



BVMA Meeting Minutes 8/16/18

1) Pre meeting and self introduction

Attended:

- Yuka Ioroi from Cassava
- Sarah Huck from RDNC
- Naomi Hui from RDNC
- Sara Alison from Noise
- Sarah Wright of BlueStone Pottery

2) July meeting minutes were approved

3) Upcoming PG&E power shutoff

- the original date of 7/21/18 (Sat) 9am-4pm have been cancelled thanks to a board member of RDNC and SF Council of District Merchants president
- the date/time is set on 10/15 (Mon) 10PM to 10/16 (Tue) 7AM, and they are not changing it.

4) Updating on Balboa Jingle

- Permit fees (\$99), general liability insurance (\$951.68) have been paid for and the permit is approved
- Eileen Chau of Sequoia and Yuka attended the hearing on 8/23/18

5) New President Election

- Suzie from Creative IQ said she would run for the position
- the deadline to submit candidacy is 9/15/18
- as of 9/19/18 nobody else has submitted that they would run
- Yuka said she'd take on executive director and treasure position along the new president

6) Street Banner Project

- Yuka presented the quote from Sabrina at Gold Metropolitan Media at some \$9000, and mentioned our budget is at \$4000
- Sara from Noise said Yuka should look for another quote. Yuka said she only found one lead in the last 6 months, so if anybody else can help with the quote and want to present to the delegates their volunteer effort is welcomed and appreciated
- Yuka mentioned that GMM would help look for sponsorship and they can show us the sample banner

7) Balboa Ideas

- We should have items for sale and raffle prizes
- submission deadline for ideas was 9/15/18—Yuka did not follow up, will extend until the end of this month

8) Debriefing OSL Impact

- Sara from Noise mentioned that sales for Noise of the OSL weekend was 1/4 of regular weekend, and also the front gate of her house was pulled and vandalized, that she heard the police saying vandalism increased this year
- Uber/Lyft pick up station at Washington HS wasn't enforced and many cars were seen on Fulton and nobody was being regulated, indicating that City needed to do more to direct traffic
- smell of urine everywhere indicating there weren't enough bathroom access once people leave the park
- trash were seen everywhere in our neighborhood, indicating the City needed to add more temporary trash bins
- BVMA will be writing these suggestions/observation to a report to submit to OSL organizers at the community meeting next year

9) Debriefing the Playland Festival

- Noise and RDNC had disagreements regarding how the music act booking process unfolded. This conversation is documented in a separate report and is available for viewing only by merchant members. Please make your request to Yuka.
- Sara from Noise mentioned that the shop sale was about half of the 2016 event, possibly due to the last Playland was held on the record store day
- vendors on the 37th-38th Ave block said they felt they saw less traffic than area closer to the main stage
- Village Place said they enjoyed exposure to large number of new customers, felt that face painting table in front might have been too big blocking the sidewalk
- Creative IQ saw increased traffic, art piece sales and new student enrollment for classes
- Cassava saw a slow first turn, but picked up towards 2pm and did not lose sale
- Suzie, Sara, Sarah, Naomi shared feedback from artist vendors and visitors
 - artists saw better than expected sales at their tables
 - visitors mentioned they wanted to see more tables selling items
 - If the music program was released earlier it could have brought more attendance
 - bathroom option was limited to visitors
- Sarah and Naomi from RDNC mentioned that although Honey Bucket was contracted until 4pm, their driver showed up at 2pm demanding to take the bathroom away so that he could finish work early. They received 50% refund for the violation of the work contract. This contribute to visitors unable to find bathrooms.
- we all agreed that we should have BVMA branded neighborhood pride merchandise and member business merchandise for sale in all future events

10) New Business

- Hardly Strictly Bluegrass 10/5 to 10/7/18 and we should promote with them → have not found a contact for them
- Art Span Open Studio for 4 weekends starting 10/13/18. Our neighborhood is 11/3 & 11/4/18 11am to 6pm, link to the event is here <https://www.artspan.org/events/visit-sf-open-studios> Noise and Creative IQ will host Youth Open Studio as well
- recently joined members request the Balboa Theater BVMA commercial to be updated including all members → waiting for funding
- Village Place grand opening party was scheduled for 8/25/18
- RDNC will be sharing the Playland photos in coming weeks