



## BVMA Meeting Minutes 6/20/18

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### 1) Pre meeting and self introduction

#### Attended:

Marjan Philhour from Village Place  
Sarah Wright from BlueStone Pottery  
Chet Thong from La Promenade  
Betty Sun Wong from Pacific Union Real Estate as a guest of Chet Thong  
Yuka Ioroi from Cassava  
Sarah Huck from RDNC  
Adam Bergeron from Balboa Theater  
Sara Alison from Noise  
Nick Belloni

### 2) April meeting minutes were approved,

after Sara from Noise added that Noise being in charge for the music lineup for the Payland festival has been changed to Nick from RDNC.

### 3) Action Item: support letter to D1 office re: 4 way stop sign at 38<sup>th</sup> Ave/Balboa

- all member merchants present voted yes for support
- the support letter has been sent to the D1 office as of July 5, 2018. The copy is available at this link <https://goo.gl/XuGbRT>

### 4) Phenomenal Woman T-Shirt Campaign

- Marjan explained the concept behind the Phenomenal Woman t-shirts that benefits Dr. Maya Angelou foundation <https://phenomenalwoman.us/>
- Yuka announced the social media campaign plan to feature women business owner members wearing this shirt

### 5) One Richmond Kick Off Campaign Report

- Sarah from RDNC reported on the event and the impact
- Yuka reported on the raffle campaign held at the BVMA booth
- more business centric promo programs will be coming this year

### 6) Festival Season Briefing

- This year D1 Supervisor's office will be handling the festival meeting
- Merchants are encouraged to spread the word about Playland Festival for 8/4/18
- Merchants are encouraged to learn about other businesses' offerings so that we can cross promote each other to visitors: i.e. Cassava closed this year, but can go to Simple Pleasures, Marla, Eat Americana, Butter Love etc
- Traffic congestions still the huge issue and we'll be voicing our concerns at the upcoming meeting

**7) Q3/Q4 Events**

- Playland cost is estimated at \$17k including the street closure, permit application sent in by Sarah RDNC, intersections are kept open
- Member merchants are encouraged to use their own influence to solicit for tables and sponsorships
- Balboa 2018 is scheduled for 10/27/18
- We should start thinking about BVMA branded novelty items for giveaways
- SF Art Commission Open Studio 2018 will be 11/3 this year.
- Balboa Jingle by Sequoia Real Estate is being planned

**8) New Business**

- Sara from Noise encouraged the association to invite Dr. Baldwin. (invitation was sent on July 10, 2018)
- Sarah from RDNC suggested we join Main Street Alliance with their posters stating “Hate Has No Biz Here” (BVMA signed up Main Street Alliance on July 10, 2018)
- Adam from Balboa Theater had an update on Playland’s artifact sales: the auction will be held in August