



August 13, 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 July 2018.

Mayor London Breed Inauguration



We extend our sincere congratulations to London Breed - the 45th Mayor of San Francisco, second female Mayor and the first woman of color to be elected Mayor of our City. On a gorgeous sunny and warm day she was sworn in by Lt. Governor, Gavin Newsom on the steps of City Hall in front of a huge crowd.

In her inspirational inaugural speech, to thunderous applause, Mayor Breed committed to a challenging agenda concerning residents and businesses including tackling homelessness, housing and street cleanliness. I was thrilled to hear her twice say she would support small business. The homeless situation is out of control and San Francisco is getting a reputation as a city of dirty streets, crime, drug addicts and mentally disabled people on our streets, all of which impacts not only the larger businesses, but also small business.

I feel confident that if she is successful in her quest for court-ordered guardianships to move the chronically homeless into treatment, along with safe injection sites to clear the streets of drug users and needles, as well as increased construction of housing, the sparkle will be brought back to our gem of a city.

Rev. Amos Brown of the Third Baptist Church delivered the invocation for Mayor Breed with a memorable speech of inclusion which had the crowd on its feet and cheering! He wound up by saying "She's going to do something about homelessness, and not just talk about it."

Some of her biggest supporters in the crowd included State Assembly member David Chiu, Assessor Recorder Carmen Chu, Sheriff Vicki Hennessy, Board of Supervisors President Malia Cohen and supervisors Ahsha Safai and Katy Tang and many commissioners.

Mayor London Breed Transition Team Meeting

In Room 200 at City Hall, Mayor Breed formed a "Policy Transition Team" overseen by Joyce Newstat, who was charged with providing policy ideas for the new Mayor's term. The teams were broken up into the following categories:

Arts & Tourism

Children, Youth, Seniors & Families

Education

Equality & Equity

Healthcare

Homelessness

Housing

Immigration

Public Safety

Small Business & Jobs

Transportation

Womens Issues



Vas Kiriis and I were chosen to be on the Small Business & Jobs Team. The Committee comprised 22 participants, lead by Darlene Chiu, and included Gwyneth Borden, Sunshine Powers, Jim Lazarus, Gladys Soto, Buffy Maguire and Linda Parker Pennington.

We all convened in the auditorium of UC Hastings College of the Law, where the teams presented their findings and recommendations to Mayor Breed.

Small Business & Jobs presented the following:

- The Challenges for Small Business & Job Creation
- Street improvement and maintenance disrupting business
- MTA measures impacting access to neighborhood corridors
- Homelessness and lack of clean streets
- Time required for permitting in the city compared to other municipalities
- Vacant storefronts in neighborhoods
- High cost of doing business while competing with online business
- Lack of public safety presence and support on merchant corridors
- There is lack of preference for local small businesses, i.e.: out of city and out of state firms compete for same contracts in city and win due to lower cost of doing business
- Lack of workforce training for non-trade positions, i.e. restaurants and service industries
- Access for disadvantaged and underserved communities, commitments of employers, and expectations that city-funded or construction projects will be made available for local hiring, Need to expand beyond construction to hospitality, health care - requires policy reform (Based on Oakland model)
- Insufficient resources for technology needs for small businesses to develop efficient interaction with city agencies. Efficient way to communicate and engage large corporations in merchant corridors
- Enhance the Small business portal to allow businesses to be case managed through the city process

Ideas & Best Practices

- Increased inter-agency communication
- Allow online permit application, allowing neighborhoods to set guidelines to streamline approval process
- Job training to start at an earlier age, in particular vocational training; e.g.: New York programs start in high school to provide an employee base
- Create a fund to pay for on-the-job training for non-trade employers who hire from disadvantaged backgrounds, Success Centers, certain census tracks, etc.
- Look at workforce development programs adopted in Silicon Valley
- Taxation policies should support small business job creation
- CCSF to support the local businesses who stay in city and have higher cost of doing business vs other Bay Area cities

I believe Mayor Breed should convene all stakeholders for a "big tent" tax discussion to develop opportunities to raise responsible new revenue for housing/homelessness, review impacts of the payroll tax, identify best practices to unite business, labor and neighbors.

West Portal Merchant Walk



I extend our sincere thank you to our community partners Airbnb (Adam Thongsavat and Matt Middlebrook), San Francisco Office of Economic and Workforce Development (OEWD) (Jorge Rivas), West Portal Merchants Association (Rose-Ellen Fairgrieve and Deidre Von Rock-Ricci) and the office of Supervisor Norman Yee (Jarlene Choy) for coming together to make our West Portal Merchant Walk such a success!

The Airbnb “Superhost” influencer community was introduced to our mix of independent stores so they could share with their guest community.

It is private/public partnerships which are key to keeping our neighborhood merchant corridors thriving and vital.

Thank you also to the following participating businesses in making this walk possible:

The Dubliner, Ambassador Toys, BookShop West Portal, Easy Breezy Frozen Yogurt, Noe Valley Bakery West Portal, Submarine Center, GG’s, Ballast Coffee. Special thanks go to Sandy Schulze, Ron Lee and Adam Thongsavat for the photos!

Playland at Balboa Festival



This free festival was organized by the Richmond District Neighborhood Center and featured live music, family activities, local artisans and great food. Balboa Village Merchants Association were participants.

Live music was performed at an outdoor stage on Balboa Street, sponsored by the Outside Lands Music Festival, as well as within the Balboa Theater, La Promenade Café, Noise, Simple Pleasures Cafe and Creative IQ Art Studio.

Acts performing included BURNT, Teen Models, The Total Bettys, Bandy’s Brass Band and DJ Jackie Sugarlumps. La Promenade Café hosted music by McLean as well as Denise & Larry, and Dead Sailor Girls and Rocky Ramirez played at Noise Records. Creative IQ hosted Bandy’s Brass Band in addition to the exhibition “Those Who Can, Teach” – featuring the Fine Art of Creative IQ’s Teachers. The Simple Pleasures Cafe lineup included The Wyatt Act, Vollmer, The Salt People as well as Chris Mendoza and Friends.

Paying homage to the original Playland at the Beach theme park, the Balboa Theater screened two documentary films by Strephton Taylor – “Sutro’s: The Palace at Land’s End” and “Playland at the Beach”.

Congratulations and thank you to Supervisor Sandra Lee Fewer, Sarah Huck, Development Director at Richmond District Neighborhood Center and everyone else who contributed to the event, including Marjan Philhour, President of the Balboa Village Merchants Association. It was really nice also of our Mayor, London Breed, to drop by and chat with some of the crowd.

Chinatown Culture Sunday Street Fair



I applaud and congratulate Eva Lee for organizing this fabulous inaugural event and for closing off a portion of Grant Avenue and converting it into a pedestrian open space. Congratulations also to Kevin Chan for the beautiful posters and Cynthia Yee for her warm welcome to the visitors. We enjoyed lion dancing, tai chi demonstrations and music, along with the ambiance of the lantern laden street with no cars in sight! The beautiful Chinese princesses added a touch of elegance and class!

It was a wonderful way to spend the day. I loved the music performed by Alice Lui and her Wave Band, who played a medley of numbers including old favorites in Chinese! They got people to dance including one couple from Italy!

This FREE event will repeat for the next two Sundays this month, from 12:00-4:00 PM, so drop by and enjoy a fun afternoon.

Executive Committee Meeting at Cassava



On the first Sunday of each month the SFCDMA Executive Committee, including Keith Goldstein, Yuka Ioroi and Albert Chow, meets at Cassava restaurant on Balboa Street to discuss issues such as the agenda for our general meetings and other issues including future events and sub committees.

Executive Administrator, Vas Kiniris and webmaster and graphic artist, Dominic Lloyd, join us at this meeting. Also present was Stephen Cornell, a delegate of the Polk Street Merchants Association.

As well as covering a range of topics, we enjoyed a mouthwatering Cassava breakfast.

Leaders Breakfast at Square



This Leaders Breakfast was the brainchild of Square's Erin Archuleta, and was convened to bring together merchant leaders so they could share their insights on small business technology needs and to better understand how tech tools can be utilized to support their work. Sarah Spergel and Kelly Payne joined in the conversation. We identified some key topics for upcoming workshops in advance of the big holiday sales season and we will be partnering with your neighborhood merchants to host these workshops in the community.



About Square

Square creates tools that help sellers start, run, and grow their businesses. Square enables sellers to accept card payments and also provides reporting and analytics, next-day settlement, and charge back protection. Square's point-of-sale software and other business services help sellers manage inventory, locations, and employees; access financing; engage buyers; build a website or online store; and grow sales. The Cash App is an easy way to send, spend, and receive money, and Caviar is a food-ordering platform. Square was founded in 2009 and is headquartered in San Francisco, with offices in the United States, Canada, Japan, Australia, Ireland, and the UK.

After the breakfast David Heller, President of the Greater Geary Boulevard Merchants Association, called me and said that he got a call from Square offering a discount on the fees that they charge!

Greater Geary Boulevard Merchants Association and BRT

San Franciscans for Sensible Transit have been meeting with both the San Francisco Metropolitan Transit Authority (SFMTA) and the County Transportation Authority (CTA) regarding the proposed Geary Boulevard Bus Rapid Transit (BRT), which will impact both residents and businesses along the Geary Boulevard corridor. Agreement could not be reached thus a lawsuit was filed by San Franciscans for Sensible Transit. The case was before Judge Cynthia Ming-mei Lee, on Thursday August 9 in Superior Court here in San Francisco. Sensible Transit had claimed that the process leading to the adoption of the Geary BRT project had been flawed and should be restarted by the city to correct errors and misrepresentations.



Judge Lee gave each side 45 minutes to present material of importance but did not want a rehashing of the briefs from each side, which she said she had read. The case is more complex than it sounds on the surface. It is based on examination of the administrative record of internal city documents containing 306,000 pages, and on the California Environmental Quality Act (CEQA) that is very specific.

Ms. Kelly Shea from Davis Wright Tremaine LLP represented Sensible Transit. She brought five points to the judge:

- MUNI and CTA had failed to incorporate or consider the impact of the ride-hailing services such as Uber and Lyft that are snatching away bus riders to their cars
- City agencies failed to point out that the red-painted lanes now in parts of San Francisco and featured in the Geary BRT project were experimental and subject to possible revoking that would change the nature of the project and therefore should not be included until approved or revoked
- MUNI and CTA manipulated the data for the project when the computer models did not show sufficient benefits
- SF Supervisors who voted approval of the project January 5, 2017 did not exercise independent judgment and in rushing to the vote ahead of the swearing in of newly-elected Supervisors were acting in violation of the public process, including the Brown Act that prohibits reaching agreements about actions to take in advance of public meetings.

The Judge asked each side to submit a form of order which they want the Court to sign but noted that there might need to be further oral argument after she examined the documents which have been included with briefs. She set October 5 for a status hearing, if it turns out to be necessary.

If you'd like to see the briefs mentioned above, please visit www.sf4st.org.

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

Henry Karnilowicz
President

San Francisco Council of District Merchants Associations
henry@sfcdma.org



SFCDMA