



Oct-Dec '89



Union Street News

USA GENERAL MEETING:
WED. OCT. 25th 8:45 a.m.
Hafez Restaurant, 2001 Union Street
Planning for the Holidays
Arts Alive, Halloween & Christmas
Committee Reports
Old & New Business
Everyone is Welcome ...Refreshments Served.

Arts Alive November 8th

Participants in the **3rd Annual Arts Alive on Union Street** are preparing for the November 8 opening reception, which will run from 6 to 9 p.m.

17 art galleries and antique shops will treat art aficionados to demonstrations of carving, paper marbling, special artist appearances, champagne receptions, live music and much more.

The **IDEA** Team, USA's public relations consultants **Judy Jacobs** and **Jim Hollenbeck**, organized the effort along with co-chairs **Lesley Leonhardt** (**Images of the North**) and **Patricia Blume** (**Artifacts**). A lovely brochure and program to be used throughout the year have been created. Print and radio ads will publicize the event.

Hotel concierges will be treated to a tour of the participating galleries, culminating in a delicious luncheon provided compliments of Prego.

A VIP press walk is also planned for late afternoon on Wednesday, November 8th.

USA thanks **Robert Dana Gallery**, **Gallery Trojanowska** and **Artiques** for joining 14 galleries already participating in the overall ad and promotion

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Letter from the President

It's hard to believe that we are already into the last quarter of 1989 and at the beginning of the busiest season for many merchants!

The success of this holiday season lies primarily with the activities that the special promotion group is funding. (Currently, 38 merchants contribute \$200 per month towards this fund.) It takes a while to develop all aspects of the program, but this month you will begin to see the exciting events unfold! Our creative consultants, Jim Hollenbeck and Judy Jacobs of IDEA, have been giving us more than our money's
(continued on page 2)

USA's New Logo...A new look for US!



Inside...Mayor's Luncheon...USA Business Profile...Beautification Update...US in the News...Assemblywoman Jackie Speier Meets Small Business...Who's Advertising Where...Convention List...New USA Board Members Sought...& more

Letter from the President (continued from Page 1)
worth in time and creative energy to get all aspects of the program underway. And our volunteer committee has spent endless hours meeting and evaluating the program. You'll see a bright new logo, an exciting Arts Alive event, a creative art program for Christmas at Sherman School as part of our community service, promotional umbrellas, and an extensive Christmas program, the Season of Entertaining. Also, in the developmental stages are a shoppers shuttle to Union Street, a new color brochure, press releases on Union Street (including in-flight magazine articles) and lots more.

If you're not a part of this special program, I encourage you to join now. The more participants and \$\$ we have, the faster we can accomplish the more expensive aspects of this ongoing program to promote your businesses!

If you feel you can't join the program, there are still plenty of opportunities for participating in promoting our area. In addition to doing your own advertising and promotion, I encourage you to contribute to the generic Christmas program and support the co-op ads that are being developed. LET'S ALL WORK TOGETHER TO BRING MORE CUSTOMERS TO OUR AREA.

On behalf of the entire USA board, I wish you a successful holiday season.

Dennis Beckman



USA solicits newsworthy items for publication in this newsletter. Please call or write to USA prior to February 1, 1990 for inclusion in the next newsletter. Next year's newsletter will feature a letters to the editor/President section to encourage a dialogue between the officers/board of USA and business owners, employees and residents of Cow Hollow.

Shopping & Dining Guide Update

The 6th Annual Union Street Shopping & Dining Guide will be in our hands by mid-November. Thanks to everyone who worked so hard to make this guide possible and a great vehicle to promote our area.



Business profile:

Patricia Blume,
owner of
Artifacts
(3024 Fillmore) and
new USA Board member

Born in South Dakota, and raised in a small, agricultural community of 900 people, **Patricia Blume** was always interested in art and design, however, there were no opportunities for her to study the arts in her community.

She attended the University of South Dakota, majoring in speech and hearing therapy. After college, she became involved in a non-profit art center, where she quickly became the director due to her enthusiasm and administrative abilities. Here, she enjoyed the work, mounting exhibitions and organizing classes. The limitations of working within a non-profit organization led her to take the plunge and open her own art gallery in Bozeman, Montana.

Although she knew nothing about retailing, her gallery thrived and operated for seven years. Pat then decided that Montana's art market was limited. Having visited San Francisco, she decided to move to California and see what developed. In 1985, she came to San Francisco, supporting herself by working with a film company, with temp work, and with Bill Graham Enterprises.

In 1987, she opened **Artifacts** on Chestnut Street, operating on a shoe-string budget. Once again, she began doing what she likes best -- interior design consulting and featuring the artists of Montana in her gallery. The business took off, and she was soon being asked by local artists to represent them. When her lease on Chestnut expired, Pat moved to Fillmore and Union. Here, the tourist traffic was greater and loyal Marina customers were not lost.

Pat is USA's newest board member, and an active participant in the ad & promotion committee. Welcome, Pat, and we wish you continuing success!



Mayor Agnos

The annual Mayor's luncheon, sponsored by CDM, was held on October 4 at the Golden Gate Yacht Club. **Mayor Art Agnos** spoke to attendees regarding 10 points of interest to the small business community.

Agnos stated that he does keep his promises and supports vacancy control, as well as the upcoming Propositions B, P and S, which appear on the November ballot.

Even though there will be no budget deficit in the 1990 city budget, Agnos wants to retain the \$200 annual business registration fee and the .05% increase in the payroll tax. According to Agnos, this money will cover the costs of police and fire protection.

Agnos supports the Convention and Visitors Bureau's effort to promote San Francisco, saying that we must continue to compete with other California cities for tourist dollars.

The Small Business Commission, which received \$150,000 of the \$7 million collected through the Small Business registration fee, is now in the process of gathering data to identify the needs of small businesses in San Francisco.

City Hall is also concentrating on streamlining the permit and application process so that it will be more user friendly.

Facilitating local businesses trading with the Pacific Rim countries is also on Agnos' agenda.

Agnos pointed to his "Beyond Shelter" program as his solution to the 3,600 homeless people now living on City streets. The plan includes building or locating existing permanent housing for the homeless. Agnos asked for the support of the business community in this efforts.

According to Agnos, three Police Academy classes, with a total of 120 enrollees, are now being held to help bring the Police Department up to Charter levels. 40 new officers will be graduating in December. Increased visibility of the officers on beat patrol is essential to lowering crime.

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Implementation of Proposition D, which created the new Parking and Traffic Department, is now in its early stages. The new department will gradually consolidate all related services, now overseen by 14 different City departments. According to Agnos, the increase in parking fines has eased parking problems somewhat.

Agnos plans to bring City Hall to the neighborhoods by holding certain Supervisors' and mayoral meetings in the neighborhoods.

Agnos spoke of his support of keeping the Giants in San Francisco, and building a new ballpark as part of the deal. Agnos believes the new stadium will bring the City more money.

Generally, the Mayor expressed satisfaction with the progress his administration has made during his tenure.

Terry Pimsleur and **Lesley Leonhardt** represented USA at the luncheon.

Annual Police Breakfast Nov. 2nd

CDM's Annual Police Breakfast is scheduled for Thursday, November 2, at **Castagnola's Restaurant**, 286 Jefferson St., from 8:30 to 10:30 am.

The breakfast, which brings together neighborhood business owners, police captains and **SF Police Chief Frank Jordan**, is open to everyone. Cost is \$15 per person. For more information, call CDM at 221-8816, or USA at 441-7055.

Cow Hollow Loses

Two Business Owners

USA expresses sadness at the loss of two long-time Cow Hollow business owners, **Pasquale Bianchi**, of **Metro/Bianchi Shoes** (2116 Union), who died recently at age 90, and **Keiji Shibata**, owner of **Daibutsu** (3028 Fillmore) for the past 35 years, who died on September 5. On behalf of our membership, we extend our condolences to the families.



Beautification

The ongoing campaign to keep Union & Fillmore Street attractive is meeting with great success.

USA thanks **What's Cooking, Sun Heart, Prego, Margaritaville, Bebe, Fumiki, Images of the North,** and **Pasand** for those bright, blooming planter beds that liven the streets for visitors.

Thanks also to **Harlan Koch** of **Yankee Doodle Dandy** for diligently removing fliers and posters off our light poles. Harlan reminds us that posting such announcements on poles or trash cans is illegal. He also notes that often such posters are promoting events outside of our commercial district. Harlan asks everyone to remove all illegally posted fliers, etc. from poles as soon as you spot them to keep our streets attractive and free of clutter.

The young man you've seen weeding, watering and assisting **Teddy Flores** during the week is **Vincent Wynn**. Vincent was located through **Enterprise for High School Students**, an organization that places young students in part-time jobs.

You can find an extra pair of hands for the holiday season by calling **Enterprise at 921-6554**.

USA Welcomes New Members

USA wishes to welcome our newest members, **Robert Dana Gallery** (1849 Union), specializing in contemporary paintings and sculpture, and the **Octagon House** (2645 Gough/Union), an historic building dating back to 1861). We apologize for inadvertently omitting **Brownies** (1735-B Union), a suntanning salon, **Attorney Jeffrey Allen Levenberg** (1779 Union), the law offices of **Murray and Associates** (1781 Union), **Anticipation** (2111 Union), maternity wear, and **Pacific Arts Ltd.** (2044 Union), specializing in art from New Guinea and Melanesia. We also welcome Cow Hollow resident **Royee Chen** as a new member.

Meter Feeder Alert!

Please don't feed the meters during this holiday season... customers who can't find parking mean lost revenue. The Lombard St. and Union Plaza Garages offer monthly rates for employees.

Art Alive (continued from Page 1)

program sponsored by USA, which is in part used to fund Arts Alive.

The other participants -- **Artifacts, Dynasty Gallery, Fumiki Fine Arts, Images of the North, Oggetti, Old & New Estates, Pacific Art Ltd., Paris 1925, Sanuk, Smile, T.Z. Shiotu, The Enchanted Crystal, Union Street Graphics,** and **Z Gallerie** already contribute monthly to the ongoing USA advertising and promotion fund. Through the continuing support of businesses such as these, we are able to promote our area on a larger scale than possible via individual merchants' budgets.

If you missed Arts Alive last year, now is the time to mark your calendar for what promises to be a splendid event. Good luck to all participants!

Other Programs Costs Covered by Ad & Pro Fund

In addition to Arts Alive, USA's ad & promotion budget will help to cover the costs of the upcoming Christmas promotion, the 1990 Valentine's Day Promotion, and the new USA promotional brochure and planned shuttle service.

The program is ambitious, but in order to compete with Bay Area shopping centers, increased visibility is key to our success. It's not too late for any business to participate in the ad & promotion fund. Join 38 participants by committing \$200 per month for a six-month period, and your money will be combined with that of other participants. Presently, \$7600 is collected every month, and we need more to do an even better job!

Welcome to...		
Peter James	2060 Union	Leather fashions
Complete Traveler	3207 Fillmore	Travel Guides, Maps
Gallery Trojanowska	2157 Union	Russian Fine Art
Paradise Designs	1815 Union	Imported Reproduc.
Union St. Hair & Co.	1606 Union	Hair salon
Wine by the Glass	1766 Union	Glasswear
Goodbye to...		
Baby Cakes	3221 Fillmore	
Clark & Wade	2060 Union	
Fat Cat Desserts	Filbert & Fillmore	
SF Water Bar	1816 Union	
Thai Lotus Village	3145 Fillmore	
Name Change		
Soiree to Camelot 3231 Fillmore		

Board of Directors

USA is looking for new board members to serve beginning in 1990. If you are tired of the same people running the organization, now's your chance to make a difference! There's plenty to be done, and new energy is important to keeping our streets vital and attractive to shoppers. You may serve on any number of committees, including parking, beautification, ad & promotion, planning & zoning -- whatever piques your interest. Please, volunteer your services...GET INVOLVED and meet your neighbors. Call USA at 441-7055 if you know of any promising candidates... including yourself!

Perry's Manager Leaving

Hana Anki, manager of **Perry's** for the past 19 years, is leaving to oversee food and beverage operations at the new 4-star restaurant soon to open at the **Smith Ranch Homes**, an exclusive retirement community in Marin County. The restaurant will be open to the public. USA will miss Hana, and we wish him every success!

USA in the News

Vandewater (2240 Union) was featured in the **Retail Review** section of the **San Francisco Business Times** (October 2). Focusing on new specialty stores in the City, the article praised Vandewater for its "charm and efficiency" in the creation of unusual gifts baskets for special occasions. Congratulations...The April edition of **Cook's** magazine featured **Doidges Kitchen** (2217 Union) in an article featuring the best Bay Area breakfasts. **Owner Doidge Baldwin** was pictured at the top of the story, and his restaurant headed the story. Congratulations, Doidge, on your successful second location in St. Helena as well as your success with your Union Street restaurant, going strong since 1971...**Chez Chez** (1715 Union) was favorably reviewed in the **San Francisco Chronicle** on June 7, with additional stories appearing in the **Marina** and **Nob Hill Gazette**.. **Perry's** (1944 Union) 20th Anniversary party got loads of media attention, including an article in **United Airlines** in-flight magazine and was a great success, attracting hundreds of people to Union Street...A great time was had by all, thanks to Perry Butler. Congratulations to those businesses voted "Best" in **San Francisco Focus'** 6th Annual Restaurant Poll, including **North India** (Indian), **Yoshida Ya** (Japanese), **Mai'** (Vietnamese), **Balboa Cafe** (Hamburger), and **Sugar's** (Sushi).

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

Participating Member	\$150
Sustaining Member	\$250
Benefactor	\$500
Patron	\$750

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:

Property Owner	\$150
Non-profit Organization	\$ 50
Resident (not eligible to vote)	\$ 25
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.

Assemblywoman Jackie Speier meets the Neighborhoods

The September 18 meeting of CDM featured guest speaker Assemblywoman Jackie Speier (D-19th District).

Speier, who chairs the state Small Business Committee, spoke of her goals as they related to small business. Speier feels there is no link between the state legislators and small business community, and she hopes to create an ongoing dialog to better enable state legislators to formulate policy beneficial to small business. Two hearings will be held in the next 4 months to allow small business to address this committee regarding problems and issues facing small business owners today. Speier invited the participation the CDM and the City's Small Business Commission.

On the issue of mandated health benefits, Speier said that a task force is being created to work on the details of this controversial legislation. As we go to press, the bill had been rejected as too restrictive and expensive for small businesses, thanks to heavy lobbying by CDM, the Small Business Network, and other small business groups.

CDM Helping Homeless

The next General Meeting of CDM will feature a discussion of how the City's small business community can help the disadvantaged during the holidays. The meeting will be held at 7:30 p.m. on Monday, November 20 in the community room of Northern Police Station. Everyone is welcome.

Be on TV

If you are interested in advertising your business on television, and thought you couldn't afford it, check with **Westwood Productions**. Depending on your budget, ads can be placed on either cable or network tv. Call Richard Wood at 861-4052 for details.

Stars on Union Street

Recent visitors to Union Street include **Gene Hackman**, seen on October 2, and **Diana Ross**, who was here for a costume fitting prior to her opening.

USA Meeting Notes

Executive Director of the San Francisco Hotel Council Robert Begley commented on the state of tourism in San Francisco, urging cooperation between the neighborhoods and downtown to build business.

Committee reports were given and problems with garbage and trash were discussed. USA's Beautification Fund received a \$300 contribution from **Chez Chez** (see story).

USA President Dennis Beckman called for volunteers to work on the Christmas program. Vice President **Janice Lee** discussed the upcoming ad and promotion campaign and introduced **Jim Hollenbeck** of **IDEA**, USA's promotion consultant. Jim gave details of upcoming programs.

Orlandus Waters provided information on **Provident Central Credit Union**, one of USA's membership benefits. Representatives of the **Bay Area Barter Exchange** discussed how to join the Exchange.

Terry Pimsleur showed the audience a video featuring this year's Spring Festival highlights. Pimsleur also described certain changes and new fees facing next year's Festival.

Thanks to the **Curtain Call (1980 Union)** for providing a delicious breakfast and the video equipment!

Note: USA members may have items added to meeting agendas by sending a request to the office (1686 Union Street, Suite 214, SF 94123) three weeks prior to the meeting. The Board encourages your participation. Meetings are usually held the third Wednesday morning of February, April, June, August, and October. A special Christmas meeting celebration and awards ceremony is held in December.

Merci, Chez Chez

USA President Dennis Beckman was delighted to receive a \$300 check made out to USA's Beautification Fund from **Chez Chez Restaurant (1715 Union)**. The donation was made from the proceeds of a special dinner held on August 16th by **Chez Chez** which featured Robert Mondavi wines. Thank you, **Chef Alfred Schilling**, for sharing your success with USA!



Who's Advertising Where?

A quick, small sampling of businesses drawing attention to our area with their advertising budget.

Bay Area Gallery Guide

Pacific Art Ltd.
Smile
Images of the North
Robert Dana Gallery
Convergence Gallery
Detail
Bebe

Guest Informant/Quick City Guide

Bebe
Prego
Pasand
Yoshida Ya
Margaritaville

Image Magazine/SF Chronicle

Skivvies
Ragamuffin
Chez le Tailleur
Anticipation
Suit Your Self
O'Plume

The Marina

Curtain Call
Pasand
The Natural Source
Anticipation
Access Healthcare
The Desk Top

Marina Times

Artifacts
Superstar Video
Curtain Call
Golden Gate Grill
The Desk Top
Anticipation
Union Street Papery
Vandewater & Co.
Sy Aal
Ft. Mason Market

New Fillmore

Thriftway
Old & New Estates
Union Street Travel
North India Restaurant
Pasand
Access Healthcare
In Shape

Nob Hill Gazette

SyAal
Three Bags Full
Twelve Oaks
Robert Dana Gallery
Chez Chez
Yoshida Ya
Wherehouse

San Francisco Bay Guardian

Solarlight Books
Pasand

San Francisco Focus

Raana
Oggetti
Prego
Bonta
Chez Chez
Mai's
Soft Lenses To Go

San Francisco Independent

Thriftway

San Francisco Magazine

Dosa

San Francisco Moda

Bebe
SyAal
Chez le Tailleur
Prego
Eyes in Disguise

Sept. 2-4: A la Carte in the Park, benefitting the San Francisco Shakespeare Festival, included **Beppe's Pies** and **La Nouvelle Patisserie...**

Oct. 26-29: San Francisco Fall Antiques Show includes exhibitors **Bauer's Antiques** and **Argentum**.

The **Wherehouse** (2083 Union) had a major promotional campaign celebrating the opening of the Union Street Store.

Thanks 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, or send copies of the articles to: USA, 1686 Union St., #214, SF, CA 94123.

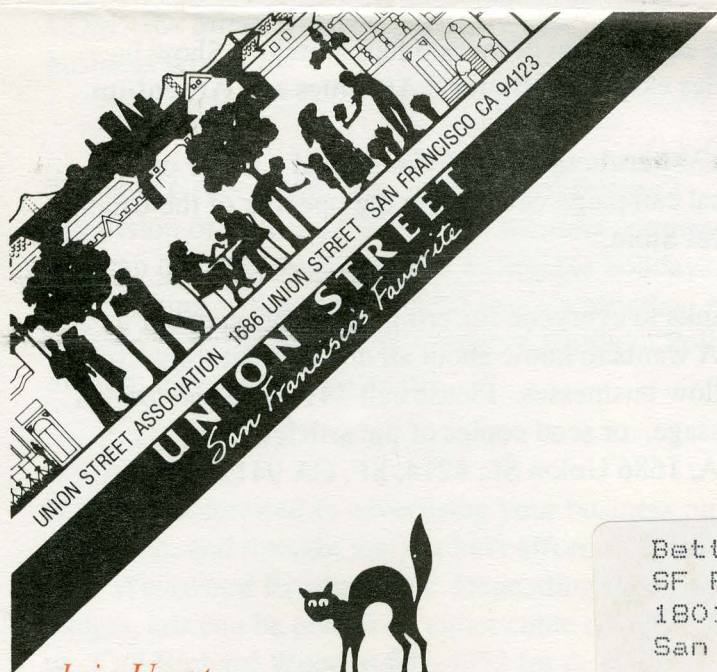


Conventions

October	21-25:	League of California Cities	4,000
	23-27:	CASEXpo/Computer Aided Software	6,500
	26-29:	Am. Assoc. for Marriage & Family Ther.	3,500
	30-3:	Am. Soc. of Plastic/Reconstruc. Surgery	6,000
November	1-3:	FOC/LAN Fiber Optics Comm/LANs	4,000
	5-10:	Am. Inst. of Chemical Engineers	4,000
	9-16:	Am. Fertility Association	3,000
	11-14:	Golden Gate Apparel Assoc.	3,000
	14-16:	Western Electronic Show/Convention	60,000
	18-21:	Speech Communication Assoc.	2,500
	22-28:	SF Automobile Show	85,000
	26-1:	Am. Nuclear Society	2,000
December	2-7:	Am. Academy of Dermatology	10,500
	4-9:	Am. Geophysical Union	5,000
	7-9:	Assoc. for the Severly Handicapped	2,500
	27-30:	Am. Historical Assoc.	3,000
	30-7:	No. Calif. Marine Assoc.	15,000
January	8-11:	Am. Football Coaches Assoc.	3,000
	16-18:	Coldwell Banker Nat'l Sales Conf.	4,500
	20-26:	Winter Home Furnishings Mkt.	18,000
	22-25:	Optical Soc. of Am.	4,000
	23-25:	Electric West '90	10,000



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



Join Us at
Our Next General Meeting
Wednesday, October 25th
8:45 a.m. at
Hafez Restaurant, 2001 Union Street.
Everyone is welcome!

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

