the culprits are not the patrons of our restaurants and bars but rather young adults from outside the area. If you've had a problem, contact Perry at 922-4498.

The **Department of Public Works** assures us that Union Street's original old light poles will be maintained through the current construction work being undertaken on the street.

CONVENTION CALENDAR

NOVEMBER

12-13	Fall Market & Sample Sale	8,000
17-20	Western Electronic Show	85,000

DECEMBER

4-9	Int'l Found Employee Benefits	7,000
7-11	American Geophysical Union	5,000
10-13	California School Boards Assoc	3,500



A CLEAN QUESTION

The Association is currently investigating the feasibility of a shopper restroom with toilet for our weary shoppers. If you have any ideas about such a space or leads for possible sites, please contact **LUCRETIA** at **Hilda of Iceland** at 346-5656.

EDNA'S CHATTERBOX

The diminutive princess of **STAR WARS** fame, **CARRIE FISHER** was seen strolling down Union Street recently. After making a purchase at **H.P. CORWITH, LTD.**, co-proprietor **JON RAPARELLI** asked, "What happened to your earmuffs?" The quick response was, "I had them surgically removed!"

During the **GALLERY WALK** held Sept 23-24, Octavia and Union seemed to be just the spot for two artists to display their talents. George Allen Durkee, whose works are handled through **GALLERIE JBM**, was busy at his easel painting another small area of Union. Quickly becoming 'San Francisco's Artist', **MR. DURKEE** captures the feel of San Francisco and Union Street with a warmth that demonstrates his love for the city and the street. Alaskan artist **KIPO TETPON**, demonstrated her carving techniques in front of **IMAGES OF THE NORTH**. Kipo uses ivory and soapstone carvings to reflect her feelings about herself and the hardships of survival, life and death situations, truths and myths, laughter and fears. Her eskimo sculptures may be seen at 1782 Union.

KAY HOH invites us all to visit her new Boutique **KAYS** at 3036 Fillmore. This is not only her first time living in this area, but also her first venture into the business world. Kay designs some of her own fashions and plans to have all custom-made clothes eventually. Kay very kindly offers a discount to those Union Street merchants making purchases in her Boutique. Good luck, Kay!

USA Board Member, **BARBARA CALLOW** is our very own "papal scribe"... Barbara is a calligrapher who hand-lettered the Pope's dinner reception invitations during his stay in the city. Barbara is an infamous "scriptomaniac" who lends her hand often to Association projects... and this newsletter too... thanks Barbara.

KENNETH COLE was one of many local businesses who participated in the **AIDS AWARENESS WEEK** (October 5-11) by donating 25% of proceeds during the week. Our congratulations for a class act and a great show of community spirit!

THE PROGRESS NEWSPAPER is encouraging promotional ideas among the city merchants. Terry Graham, Executive Secretary of the Council of District Merchants, said: "San Francisco is a city of neighborhoods. We appreciate the Progress' recognition of small district merchants and their need to reach their customers in a targeted and affordable manner."



UNION STREET SHOPPING AND DINING GUIDE

Publisher Keith Howell reports that the Union Street Shopping & Dining Guide's 4th edition has come in on time, meeting the November 15 deadline. The Union Street Association Board of Directors plans to distribute 30,000 guides to Telegraph Hill, Russian Hill, Pacific Heights, Upper Fillmore, and Presidio Heights eliminating Cow Hollow and the Marina this year in favor of new residential neighborhoods. The popular and beautiful guide will again, as in the past, be featured by the Mark Hopkins, Fairmont, Meridien, St Francis, Ramada Renaissance and select Bed & Breakfast Inns. The increased print run of 100,000 will help keep major hotels supplied and still have plenty left over to meet upcoming convention schedule demands! Thanks to all Cow Hollow businesses advertising in the Guide... and many thanks to editor Lesley Leonhardt and writer Helene Sobol for their continuing efforts on behalf of the Guide!

UNION STREET SHOPPING BAGS HAVE ARRIVED

Our beautiful new lavender, green and white shopping bags featuring our Union Street logo are available at \$0.40 for members (.50 for non-members). The handled bags measure 13X7X17 and can be ordered at 441-7055. They are a great way to promote Union Street!

THE SIDEWALK SALE TREASURE HUNT WAS A SUCCESS... THNAKS TO ALL PARTICIPATING MERCHANTS...

Margaritaville	Mimi's
Prego	Cassanova
Via Nova	Bebe
Oggetti	M's Menwear
Flying Colors	Paris 1925
Farnoosh	Baldwin Brass
Milano Vice	Pasands
Modain	Fairmont Magazine
New York West	The Enchanted Crystal
Ragamuffin	Mecca Gallery
Augustas	Images of the North
Kononaki	Basics
Treasures of Africa	Wells Fargo Bank
Hilda of Iceland	Artisans of San Francisco
Z Gallery	Thursday's Child
Suit Yourself	Barclay's Bank
Janice Lee	Margar's
Solar Lights Books	O'Plume
Klondike Kates	Anne
Sanuk	Fumiki
Thriftway Market	Kenneth Cole
Says Who	Jason Andrews
Musicland	The Bud Stop
The Great Frame Up	La Nouvelle Patisserie
Second Sole	Sausalito Bakery
Union Street Goldsmith	Soft Lenses to Go
Shaw Shoes	Futur Ancien
Brownies	Body Options
J Andrews	Patronik
Sy Aal	SFO
Hill & Company	Perry's

MERCHANTS & EMPLOYEES

Please do not park in our metered zones... they are for our (your) customers! One employee feeding a parking meter all day takes up **8 customer spaces**. Also, Christmas is coming with increased traffic.. will your customers have parking?



CHANGING MERCHANTS...

WELCOME!

Classy Cat, 2185 A Union
Krouse Leather, 2140 Union
Dynasty Gallery, 1854 Union
Natural History, 2140 Union
Two Sisters, 2266 Union
Clotho, 2111 Union
Verre Uomo, 2032 Union
Tien Fu, 3011 Fillmore
Steve Brattesani, DDS, 3220 Fillmore
CAL'S Food & Dancing, 2001 Union
Klipotek, 3027 Fillmore
Kays Boutique, 3036 Fillmore

GOODBYES

Lilliput, 2140 Union
Peppers, 2183 Greenwich
Hilary Garth, 2122 Union
Fonos, 3221 Fillmore
House of Music, 1718 Union
Top Ones, 2111 Union
Agnes Bourne, 2266 Union
Jasmine, 2127 Union
Cinnamon Roll Fair, 2142 Union