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 will support makes sense for all concerned. This theme was echoed in 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

NOTES FOR EVPA PRESIDENT

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 will support makes sense for all concerned. This theme was echoed in 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

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 window 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 opened the first location on Castro Street with the startling success of this third generation, family owned, establishment.

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

ATTENTION! MEETING LOCATION CHANGE

Due to the October 1, 2003 closure of the EVRC for renovations, EVPA General Membership Meetings, starting in October, will be held at: Castro Meeting Room above Bank of America corner of Castro & 18th Street
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.

In the 1950s, “Cliff” constructed a tyrannosaurus rex of wood, chicken wire, and canvas. This replica of T. rex was about 25 feet long and stood 12 feet tall. The green dinosaur had a movable jaw that would open to reveal a mouth full of white teeth. It was a neighborhood costume parade that ended up over his head, so they would get their faces 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 corp that often led the parade.

In the early 1970s, “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 movable jaw that would open to reveal a mouth full of white teeth. It was a neighborhood costume parade that ended up over his head, so they would get their faces in the contest.

In 1959, this generous spirit disintegrated into mayhem. Polk Street was denied a permit to close on Halloween because of its violent and vandalistic history. 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 (continues on next page)

The costume contest was the longest part of the program. Anyone who attended the parade was allowed to participate. The audience did the judging by their applause. Every contestant got a small prize and the finalists got larger prizes.
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. 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.

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 Marks

55 Jordan Avenue, San Francisco, CA 94118
(415)752-6300, (415)752-7382
(415)752-4075 fax

caroleenmilton@juno.com

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 broad-casting 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.


Halloween 2003 Update

Meeting with Supervisor Duffy 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
12) 17th & Market

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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 kairajoe@hotmail.com

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

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Halloween Revelers on Castro Street

merry-makers 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” DeBaca believed that the tradition he had started would die before him. The green dinosaur may no longer roar each Halloween, but “Cliff’s” grandson Emile Asten’s hard work has preserved the playful spirit of Cliff’s Variety and shaped new traditions from the noble ones he inherited. Like just the neighborhood it has long served, Cliff’s Variety is open, thriving and expanding. Emile 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.”
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.halloweensf.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.

Photo by EVPA member Jon Subway

REMEMBER 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 Malalana 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!

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 terming 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 terms 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).