

May 6, 2018



from The President's Desk

by Henry Karnilowicz

The following represent just a few of the issues and events that SFCDMA supported and participated in during April 2018.

District 1 Summit



Our Executive Administrator, Vas Kiniris organized the District 1 Summit with Supervisor Sandra Lee Fewer and the leaders of the small business associations in her district, Cynthia Huie with Clement Street Merchants Association, Marjan Philhour and Yuka Ioroi with Balboa Village Merchants Association and David Heller with the Greater Geary Boulevard Merchants and Business Association. The items discussed included vacant storefronts and security. Supervisor Fewer said there should be higher fees imposed on owners of buildings with vacant storefronts and that she would impress upon the San Francisco Department of Building Inspection to work aggressively on sending out notices to the owners. She also said that she will be organizing a summit for all the businesses in the Richmond to address and implement solutions to their concerns. In response to David Heller's query about the likely impact of proposed BRT (Bus Rapid Transit) on Geary Boulevard, she said that at this time the only work being done is paving by DPW (Department of Public Works). Vas Kiniris asked about possibly granting \$25K from add back funds to the associations in her district to which she responded that this is something she may consider. To improve security, Supervisor Fewer said that she would have more beat cops on the street and that she have the solid walls at the public parking lots removed to provide visibility and thus prevent potential car break-ins. On the parking issues she said she would look into private parking structures, such as at the Office Max on Geary and Arguello, to allow public parking.

District 5 Summit



Our Executive Administrator Vas Kiniris organized the District 5 Summit with Board of Supervisors President and District 5 Supervisor, London Breed and the leaders of the small business associations in her district: Christin Evans with Haight Ashbury Merchants Association, Giselle Gyalzen with the Divisadero Merchants Association, Susannah Wise and Angela Petit-Taylor with the Inner Sunset Merchants Association, Robert Anton Patterson with the Lower Haight Merchants and Neighbors Association and Corina Nurimba with the Hayes Valley Neighborhood Association. Issues raised included security and grab-and-run crimes, for which President Breed said she is increasing beat cops. Another issue is the impact of restricted street parking for contractors doing work on street improvements, including bulb outs, when frequently there is no work being done yet public parking is not permitted. President Breed said that efforts would be made to have contractors make public parking available when there is no construction. Along Upper Haight there are many vacancies which contribute to blight. President Breed assured us she would pursue building owners with vacant storefronts to have them pay a vacancy fee and to actively seek tenants. She would also encourage property owners to work with the small business associations to allow pop-ups, art shows, food and other events and lighting and window decorations. When asked about contributing \$25K to the D5 small business associations from add back funds for marketing and beautification she said that an RFP would be required.

Chinatown Accessible Entry Merchant Walk



With the recent passage of the Accessible Entrance Ordinance, this was the second Merchant Walk with the San Francisco Department of Building Inspection staff, including Director, Tom Hui, Communications Officer, Bill Strawn, Communications Director, Lily Madjus, Disability Access Coordinator at DPW, Kevin Jensen, Executive Director at Office of Small Business, Regina Dick-Endrizzi, board member of Chinatown Merchants Association, Eva Lee, and others from the Chinatown community and Chinese press. The walk along Grant Avenue included stops at several stores and explanations to the store owners of what will be required to comply with the ordinance. The last stop was at China Live on Broadway where District 3 Supervisor Aaron Peskin joined the entourage and spoke about the program.

The ordinance affects commercial, publicly accessible store front entrances and, even though it is the property owners who are notified and are responsible for compliance, many store owners may have leases requiring them to comply. All store owners are advised to review their leases.

For more information visit: www.sfdbi.org/businessentrance

Yelp Workshop



Zinc Details hosted the Yelp Member Workshop - the latest in our series of workshop collaborations with partners in the tech industry. Fifty interested small business guests were present and Matt Donzella, Local Business Manager at Yelp, was the speaker.

Workshop topics included:

- How to stand out and generate more leads
- Learn from your peers about navigating the world of online reviews
- How to make your business page stand out with so many other businesses on Yelp
- Marketing your business without a big budget
- Using Yelp's free tools to optimize your listing and attract new customers
- The ins and outs of online reviews and tips on how to utilize Yelp's tools to respond

At SFCDMA we feel it is our responsibility to present digital tools like Yelp to our merchant associations and to help educate their members so their businesses can thrive in the digital age.

Northern California Concierge Association Trade Show



This year's Trade Show was at the Grand Hyatt in Union Square and, as always, it was a wonderful event for the marketing of the San Francisco Council of District Merchants Associations and all our associations. We got wind of this event a bit late as it is usually held bi-annually, and considering that there was an event last year we had to kick into top gear to get our act together. Within two weeks our Executive Director Vas Kiniris and our graphic designer Dominic Lloyd, of Lloyd Design, produced a beautiful map showing locations, transportation details and brief descriptions of each of our 31 associations.

I extend a sincere "thank you" to Jean Feilmoser, Board Member of the Mission Merchants Association, who connected us with the NCCA a few years back, and also to Daniel Bergerac, President of Castro Merchants, Richard Magary, Administrator of Castro Merchants, Eva Lee, Board Member of Chinatown Merchants Association, and Maryo Mogannam, Board Member of West Portal Merchants Association. Of course we could not have pulled it off without the tremendous efforts of our Executive Administrator Vas Kiniris, who worked really hard to gather all the materials and set up our table, and Yuka Iroji, who was a charming and awesome salesperson!

POPS and Airbnb Merchant Walk



The Merchant Walk began at the Footprint Shoes on Taraval where Mick Del Rosario of Airbnb, Albert Chow, president of POPS (People of Parkside Sunset) and Vas Kiniris, our Executive Administrator, welcomed a gathering of around fifty, including Airbnb hosts, and delivered speeches. We were split up into three groups and began the walk which included a stop at Albert Chow's Great Wall hardware store, Odsy Workshop, El Cafe, Versus Gameshop, Eagle Pizza, King of Dumpling Restaurant, and Rolling Out Cafe.

Airbnb's Adam Thongsavat, Matt Middlebrook, Mable Huang, Sarah Simon and Cali Martin were present. It was great to see Anthony De La Cruz, Secretary of the Noe Valley Merchants and Professionals Association, Ron Lee of the Chinatown Democratic Club, and everyone else who made this such a fun and successful walk.

Mark your calendar for the following events:

San Francisco Small Business Week

May 14 – 19, 2018. Celebrate small business and its contribution to the community. There are many exciting events throughout the week, including Inspire SF (May 14), GGBA MEGA Make Contact (May 15) and Tech After Dark (May 16).

[READ FULL DETAILS AND PURCHASE TICKETS](#)

The 68th Annual Gala Celebration & Awards Dinner

June 13, 2018 at the prestigious Olympic Club Lakeside. Writer and satirist Will Durst will be the MC, and awards will be presented to Cable Car Clothiers and ICA Cristo Rey Academy.

[READ FULL DETAILS AND PURCHASE TICKETS](#)

Thank you to everyone who is helping us promote small business in San Francisco. I will keep you - our Membership - in touch with my May schedule of meetings and events in my next monthly newsletter - "from the President's Desk".



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