

Noe Valley Merchants and Professionals Association
Meeting Minutes April 30, 2008

Attendees

Donna Davis, Co-President
Gwen Sanderson, Co-President
Daniel Roddick, Secretary
Becky Feijoo, Treasurer
Carol Yenne, Membership
Bob Roddick, Nominations
Lorraine Lombardo, SFPD
Ramiro Alvarez, Sunset Scavenger
Tesh Patel, Wells Fargo

Sheila Ash, Board Member
Chris Conners, Board Member
Fima Gelman, Board Member
Malcolm Haar, Board Member
Bill Hoover, Board Member
Bruce Ponte, Board Member
Gail Dela Calzada, Wells Fargo
Steve Adams, Sterling Bank
Michelle Darby, CASS

Quorum being present, presidents called the meeting to order.

1) Guest Speaker Michelle Darby from California Alliance the Stop the Spray
For more information call 415-333-1977 or on-line at www.CASSonline.org

- The government has mandated a chemical mixture to be sprayed over the metropolitan Bay Area to inhibit the reproduction of the Light Brown Moth.
- The moth does not eat crops, harbor disease, or pose a threat to humans. The moth is evasive in that it is not originally from California but has been here at least 30 years.
- The argument in favor of the spray has to do with trade issues. Crops were quarantined by the government despite lack of risk which motivates farmers to support the spray.
- Please see website for details and confirmation of this information. Simply reclassifying the moth from class A to class D would prevent the government from spraying chemicals into the air.
- Spraying is scheduled to start over the City of San Francisco on August 17th and to continue at various intervals on a weekly basis for approximately ten years. The pesticide will be spread into the air by plane.
- The pesticide is 18% synthetic pheromone, not proven to affect the moth's reproductive cycle, but will be inhaled into people's lungs.
- Santa Cruz has halted the spray over their county in court for awhile. Santa Cruz was sprayed in the past and it resulted 643 reported cases of related illnesses among the human population. The San Francisco Board of Supervisors has passed a resolution against it.

2) Winter Banners – Bill Hoover

- Holiday banners (wreath with “season's greetings” in script) are 28 by 84 inches. We have 30 currently. (there were 60 but were stolen or wore out over time) Most will be along 24th street from Castro to Church.
- A walk through with Tom Speer the installer showed there could be 50 and expanded up to Douglass. He would put up and take down for \$1700, whether 30 or 50. Bill will provide detailed map to DPW to get permit soon since competing with others such as the Library reopening.

- Cost for more banners about \$100 each and would be more manageable size of 30 by 60 inches. There was no opposition to begin buying new ones over time.
- Further talk of collaborating with the non-chartered Church Street merchant organization which paid for lights on trees last year, approximately \$250 per tree paid by individually businesses.
- After discussion it was moved and seconded by Carol and Bob to ask for small donations (defined as \$5-\$20 bucks) at the upcoming Small Business Week Mixer and to possibly have a more concerted effort to raise funds for it in the future. Vote called and approved.

3) New Appointments - Daniel Roddick appointed to board and to position of secretary.

4) Small Business Week - May 12-17, 2008

- Fima produced posters for Noe Valley to advertise Small Business Week. May 17th is a day where merchants can participate in a sidewalk sale without requiring permits.
- Mixer at Cooks, Blvd. May 14th. Bruce bringing some food and paper products; Becky will contact some realtors to get drinks; Sheila Ash will look into getting some beer. Each board member to use their part of phone tree to contact food merchants to see if they would like to bring some of their items to the mixer. Wells Fargo sponsors city-wide event at City Hall and sponsored ours two years ago so maybe they can do something too.
- City Hall party May 12th. Go to acteva.org to register for it so you don't have to stand in line.
- Invite Bevan Dufty, Small Business Commissioners. Donna to see if head of SBA can come as well.
- Nominees for people in business 25 years or more. Oldest three will be selected for this year.
 - Elisa's Spa
 - Noe Valley Law Offices
 - Isa's Salon
 - RMC Properties
- Recognition for new businesses. Also Wells Fargo expansion.
 - Fima Photography
 - Bernie's
 - KeyBank
 - AAA

5) San Francisco Council of District Merchants - Update

- An assembly bill was passed to help employees save money with auto-deposit and an optional employer fund matching. Savings can then be transferred if employee leaves, sounds fully vested.
- City has a Small Business Economic Plan but hasn't been shared yet. Council has requested report.

