

West Portal Merchant Association

# General Meeting

---

23 March 2017 / 9:15 AM / Chase Bank

The meeting was brought to order by Deidre Von Rock-Ricci, President.

## NEW BUSINESS:

Deidre introduced Peter of Barbary Coast and Jen of lower case Production who will be helping West Portal merchants with marketing and visibility before and during the tunnel construction project. Jorge Rivas, OEWD, was also in attendance to facilitate the project. The funds are from the Mayor's Office and intended to help minimize the impact of the tunnel shutdowns. Peter presented an overview of the plan showing the basic program and the available add-on packages that can be purchased using some of the grant money we have available.

Jen focused on the add-ons such as web design, event planning, visibility marketing. The plan is for WPMA to have the basic plan plus an add-on package at no cost to the association. She also shared the color palette and asked that we select the three color set most appealing to us.

Garrett Bergthold, reporter for the WP Monthly, asked about the timing of the rollout of the marketing campaign especially since the tunnel closure dates are not yet set. The campaign will be ready to be presented before the tunnel is closed and marketing will not be date specific so we will be ready when the dates for closure are decided.

Deidre called for a vote on the color palette choices. Numbers 2 and 3 received most votes. The final decision will be made between the two this coming week.

Jen asked that we decide on the WP icon, the tagline, social media information, photos and the number and information of businesses.

Glen Gullmes, WP Monthly, shared that the color palette #2 identifies our neighborhood with the more natural environs...ocean (blue) and trees (green)

Deidre announced Small Business Saturday event for May 15-19th. Encouraged merchants to participate as temporary sidewalk permit fees will be waived.

Sonia announced the WP Sidewalk Sale April 7-9. She also reported on the survey of best general meeting time: Keep it at the current 9:15 the 3rd Thursday.

Kelley McCoy, SFMTA, presented further information regarding the West Portal Tunnel Improvement Project. The start date will now most likely be in July 2017 and not conclude until after February 2018. We will have an official start date the 1st or 2nd week of April.

### **Vacant Storefronts:**

Verizon has begun its CU process with the City.

Pilates Story (Citipets) is opening tonight 5:30-8:30.

Noe Valley Bakery opened this week.

Four beauty salon owners, none who are WPMA members, submitted a letter asking for help in preventing another salon from opening at 260 West Portal, formerly Art of Style. The owner will be contacted.

Renovations have begun on the space that was the campaign HQ for Ben Matrangola. Workers declined to say how the space was being configured per Karen Tarantola.

### **MISCELLANEOUS BUSINESS :**

Jarlene Choy, District 7 aide, reported that there will be a District 7 community meeting/meet and greet on April 24th from 6:00-8:00pm at West Portal Elementary School. In attendance will be Supervisor Yee, the new SFFD Chief, a representative from the DA's office and SFPD station chiefs.

Deidre reported that the Radio Man is back on the Avenue - boom box, somewhat aggressive. May enter a store and refuse to leave. Question: Where is Sean Imhoff?

A new merchant, Nancy Totah, of Gigi's gifts asked about the availability of assistance with a replacement awning. Jorge stated that a grant would need to be written and the start for that process will be September. He will remind and assist.

### **ACTION ITEMS:**

Concern raised that the SFMTA Night Owl bus drops the remaining people off in front of VIn Debut where the riders urinate and defecate on the sidewalk. Dr. Harren has been cleaning the area each morning. Need MTA/police support.

Meeting adjourned at 10:30 Submitted, Karen Tarantola, Recording Secretary

