



Union Street News

USA GENERAL MEETING

Wednesday, February 7
8:45 am at Prego (2000 Union)

Agenda

Committee Reports
DAS Bus
Valentine's Day Promotion Update
Merchant Participation in
the Spring Festival
Profit Sharing Plans for
Small Businesses
(Arden Smith)

Everyone is welcome. Refreshments served.

USA Members

USA's new Membership Committee Chair Roberta Robinson (Security Pacific Bank) urges all business in the area which are not already members to join USA.

"The benefits are numerous," says Roberta, "and the cooperative effort by businesses to keep our area attractive and prosperous is vital to our success."

USA membership benefits include a health plan (see above), credit union, reduced ad rates and a free business listing in the **Union Street Shopping & Dining Guide**.

USA sponsors many promotional events, including Valentines Day, the Spring Festival, Arts Alive and Thanksgiving/Christmas. Dues also support on-going beautification programs.

Join new members **Leon Feldbrill**, DDS (1806 Union), **The Complete Traveler** (3207) Fillmore) and **Helene Rene** (1929 Union) by sending in your dues today! For further information on joining USA, call 441-7055 or Roberta at 565-7110.

Letter from the President

Are You Ready for the Retail Challenge of the 90's?

Will your business -- and the Union Street area as we know it today -- be around in 10 years when we enter the next century?

As we have seen in the last several years, it will no longer be "business as usual" if we are going to survive.

The number of retail outlets has grown faster than the population and demand; numerous discount outlets are sweeping the county; major department stores are perpetuating a "sale" mentality in order to draw a larger share of the market; rubber-stamp chain and franchise outlets are opening around every corner; shopping malls are turning themselves into the daily entertainment centers of the country; big bucks are being spent by every major retail complex to lure customers.

Are you committed to making your business and Union Street Survive?

We all want to survive and thrive, but we must work at it. What do we have to offer that makes us unique and will bring us customers? Our big selling point is that locals and visitors can find an interesting mix of hundreds of shops and
(continued on page 2)

In this issue...USA offers new health plan...
Valentines Day Promotion...Spring Festival
Update...Transportation Issues...Lombard
Garage Announces New Rates...Legal Con-
versions of Upstairs Units...DAS Bus...
Christmas Review...CDM Awards...Crime
Alert...US in the News...1989 Budget..
Conventions...Shopping Guides & more....

(President's Letter continued from page 1)
restaurants all within a 10-block stroll down safe, attractive, tree-lined streets surrounded by charming Victorian and Edwardian buildings. We definitely offer something very few visitors have in their hometowns. The framework for a great shopping and dining area is here; the rest is up to us as individual merchants working collectively to make our streets truly special.

We must offer our customers friendly, personal service; fair prices, quality merchandise; an exciting and creative retail environment and a unique mix of special products and cuisine reflecting the individuality of each store/restaurant owner and staff.

Since we will never have the huge budgets that other retail complexes in the Bay Area have, we must position ourselves as offering something better and unique, and promote ourselves as cost-effectively as possible. To succeed, it will take not only a personal commitment from every business owner and employees, but also a financial commitment to cooperatively keep Union and Fillmore Streets vital. We must court our local clientele while attracting our share of the visitor dollars.

THE UNION STREET ASSOCIATION IS READY FOR THE CHALLENGE OF THE 90's.

USA has laid the groundwork by standing firmly behind Architectural Guidelines that will protect and preserve the area's special architectural character and charm; we have secured a parking garage that will prove to be a real blessing; we have initiated a beautification program and are working with the City departments to maintain clean, safe and functional streets. We are also working on an exciting program that will draw visitors to our area. A dedicated group of 35 merchants, pooling important advertising/promotion dollars to establish long-range programs, guarantees USA a strong start for the 90's.

Are you ready to do your part? You can by joining our cooperative effort. Become a USA member and participate.

Dennis Beckman
President

Health Plan

As a USA member, you and your employees can now join the **Golden Bay Health Plan**. This plan has no pre-existing condition limits, no claim forms or deductibles, and rates are guaranteed for 12 months. Full maternity coverage is offered to all enrollees.

To participate, there must be at least three eligible owners/employees in your business, and at least two of the three must enroll. For further information, please call 398-2272.

This plan is made available to USA members by the **San Francisco Council of District Merchants Associations (CDM)**, to whom a portion of your USA dues are paid.

Valentine's Day

USA's Advertising & Promotion Committee, along with our public relations consultants **Jim Hollenbeck** and **Judy Jacobs**, have created a two-fold **Valentine's Program** targeted at the local and visitor market.

As the budget is small, generic 30-second radio ads will run on KKSF and KJAZ, prompting locals to shopping our area.

To attract tourists and conventioners, hotel concierges and travel planners will receive coffee mugs imprinted with our "Let's Meet on Union Street" logo. These mugs will be filled with candy kisses. A supply of our Shopping & Dining Guides will accompany the mugs.

Spring Festival

Invitations to all US restaurants, fashion and beauty businesses, and merchants offering fine arts and crafts have gone out soliciting participation in the Spring Festival (June 2 & 3). Arrangements are now being made to secure more merchant participation in the Festival and to incorporate exciting changes designed to showcase our businesses. USA will award Best-in-the-Show cash prizes to participating artists. More local restaurants will be encouraged to participate. For info, call USA at 441-7055.

1990 - USA Board

A full 11-member Board of Directors was elected unanimously at USA's Christmas Party on December 13.

Joining the board for the first time are **Charles Jacobs (Old & New Estates)**, **Roberta Robinson (Security Pacific Bank)**, **Lin Doyle (Dynasty Gallery)**, and **Helen London (Paris 1925)**, who will all serve two year terms along with **Dennis Beckman (Enchanted Crystal)** and **Patricia Blume (Artifacts)**.

Elected to one-year terms are **Rosie Houweling (Wells Fargo Bank)** and **Janice Lee (Janice Lee)**. Continuing their second year of a two-year term are **Cal Bordonaro (Cal's)**, **Mariam Ebrahimi (Prego)** and **Deborah West (Smile)**.

Congratulations to all and thank you for volunteering your time, energy and expertise to help our business community!

The new Board's first meeting was held on January 5. **Dennis Beckman** was elected USA's President for a second consecutive year; **Deborah West** is Vice President, **Rosie Hoeweling** is Treasurer, and **Helen London** is Secretary. The Board meets regularly and members of USA can bring items to the Board for discussion by contacting **USA's Executive Director Lesley Leonhardt (Images of the North)** at 441-7055.

USA wishes to thank outgoing Board member **Rudy Bertolozzi (Union Plaza Pharmacy)** for his many years of service to the street. We will miss his input and wonderful sense of humor!

Lombard Garage Update

Based on recommendations from the USA and Marina Merchants Association, the Lombard Garage raised its rates slightly and adjusted its hours. New hours are:

Sunday: 11 a.m. - midnite
Monday: 9 a.m. - midnite
Tues/Weds: 9 a.m. - 1 a.m.
Thursday: 9 a.m. - 2 a.m.
Fri/Sat: 9 a.m. - 3 a.m.

Additional hours will be added as needed.

USA encourages merchants and restaurateurs to offer validated parking to their customers. For information, call Herman Ellins at 558-8137.

Getting Here -

USA encourages you to tell customers about alternate routes to our area now that the Franklin and Broadway Street exits are closed due to earthquake damage.

One route for those coming from the East Bay is to take the Civic Center exit, turning right onto 7th, crossing Market and continuing on McAllister to Van Ness (or Franklin), turning right and following the street until Union.

Another route is to take the Fell Street exit from 101N, turning right on Webster and continuing on to Union Street.

Muni #22 Stays

At a well attended neighborhood meeting held on December 18, USA's **Executive Director Lesley Leonhardt** and **Robert Dougherty (Pasand Lounge)** testified against the proposed rerouting of the #22 Muni line. The proposal would have eliminated the #22 running along Union Street between Steiner and Fillmore, rerouting the bus along Green Street. **MUNI representative Peter Strauss** ruled that since the neighborhood was unanimously against this change, it would not occur.

USA urges everyone to share any information regarding such changes or any other important issues you might be aware of with USA so that we can make certain our views are heard.

New day rates are:

1st hour: \$.75
2 hours: \$1.50
3 hours: \$2.50
4 hours: \$4.00
5 hours/Maximum charge: \$5.00

Evening rates:

1st hour: \$1.00
2 hours: \$2.00
3 hours/Maximum charge: \$3.00

The Marina Post Office is expected to move into the street level of the garage in the near future.

US in the News

Ristorante Bonta (2223 Union) received a fabulous review from Patricia Unterman, printed in the *San Francisco Chronicle*...The Blue Light Cafe (1979 Union) also received her favorable review. Congratulations to you both...A lengthy article on *Images of the North* (1782 Union) ran on December 20th in the *San Francisco Independent*...The Whole Bay Catalog in *Image Magazine* (October 29, 1989) featured Chuck Tumminia, gospel singer and proprietor of Union Gent Haircutters (1957 Union) modeling a "misunderstood reptile."...Silkroute (3119 Fillmore) received great publicity in an article published in *Image Magazine* on the costumes and decor provided by owner Abdul for Jeremiah Tower's stall at the Meals-on-Wheels black tie event...San Francisco socialites turned out to honor author Jo Schuman's new book at the Balboa Cafe (3199 Fillmore) in late 1989...Ristorante Bonta (2223 Union) and Pietro's (1851 Union) along with 58 other City restaurants, participated in the January 17 dinner for earthquake relief...Bepple's Pie Shop (1934 Union) is opening a second location on Chestnut Street. Congratulations!...Prego (2000 Union) and Perry's (1944 Union) joined in to provide a complimentary Thanksgiving Feast to Marina residents who lost homes and apartments during the earthquake...USA donated \$500 to aid earthquake relief efforts in the Marina.

Ad & Promotion

The 6th Edition of the *Union Street Shopping & Dining Guide* has been distributed to 35,000 San Francisco residents prior to Christmas. Major hotels have also received copies of the guide.

Delivery of the guides to San Francisco's condominium complexes and Lombard Street motels/hotels will take place in the near future.

10,000 copies of the guide have been ordered so far by coordinators of conferences scheduled for February and March.

This guide is created primarily to draw people to our neighborhood. Therefore, supplies for businesses located on our streets are limited. However, if you are a USA member or advertiser in the guide, additional copies are available to you. Call 441-7055 for more information.

Christmas Review

Mixed reports from merchants as to the financial success of the holiday season found most businesses doing less business than last year, however, several reported their best Christmas season ever!

Advertisements featuring US merchants were placed in the Nob Hill Gazette (two-page spread). Two issues of the *San Francisco Bay Guardian* contained co-op ads featuring the "Let's Meet on Union Street" logo. *Image Magazine* and the *Images Holiday Gift Guide* also featured local business' advertisements.

USA wants to thank the following businesses who drew attention to their businesses and the neighborhood by advertising during the holidays: Smile, Thriftway, Yoshida Ya, Frank Pierson Flowers, Jeff Morley, DDS; Solar Light Books, The Mole Hole, Doidge's, Rome Shoes, Vandewater & Co., Hill & Co., Grubb & Ellis, Union Street Graphics, Old & New Estates, Paris 1925, Sanuk, The Enchanted Crystal, Soft Lenses To Go, Skivvies, Annalisa Wolf Antiques, Arte Forma, Three Bags Full, Jest Jewels, Kenneth Cole, Z Gallerie, The Great Frame-up, O-Plume, Fumiki Fine Arts, and Suit Your Self.

Thanks also to the following merchants and businesses, who contributed \$1565 for hanging USA's Christmas banners and paying for Father Christmas appearance on four weekends prior to the holiday: Basics, Rosie Houweling, Pasand, Moda-In, Barni & Wilino's, Yankee Doodle Dandy, Hill & Co., L'Essentiel de Provence, Chicago Title, Aud's, Bus Stop, Trojanowska Gallery, Anne, The Complete Traveler, Familiar, Union Street Travel, Bank of America, Artisans, and A Bed of Roses. Thanks again to the 35 businesses participating in the special promotional fund, which paid for an ad in *San Francisco Magazine's* December issue.

ALERT! ALERT! ALERT! ALERT!

A known criminal has been seen casing stores in the Union Street area. The police have been contacted and verified that the man has a criminal record for armed robbery. He is 40-45 years old, 5'9", slender, black, with short hair. At the time he was spotted, he was wearing a baseball cap, blue jacket and pants, beige canvas shoes with thick crepe soles, and dark glasses with double gold rims. He was accompanied by another man driving a black Oldsmobile coupe. A Union Street store owner was able to get the license plate, though no crime was committed at the time.

Hop on DAS Bus

Plans for DAS Bus are still in the works -- with major funding efforts now in effect. Merchants who are not part of the 35-member special promotion group (each of whom pays \$200 per month for cooperative public relations and advertising programs) may participate in the funding of DAS Bus. The Advertising & Promotion Committee is currently figuring out costs and fees for bringing the bus (with visitors in tow) to our shopping and dining area. USA will be contacting you once we have determined your fair share. Don't miss the Bus...we need this shuttle to bring all of us customers!

The (Dirty) Streets of San Francisco

USA believes we need to take a close look at how dirty and unattractive our City's streets have become.

Budget cuts have forced reductions in overall maintenance of streets. Tourists and other visitors to San Francisco are now confronted with panhandlers, street people and dirty, rubbish-strewn sidewalks and streets.

USA is asking everyone to pitch in and keep our area clean. We do a good job when each business sweeps and picks up trash as it appears in front of their location.

USA believes City Hall may not understand the serious impact the filth is having on our businesses. Therefore, we urge you to take time today to write to Mayor Agnos, members of the Board of Supervisors, and editors of local papers.

We can no longer afford to alienate San Francisco's most important asset -- the visitors who have rated our City #1 as the place they'd most like to be. And we, as an influential group of taxpaying voters, must participate in the process of helping solve the problems that threaten our very livelihoods.

Deadline Approaching for Legal Conversion of Upstairs Units

USA alerts all groundfloor retail tenants, upstairs office tenants and property owners in Union Street's Special Use District to the upcoming deadline of April 12, 1990 for legal conversion of upstairs uses.

If you suspect that the upper floors of your building have not been legally converted from residential to commercial use, you will want to make sure that the proper permits for legal conversion are secured before the April 12 deadline.

Those units not legally converted will revert back to residential use when tenants' leases expire. (Property owners who opt for commercial usage should be aware that permit requirements and standards for commercial use are more stringent than those for residential usage.)

USA alerted property owners in 1987 regarding downzoning, however, much of the illegal commercial space in our neighborhood at that time is still in jeopardy of reverting to residential because property owners have failed to secure the proper permits.

USA urges groundfloor tenants -- who may face increased rent when office space reverts to rent-controlled residential space -- and upstairs tenants -- who may lose office space -- to contact your landlords to determine if upstairs property has been legally converted to commercial usage.

For more information, contact the Department of City Planning at 558-6378 or USA's Executive Director Lesley Leonhardt at 673-1273.



Where has Creativity Gone?

Finally leaving my store at 10 p.m., driving down Union Street, I'm surprised and disappointed at the lack of Christmas feeling -- especially since it's the first week in December. Nearly half the shops show no visible evidence that we are in the midst of the Christmas season, the retailers' season, and too many that are decorated look unimaginative and sport dimestore decorations that must have cost under \$10. And this is supposed to be San Francisco's most exciting, creative shopping street? What a disappointment! No wonder no one on the street seems to be in the Christmas spirit!

Since I'm driving an employee home, I decide to go down Sacramento Street. What a change! Twinkling white lights on dozens of store windows create a magical Christmas touch. Deciding to stop and walk to the entire commercial area, I'm astounded at the creativity and the beauty of every window. Every store and the whole of Sacramento Street seems so Christmasy and inviting.

What is wrong with our Union/Fillmore retailers? Are they too complacent, too lazy, too smug to realize what makes a great shopping area? San Franciscans and visitors alike expect -- and deserve -- something "special"--that burst of creativity that makes them want to come back again and again!

In the past, whenever I heard from customers or other merchants that Union Street wasn't as interesting as it used to be, I just shrugged it off. But now, unfortunately, I had to agree that we seem to be losing our sense of excitement. Granted, there were a handful of beautiful, creative Christmas windows dotting our streets, and there are shops whose windows and interiors are consistently creative and inviting. Look at your windows, your interior displays, your merchandise. Just how exciting and inviting is your store? Have you wondered why too few people are walking through your doors or why too few return again?

The competition for shopping dollars is overwhelming. And our competitors on Sacramento Street, Union Square, Pier 39...the list goes on and on...are gaining on US when it comes to creative merchandising.

If we are going to succeed at being San Francisco's favorite shopping area, we need to start by being more creative and inviting. It may take a little money, but mainly, all it takes is a little creativity, a little caring and a commitment to quality!

Welcome

European Look	1310 Fillmore	Ladies' fashion
Coco	2254 Union	Ladies' fashion
Il Gallo	3011 Steiner	Restaurant
Mitra	2147 Union	Accessories
Frank Pierson Flowers&Urban Nursery	2164 Union	
Papillon	2066 Union	Desserts

USA welcomes Kyoko Ogashiwa and David Fischer, new owners of O'Plume (1764 Union). A fond farewell to Sheri Moody, who has decided to retire from the retail world. Good luck to all of you!

Goodbye

Seven Seas	1909 Union
Philippe Salvat	2163 Union
Natural History	2032 Union
Springers	2183 Greenwich
Grey Wolf	3012 Fillmore
Quintessence	1832 Union
Haymarket	3011 Steiner
Connoisseur	2254 Union
Mrs. Fields	2070 Union
Haagen Dazs	2066 Union



USA Christmas Party

Over 50 business owners and employees were on hand to elect the new board for 1990 and to applaud award winners at USA's Annual Christmas Party on December 13.

A wonderful time was had at Cal's (2001 Union), which served a delicious buffet catered by the Hafez Cafe (2001 Union).. After the board was elected, best Christmas window awards were presented.

Judged by longtime Cow Hollow resident (and a fan of Union Street) Newstalk Radio host Ron Owens, winners were Yankee Doodle Dandy (1st Place), Familiar (2nd Place) and Spellbound (3rd Place). Owens gave honorable mention to the Enchanted Crystal, JLC, Hill & Co., Chandlers, Heffalump, A Bed of Roses, Vandewater, Artifacts and Sy Aal for their windows' beauty and creativity.

"It was difficult to choose," said Owens. "I had to tour the area twice to make up my mind. I loved doing it, and wish all your merchants a great 1990."

USA thanks Ron for taking time out of his busy schedule to participate in this annual contest.

This year's architectural awards -- presented to businesses/property owners for creating compatible new facades in keeping with the historic character of Cow Hollow -- were awarded to Union French Cleaners (1718 Union), Bombay Co (2135 Union) and the Wherehouse (2083 Union). USA's Executive Director Lesley Leonhardt was presented with a certificate of honor for her years of service to the community.

Thanks to Cal's for hosting a delightful party, and congratulations to all award winners.

Signboards

Business owners need to know that placing signboards on sidewalks is not legal in San Francisco. These signs obstruct the sidewalk and give the area a cluttered look. Though these signs appear in other neighborhoods, the law is enforced when complaints are made, and USA complains! Fines are imposed upon violators. Please contact USA for suggestions on alternative signage (441-7055).

CDM Updates

The San Francisco Council of District Merchants Associations' (CDM) Annual Awards & Installation Dinner on January 13 was attended by USA members Executive Director Lesley Leonhardt (Images of the North), newsletter producer Terry Graham (Scott/Graham Associates)--who chaired CDM's 1989 Legislative Committee, USA President Dennis Beckman (Enchanted Crystal), Festival Producer Terry Pimsleur (Terry Pimsleur & Co.), and new Board Member Helen London (Paris 1925). USA's guests were Supervisors Bill Maher and Doris Ward.

CDM Distinguished Service Awards and Certificates of Honor from Sen. Milton Marks were presented to SFPD's Vicent Neeson, SFFD's Gerald Shannon, USA's Lesley Leonhardt, Polk District's Arlene Hynes, Inner Sunset's Eva Leonhardt, Assemblywoman Jackie Speier, the San Francisco Independent, and PG&E.

Lesley Leonhardt and Terry Graham also received Certificates of Honor from the SF Board of Supervisors and Sen. Quentin Kopp for outstanding work on CDM's Board of Directors.

Leonhardt and Helen London will serve as USA's delegates to CDM in 1990.

Supervisor Maher will be the guest Supervisor at CDM's February luncheon. To express your views on business licenses and fees, plan to attend. For information, call 441-7055.

USA MEMBERSHIP FORM

1. Business:	_____
2. Address:	_____
3. Type of Business:	_____
4. Bus. Hrs.:	_____
5. Phone:	_____
6. Owner:	_____
7. Manager:	_____
8. Renewal of Membership	YES <input type="checkbox"/> NO <input type="checkbox"/>
DUES:	
Retail/Commercial/Professional	
Participating Member	\$150
Sustaining Member	\$250
Benefactor	\$500
Patron	\$750
Associates Member: (Employees of member businesses are eligible to join as associate members, receiving health benefits, but not eligible to vote):	
Names & Addresses:	

Non-Profit Organization	\$ 50
Property Owner	\$150
Resident (not eligible to vote)	\$ 25
TOTAL DUES ENCLOSED:	\$ _____

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

THANK YOU FOR SUPPORTING YOUR ASSOCIATION!

Conventions

Feb. 1-3:	Educational Computer Conferences	1,200	Mar 4-6:	Intl Fancy Food/Confection Show	10,000
2-6:	National Food Processors Assoc.	5,000	5-10:	Teachers of English	5,000
3-7:	SF Winter Gift Show	30,000	11-12:	West Coast Beauty Supply	20,000
14-16:	Inst of Electrical & Electronic Engr	2,000	11-16:	Guide International	5,000
14-17:	Natl Candy Wholesales Assoc	4,000	16-19:	Assoc. General Contractors	7,000
15-16:	Birth/Tech Approach to Obstetrics	1,000	18-21:	Elec. Funds Transfer Assoc.	1,500
16-22:	US Journal of Dry/Alcohol Dep.	1,200	21-23:	Am Soc Clinical Pharm	1,400
18-21:	Realty World	1,200	23-30:	Am. Animal Hosp Assoc.	7,000
20-22:	Knowledge Industry Publications	8,000	24-29:	Am. Soc. of Clinical Path.	2,500
23-26:	Am Assoc of School Adminis.	20,000	25-28:	Gutenberg Expo Mkt Place	2,000
			31-3:	The Western Pizza Show	10,000

USA 1989 BUDGET

Your Board of Directors has allocated the funds generated by dues and special promotions in the following manner: \$6322 on removal of graffiti, planting of tree wells, removal of trash and debris, and cleaning up after the homeless. In producing various promotions throughout 1989, over \$17,791 was spent. Employing an Executive Director, who oversees the ongoing management of USA, and rent paid on office space cost \$7082. \$1 million liability policy premium = \$4648. Collateral communication, including newsletter production and printing = \$5030. Dues paid to the San Francisco Council of District Merchants Associations and the SF Convention and Visitors Bureau = \$1014. Office and storage space rental = \$3,000. Postage = \$1092. Phone, taxes and service charges = \$742. Cost of merchandise for resale = \$1300.

INCOME		EXPENSES			
Festival	\$23,743	Rent & Storage	\$ 3,000	Dues (CDM/SFCVB)	\$ 1,014
Promotions	\$ 7,235	Beautification	\$ 6,322	Phone	\$ 299
Merchandise Sales	\$ 1,738	Ad & Promotion	\$17,791	Merchandise Purchase	\$ 1,300
Memberships	\$18,037	Exec. Director	\$ 6,000	Subtotal	\$54,021
Loans from Officers	\$ 1,000	Office Expense	\$ 1,082	Special Promo Fund Expense	\$16,472
Interest	\$ 195	Taxes	\$ 237	TOTAL EXP.	\$70,493
Beautification	\$ 515	Service Charge	\$ 206		
Subtotal	\$52,463	Insurance	\$ 4,648		
Special Promotion Fund	\$20,050	Newsletter	\$ 5,030	SPECIAL PROMOTION FUND	
TOTAL	\$72,513	Postage	\$ 1,092	35 participants/Income	\$20,050
		Loan Repayment	\$ 6,000	Expense	\$16,472

If you have any questions or comments on this budget, please
USA Executive Director Lesley Leonhardt at 441-7055.

Executive Editor: Lesley Leonhardt • Editing & Production: Terry Graham • Calligraphy: Barbara Callow



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

Join Us on Wednesday, February 7
8:45 a.m. at Prego
for our Next General Meeting
Refreshments will be served.
Everyone is welcome.