

NOPNA General Meeting – 5/21/2020

Location: Virtual!

Attendees: Board: Julian, Robin, Tim, Jeff, Meg, Dera-jill. Chris, Leela, Jeremy, Jason

Guest speakers: Giselle; Thomas, Michael; Supervisor Dean Preston; Jen Snyder; Preston Kilgore

Total (incl board members and guest speakers): ~ 40

Agenda:

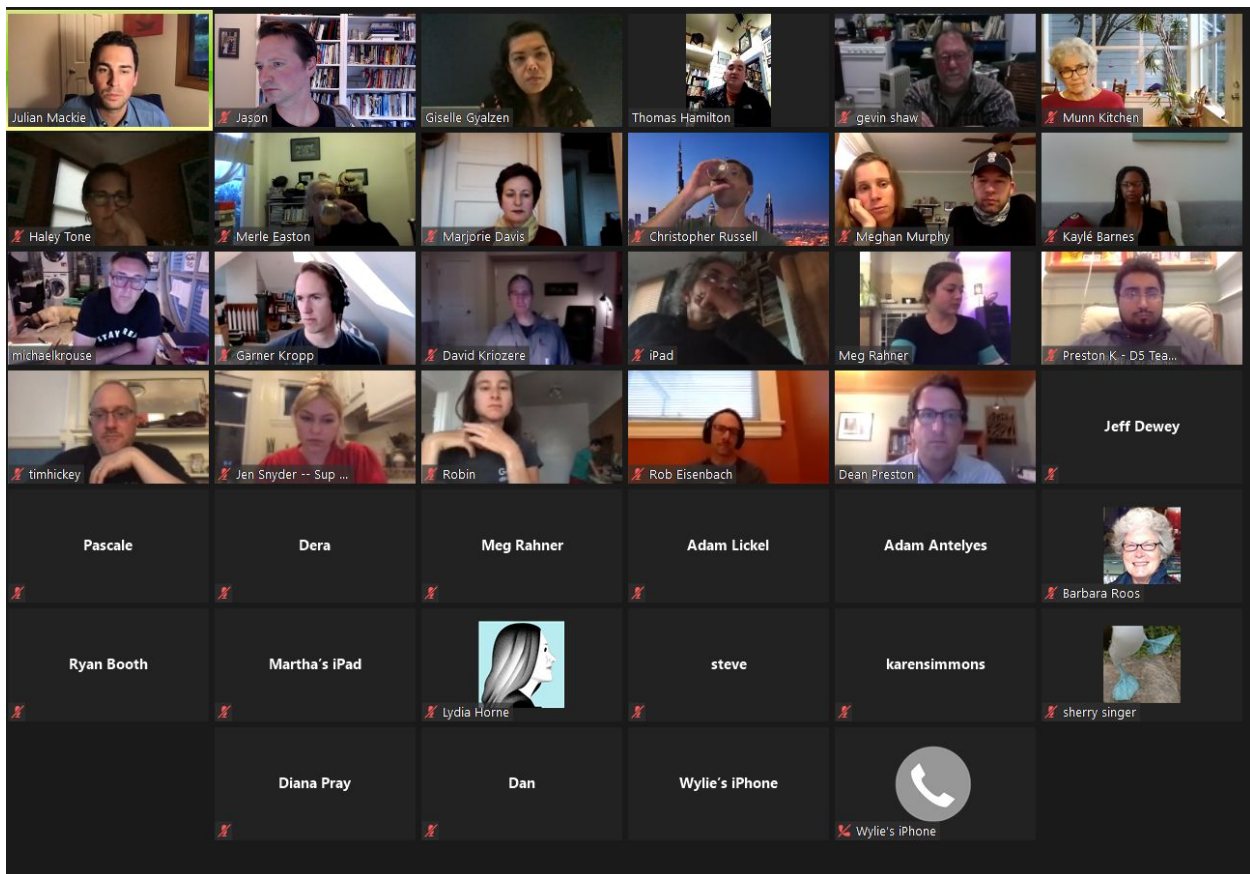
- **7:30-7:35: Welcome & Introductions**
- **7:35-8:15: Divisadero Corridor Panel: Discussion with Small Business Owners**
 - **Michael Krouse - Madrone**
 - Celebrated 15 year anniversary, and re-upped in Feb for 10 more years on lease
 - Initially took a break, made repairs, fixed things up and financially ok.
 - Not seeing light at the end of the tunnel...real concerns for future, but limited business until there is a real solution (e.g. vaccine/cure, people want to go out.)
 - Pivot? Not yet... as non-food establishment, can't even do 'to-go'. May operate as a bottle-shop/liquor store; but not optimistic about viability of
 - Has received PPP loan... but no employees so non-forgivable; got it in a first round, so clock running out.. Nothing has been remotely helpful for him
 - **Giselle Gyalzen - Rare Device**
 - One of the lucky ones - able to ship, curbside pickup. Have reconfigured store and put up more window displays to align to curbside pickup
 - Have put second location plans on hold for now, but generally able to keep business going
 - Have benefited some from residents continuing to shop there; but still limited
 - Furloughed all employees; now hiring some back with partime hours
 - Got 2nd round PPP - but unable to rehire staff on even partial hours; but can't bring employees back if they have to cede unemployment
 - **Thomas Hamilton - Gamescape**
 - Has been tough b/c it's been an event space as well as shop previously Have converted retail to deliver/online shop, and that's how they've kept going
 - Game-board industry is actually benefited in some ways from COVID; but financial hit comes from losing walk-in customers.
 - Has chosen to maintain payroll through SIP; applied for PPP and received funds fairly quickly. Operating under assumption that loan will be forgiven. Loan is helping them tread water for now, but need to get back to a different space.
 - Has left it up to employees if they want to come to work (while maintaining payroll)...not long-term maintainable
 - **What policies would you want to support small businesses?**
 - 1. Economy freeze, limit requirements to all payments, freeze the bills
 - 2. Long-term business solutions...how do businesses operate with social distancing;









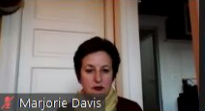




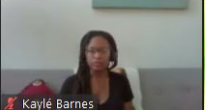


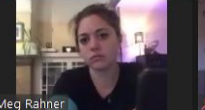






- **3. Hotline for small businesses to call** - how to address all the HR questions (what happens to unemployment, sickpay, etc..); information is changing quickly (Daily) so hard to keep up
 - 4. Focus on commercial landlord... how to reduce lease payment for landlords (without subjecting to additional risk/liability)
 - 5. There are some discussions of tax credits to landlords to defer/forgive rent payments - but so far still in discussion; also would be helpful to make it easier to get out of leases...
- **What else would be helpful; what's the most useful thing the city can do?**
 - City who can offer information in a more timely matter; give more heads up to opening up
 - Lower cost/at-cost PPE support:
 - Here is a list of preferred PPE suppliers from the city with deals: <https://sfosb.org/sites/default/files/Legacy%20Business/List%20of%20Local%20PPE%20Providers.pdf>
- **What can neighbors do?**
 - Spend money if you have it
 - Buy bottles and beers from Madrone
 - Shop Local
 - Reach out to your merchants - ask for help
- **What's going on with DMA?**
 - Trying to promote business corridor and raise funds for things like holiday lights.

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- 7:30-7:35: Welcome & Introductions
- 8:15-8:25: Updates from Supervisor Preston
 - PPE posted above; Donation center launched at Redemption Church for hand sanitizer, etc. launched [gofundme](#)
 - Preston would like to organize with small businesses to provide sanitizer and other PPE.
 - Curbside service has been something Preston office has been pushing for
 - Outdoor dining? - Has gotten a lot of input from residents who'd like to see that get going...weeks not days, but a real priority.
 - Transportation and Slow streets - first Page, now Golden Gate (between Masonic and Broderick) - has received 95% positive feedback
 - Fell Street Bike Lane - should be done in early June; parking will be bumped out.
 - No 'physical construction'; looking for feedback on that
 - Appreciating availability of NOPNA, and ability to convene quickly
 - Stanyan Sleeping site
 - Moving forward; 43 tent-sites; 4-6 months. People in immediate neighborhood
 - Operating by homeless service providers
 - Targeted at masonic/haight encampment and broderick/oak encampments
 - Unhoused people in those areas are excited to move!
 - Norman Yee starting on recovery plan for small business task force
 - What hasn't happened yet is providing relief for people who cannot pay rent...they've limited evictions; but trying to find ways to address ballooning debt payment; state legislation pending; understand s the path back is daunting

- First point of contact is with Jen Snyder jen.synder@sfgov.org; panhandle/haight
 - Preston Kilcore - transportation/small biz
- **8:25-8:30: Closing & Next Steps from NOPNA President Julian Mackie**
 - **NOPNA Spring cleaning!**
 - Empower neighbors to become block captains
 - Survey to follow; will distribute cleaning materials to neighbors
 - Woot Jeremy!
 - **Socially Distanced Synchronized Hopscotch Event!**
 - Working with West NOPA; PROJ|SF, and Alamo Square..
 - Record is 3.7 Miles
 - **Help out!** Julian@nopna.org



 Julian Mackie	 Jason	 Giselle Gyalzen	 Thomas Hamilton	 gevin shaw	 Munn Kitchen
 Haley Tone	 Merle Easton	 Marjorie Davis	 Jeff Dewey	 timhickey	 Christopher Russell
 Meghan Murphy	 Kaylé Barnes	 michaelkrouse	 Garner Kropp	 Meg Rahner	 David Kriozere
iPad	Pascale	Jen Snyder -- Su...	Robin	Dera	Meg Rahner
Adam Lickel	Adam Antelyes	 Barbara Roos	Ryan Booth	Martha's iPad	 Lydia Horne
 Rob Eisenbach	steve	karensimmons	 sherry singer	Diana Pray	Dan
		J Connecting to audio --	 Wylie's iPhone		