

Handy Resources for Home

Report Litter 28-CLEAN
Report Graffiti 241-WASH
Police Non-Emergency 553-0123
Police/Mission Station 558-5400
Help A Homeless Person 431-7400
(Mobile Assistance Patrol dispatched)
Street Cleaning 695-2017 or 695-2020
S.F. Supervisor Bevan Dufty' Office
Bevan Dufty 554-6968
bevan.dufty@sfgov.org
Diana Parker, Chief of Staff
diana.parker@sfgov.org
Hersh Al-Barazi, Deputy Chief 559-6987
hersh@sfgov.org

2003 EVPA OFFICERS AND BOARD MEMBERS

President: Gustavo Serina
Vice President:
Corresponding Secretary: Jimmer Cassiol
Recording Secretary: Mike Babbitt
Treasurer: Joe Foster
At-Large Board Members: Gerald Abbott, Drew Bertagnolli, Judy Hoyem, Richard McRee, Pauline Shaver and David Weiss

Next General Membership Meeting:
Thursday October 16, 2003
@ 7:30pm

EVPA P.O. Box 14137
San Francisco, CA 94114-0137
www.EVPA.org www.PinkTrianglePark.org

ATTENTION! MEETING LOCATION CHANGE

Due to the October 1, 2003 closure of the EVRC for renovation, EVPA General Membership Meetings, starting in October, will be held at:

Castro Meeting Room
above Bank of America corner of
Castro & 18th Street

Join EVPA by Sending Us This Completed Membership Application

Name: _____
First Last
Name: _____
First Last
Address: _____ Apt. _____
City: San Francisco, CA Zip Code _____
Day Phone:(____) _____ Evening Phone:(____) _____
Email Address: _____
(EVPA does not share your contact information with other groups)
My concerns for the neighborhood include _____

I am interested in working on the following issues:

___City Planning/Zoning ___Transportation, Utilities & Neighborhood Commerce
___Public Health/Safety ___Education/Recreation ___Membership & Promotion
___Finance ___Internal Affairs ___Pink Triangle Park

Annual Membership dues are \$15 per calendar year for individuals or \$24 for households, businesses or nonprofits in Castro, Upper Market, and Duboce Triangle (Eureka Valley). EVPA is a non-profit California corporation. Please return this form with your check payable to EVPA to: **EVPA, PO Box 14137, San Francisco, CA 94114-0137.**



Volume 122, Issue 10 October 2003

Eureka!

News for Eureka Valley, Upper Market, Castro, Duboce & Twin Peaks. Published by the **Eureka Valley Promotion Association**
Serving the neighborhood since 1881.
www.EVPA.org www.PinkTrianglePark.org

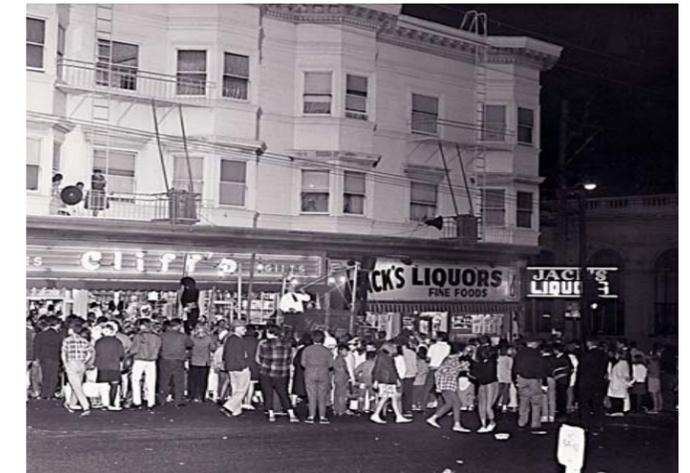
NOTES FOR EVPA PRESIDENT

Greetings, All--
October promises to be an exciting month for our organization. Two mayoral candidates, former Board of Supervisors President **Angela Alioto** and Supervisor **Gavin Newsom** will address our **General Membership meeting on October 16**. This forum provides members with an opportunity to question them about issues facing San Francisco and our neighborhood. **Remember, the meeting will be held at the Community Meeting Room above the Bank of America Branch on Castro and 18th Streets.**

City elections are not the only ones on the horizon. **EVPA will hold elections for officers and directors in November, and nominations may be made in October.** This is the time for active members to consider running for a position or nominating someone who is interested in guiding our organization as we enter the New Year.

At the September General Membership meeting, Board member **David Weiss, Chair of our Utilities, Transportation, and Neighborhood Commerce (UTNC) Committee**, reported that a new shoe store, Sole, would be opening soon on 18th Street near Castro Street. It promises to be a welcome addition to the neighborhood. David also asked members what type of businesses they would like to have in the Eureka Valley. Given how businesses come and go, finding those that residents want and will support makes sense for all concerned. This theme was echoed in **District 8 Supervisor Bevan Dufty's** September 22 **Castro Renaissance Meeting**, which former EVPA President **Lion Barnett** and I attended. Bevan has committed to working with landlords to solicit businesses that residents want. Would you like a fresh, organic produce market? A fishmonger? Or a butcher and poultry shop? **Please email David at developsmartusa@yahoo.com** to let him know what businesses you think we need but don't have and the location of empty storefronts that might house them. David will work with Bevan to bring those businesses to our area.

Best regards, Gustavo



Halloween (c. 1960), Cliff's 495 Castro Street Location

CONGRATULATIONS CLIFF'S!

Cliff's Variety has long been a landmark in our neighborhood. Ernie Asten's great-grandfather, Hilario DeBaca opened the first location on Castro Street in 1936. In 1971, Cliff's Variety moved its operation to 479 Castro and this month opened their new bath and fabric store right next door at 471 Castro Street. If you would like complete details of this remarkable history, stop in front of the store windows and see the many faces that have contributed to the success of this third generation, family owned, establishment.

We love Cliff's for many reasons. Cliff's is privately owned, management is good to their employees, the employees are good to their customers, and one can go to Cliff's knowing you will find just what you need -- be it a blue wig or a very specific widget. We also love Cliff's because it has acted like a goodwill ambassador for our diverse neighborhood beginning with the legendary Ernie "Cliff" DeBaca. In 1946, "Cliff" DeBaca began producing children's Halloween costume contests on the sidewalk in front of 515 Castro Street (one of Cliff's earlier locations). Children would climb up onto a step stool and vie for the applause of the crowd. "Cliff" would help

(con't inside)

(Cliff's Continued)

the smaller children, who might not be able to balance themselves, stand up on the step stool. Sometimes he would lift them up over his head, so they would get their fair turn in the contest.

Over the years, this little event grew into a Halloween institution with the participation of several neighborhood merchants. A flat bed truck replaced the step stool and it was used as a stage with lights and a P.A. system. The evening included a parade, music, jugglers, dancers, magicians, a fire-eater, rope-walker, accordionist, clowns, sometimes a Dixieland band, and a pie or ice cream eating contest. The parade involved marching a herd of costumed children and their parents around the neighborhood. The route varied, but it would typically begin at Cliff's Variety, travel west on 18th Street to Diamond, then south on Diamond to 19th Street, and east on 19th Street to return to Castro Street. There was a neighborhood drum corps that often led the parade.

In the early 1950s, "Cliff" constructed a dinosaur of wood, chicken wire, and canvas. This replica of Tyrannosaurus Rex was about 25 feet long and stood 12 feet tall. The green dinosaur had a moveable jaw that would open to reveal a mouth full of white teeth. It was fitted with zippered legs, a harness, and a noisemaker. A willing volunteer would get inside and walk around during the Halloween festivities, making roaring noises, and frightening or amusing all that chose to cross its path. The dinosaur was always the hit of the evening and sometimes the target. T-Rex was no stranger to egg yolk.

The costume contest was the longest part of the program. Anyone in costume was welcomed on stage. The audience did the judging by their applause. Every contestant got a small prize and the finalists got larger prizes



that were usually gift certificates from local merchants. The winning costumes were invariably hand made with great attention to detail. They would range from elaborate folk dresses and period pieces to intricate robots or giant vegetables. These costumes represented weeks or months of preparation and often cost more in materials than the prizes were worth. But it was the event that was important, not the prize. People planned months ahead and looked forward to celebrating with their neighbors.

For decades Cliff's Halloween party was specifically for children and for that reason it started at 7:00pm and ended at 10:00pm. In the late 1960s, neighborhood bars changed hands and Halloween on Castro Street took on a new dimension. Drag Queens chartered limousines and

tour buses to take them from bar to bar on both Castro and Polk Streets. This presented a logistical problem because Castro Street was closed to traffic until 10:00pm. Merchants worked together toward a simple solution. The Castro Street bars would be at the end of the circuit. When the children's party was over, the street was opened, and other revelers made their way to the bars. Bar owners didn't mind being "the last stop," because it generally meant that

their patrons would stay longer. As the years passed, the neighborhood and the Halloween celebration became easily integrated. The Angels of Light produced some G-rated shows for the children that were well received and everyone enjoyed the fantasy and imagination of Halloween in their own way while respecting the needs of others.

In 1979, this generous spirit disintegrated into mayhem. Polk Street was denied a permit to close on Halloween because it had a history of violence and vandalism. The media speculated that the problems of Polk Street would now be visited on Castro Street. What television, radio, and the press predicted, the city chose to ignore. On Castro Street that year, instead of the usual several hundred

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General Membership Meeting Minutes: September 18, 2003

7:30pm: Call to order, introductions, approval of August Minutes

Guests: Sgt. Chuck Limbert, SFPD Mission Station; Kar Yin Tham, Executive Director LYRIC; Mitch Thompson, Park & Rec Youth Program Director; Supervisor Bevan Dufty; Mohammed Nuru, Department of Public Works; Rich Bridygham, Acting Asst. Superintendent BBR.

7:40pm: Presentations from guests

At August's membership meeting, **Sgt. Limbert** reported of an alarming increase in illegal and threatening activity by juveniles between the hours of 9pm and 2am along Collingwood Street between 18th and 19th Streets. Since then, **Supervisor Dufty** had organized a meeting of **LYRIC, Park & Rec** and **SFPD** to discuss these escalating issues and propose both immediate and long-term solutions. **Sgt. Limbert** has since met with **LYRIC** staff and has had good luck with informing them of the need to control those who use the programs at **LYRIC** as well as direct them to other programs when **LYRIC** closes at 9pm. Additionally, **Sgt. Limbert** mentioned that problems had diminished considerably since his last report. **Supervisor Dufty** will arrange to have continuing youth outreach programs during the late-night hours at the **Gay & Lesbian Community Center** at Octavia and Market Streets. Both **SFPD** and **LYRIC**, as well as other service providers, will begin directing youth to these additional programs at the Center. In search of a long-term solution, **Supervisor Dufty** will begin meetings to coordinate the youth services that are provided by the various agencies throughout District 8 and the City at large. **Mohammed Nuru, Department of Public Works** came to meeting to start a dialog regarding **Supervisor Dufty's "Castro Renaissance."** Lighting designs at **Pink Triangle Park and Memorial, Harvey Milk Plaza and Rainbow Flag located at Market and Castro** were briefly discussed. In addition, Mr. Nohru provided information regarding tree boxes, grates, news/flower stall kiosks and other "street furniture" that can be added at specific areas targeted by **Supervisor Dufty's** efforts. **Mr. Nohru**, DPW representatives and other interested parties were referred to **Ed and Rec Committee Chair Pauline Shaver** for discussion. The Committee will consider the options and return to the General Membership with a recommendation.

8:10pm: Committee Reports

Safety -- Highlights of the written report on file: Halloween preparations continue through the help of **Supervisor Dufty's office**. At the September 8th Halloween meeting, **SFPD** reported progress working with local businesses in restricting the sale of liquor in the neighborhood during the event. The event perimeter will be set up at 6pm, entertainment will last until 12am, and there will be 11 entrances to the event. Sponsorships are actively being sought. Current sponsors are Anheuser-Busch, Red Bull and Sound Safe. **DPT** will have 61 officers in the area directing traffic and enforcing the no-parking zones. **BART** will not be able to extend their operation hours, but **Supervisor Dufty** will attend the next **BART** Board Meeting to discuss options. Interested parties are encouraged to attend the **next scheduled** meeting at Room 201 on September 29th from 6-8pm.

Planning -- No report given.

Internal Affairs and Membership -- No report submitted.

Ed/Rec -- Highlights of the written report on file: Committee met on September 13, 2003. Ongoing **PTPM** maintenance was discussed, as was early thoughts on how to tell the pink triangle story. Committee member **Gary Weiss** provided an update on the Castro tree planting effort. The **next Committee** meeting is scheduled for October 11 at 10am. Committee Chair **Pauline Shaver** reported to General Membership that a Chinese Elm tree on the sidewalk at the entrance to **PTPM** was posted with a notice that the owner of 2500 Market has requested the tree's removal. **DPW's Urban** Forestry Department has refused this request on the grounds that this tree is "healthy and sustainable," but the owner has proceeded to move forward with attempts to remove it. **Action:** A motion was made to write a letter to DPW, Department of Urban Forestry protesting the removal of this tree. **The motion carried.**

Finance -- Highlights of the written report on file: EVPA Treasurer Joe Foster advises that anticipated revenue is based upon substantial EVPA participation in the **Castro Street Fair** on Sunday, October 5th. As a neighborhood organization, EVPA can receive a portion of the two-dollar gate donation, based upon the number of hours EVPA volunteers work at the Fair. EVPA members were encouraged to get involved with this event and to contact EVPA Event Coordinator **Adam Hagan** to donate one or two hours of time to help the organization.

UTNC -- Highlights of the written report on file: Committee Chair **David Weiss** reported that **Supervisor Dufty** is interested in bringing new businesses to Eureka Valley and in particular Castro Street to fill the needs of its residents. Some of the initial ideas are a fish or meat market, fresh produce stand, and a bakery. EVPA members who know of good businesses for the area are encouraged to contact Committee Chair David Weiss or Supervisor Dufty's office.

New Business

EVPA President **Gustavo Serina** received a request from **Castro STOP AIDS** project asking EVPA to be a sponsor of the **"Dine Around the Castro"** fundraising event. This event receives funds from participating restaurants that donate a portion of their proceeds during the event. EVPA sponsorship carries no financial obligations, and only adds EVPA to the list of sponsoring groups. **Action:** A motion was made to participate as a sponsor in "Dine Around the Castro." **The motion carried.**

Old Business

EVPA member and past president **Lion Barnett** made a motion for EVPA to write a letter to all appropriate City agencies thanking them for their work on the **EVRC remodel**, for the time they spent with neighbors, community organizers, and EVRC users, and requesting that the construction begin as scheduled on October 1st. The motion was seconded and there was discussion. It was learned that a small group of neighbors who object to the architectural aesthetics of the proposed EVRC redesign have formed an ad-hoc group called "The Committee for Design". It was pointed out that the motion did not address aesthetics. The majority of EVPA members in attendance were most concerned that the remodel start on time and that the needs of the majority of EVRC users had been addressed. **Action:** After debate, **the motion carried.**

Meeting adjourned at 9:05pm.

Carolene Marks, wife of the late State Senator Milton Marks II who also served 38 years in the state Assembly, sent the following very kind note regarding **Pink Triangle Park and Memorial**. No stranger to public service herself, Mrs. Marks was appointed to the Mayor's commission on the status of women in San Francisco and she has long been active in breast cancer advocacy.

It is particularly poignant that when her son, Milton Marks III, was sworn in as a member of the board of trustees of the City College of San Francisco, he recited the Shehechyanu --- the prayer said before embarking on something for the first time. "I probably wouldn't have done it a few years ago, I wanted to show people the importance of Judaism to me. I know that people were pleased that I made that gesture," he continued. "My mother was really kind of stunned."

Mrs. Marks' late father-in-law, Milton Marks, was the only Jewish member of the state Assembly in 1917. He later went on to serve as San Francisco's city attorney and on the Board of Supervisors.

We thank the Marks family for their long history of public service and for embodying the best part of active citizenship as outlined by the United Nations, December 10, 1948, in the **Universal Declaration of Human Rights:**
"Article 1. The acknowledgment that all human beings are born free and equal in dignity and rights. Article 2. Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, color, sex, language, religion, political or other opinion, national or social origin, property or other status."

Thank you, too, to Working Assets for the \$250 donation to Pink Triangle Park and Memorial. Working Assets is a long distance, wireless, credit card and broadcasting company that was created to build a world that is more just, humane and environmentally sustainable. Since Working Assets was created in 1985, the company has raised \$35 million by helping people make a difference in the world through progressive philanthropy and political activism.

Working Assets donates a portion of its revenue to non-profit groups working for peace, human rights, equality, education and the environment. The company also acts as a strong political force, dedicated to giving its customers the opportunity to speak out on critical public issues.

Since 1985, Working Assets has funded hundreds of progressive nonprofits, including Greenpeace, Planned Parenthood, Oxfam America, Rainforest Action Network, Gay and Lesbian Task Force, Sierra Club, Ms. Foundation, Children's

Defense Fund, AIDS Action Council and Amnesty International, among others. The organizations fall into five categories: Economic & Social Justice, Environment, Civil Rights, Peace & International Freedom and Education & Freedom of Expression. To learn more about Working Assets and to see a list of the 2003 donations recipients, visit their website www.workingassets.com.



Mrs. Milton Marks

Dear Joe and Gustavo,

I was deeply moved by the concept and dedication of the Pink Triangle Park. What a beautiful memorial for the future - remembering a dreadful past.

Please express my appreciation to the members of the Eureka Valley Promotion Association and all who participated in the and your other caring neighborhood activities

Carolene
Commissioner
Status of Women

55 Jordan Avenue, San Francisco, CA 94118
(415)752-7867 (415)387-3832 (415)752-4075 fax
carolenemilton@juno.com

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Announcing our new incentive program – plan ahead and save some money while letting your neighbors know how best to support your business. Ad rates are as follows, to sign up please contact EVPA Treasurer Joe Foster at kaizrjoe@hotmail.com

- 1 month, \$35
- 3 months, \$90
- 6 months, \$165
- 9 months, \$225
- 12 months, \$270

(Cliff's con't)



Left Photo:
Three Generations
(c. 1948)
From left to right
Hilario De Baca,
Ernie Asten,
Ernie "Cliff" DeBacca

Lower Photo:
Ernie "Cliff" De Baca's
Dinosaur Greets
Halloween Revelers on
Castro Street



merrymakers there were crowds that numbered in the tens of thousands who had little respect for themselves or for others. Pockets were picked, people were mugged, and windows were broken.

A heart was broken too. "Cliff" DeBacca believed that the tradition he had started would die before him. The green dinosaur may no longer roar each Halloween, but "Cliff's" grandson Ernie Asten's hard work has preserved the playful spirit of Cliff's Variety and shaped new traditions from the noble ones he inherited. Just like the neighborhood it has long served, Cliff's Variety is open, thriving and expanding. Ernie has "tremendous admiration for the Sisters of Perpetual Indulgence who have revived the Halloween children's program, even though it is held away from Castro Street, and all the volunteers who are trying to restore a degree of civility to Halloween."

Halloween 2003 Update

Meeting with Supervisor Dufty at City Hall September 8, 2003

SFPD reported a good meeting with the liquor licensees in the neighborhood and Inspector Falzone. There is a general knowledge and acceptance of the alcohol ban at Halloween. Looking into having these businesses have vendor carts to sell non-alcoholic beverages and food. Signage will be provided to the vendors explaining the new policy so that the store clerks will have some "support" when talking to customers. The perimeter has not changed since last update. It will be set at 6pm. There will be 11 entrances to the event. The SFPD will use a similar approach used at Pac Bell and Candlestick Park. They will observe the crowd and then select specific persons for further searches with wands. Donations will be collected at these entry gates. There will be adequate safety for volunteer collectors, including a money pick-up protocol and escorted patrol. Additionally there will be training for the volunteers prior to the event. The money raised will go to neighborhood non-profit organizations, similar to the Castro Street Fair process. There will be a taxi stand at Church and Market to help get people out of the area when the festivities end. The proposed entry gates are:

- 1) Church & Market
- 2) Noe & Market (both north and south sides)
- 3) 16th & Market
- 4) Castro & Market
- 5) States & Market
- 6) 17th & Diamond
- 7) 18th & Diamond
- 8) 18th & Noe
- 9) 17th & Noe
- 10) Sanchez & Market
- 11) 15th & Church



The Chevron Station at Market/Castro/17th will close for the evening and it will be used as a Command Post/Fire/EMT Transport area. Additionally, negotiations have begun with Bank of America to use their parking area on 18th Street as another EMT area. California Pacific Medical Center (Davies) will upstaff for the evening. The Fire Department will use mini-pumpers that are staffed with cross-trained fire/EMT personnel. There will also be a Rapid First Aide Team on foot in the crowd. Safeway parking lot at Market/Church will be the Eastern Command Post for the SFPD. The Chevron Station will be the Western Command Post, as the EVRC will be unavailable due to its closure for renovation. Entertainment will be until 12am.

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(Halloween 2003 con't)

The entertainment will be of multiple genres and include DJs, live bands, cabaret, and drag shows. The main stage will have hourly costume contests and prizes. The March of Light will start at 6pm at the Community Center (Market/Octavia) and proceed west on Market to Castro then south on Castro to 19th Street. Working with South of Market clubs to host "after parties" to give the crowd somewhere to go after the event ends at midnight. There will be a website www.halloweesf.com where information will be posted for both residents and visitors. There will be a link that can be placed on other websites to bring folks to the Halloween one. For example, on the EVPA website. Additionally, there is going to be a printed guidebook with all the necessary information. There is still discussion of a pocket guide to be distributed at the gates with event information, rules, bathroom locations, public transportation, etc. Sponsorship is actively being sought. Sponsors thus far are Anheuser-Busch, Red Bull and Sound Safe.

PSAs have been planned to begin on October 1st donated by Clear Channel and Viacom. Also KRON-4 will run spots and have live coverage. Supervisor Dufty will host a press event the week prior to the event. There is still a need for an advertising agency to help with promotion and writing copy.

DPT will have 61 officers in the area. They will divert Market Street Traffic up 14th Street to Roosevelt. Castro will be closed at 14th Street. I mentioned that we need to do something about the smaller streets off of Market (eg: Eagle, 19th Street, etc.) and the smaller streets between Roosevelt & Castro (States & 15th). SFPD agreed that these streets need to be covered as not to allow people to drive into the venue and then not know how to get out. DPT will come up with a plan. BART has reported that they are not able to extend their hours due to monetary issues. One option presented is to run limited service to the first major station outside of the City. Supervisor Dufty will attend the next BART Board Meeting to discuss options.



PH 415 621 2566 ■ 558 CASTRO STREET



Photo by EVPA member Jon Sviben

REMINDER VOLUNTEERS NEEDED!! NEIGHBORHOOD TREE PLANTING NOVEMBER 15th:

Contact **Gary Weiss** at gary@ixia.com or call (415-431-3134). For questions and/or interest in tree planting in the residential areas, please contact **Henry Matallana** at henrym@itsa.ucsf.edu.



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THANK YOU FOR YOUR OUTSTANDING GENEROSITY!

EVPA member Adam Hagen, a realtor with McGuire Real Estate, has offered to donate 5% of his commissions to EVPA for properties bought or sold by members of our organization when they use his services. Thank you Adam, for this generous offer.

THANKS ADAM!



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EVPA 2004 ELECTIONS!

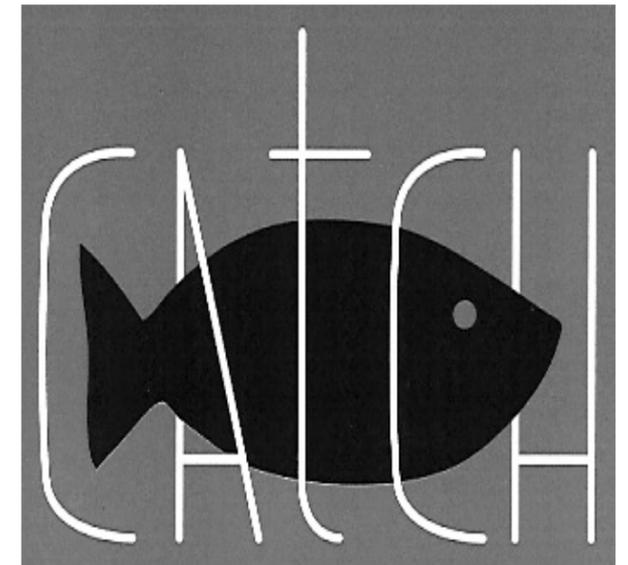


**And you though the recall had your
head in a spin!**

At the October General Membership meeting, nominations will be opened for all EVPA officer positions and three board positions. Board members are obligated to attend Board meetings the first Tuesday of each month and to attend General Membership meetings the third Thursday of each month. In addition, board members participate in at least one committee (Ed and Rec, Finance, Internal Affairs, Planning, Safety, and UTNC), and have an opportunity to shape the direction EVPA in the new year.

Elections will be held in November and nominations may be made from the floor prior to the vote. Eight positions will be filled. Gustavo Serina, our current President, is termed out and will take on the post of Immediate Past President. Nominations for President, Vice President, Corresponding Secretary, Recording Secretary, Treasurer, and three at-large board members are welcome. Gerald Abbott, Mike Babbitt, Drew Bertagnolli, and David Weiss will be completing their current positions on the board and are eligible to run for different slots --- we hope they will consider this as their leadership and public service has greatly benefited EVPA and our neighborhood.

EVPA members 'in good standing' at least six months prior to the election are eligible to be candidates for any of the offices. To be eligible to vote, members must have joined and paid their dues at least 7 days prior to the election (existing members must not be more than 3 months in arrears on dues).



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