Halloween in the Castro
Planning Begins
By District 8 Supervisor, Bevan Dufty

Planning for Halloween 2009 is underway. Once again, there will be no official event or street closure in the Castro. But even a non-event requires preparation and planning. My goal is to ensure that the City does everything to keep the night safe and enjoyable.

We hope to build on the success of last year. You’ll recall that Halloween 2008 was the first event after a complete year off in 2007. By most accounts last year was a success. I spent most of the night patrolling the Castro and Market areas with SFPD. The streets had a very different feel than in recent years. Celebrants were local, in-costume and happy. The crowd was much smaller.

I attribute the success of the Home for Halloween campaign to dispersing celebrations throughout the city instead of concentrating everyone in the Castro. This benefited the residents of the Castro and surrounding neighborhoods, as well as the merchant corridors in other parts of the city. Fewer people in the Castro meant more people in businesses along Polk, Mission, Union and other commercial corridors.

Halloween 2009 falls on a Saturday so I anticipate a lot of visitors to the City. There will be no organized entertainment in the streets and no street closures. We’ll discourage people from blocking sidewalks and streets. Instead, we hope they visit local bars, restaurants and house parties.

I look forward to our meeting July 16th and subsequent planning meetings. Your feedback and suggestions are welcome.
What’s in a name?
By Scott Wiener, EVPA President

The Eureka Valley Promotion Association was founded in the 1880s, when this part of town was the hinterlands and it was a priority to promote the area and attract residents and businesses. For the past 130 years, EVPA has worked hard to promote and enhance our amazing neighborhood.

Times change. The EVPA Board of Directors recently had a Board retreat to discuss strategy for the organization. One of the items we discussed, which has been an open issue for some time, is how best to brand the organization so that people know what we are and what we do. In addition, we discussed how best to focus the organization geographically.

The issue is that for many people “Eureka Valley Promotion Association” doesn’t immediately describe what the organization is. Is it a neighborhood association? Is it a merchant association? What does “Promotion Association” mean? And, for many people, Eureka Valley is not descriptive of the neighborhood with which they identify. Indeed, Eureka Valley, and thus the technical boundaries of EVPA, is huge, extending from Twin Peaks to Dolores Park. This huge geography has made it very hard for the organization to focus, particularly since more targeted neighborhood associations have formed over the years, for example, Duboce Triangle Neighborhood Association, Corbett Heights Neighbors, and Dolores Heights Improvement Club.

The board will be making two recommendations to the membership at an upcoming meeting (probably our September meeting) to address these issues. First, the board will recommend that although EVPA remain the legal name of the organization, our “dba,” so to speak, become “Castro/Eureka Valley Neighborhood Association.” This change will accomplish a few things. First, it will make clear to the casual observer that we are a neighborhood association. Second, it will retain our identity as an organization for Eureka Valley while acknowledging the reality that the bulk of our work is centered on the Castro—the core of Eureka Valley. Including “Castro” in our name will make the organization immediately relevant to the people who live or identify with the portion of Eureka Valley where we focus.

Second, the board will recommend that we keep the technical EVPA boundaries as defined in our bylaws but that we create a de facto more compact boundary that acknowledges where we actually focus. These de facto boundaries are Market from Church west to Castro, Castro north to States, States from Castro to Ord, Ord from Ord Court to 18th St., 18th from Ord to Douglass, Douglass from 18th to 20th St., 20th from Douglass to Eureka, Eureka from 20th to 21st, 21st from Eureka to Church, Church from 21st to Market. These de facto boundaries will allow the organization to be more focused and to minimize overlap with other neighborhood associations.

We welcome any and all feedback on these proposed changes. Feel free to email me at scott.wiener@evpa.org.

Don’t Miss Out! Renew your EVPA Membership today! Memberships expire April 15!
To renew: Return form on page 5 OR http://evpa.org/join

Planning, continued from page 1
that would provide earlier notification to neighbors of impending projects and would improve communication among project sponsors, neighbors, and the Planning Department. We look forward to streamlined processes that continue to incorporate neighborhood feedback.

Trigger Bar on Market Street: Often businesses require conditional use approvals from the City in order to operate. One area of focus for the Planning Committee is monitoring whether businesses uphold their commitments in this area. Trigger Bar has recently opened on Market Street between Noe and Castro with a conditional use permit. The Cafe at Market and 17th Streets is due to open soon. The Planning Committee has been working cooperatively with both businesses to help them address the concerns of neighbors regarding late night noise and to meet other requirements of their conditional use permits.

If you have any questions or concerns regarding planning issues in Eureka Valley, please share them with the Planning Committee. Steve Hall, former EVPA President, is leading the Planning Committee in 2009.
Castro Empty Storefronts Art Project

Local artist, Tito Vandermeyden, and Demian Quesnel, EVPA Treasurer, are organizing a project for local artists to display their art in empty storefront windows. This project has wide support, including endorsement from the Castro CBD and the S.F. Arts Commission, under the direction of Judy Nemzoff, which is doing a very similar project in 3 other neighborhoods. Demian and Tito request that EVPA be the fiscal sponsor of the project in our neighborhood to provide funding to prepare the storefronts [window washing, track lights, etc.] for display of the art work. This will make the effort cost neutral for the property owner, and thus encourage participation. Our intention is to rotate the artists every 4 to 8 weeks. We will have a web site [www.castrosfap.org, not yet built] with a map of the locations and the artists displayed.

This is a terrific opportunity for EVPA to support local artists, help promote neighborhood vibrancy and work with local property owners during tough economic times, while also gaining greater exposure for EVPA. A specific budget is being developed but costs are estimated to be under $1,000. Our timeline is to have the effort well underway by the Holidaze (sic). Questions can be addressed to info@castrosfap.org.

New 17th Street Plaza: A hit

The new plaza on 17th street is a hit with Castro residents and visitors alike. The impact of the plaza on area merchants and residents is being evaluated, especially with regard to emergency services and nuisance. Evaluation will continue for another 4 months before a decision is made to make it permanent, perhaps named in memory of Gwen Araujo, providing a fitting tribute and inclusion of our transgender community.

Yes! I want to be more involved in my neighborhood by joining the EVPA! Membership is open to all persons who live, work or own property within Eureka Valley, geographically defined as the Castro and Upper Market areas from Dolores to Twin Peaks and from Duboce to 22nd Street. Dues are payable annually April 15 to April 15. The fastest & easiest way to join EVPA is online at http://evpa.org/join.

<table>
<thead>
<tr>
<th>Type of Membership:</th>
<th>$20.00</th>
<th>$30.00</th>
<th>$40.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household (2 people):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please make check payable to EVPA and mail with this application to: PO Box 14137, San Francisco, CA 94114

Name: ___________________________________________ 2nd Name: ______________________________________ (households)
Organization/Business: ________________________________________________________________
Address (EVPA does not share your information without your express permission. See website for full privacy policy):
Street: ______________________________ City: ____________________ St: ___ Zip: __________
Day Phone: ______________________________ Eve Phone: ______________________________
email: _______________________________ 2nd email: ____________________________________ (households)

☐ I want to be listed in the online roster when available  ☐ I want to be listed in a print roster when available
☐ I want to be mailed a hard copy of the Eureka! Newsletter (Save money for EVPA - read the newsletter on-line)
I am interested in:  ☐ City Planning  ☐ Transportation  ☐ Utilities  ☐ Advertising in the Eureka!
☐ Newsletter Writing/Production  ☐ Other _________
My concerns for my neighborhood include: ____________________________________________________________

EVPA is a California non-profit public benefit corporation.

Parks Award for EVPA Board Member Gary Weiss and Corbett Heights Neighbors

Our hard-working board member Gary Weiss will be receiving an award on July 8 from the Neighborhood Parks Council for his work, and the work of Corbett Heights Neighbors, on the pocket parks in Corbett Heights. Gary has been a tenacious advocate for open space in Corbett Heights, and because of his efforts, and those of other CHN members, the neighborhood is a greener, calmer, and more beautiful place. The award will be presented at NPC’s Summer Social on July 8 from 5:30-7:30 PM at the Green at Hayes and Octavia.