

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

2004 EVPA OFFICERS AND BOARD MEMBERS

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

Next General Membership Meeting:
Thursday January 15, 2004
@ 7:30pm

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



Join EVPA by Sending Us This Completed Membership Application

Name: _____
First Last
Name: _____
First Last
Organization: _____

Address: _____ Apt. _____
City: San Francisco, CA Zip Code _____

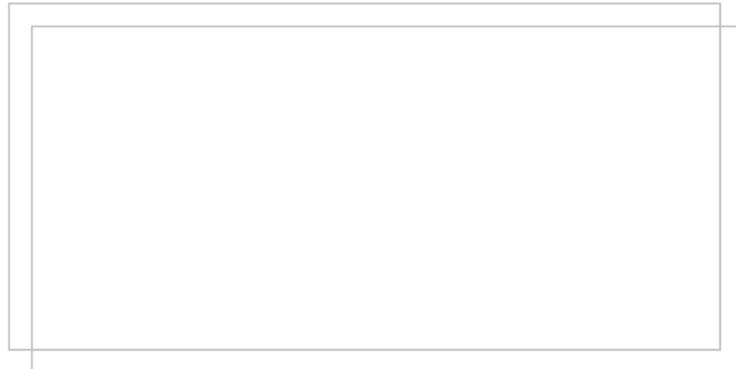
Day Phone:(____)_____ Evening Phone:(____)_____

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
___ Renewal Membership ___ New Membership

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 12 December 2003

www.EVPA.org

www.PinkTrianglePark.org

Eureka!

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

NOTES FOR EVPA PRESIDENT

2003 has been a year of accomplishment for EVPA. Under the leadership of **Gustavo Serina**, we have continued our organization's long history of promoting open space in the Castro. In June, the dedication of **Pink Triangle Park** brought together city officials, the press and neighbors to celebrate the culmination of three years of hard work by EVPA volunteers. In August, the commemoration of the founding of **Seward Street Mini-Park** acknowledged a similar EVPA accomplishment from years past. However, these events represent only the "tip of the iceberg" in the active life of our organization. Throughout the year, EVPA volunteers work tirelessly to keep our membership informed by publishing the monthly Eureka! newsletter and by updating our organization's website. In addition, EVPA has been involved in key city initiatives such as the planning of "**Halloween in the Castro**" and the renovation of the **Eureka Valley Recreation Center**. All the while, our fiscal house is kept in order by your payment of membership dues, the fees that are contributed by our Eureka! advertisers and fund raising events like our participation in the **Castro Street Fair**.

EVPA volunteers are drawn from all of the neighborhoods of Eureka Valley. **The Castro, Duboce Triangle, Twin Peaks and the Upper Market area are all represented in our ranks.** Just as important...our membership is gay, straight, female, male, business-owners, renters and homeowners. Together we work to make the neighborhoods of Eureka Valley just a little bit better each day. 2004 promises to be another year of change and accomplishment. I look forward to carrying out the duties that you have elected me to fulfill. In the months ahead, I will be naming the heads of our various committees and asking them (together with our Board of Directors and General Membership) to identify key initiatives for the year. More importantly, however, I will be asking everyone to "step up to the table" and commit time, energy and financial resources to the accomplishment of our shared goals. The neighborhoods of Eureka Valley will only realize their full promise as "the Sunny Heart of San Francisco" with your help. I look forward to working with you.

Best Regards, Joe Foster

CONGRATULATIONS



EVPA's by-laws preclude the organization from endorsing candidates for public office. Nonetheless, because we are the city's oldest neighborhood organization and the largest in Eureka Valley, many candidates make time to address our members. In the most recent mayoral race, Supervisor Tom Ammiano, City Treasurer Susan Leal, and Supervisor Gavin Newsom placed EVPA on their busy schedules in order to meet us, share their vision for San Francisco and our neighborhood, and answer questions.

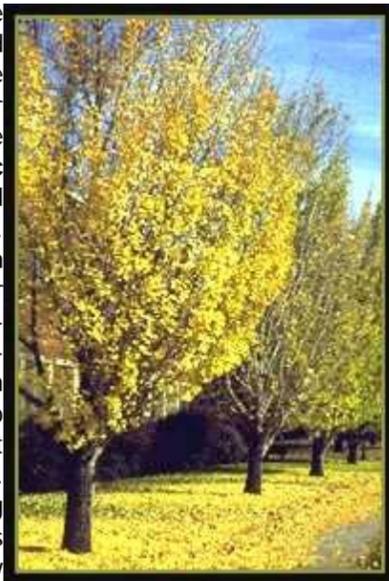
These forums were invaluable. They allowed members to get a sense of the candidate as a person and to discuss issues of concern. It is no surprise that in the December 9th run-off, **Eureka Valley and Upper Market neighborhoods had a 67% turnout, highest in the city.**

Newsom's attendance at our October general membership meeting was proof that he hoped to work on behalf of all San Franciscans and that he was willing to listen to all voices. Watching late night news on election night, it was heartening to hear him speak of the power of diversity -- not division -- as the full weight of his office loomed large. Our hope is that others in public office will follow this enlightened path and will work in a positive way with the new mayor.

We congratulate Mayor-Elect Newsom on his hard-earned victory, thank him for meeting with us, and look forward to working with him to improve the quality of life for our neighborhood and San Francisco.

TREE PLANTING UPDATE

When last reported in the *Eureka!*, a neighborhood tree planting was to take place in November. After months of discussions, the **Department of Public Works** has taken the lead in organizing the effort. **Friends of the Urban Forest** were initially our contact organization, however they ran into impediments because permission to plant trees continued to be delayed. DPW is not constrained in this way. DPW can design a planting program and plant trees on streets where they have jurisdiction. Castro Street is one of these.



Originally, cherry trees were discussed, but many merchants were concerned about maintenance. Palm trees were offered as an alternative, but thankfully **EVPA member Gary Weiss from Ixia** and **David Gray from Hortica** pointed out the problems of the palm trees presently in our neighborhood. As Gary described, "stand on the corner of Market and Castro - by the Arco station, and look up towards "Tropicana Peaks". You will see a row of Queen Palms and it makes you feel as though you're in Tahiti. Not only that, do you remember how many years it took to get MUNI to trim the palms on Market Street? It wasn't until Bevan Dufty was elected Supervisor that he managed to get it done. Palms do not naturally defoliate - unless there is a typhoon - that is why they are best planted in the tropics. In San Francisco, you will notice the dead fronds lingering from years past."

Ginkgo biloba was eventually selected. It is a widely-planted deciduous temperate tree and has a nice yellow foliage color which is striking for about two weeks. It is extremely hardy, drought tolerant, and when established has shown to have positive affects on the urban environment by reducing pollutants.

Thanks to Gary Weiss for his vigilance throughout this endeavor to add trees to the neighborhood. Thanks, too, to **MUMC President Herb Cohn** for keeping the project on the merchants' agenda. **Special thanks to Supervisor Bevan Dufty** for continuing to upgrade District Eight and for working his magic when city agencies are stalled by budget constraints and work overloads.

ADVERTISE IN THE EUREKA!

There is no better time to place an ad in the Eureka than now. 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 Joe Foster at kaizrjoe@hotmail.com

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

EUREKA VALLEY PIONEER

Cora Keegan, a long-time Eureka Valley resident, died on Thanksgiving Day, November 27, less than two months short of her 99th birthday. One of 15 children born on a farm near Boise, Idaho, Cora came to San Francisco in the 1920s while a teenager to study nursing. Here she met her late husband Ernest and raised three daughters, Irene (Sister Mary Cora) Keegan, Marian Keegan Giovanini, and Elsie Keegan O'Brien, at their home at 211 Douglass Street.



In addition to her nursing career, Cora was, for 67 years, an active member of the Most Holy Redeemer Parish and the Diamond Street Senior Center. Famed for her culinary skills, open hospitality, and good humor, Cora cooked and served countless dishes at church potluck suppers and fundraisers for the needy.

In her nearly seven decades in Eureka Valley, Cora saw many changes--and, as daughter Elsie said, "Those changes were for the better." Cora's commitment to place and active involvement in her community exemplified what makes our neighborhood so special. She was a Eureka Valley Pioneer who will be missed.

General Membership Meeting Minutes: November 20, 2003

7:30pm: Approval of October Minutes

New Business

Castro Street Fair proceeds total \$1,460. Thanks to the hard work of EVPA Organizer Adam Hagen, EVPA volunteers and Patrick Batt who volunteered his entire working hours to EVPA. Castro Christmas Tree participation will cost EVPA \$150 this year. A motion was made to allocate funds to participate in this annual event. The motion passed. EVPA Safety Committee Chair Drew Bertagnolli distributed a survey to EVPA members in attendance to find out their experiences with this year's Halloween festival. Drew will tabulate the responses and submit them to the general membership. A motion was made to send the results to District 8 Supervisor and EVPA member Bevan Dufty. The motion was approved.

Elections:

All offices and board members up for election were unopposed, however there were no candidates for either of the Secretary offices. As no there were no contested seats, all candidates were elected by acclamation. The results of the election is as follows:

EVPA President: Joe Foster
 EVPA Vice President: Drew Bertagnolli
 EVPA Treasurer: Mike Babbitt
 EVPA Recording Secretary: Vacant
 EVPA Corresponding Secretary: Vacant
 EVPA Board Members: Gerald Abbott, David Weiss, Adam Hagen
 Immediate Past President (Board Member): Gustavo Serina
 A motion was made to refer the Internal Affairs Committee to review the EVPA bylaws to assess the appropriateness of an "election by acclamation." After discussion, the motion was defeated and a request was made to record the vote:
For: 6 Against: 14 Abstain: 2

Committee Reports

Finance

EVPA is ahead of the forecasted budget due to increased funds from our participation in the Castro Street Fair.

Safety

Will tabulate the results of the survey and distribute them to members.

Ed/Rec

No report given.

Planning

Highlights of the written report on file: The Committee met with the owners of 39 Diamond Street to discuss the replacement structure. The ongoing concern is the structure's

façade, which is still in the very early stages. Interested EVPA members are encouraged to contact Planning Committee Chair Judy Hoyem at 552-1259 or jhoyem@aol.com. Ongoing efforts to conduct an historic survey of the Castro/Eureka Valley are continuing. A "context statement" has been written, and a motion was made for EVPA to donate \$100 to the Friends of 1800 who have thus far shouldered the bulk of the costs for this project. The motion was tabled until such time that the "context statement" can be reviewed by the Committee and the general membership.

UTNC

Highlights of the written report on file: La Nouvelle Patisserie is moving forward in the space adjacent to the new SuperStar Video, now occupying the old Valley Pride Market space. A conditional use permit is being filed. The Patio Restaurant is considering plans for an open market containing fresh produce, fish and meat markets. Catch Restaurant (owned by EVPA Board Member and UTNC Committee Chair David Weiss) at 2362 Market has been nominated by the SF Planning Department and the State Historical Society as an historic place, based upon it's past use as the Jose Theater in 1910 and The Names Project. To be voted upon by the Board of Supervisors on January 15, 2004.

Internal Affairs and Membership

Elections proceeded without too much controversy. All nominated candidates ran unopposed and were elected by acclamation.

Old Business

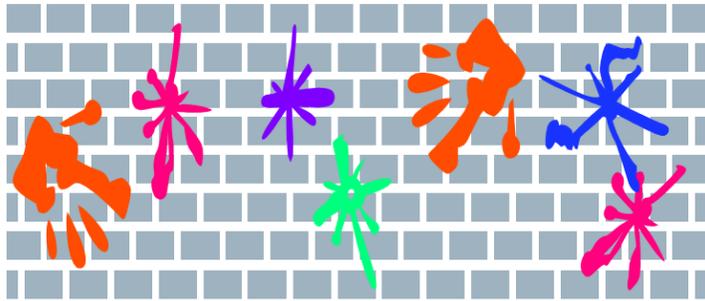
The EVRC remodel plan was voted upon by the Rec and Park Commission and was passed unanimously. Work on the project will begin in the near future.

Meeting adjourned at 8:40pm.

Mark Your Calendars! General Membership Meeting Dates for 2004



January 15
 February 19
 March 18
 April 15
 May 20
 June 17
 July 15
 August 19
 September 16
 October 21
 November 18
 December 16



GRAFFITI WATCH

In the coming months, **Ed and Rec Committee member Jack Keating** will provide information on how to contend with graffiti. He has been researching the best ways to follow up with reports and to take action. Early in December, he reported two instances. Using a disposable camera, he took photos of the markings and filed reports with **Officer Newman at Mission Station**.

One graffiti sighting was at Pink Triangle Park and Memorial. The markings were quite large and defaced the retaining wall. **Justin de Versano** attempted to remove it with a solution from Cliff's and was partially successful. Jack is attempting to match the color of the retaining wall as closely as possible so that future marks can be painted over on an as needed basis. The other incident was closer to Jack and Justin's home on 17th Street. Marks disfigured the sidewalk in front of their property and in front of Montecito North.

Isn't graffiti art? It can be and one city in Europe took an active role in establishing the difference. Bruges, or Brugge to the Flemish-speaking Belgian locals, is one of the best-preserved medieval cities in Northern Europe. Through the years, the tags and pieces 'marked' the streets more and more in a cumulative effect. Not only did the graffiti create a degenerate impression in some districts, many art-historical buildings were also severely damaged. To put a stop to this development, the city of Bruges set out a positive graffiti policy: graffiti is recognized as an art form, but graffiti as vandalism is dealt with in a repressive way.

Graffiti is a problem that if left unchecked can seriously damage the reputation of a community and adversely effect the economy and quality of life enjoyed by the residents. Graffiti is any writing, drawing or symbol applied to any surface without the consent of the property owner or their agent.

Graffiti crime can occur anywhere the opportunity exists. Some of the more popular targets include: public and private buildings; parks and recreation facilities;

public transit vehicles, stations and shelters; public telephone booths; bridges and overpasses.

Why should you care? Graffiti can effect your community in many ways, including: higher taxes for clean-up; heightened fear of crime; cancellation or reduction of education and recreation programs.

Removal is important. Graffiti that is not removed indicates that no one cares about the state of the community. A clear message must be sent to those responsible that this type of activity will not be tolerated. The most effective method of deterring Graffiti Crime is removal within 24 hours.

Immediate removal is helpful. Timely graffiti removal will help stop the spread and re-occurrence of graffiti. Graffiti writers will not waste their time or materials and are unlikely to return to locations that do not offer a good return for their efforts.



SOUND OFF!

EVPA Officers and Board Members Want to Hear From You!

What are the major issues you would like EVPA to address in 2004? What would make EVPA even better? Come to the January General Membership Meeting to let your voice be heard.

As you know, EVPA is an all volunteer organization with limited resources. We need to hear from our members as we set goals for 2004. If something is important to you there are probably others who share your views. Bring a friend, be on the lookout for new members and get involved!

HALLOWEEN 2003 FEEDBACK

At our last general membership meeting we conducted an informal survey regarding the festivities and shared the results with Supervisor Dufty's Office to give him a sense of the residents perspective. Overall, everyone noted that Halloween was much improved over last year and was pleased with the event. Also many felt that the ban on open-containers, increase police presence and coordination were critical to the success of the event. Areas that were suggested for improvement next year include having more food vendors, have more street closures, police after the event in the periphery, porta-potties just outside the venue, more PSAs. **Thank you Supervisor Dufty for helping make Halloween 2003 a fun, festive and safe event for all.**

Below are the 10 areas that were compared to Halloween 2002 and the average rating for each. We used the following rating scale. Total number of respondents was 15.

1 = much worse	
2 = somewhat worse	
3 = not much difference	
4 = somewhat better	
5 = much better	
Street closures and traffic control around the area	4.92
Feeling safe on the street	4.36
Feeling safe at home	4.29
Noise during the event (6pm-12am)	4.08
Noise after the event (after 12am)	4.14
MUNI re-routes, station closures	4.44
Litter, urine, feces in inappropriate places	4.43
Communication (website, TV, radio, print, etc)	4.69
Creating a fun, festive atmosphere	4.46
Overall as compared to Halloween 2002	4.71



START THE NEW YEAR WITH ROSES AT PINK TRIANGLE PARK

EVPA member Ed Allen has arranged for Ken Gourley to take the lead on rose maintenance at Pink Triangle Park and Memorial. Ken was trained under the legendary rose expert Gregg Lowrey and has a passion for pruning and cultivating heritage roses. He will give a mini class on **Saturday, January 3rd** to discuss the future care and cultivation of the roses at PTPM. Fertilization, pest control, mildew, rust and the other dangers that prey on roses in the Bay Area will be discussed.

Ed and Ken plan to meet at **PTPM at 9:00am** and all are welcome. Cookies and hot cider will be served. If it storms Saturday the 3rd, plan to meet Sunday, January 4th at 9am.

HOLIDAY RECYCLING

Thursday	Friday	Saturday
December 25	December 26	December 27
NO PICK UP	Pick up for THURSDAY customers	Pick up for FRIDAY customers
January 1	January 2	January 3
NO PICK UP	Pick up for THURSDAY customers	Pick up for FRIDAY customers

Tree Recycling the week of **January 5-9, 2004** on your regular pick up day.
NO flocked trees **NO** metal or plastic bases **NO** lights, tinsel or other decorations **NO** trees in plastic bags

RED GRILL

4063 18th ST
255-2RED

WHISKEY LOUNGE

4063 18th ST
255-2RED

BLUE

2337 Market ST
863-BLUE

Dependable Dad - Handyman

Install shelving	Some plumbing/electric
Make a door fit	Restore/install artwork
Pack things to ship	Built bookcase to fit
Small carpentry jobs	Consumer advice
Organize your storage	Short notice jobs
Put together kit furniture	Organize a move

Bob 431-8428
bob@bobburnside.com

OPINON EDITORIAL

Be Loyal to your Dog and Your Neighborhood Retailer

David Weiss



We always make sure our dog is well fed and has water in the bowl. Often, we take better care of our pet's health needs than our own. We are loyal to our dog, cat, bird, even the pet rat. We need to be just as loyal to our neighborhood retailers. They count on us to put food on their table and the many expenses that occur before they make a single penny of profit.

Now, you may be thinking, this seems like a strange analogy – my dog and the neighborhood grocery store; my cat and the neighborhood copy center; my parrot and the neighborhood bakery. However, there is a strong and resounding commonality or **communality** if you will. They form **community** and are always there for you.

Several of our neighborhood businesses are dying a slow death. Not because they don't offer great service at a reasonable price, but as the New York Times noted, we are increasingly becoming a "discount nation." One where "the \$29 DVD player has become a symbol of Darwinian perfection." We need to think about where we spend our money. Especially when the service or product is available a few blocks from home.

Now we can buy from the big box, one stop shopping stores such as Wal-Mart or Costco. We can buy over the Internet. The big boxes and the Internet are running away with our neighborhood retail environment. It's up to us as individuals and neighbors to protect our small neighborhood businesses. You get personalized service, someone who knows your name, good prices if you ask and the satisfaction that you are helping a small business succeed. America is built on the principle of the small business. That's the dream. Unfortunately, many dreams are turning into nightmares as more and more restaurants, clothing stores, electronic stores, grocery stores, etc. are closing or selling and moving away. How do we expect a small electronic store like Eber Electronics on Market Street to compete with Best Buy? How can your corner grocery compete with Safeway? Answer: They can't.

That's the wrong answer. Small business can and will

benefit if we as neighbors remember to shop our neighborhood for goods and services. Be loyal to your neighborhood.

Take a micro look at any small business in San Francisco. We all feel the increase in living wage, higher workman comp rates, San Francisco employment business tax, increased rent, higher water, garbage and PG&E bills. Every cost is passed on to the retail buyer. Running a small business in San Francisco costs more than operating the same business in any other area in Northern California. Small business pays the lion share of these expenses. The current living wage is not enough to enjoy a basic standard of living in any San Francisco neighborhood. By shopping at national chain stores we are killing the small retailer in our neighborhood. National chains can absorb higher costs in various demographic areas as long as the bottom line meets the projected average for their type of business. Individual small business operators don't have the luxury of low rent in other locations. Neighborhood retailers are counting on us to keep their product and service competitive with the chain store.

In the end, it's really simple. If you want McDonalds on every corner then don't eat at you neighborhood restaurants. If you want Target on every block, don't shop at your neighborhood clothing store. If you want Petco in the Castro, then don't shop at your local pet food store. If you want more Best Buys in the city, stop shopping at the local music store. Maybe, the only way to get more parking in our neighborhood is to tear down a block of neighborhood retail shops and build a big parking lot with more national, big box retailers that don't put a dime back into the neighborhood.

Tell your neighbors to support their neighborhood retailers. Every dollar spent in your neighborhood helps preserve the future good will and service for the next generation of residents and dreamers who want to start their own small business.

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