



BVMA Meeting Minutes 4/19/18

1) Bay 2 Breakers Community Reachout (Kyle Meyers from B2B Organizers Presented)

- The race starts at 8am on 5/20/18 (Sun)
- Fulton closure starts at 9pm on 5/19/18 (Sat)
- New addition to the race: Breakers bonus 15K race along Great Highway finishing at Ocean Beach
- Finish line closes at 12:30pm, Great Highway is closed until 4pm
- 43rd & Fulton may be a possible Uber/Lyft drop off spot
- Private shuttles for the race are available from North & South Bay, increased Muni routes
- Kyle's contact: kyle@gosilverback.com

2) RDNC Flea Market 4/22/18 (Sarah Huck & Naomi Hui from RDNC Presented)

- Flea market scheduled for 4/22/18 (Sun) to coincide with Earth Day 2018
- clothes swap, spaces for flea market, kokedama workshop are planned
- volunteers can apply with Naomi Hui via email

3) RDNC Playland Planning (Sarah Huck & Naomi Hui from RDNC Presented)

- Proposed date 7/14/18 (but it's been updated to a later August date)
- Looking to have live music played at Noise, Simple Pleasures, La Promenade, Balboa Theater
- Possible street closure considered, will look into the cost of Muni re-route and permitting (later confirmed by Sarah Huck via e-mail that they are moving forward)
- Closure area not determined, preferably on Balboa but will consider the numbered avenues like the last time (later discussed possible closure of Balboa from 37th to 34th, discussion to be continued on 5/17/18 after BVMA monthly meeting for May 2018)
- Merchants are encouraged to recommend bands to Sarah, and they'll be paid gigs to support local musicians
- Feedback from last Playland 2016 was that there weren't enough to-go food and alcohol drinks available. Member merchants are encouraged to offer more options.

4) National Record Store Day 4/21/18 (Sara Johnson from Noise Presented)

- Noise will host live music every hour from 11am to 9pm with different bands
- Simple Pleasures will be hosting Dog Fish Head brewery on tap with discounts for shopping at Noise
- Balboa Theater will be hosting live music at the newly added stage in the theater

5) Purusha Yoga Introduction (Joy Ravelli from Purusha Yoga Presented)

- Purusha starts to host free yoga classes to the veterans, has been hosting free yoga in GG Park on Saturdays

6) Small Business Week 5/14-5/19/18 (Yuka Ioroi from Cassava/SFCDMA Presented)

- SF Council of District Merchants Association, which BVMA is a member of, is organizing a Shop Small theme sidewalk sale on 5/19/18. Merchants are waived of permits to display merchandise in front of their shops on 5/19/18.
- More information can be found at www.sfsmallbusinessweek.com
- Marjan Philhour, BVMA President, added to the Small Business information via email about Facebook for Small Business Workshop for 5/15/18 (Tue) at Hong Kong Lounge from 2pm – 4pm. It is a free event and you can register at the link below <https://fbritchmond.splashthat.com/>
- SFCDMA might have more programs available for us. For the sidewalk sales day, live music on the sidewalk is encouraged. (The City won't be as strict that day!)

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7) Balboa Village Garage Sale Day (Yuka Ioroi from Cassava/SFCDMA Presented)

- Neighborhood activating festival that is environmentally conscious, inspired by the same festival Bernal Heights' Hillside
- Joe from the Richmond Market mentioned he experienced the festival and suggested we should host the residents in front of or inside of our businesses, rather than having them open their own garages
- We got a general consensus that we can possibly plan for fall time between the festivals and the holidays

8) Supervisor Jane Kim's Mayoral Campaign Office Introduction (Sarah Johnson from Noise Invited, the Campaign Staffer Presented)

- New campaign / D1 outreach office opened on Geary & Stanyan
- Some of the questions asked at the table:
 - What are her specific policies aimed to help small businesses?
 - What is going on with the San Francisco Public Bank?

9) New Business

- Naomi Hui from RDNC mentioned of the Mayoral candidate forum scheduled on 4/21/18
- Yuka Ioroi from Cassava/SFCDMA mentioned of the District 1 Merchants Associations & Supervisor Office Summit scheduled for 4/30/18 along with the presidents of the Geary & Clement Associations, mainly asking for neighborhood activation funding.
- Yuka Ioroi, BVMA director of marketing & business development, introduced the newly joined member businesses and existing paid member businesses:

Sequoia Real Estate
La Promenade Cafe
Noise
Kio Ramen
Eat Americana
Mr. Banh Mi
Philhour & Associates
Creative IQ (joined right after the meeting)
Cassava

- Yuka Ioroi, BVMA director of marketing & business development, mentioned the rate change of BVMA membership dues: \$75 for 2018.
- Joy Ravelli of Purusha Yoga mentioned when Balboa Village is googled, Balboa Island of New Port Beach seems to show up more and suggested that the Balboa Village brand needed to be stronger. We agreed and Sarah Huck from RDNC suggested we should utilize #balboavillagesf hashtag more often in our social media posts.