

POPS

People of the Parkside-Sunset (Taraval Parkside Merchants Association)

MEETING AGENDA

Thursday, August 2, 2018 7:00 p.m.

Airbnb Headquarters
888 Brannan Street/ 8th Street

For audio of meeting: www.rmdosb.com/pops/20180803.mp3

For Handouts: www.rmdosb.com/pops/

I. (7:00-7:05) Introductions and Announcements

Lead: Albert Chow

Topic: Introductions of all attendees. (Forthcoming)

II. (7:05-7:15) Treasurer's Report

Lead: Les Ong

Topic: If someone wishes a financial statement, email Treasurer (lesong@ultimateprofitmachine.com) who will reply with one. POPS has grown since 2012 and is now more financial secure than in years past.

III. (7:15-7:35) Sunset Mini Grants Updates

Lead: Paul Mansfield

Topic: POPS internship ended today. Application process for business \$5K mini-grants now being established. Reimbursement schedule will be included which will include seed money initially. Initial imbursement will be forthcoming probably within 30 days from. Funding now is essentially to promote Taraval Businesses, such as a block party. One goal is to bring people into the Taraval business district. Perhaps even a end-of-line beach party. Autumn Moon Festival is not occurring. \$85K is not in the account. Perhaps an Octoberfest on Noreiga? Perhaps a during/after construction block party. POPS is the basic conduit of the grant funds. POPS is benefiting from grant with web site upgrade with interns and initiate most contemporary ways (*i.e.*, SnapChat, Twitter, fb) to made POPS a viable social media presence. Social Media protocols will be made available to Taraval Street merchants to advertise their wares. Current POPS website has not been updated. Current web master focuses on updating fb. End-of Line Party (Jennifer): September 15, 2018. Details (such as block closure) yet being finalized.

IV. (7:35-8:05) SFMTA Taraval Project and Twin Peaks Project

Lead: Albert Chow

Topic: Review meeting with SFMTA Board Member Lee Hsu. The Board vs Staff dynamics reviewed. Mr. Hsu lives in Taraval district and knows firsthand merchants' issues. Merchants can meet with 3 or 4 directors with their concern. Email POPS President with concern. Review of 17th Street Outbound issues. Directors need data. SFMTA staff will not gather data. POPS must find out what community wants. Gathering data methods discussed. Boarding islands are not a subject for discussion. Derive data driven arguments as board is driven by data. Discussion re moving 46th Ave boarding island around the corner. Some frustration at result of SFMTA intransigence in general and with some specific projects.

V. (8:05-8:10) Airbnb Presentation

Lead: Mick Del Resario

Topic: AirBnB is an on-line platform providing short-term rental service. Idea service for folks leaving town for a few days, for others needing a place to stay near a hospital to visit patients or who want to surf, visit the zoo, etc. and found find a downtown hotel inconvenient. Reasons abound. San Francisco owners must register their property with The City which may be easily accomplished via the AirBnB website. AirBnB, the largest travelers' platform, has housed over 300 million guests world-wide with 5 million listings in 191 countries.

AirBnB just had a quite successful Taraval Merchant walk with 55 attendees. According to a recent AirBnB survey \$363M was the economic impact on the local economy with 33K guest arrivals in the Outer Sunset neighborhoods. AirBnB sequel to the Taraval Merchant walk is forthcoming.

VI. (8:10-8:30) POPS Business

Lead: Albert Chow

Topic:

- Movies at McCoppin updates Permits are moving forward. Need one “Wonder Women,” perhaps from an agency. Hidden Figures, NASA may be forthcoming so speak about space travel, etc. “Coco” will provide 3 or 4 artists. RECOLOGY may a booth.
- New Supervisor race. Supervisor Merchant walk Friday, August 10 2 PM; details will be forthcoming. At Ortega library, August 8, 2018 Supervisor Debate with very limited seating.
- Possibly having a marketing expert work on Taraval Project. West Portal marketing campaign is taking place with construction mitigation funds. Current expert coordinates between MTA, OEWB, Supervisor’s Office, merchants. Banners, directory if all merchants, AirBnB merchant walk, AirBnB concierge walk to bring other district folk/ AirBnB tourists into West Portal. Hot topics for tourists to SF are its neighborhoods. Local neighborhoods cannot sustain neighborhood business any longer. Stern Gove brings 10k people into area. Beach access prime importance for some tourists. Calendar of Events has been created for the year with consistent advertising campaigns.
- 27th Ave mural: Jeff Canham creating several designs for community selection. SF Shrine is paying for project.

VI. Meeting Adjourned

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