

# West Portal Merchant Association

## General Meeting

May 17, 2018/ 9:20 am / Chase Bank

### ATTENDEES

Board Members, Melissa Riley(Library), Wen Huang/Lolita Sweet/Phillip Pierce/Bijan Ahmadzadel (SFMTA), Maureen Stoss (Eezy Freezy), Bob Pressley (GWPNA), Natalie Chen (DPW), Gabriella Schultz, Connie Walkershaw, Sean Patrick (Calibur), Donald Livingston (Sylvan). Craig Orr and CI (Shimmick-Conquest Construction)

**AGENDA** President Deidre Von-Rock introduced the contractors for the tunnel project. Explanations were presented for the shutdown that will be implemented for sixty days beginning June 26th. Over 20,000 feet of track will be laid with new base and seismic upgrades, 5 new electric switch machines. Equipment staging areas were identified with 90 hoppers staged on east side of WP Ave.. Staging will close Ulloa Street from West Portal Ave. to Claremont Blvd. part time. Memorial Day weekend full shut down. Friday evening through Tuesday AM. Trains will run from Castro to Embarcadero. Number of neighbor complaints have abated during weekend work.

Phillip Pierce, SFMTA, announced an upcoming meeting with OEWD to discuss a construction mitigation plan to include marketing and advertising for merchants. MUNI will have staff and ambassadors to assist ridership during the shutdown and will be present one week prior to the shutdown with gifts and information. MUNI will support the Avenue's Snow Day and Halloween events. Deidre suggested signage on buses, in newspapers, banners, etc. as methods of advertising. Phillip stated he will be present on the Avenue at the Barbagelata office for easy access and is attempting to arrange community mixers on Saturday mornings to answer concerns, suggestions.

Discussion regarding the lack of the previously agreed upon U-turn at the tunnel determined that the best solution for traffic movement would be to reinstate the plan to allow for turn around at the tunnel entrance rather than breaking the barrier at mid-block as a solution.

**BOARD MEETING:** Report on vacancies-The antique store will close mid-August to allow required seismic retrofit and will be closed for six months. Vas reported a scheduled Concierge Walk on June 21st and AirBnB will be walking the Avenue July 25th. Suggested: the 4th of July weekend might be a good time to arrange for opening the street to a pedestrian celebration arranged by WPMA and SFMTA; Wine Walk in August; Snow Day.

Requests for investigation: Seek a fee waiver for the parking lot use on Snow Day; Year round lights on trees; Holiday wreath over the tunnel entrance. Vas requested suite of benefits; shopping guide for concierge services at hotels.

Welcome sign: Need design suggestions, RFP. Possibly hearts?

Adjourned at 11:10am

