

# Noe Valley Merchants & Professionals Association

## Meeting Minutes – 7/27/16

Call to Order: A quorum being present, the meeting was called to order at 9:08 AM.

Officers present: B. Roddick, L. Barajas, M. Fishell, D. Sheehan-Meyer, B. Hoover, C. Spiegel

Secretary's minutes: Minutes from meeting 5/25/16 were presented. A motion was made to approve the minutes by D. Sheehan-Meyers and seconded by M. Fishell motion carries and approved unanimously.

### Old Business:

- SummerFest was a great success. Thank you to all generous sponsors. Plaques of appreciation were presented at the meeting to Zephyr Real Estate, Edward Jones, Noe Valley Law Offices and not present but will be delivered to their business are to Patxi's Pizza and Sterling Bank and Trust.

- Business Interruptions vs. Farmers Market – there was a board of directors meeting on 7/21/16 and motion was made to have the Farmers Market stay at their temporary location. There was an active community helping with this and there have been other suggestions to help merchants gain their clientele back. Farmers Market also set up a promotion where if someone spent \$30 in a Noe Valley store or restaurant they would get a \$5 voucher to spend on produce on a Saturday. People are starting to take advantage of this promotion. There was also a discussion about implementing a low cost parking lot at James Lick to help people that come into the area hoping to start late August or in September for a small fee of maybe \$5 a car. Farmers Market is thankful to merchants because they've been around for 15 years now and it's been a tradition in Noe Valley.

### New Business:

- Sarah Tipple, Steven Restivo Events Services, LLC

Noe Valley Wine Walk – Thursday, August 18, 2016 from 4-8 p.m.

- There will be one ticket location. Still are looking for more merchants to join to participate in the wine walk.
- Thanks to B. Hoover for presenting them to the NVMPA.

- Wera von Wulfen, City Manager Townsquared

Urgent Alert, the first step is to register your company to Townsquared. When you have an emergency that does not require a 9-1-1 immediate call log on to Townsquared.com and locate the urgent alert box, click into it and type in your situation with what just happened and local merchants will get a text notification.

### Guest Speakers:

- Mary Goll – Where Magazine

The purpose of their magazine is to drive traffic in the area. It cost about \$1,100 to \$2,100 to advertise in this magazine. The best offer is Wheretraveler.com where it's about 200

words of advertisement online for \$900 a year. They provide a newsletter and stock up the concierge at least twice a year.

Merchants to form a committee for a secretary position to advertise and be marketing person. B. Hoover makes the motion and seconded by M. Fishell motion carries and approved unanimously.

- Ryan Doherty – Urgent Dignity Go Health

Started in New York. Take all insurances and no membership fee required. They have a open door and walk in policy. They are an urgent care facility for most illnesses and injuries, such as cuts, burns, sprains, fractures, and they vaccinate for flu and tetanus. They have access to pulling up records. They are hoping to open door next year but need letter of support from NVMPA. A motion was made to write letter of support for condititional use hearing by M. Fishell and seconded by D. Sheehan-Meyers motion carries and approved unanimously.

Adjournment: It was moved to adjourn the meeting by. N. Demopoulos and seconded by M. Fishell motion carried and approved unanimously at 10:20 am.