



A Publication of the Union Street Association

November 1992

THE SEASON OF SHARING IN THE NEIGHBORHOOD

USA's aggressive holiday promotion will urge local residents to shop, dine and celebrate the holidays in their favorite neighborhood — Union Street and Cow Hollow! Many merchants and businesses will also be joining in a *Season of Sharing* Program to benefit their local community.

Several funding levels for the Program have been developed, with each level being implemented only as contributions are received from merchants and businesses. The goal for implementing the entire program is \$12,000.

Two thousand dollars plus has been earmarked from the USA Board to kick off the first level of the promotion which will include banners, ribbons for street poles, Father Christmas on weekends, the Annual Christmas Party, Best Holiday Window contest and partial funding of a holiday poster.

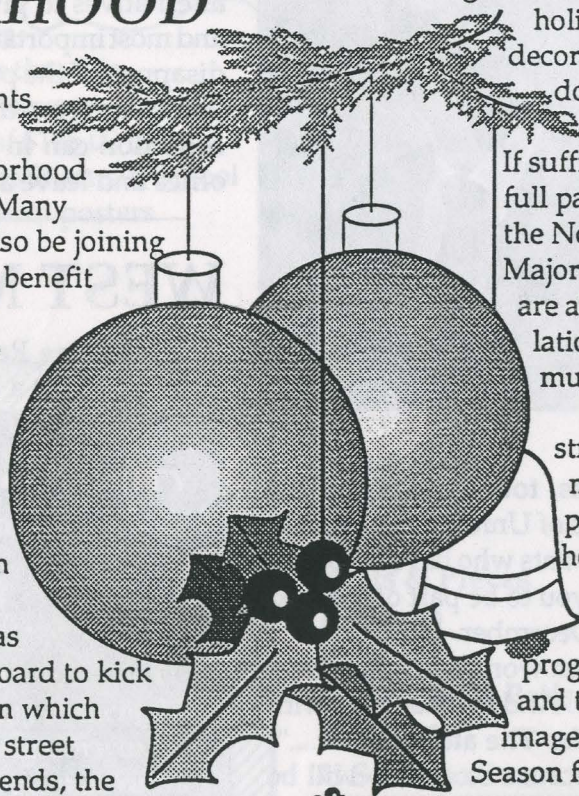
The second level requires merchant funding, including a full page ad in the "Marina Times" and "On Union Street", as well as two or more pages of editorial on merchant participants. The generic ads and poster will promote "Celebrating the Holidays in Your Favorite Neighborhood", free parking, and highlight major contributors to the program. A major highlight of the season will be an "Evening on Union Street" party for the S.F. Tour Guide Guild and destination management/event planning companies slated for the first

week in December. Our *Season of Sharing* efforts are in collaboration with St. Mary's Church at Union and Steiner.

Holiday dollars, good for free parking and discounts at restaurants will also be available. Merchants are encouraged to be open Friday evenings during the holiday shopping season and to decorate with tiny white lights in windows, trees and buildings to create a festive holiday streetscape. If sufficient early funding is received, a full page ad will also be placed in the Nob Hill Gazette.

Major donors and corporate sponsors are also sought to underwrite installation of a season-long street music system.

The Christmas Committee stresses the urgency of strong merchant, businesses and property owner participation. It is hopeful that those businesses that are doing well will help by picking up a greater share of program costs, as a strong promotion and the creation of a festive holiday image will ensure a successful Holiday Season for all merchants.



Gala USA Christmas Party

Bistro Byz

2001 Union Street

Monday, December 14, 1992

6:30pm - 8:30pm

Everyone Welcome

A MESSAGE FROM OUR PRESIDENT

The USA deficit is no more! . . . that is the Union Street Association by the way, not the larger USA.

In spite of a tough economy and some businesses moving, the Union Street Association has had a reasonably good 1992. In addition to eliminating an inherited \$15,000 budget deficit by diligence and making hard choices, the Board has also been able to increase membership in the Association. Our street's beautification efforts have been maintained with the regular planting of flowers and with the hiring of a homeless couple to sweep our sidewalks and remove handbills.

Some fun was had and awareness raised at the new Easter "Parade" put on in conjunction with San Francisco's Clean City Coalition. However, the most promise of "ringing cash registers" comes from the Association's concerted efforts to expose the city's hotel concierges, tour guides and the Japanese Travel Board to the delights of Union Street. I want to thank all the merchants and restaurants who have helped in this effort and encourage the rest of you to be part of the next opportunity to "show our stuff" in December.

Lest you think that all has been wonderful and sweet on our street, there is a twinge of bitter. And that has to do with our individual and collective *attitude*. The attitude that . . . "I don't have to go to that meeting, because so and so will be there" . . . or . . . "I'm not going to that meeting, because I'm too busy . . . it's on my day off . . . it's too early . . . nobody listens to me . . . etc . . . etc . . ." Well folks, I have to report that of the eleven board members that you elected to represent you . . . two have never been to a Board meeting this year. And of the four who regularly attend, three are not retailers or restaurateurs. I don't know what that tells you about the prevalent attitude among us. It says to me that your association needs active board members . . . people who care and are willing to exercise the responsibility you've entrusted to them. And it says that we need you . . . to come to the general meetings . . . to tell us what's on your mind . . . and to help the Board help you.



HANDLING PANHANDLERS

The Mayor's Homeless Fund and Project Open Hand have joined forces in creating a program that will discourage panhandling while providing supportive services for the homeless.

An attractive can, placed near your cash register, encourages customers to donate money to help the homeless. At the end of the month the merchant sends a check equivalent to the cash collected to Project Helping Hand.

A small flyer is also available for distribution which lists the charitable institutions in the city that can help the homeless. This flyer can be given out so that the public is made aware that alternatives to giving cash to panhandlers exist and most importantly that panhandling will never disappear if the public continues to support it. If you're interested in helping out by placing a collection can in your business, please call the office and leave a message at 441-7055.

WEST MEETS EAST

Helene Rene of Helene Rene Salon just returned from a three-week tour of Tokyo, Beijing, Shanghai, and Hong Kong as a delegate from California participating in the National Cosmetology Association's sponsored Hair World Conference in Tokyo. Helene taught several classes and along with the other delegates visited salons and schools in the four cities toured. She also enjoyed the sights and was over heard to say, "she would not have mind staying longer."

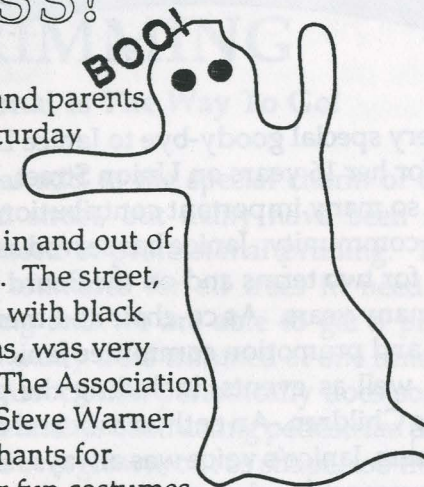
IN THE NEWS • IN THE NEWS • IN THE NEWS

CANDIDATES BREAKFAST

Merchants and business owners from Union, Fillmore and Chestnut Streets met the candidates for San Francisco Supervisor at a breakfast, Tuesday, October 27th at the Curtain Call, 1910 Union. The event gave the audience an opportunity to hear the views of the top 10 runners. Thanks to the newly formed UFC, an association of restaurant and bar entertainment owners for organizing this informational event.

HALLOWEEN SUCCESS!

Scores of children and parents enjoyed a super Saturday touring Union and Fillmore in their costumes stopping in and out of the shops for treats. The street, festively decorated with black and orange balloons, was very busy all day long. The Association extends thanks to Steve Warner and all of the merchants for dressing up in their fun costumes and for providing the cash to see that this Halloween was a real success. We were pleased to make a contribution of \$125.00 to fund special projects for the children of Sherman School who created our colorful Halloween posters.



ADVERTISING OPPORTUNITY

New advertising display kiosks at Moscone Center are now being prepared and sold to merchants and restaurants who want to attract convention business. Expo Vision of San Francisco is coordinating the effort and can be reached at 1-800-286-3976. Ask for Doug Corwin. As the cost for this exclusive type of advertising is not inexpensive, the Association suggest several businesses join forces to bring the monthly charge down. There are several ways you can advertise in this program and if enough Union/Fillmore businesses sign up, a special Cow Hollow section will be created. Given the numbers of convention attendees at Moscone during the year, your exposure to new customers certainly will increase and most likely will be worth the investment!

1992-1993 UNION STREET SHOPPING & DINING GUIDE

Since 1985 the following Union/Fillmore business have and continue to support the USSDG now in its 9th edition. These business are still operating successfully and are the shops and restaurants most popular in Cow Hollow:

Fumiki
Farnoosh
Margaritaville
L'Entrecote de Paris
Mimi's
Eyes in Disguise
House of Cashmere
Enchanted Crystal
Prego
Patronik Designs
Perry's
Smile Gallery
Artifacts
Aud's
Knits & Pieces
Artiques
Pasand
La Nouvelle Patisserie
Paris 1925
U S Music Box
Bay Moon

Glenda Queen
Images of the North
Sy Aal
Familiar
Coco's Italian Dreams
Coffee Roastery
Dave's Pharmacy
Pacific Heights Inn
O'Plume
Oggetti
Georgiou
Bus Stop
Baja Cantina
Shaw
Suit Your Self
Sanuk
David Clay
Chandlers
Z Gallerie
Joji's
Amici's

The Guide, distribution of 125,000 copies, is given to conventions, hotels and motels, tour directors and destination planners, and local residents and is considered to be an important advertising tool for over 45 businesses during the past 8 years. Copies of the 1992-'93 edition will soon be available. The Guide is published annually and goes into production June 1993 for the next edition. The Guide is a superior way to advertise your business to a targeted market. Consider using the Guide to increase your business' visibility next year!

Janice Lee: Over the Rainbow

A very special goody-bye to Janice Lee who, for her 16 years on Union Street, has made so many important contributions to the community. Janice has served as USA President for two terms and on the Board of Directors for many years. As co-chair and member of the advertising and promotion committee Janice has, over the years, instituted many programs and activities as well as events, including the gala "Over The Rainbow" benefit for the Kevin Collins Foundation for Missing Children. An enthusiastic and creative retailer, whenever a job needed doing and there were no other volunteers, Janice's voice was always heard saying, "I'll do it." Her generous contribution of time, money and energy were acknowledged as she was honored with the 1991 Distinguished Service Award.

Although we'll miss Janice as a merchant on Union Street, her enthusiastic smile will still be around as she visits her many friends on Union!

NEW BUSINESSES

HELLO TO...

Plump Jacks	3201 Fillmore
The Cottage Shoppe	1814 Union
Medievo	1809 Union
Sweet Reunion	1763 Union
Nails	2213 Union
Comics, Etc.	1888 Union
Lucia's	1851 Union

GOODBYE TO...

L'Escargot	1809 Union
Masterpiece Art Gallery	1763 Union
Pietro's (moving to)	692 Sutter St.
Second Sole	3053 Fillmore
Janice Lee	1998 Union
Security Pacific	2135 Union
Anne's	1931 Union

CHANGE OF NAME

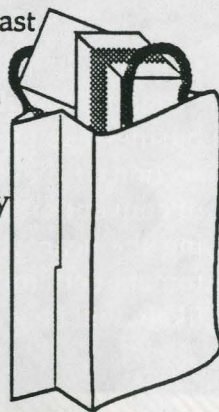
Art Tee Gallery to Art to Wear
Classic Option to Gala Couture 3044 Fillmore

USA AD & PROMO COMMITTEE UPDATE

Thanks to the encouragement of our Ad Committee the beautiful new "San Francisco Street Map and Visitors Guide" (500,000 copies, distributed by United Airlines, etc.) contains a special feature and insert map of Union/Fillmore.

SHOPPING SHUTTLE

Over 30 merchants donated funds to cover the expenses of a shopping shuttle last August 10th for the American Bar Association convention. The Union Street Association will sponsor another shuttle this time for the American Academy of Dermatology held from 12-4, Sunday, December 6 to Tuesday, December 8th. Thank you to all merchants covering the costs of these shuttles with their donations.



TREES NEED TRIMMING

Professional Is The Way To Go!

Our street trees add to the special charm of our pedestrian oriented street, but many have been neglected and are in need of professional pruning. The USA has solicited estimates for all trees in need of pruning and shaping and we are able to get a price discount if we have many trees trimmed at one time.

Although the Association periodically does some trimming of lower branches obstructing pedestrian passage, many trees are overgrown, out of shape, too thick and obstruct windows and signs. Pruning of street trees is the responsibility of property owners, but it is incumbent upon businesses to ensure professional pruning is done since it effects their business visibility and image.

FYI

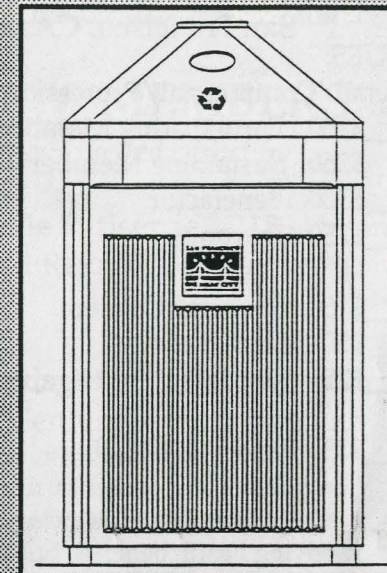
Department of Public Works Code Section #173 requires that:

"PLACEMENT AND MAINTENANCE OF LITTER RECEPTACLES

- Any person, firm or corporation operating grocery store, a liquor store or an establishment selling food or beverages for consumption off the premises shall place and maintain a litter receptacle outside of each exit from said premises for the use of the patrons there of during business hours,
- The design, capacity and number of receptacles shall be prescribed by the Director of Public Works. Decals may be placed upon said receptacles subject to the limitations set forth in Section 171 of this Article.
- The receptacle shall be emptied when full and at the close of business each day and the contents thereof shall be stored or set out for collection in the same manner as other refuse generated in the operation of the business. Each receptacle shall be maintained in a clean and sanitary condition.
- Violation of this Section shall constitute an infraction and shall be punishable by a fine of not less than \$25 nor more than \$500.
(added by Ord.32-78. App. 1/13/78)
Should this information apply to your business and you need further information, call 695-2140.

"One Neat City"

We're looking for sponsors for new "One Neat City" litter receptacles for Cow Hollow, designed by the Clean City Coalition to feature a unique recycling bin for glass bottles and aluminum cans. Sponsors for the receptacles, which cost \$580, can pick their own general location and can have their name or logo included. The Coalition's goal is to place at least 2,500 new receptacles out on city streets and we could certainly use a few in Cow Hollow. Call 553-2913 to find out how you can be a part of the beautification of Cow Hollow.



CLEAN CITY COALITION INVITES NOMINATIONS FOR ROSSI AWARDS

Here's your opportunity to acknowledge those who make an outstanding effort to make our city a cleaner, safer and more attractive place. The Clean City Coalition is giving out a litter abatement award — The Rossi Award. Nominations will be taken for the following categories: One Neat Citizen, One Neat Association/Organization, One Neat Corporation, One Neat Hotel, Restaurant, One Neat Merchant, One Neat School and One Neat Neighborhood. Nomination forms can be obtained by writing or calling the San Francisco Clean City Coalition, or just send a written nomination to before November 27th to:

The San Francisco Clean City Coalition
Rossi Award Nomination
900 Seventh Street
San Francisco, CA 94107
Phone: 415/553-2913 Fax: 415/553-2905

USA Membership Application

Please provide the following information and return this application with your check payable to the:

Union Street Association
1686 Union Street, Suite # 214
San Francisco, CA. 94123

DUES:

Retail/Commercial/Professional:

- ☐ \$150. Participating Member
- ☐ \$250. Sustaining Member
- ☐ \$500. Benefactor
- ☐ \$750. Patron

- ☐ \$150. Property Owner
- ☐ \$50. Non-Profit
- ☐ \$25. Resident (Not eligible to vote)

- ☐ \$35. Associate Members
(Employees of member businesses are eligible to join as associate members, receiving health benefits, but are not eligible to vote) Please attach a list of names and addresses of each associate.

Total Dues Enclosed: _____

Business _____

Address _____

Phone _____

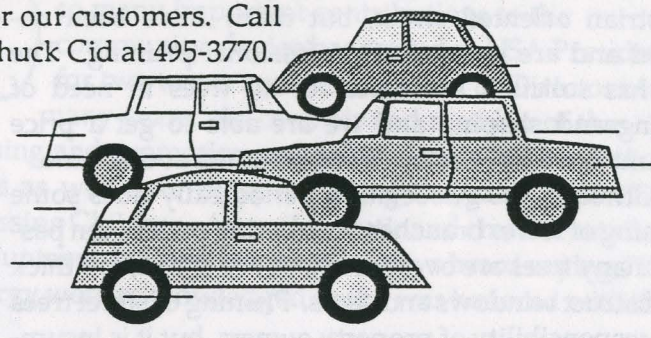
Contact _____

YOUR MEMBERSHIP PROVIDES:

- Greater visibility through generic advertising and promotions
- Participation in a beautification program which keeps our streets shining and our sidewalks blooming
- A group health plan for you and your employees
- Membership in a Credit Union
- Representation at City Hall on neighborhood and small business issues

A WHOLE LOT OF PARKING...

At the request of the USA, the city has approved monthly parking for merchants, businesses and residents at the Lombard Street Garage. At \$75 a month, it's a great bargain and a great way to get your employees' cars off the street, leaving parking space for our customers. Call Chuck Cid at 495-3770.



USA WANTS YOU

Are you interested in making a difference? Do you enjoy ad and promotion? Marketing? Beautification? You could help plan the year's activities by becoming a member of the Board of Directors of the Association. Qualifications needed are: USA membership and a few hours of your time per month! If these appeal to you, please call Lesley Leonhardt at 673-1273 soon. Nominations are in early December.

OCTOBER '92 GENERAL MEETING

Well attended by Union/Fillmore merchants and business owners, who enjoyed a sumptuous continental breakfast provided by Hope Cusareno of the Baja Cantina. The meeting focused on parking enforcement in Cow Hollow. On hand to answer the intelligent and thoughtful questions from attendees was Director of Parking and Traffic, John Newlin.

Merchants were most concerned with the image Union Street has of being user unfriendly regarding meter enforcement. Two hour meters were requested as well as a walkabout with the Director to survey the area and consider improvements and changes that could help ease our parking problems. Director Newlin agreed to both requests. A task force headed by Eleanor Carpenter of Jest Jewels and Helen Rene of Helen Rene Salon will work with the department to oversee that these necessary changes are promptly met. Thank you to both ladies for their time and efforts to effect change that benefits us all.

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TERRY PIMSLEUR

Congratulations to Terry Pimsleur for winning two awards given by the International Festival Association. The annual event ceremony, now in its 37th year was held at the World Trade Center in Rotterdam, the Netherlands last September. We pride ourselves in winning these awards competing against many international entries.

Pimsleur won the Silver Award for best poster design for the San Anselmo Art & Wine Festival. The Bronze Award for the newspaper insert division was presented to her for our Union Street Spring Festival Program, utilizing the poster designed on the cover published by the SF Weekly.

Good Job Terry!

INFO LETTER

An informational letter will soon be sent to property owners and tenants in Cow Hollow informing them of the requirements mandated by a change in zoning for our neighborhood. Adopted by the City in 1987, all commercial uses permitted on second and third stories are grandfathered in but must be brought up to commercial building code standards by September 1994. Permits must be applied for and the necessary work done to the building two-thirds completed by the deadline. Owners can choose to return second and third floor commercial uses back to residential space. Second and third floor businesses may need to be relocated by 1994 to comply. Information on the status of your property can be found at the Department of City Planning.

FIFTH ANNUAL ARTS EVENT

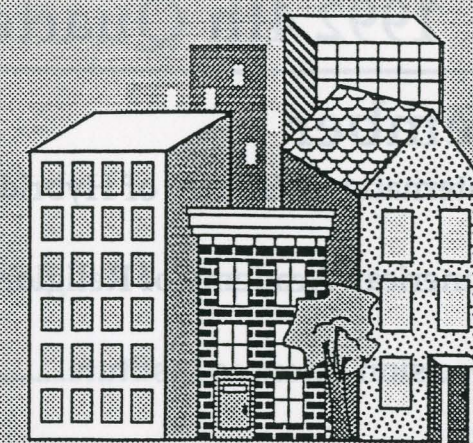
The Fifth Annual Union Street ARTS ALIVE promotion was held on October 2, 1992 with seven galleries participating. This year the event was funded entirely by the participating galleries and was deemed a huge success.

BEAUTIFICATION PROPOSAL, NOT

Union Street's 1992 grant proposal for expansion of our beautification efforts was not among those selected for funding under the Prop. D Neighborhood Beautification and Graffiti Clean-Up Fund.

SPECIAL NOTICE

A special thank you to Pamela Young, creator of the very effective and timely window displays we enjoy at Hill & Co., 2107 Union.



NEW MEMBERS

Roll out the red carpet for...

- La Nouvelle Patisserie 2189 Union
World Renowned Pastry
- Jason Adams Ltd. 1869 Union
Fine 19th Century French Antiques
- Plump Jack 3102 Fillmore
Premium & Collector's Wine Shop
- Union Street Blossoms 2001 Union
Fresh Cut Flowers
- Starbucks 1899 Union
Purveyor of Top Quality Coffee
- California Parking 1900 Union
Open Til 2:00 a.m. Weekends
- 1887 Dance Shop 2250 Union
Capezio Dance Wear
- Pane e Vino 3110 Steiner
Popular Italian Restaurant

THANKS FOR YOUR SUPPORT!

1992 4th Quarter Convention Schedule

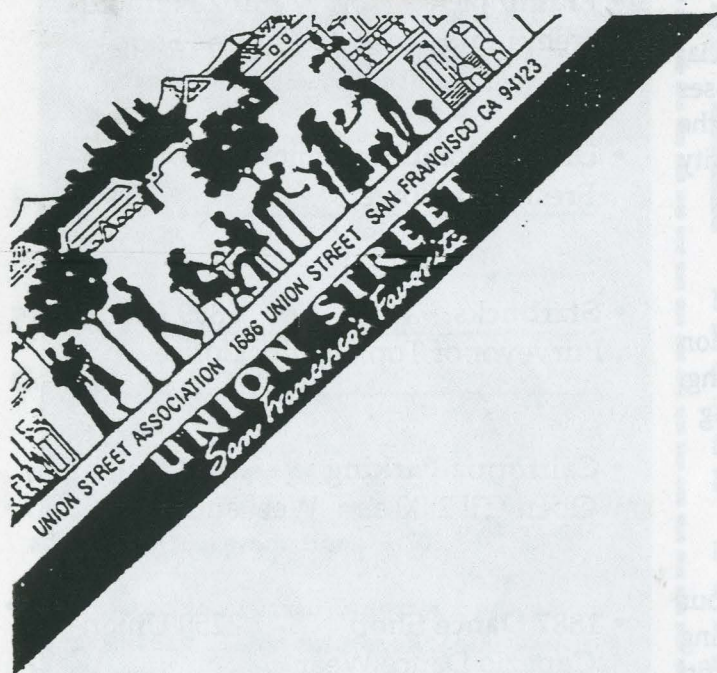
November

16-18 International Society of Hybrid Microelectronics.....	8,000
19-25 American Academy of Religion/Society of Biblical Literature.....	5,100
20-25 Decision Sciences Institute.....	1,500
23-25 San Francisco Automobile Show.....	85,000

December

2-6 American Anthropological Association.....	3,000
5-10 American Academy of Dermatology.....	14,000
7-12 American Geophysical Union.....	5,000

President: Joseph T. Messina • Executive Director: Lesley Leonhardt • Editing & Production: Center of Excellence



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

*Join Your Neighbors in
making this a prosperous
and successful
Holiday Season.*

