JOIN CASTRO AMBASSADORS – A NEW PROGRAM TO WELCOME SUMMER TOURISTS

Do you like to help tourists? Give people directions to places of interest in the Castro? Become a Castro Ambassador. Castro Volunteer Ambassadors is a new volunteer program of the Castro Community Benefit District (CBD) providing neighborhood information, helpful directions, and tips on resources to visitors and residents alike. The program will be launched in June 2011, just in time for the summer tourist season.

Sponsored by the Castro/Upper Market Community Benefit District (CBD), the pilot Ambassador Program is scheduled to run from mid June through October. The focus of the program is to help tourists and visitors find their way and feel welcome in the community.

Prior to the launch date, the volunteer Ambassadors will receive basic training about the Castro area, its amenities and history. The pilot calls for them to be deployed in pairs in the central business district on Saturdays and Sundays. They will wear a logo item (for example, a jacket or T-shirt or vest) identifying them as Castro Volunteer Ambassadors and will be equipped with street maps, a Castro guide, and current information on events and attractions in the neighborhood.

Approximately 15 people have volunteered to participate so far. The CBD is looking for more local residents who want to welcome visitors, provide pedestrians with directions, and show pride in the Castro community. If you are interested, email the CBD’s Executive Director, Andrea Aiello at execdirector@castrocbd.org, or call the CBD at 415-500-1181.

IMPORTANT PROJECT PLANNED FOR LOT AT MARKET & CASTRO

By Judith Hoyem
EVNA Planning and Land Use Chair

A major new housing project is slated for 376 Castro Street at the northwest corner of Castro and Market Streets (currently the RC gas station), a significant site for the Castro/Eureka Valley community. At the Castro/EVNA’s bimonthly general meeting on May 25, the architect of the project, Mitchell Benjamin, will be on hand to present the proposed project, answer questions and take feedback. All members and interested neighbors are invited to attend to see the plans. The project is now undergoing review at the Planning Department but the plans are not yet final.

The building as proposed will be six stories, 43,070 square feet, with 24 residential units on five floors, 2,990 square feet of commercial space on the ground floor along Market Street, and 14 underground parking spaces with access from Castro Street. Each residential floor will have a mix of 2-bedroom and 1-bedroom units with five units per floor on four floors and four units on the top floor.

An artist’s rendering and plans of the proposed building will be unveiled at our May 25 meeting, at 7 pm, Castro meeting room. Anyone who wishes to view the plans at the Planning Department or who has questions about the project may also contact the planner, Sharon Lai at Sharon.W.Lai@sfgov.org or 415-575-9087.

FLOWER POWER COMES TO CASTRO STREET

HERTH REAL ESTATE IS HOLDING A BEAUTIFICATION BENEFIT AND ART SHOW MAY 19TH 5:30 PM TO SUPPORT FLOWER BASKETS ON CASTRO ST.

On May 19th 5:30 p.m. at 555 Castro St., Herth Real Estate is joining with the CBD to raise funds for the Hanging Basket Campaign. This program enables tax-deductible donations to be made to the CBD to bring flower baskets to any block or neighborhood in the CBD’s boundaries. The goal is to have 14 hanging baskets in the 2 block Castro area. All donations made to the Castro CBD are tax deductible.

Join Herth and the Castro CBD on May 19th to support the community and help beautify the Castro! If you can not make this event, you can still make a tax-deductible by going to the Castro CBD’s website at www.castrocbd.org to make a secure, on-line donation to the Bring Baskets to Castro St. fund. Checks can also be made out to the Castro CBD with a notation “flower baskets on Castro St.” and mailed to:

Castro CBD, 584 Castro St. #336, S.F., CA 94114.
The Café is committed to ensuring that the Castro has a vibrant and active nightlife and a peaceful neighborhood.

All who live, work and play in our neighborhood deserve a positive and healthy community.

We are proud to help set the tone for working in partnership with fellow businesses, neighborhood leaders and residents.

It’s about respect.
It’s about partnership.
It’s about fun.
**Pink Saturday Plans Underway to Ensure a Safe and Fun Pride Weekend**

By Sister Sharin’ Dipity

The Sisters of Perpetual Indulgence would like to thank the members of the Castro/Eureka Valley Neighborhood Association for providing us the opportunity to raise community awareness about this year’s June 25th Pink Saturday celebration. We know that the key to securing a safe and successful event is to marry strategic planning efforts with open and constructive dialogue. To that end, we would like to share our plans for this year’s event and invite you to speak with us in-person at your organization’s May 25th meeting.

The Sisters believe that Pink Saturday continues to serve as an important part of PRIDE festivities. We also believe that, in light of the tragic shooting that occurred after the closure of last year’s event, our primary purpose must be to reasonably ensure the safety of this year’s celebrants and volunteers. In so doing, we also hope to realign the atmosphere inside the footprint to better reflect the spirit of tolerance and mutual respect that is the cornerstone of our neighborhood’s values.

To accomplish this we will be moving forward in the following three ways:

1. Exponentially increase the level of professional security and their visibility at the event
2. Continue to maintain a strict policy of non-promotion in order to keep the event as community-centric as possible
3. Outreach to community organizations to raise the level of intentional participation of their members and add their specific brand of culture and leadership to the event.

We also invite you to be a discerning eye at this year’s event, model the spirit you wish to see manifested at Pink Saturday, and invest in whatever way you can to ensure that the celebration lives up to its potential—a community party that inspires us as we love and play together.

The Sisters of Perpetual Indulgence, www.thesisters.org

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**Celebrating Our 35th Year!**

Orphan Andy’s 24 Hour Restaurant

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**Thank You for Shopping Mollie Stone’s!**

As a small, local business we’d like to thank you for shopping at Mollie Stone’s Markets, your neighborhood food store. Our roots are deep within our community, and we appreciate your choice to support a community-based business such as ours.

Visit www.molliestones.com for more information and store locations.

When you shop with us, you accomplish the following:

1. You keep your dollars in our local economy.
2. You create local jobs.
3. You nurture our community.
4. You help the environment by buying locally.
5. You invest in local ownership.
6. You create more choice in shopping.
7. You utilize our expertise.
8. You embrace what makes us different and unique from larger chain supermarkets & supercenters.
9. You make our store a destination, and we appreciate it!
10. Every week you will find hundreds of specials throughout the store.
EUREKA!
published six times a year by Castro/Eureka Valley Neighborhood Association

2011 Membership Meetings
7:00-8:30pm, 501 Castro (above B of A)
January 26, March 23, May 25, July 27, September 28, November 9

2011 BOARD
Email the entire board: board@evna.org
President: Alan Beach-Nelson, Castro St, abean:beach@evna.org # 415/431.5152
Secretary: Rob Cox, Hartford Street
Treasurer: Steve Clark Hall, 19th Street
Directors
Tim Eicher, Q Bar
Judith Hoyem, 17th Street
Dennis Richards, Beaver Street
Aaron Selverson, Hartford Street
Gary Weiss, IXIA

EVENA (dba EVNA) is a California non-profit public benefit corporation

President’s Column
Alan Beach-Nelson
MAY 25 MEMBERSHIP MEETING
Join us at Castro/EVNA’s bimonthly membership meeting featuring discussions on a proposed 65-foot, mixed-used 24 condo/retail project at Castro and Market. Sure to be lively!

Castro/CBD Executive Director, Andrea Aiello will also join us to discuss the new Castro Ambassador volunteer program. A terrific way to become involved.

Lastly, hear from the Sisters of Perpetual Indulgence on their plans to ensure a fun, peaceful Pink Saturday, June 25.

HOT TOPICS:
SF Property Map - The San Francisco Planning Department has released an innovative new Property Information Map that provides single access to look up Property and Zoning Information, Historic preservation records, Building and other permit history and enforcement complaint record. Visit HTTP://Propertymap.sfplanning.org.

MUMC Annual Sidewalk Sale, May 21 - Join the fun, get great bargains, shop ‘till you drop as merchants bring specials, new merchandise, and one-of-a-kind items to the sidewalk in front of their businesses.

Harvey Milk Day, May 22 - Visit the Castro for festivities to celebrate Harvey

CLIFF’S TURNS 75!
On Saturday, June 4th, Cliff’s Variety will be celebrating 75 years of serving the Castro’s diverse community.

10am - 3pm: Product demonstrations in front of Cliff’s
12 noon: The Castro theater will have a family matinée of The Love Bug. Tickets, popcorn and soda all for just $0.75 each!
2pm - 6pm: Cliff’s will host, with friends from the AIDS Emergency Fund, a Sylvester Era Tea Dance in the parking lot, facilitated by the lovely Miss Donna Sachet

Raffle tickets will be available for sale in early May, $3 each or 4 for $10 to raise money for 3 favorite charities: AIDS Emergency Fund, Friends of Harvey Milk Civil Rights Academy & Rainbow Honor Walk. Grand prize is an Apple iPad2 with carrying case by Built. Drawing will take place during the Tea dance.