



# The Ocean Avenue Wave

Volume IV, Issue 1

February-April 2010

## Special Points of Interest:

The OARC meets every 2nd Wednesday of each month from 7-8pm at the OMI Senior Center (1948 Ocean Ave). The meetings are open to all community members. Our next scheduled meeting dates fall on:

March 10th  
April 14th  
May 12th  
June 9th

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## Community Benefit District for Ocean Ave 74% Support the CBD Concept!

By Ling Liang

The Ocean Avenue Revitalization Collaborative (OARC) and NBS would like to thank those who completed the updated Ocean Avenue Community Benefit District (CBD) Survey. As of November 12, 2009, the CBD Committee received 84 surveys from Ocean Avenue merchants, property owners, residents, students, and shoppers.

Below are some of our survey results. Starting in February of 2010, proposed CBD assessments will be sent to Ocean Avenue commercial property owners. Petitions to get the Ocean Avenue CBD on ballot will also be sent out to commercial property owners.

The OARC will be organizing a series of meeting times for property owners to meet one-to-one with Dolly Sithounnolat, OARC Program Coordinator, or an OARC board member to discuss their assessments.

### Survey Results

Based on the 84 surveys collected, we found that:



A CBD can provide continued cleaning and greening projects on the corridor, like the Ocean Ave Gateway

- 77% of those surveyed are positive towards the CBD concept
- 74% of the merchant and property owners think a CBD will make Ocean Avenue more appealing and improve the business environment
- 61% of the merchant and property owners

See p.2

## Merchant Spotlight

By Dolly Sithounnolat

*In every issue we feature Ocean Ave small businesses to promote more people to shop at the locally owned independent businesses. San Francisco Locally Owned Merchants Alliance and Civic Economics found that for every \$100 spent, locally owned independent businesses give back \$68 to their local economies.*

*In our last newsletter, we featured merchants that have been in business from 5 to 60 years. These business owners faced many obstacles over the years, but managed to keep their businesses afloat. In this issue we are featuring merchants who started their businesses on the corridor to help revive the local economy, despite the current economic downturn.*

See p.2

## 商人素描

By Dolly Sithounnolat

我們在每期中均會介紹Ocean Ave的小型商業，鼓勵更多人光顧本地擁有的獨立商業。San Francisco Locally Owned Merchants Alliance和Civic Economics發現顧客每用\$100於本地商業中，本地獨立的商業回饋本地經濟的數字是\$68。

在上一期的通訊中，我們介紹了在Ocean Ave經營商業從五年到六十年的小型商業東主。這些東主雖曾面對很多障礙，但都能保持他們的商業不墮。我們在本期介紹在此區開辦商業的商人，雖然目前經濟不景，他們幫助復甦本地的經濟。

See p.6

*CBD, from p.1*

would sign a petition to support a CBD on Ocean Avenue

We also asked surveyors to rank the services they would like a CBD to provide. The services that had the highest rankings in order are:

1. graffiti removal
2. sidewalk and gutter sweeping
3. safety issues (personal, business, property)
4. sidewalk steam cleaning

The Ocean Avenue CBD plan proposes to offer 5 days of sidewalk and gutter sweeping, graffiti removal within 24 hours, monthly steam cleanings, and creating a safety committee to address safety concerns.

You can contact Dolly Sithounnolat at (415) 375-2265 or [dolly.oarc@gmail.com](mailto:dolly.oarc@gmail.com) if you have any questions regarding the CBD or other program activities that OARC provides.

*Merchant Spotlight, from p.1*



Seto Chiropractic  
1831 Ocean Ave  
(415) 349-4139  
[www.setochiro.com](http://www.setochiro.com)

When first meeting Dr. Seto of Seto Chiropractic, one notices his kindness and enthusiasm in promoting healthy living. Dr. Seto strives to give the best chiropractic care to patients of all ages and educating patients about the importance of nutrition, fitness, health and wellness. As a teenager, Dr. Seto participated in various sports in school and continues to be active. He got his first start in the health field as a massage therapist at a chiropractic office. But it was after a car accident injury that Dr. Seto knew he wanted

## Advertise Your Business on Google

*By Dina Lemus*

Advertise your business on Google Local Business Center for free to make your business more recognized and bring more costumers to your store. Many people use Google to search for stores to eat, shop, or get their nails done. You can promote your business name to the community by adding your business to Google. It's free, accessible and a very beneficial site.

The steps to get your business on Google Maps are:

- Go to : [www.google.com/local/add/lookup](http://www.google.com/local/add/lookup).
- You will need a Gmail account. If you do not have a Gmail account just press the box that says "Sign Up."
- Once you are on the website, fill in your information.
- When you have finished entering your information press the button that says "next" to claim your spot on the map.

If you have any questions and/or need help to make your spot on Google Local Business Center, contact Dolly at (415) 375-2265 or [Dolly.oarc@gmail.com](mailto:Dolly.oarc@gmail.com).

to be a chiropractor, "When I became a chiropractic patient, I was fascinated by how powerful chiropractic was and how quickly I got better." The different events in Dr. Seto's life brought him to where he is today.

After earning his Doctorate of Chiropractic from Southern California University of Health and Sciences, Dr. Seto wanted to come back to San Francisco to start his career. He interned with Dr. Lapier for a year and then decided to share office space with Dr. Lapier in August 2008.

Born and raised in San Francisco, Dr. Seto attended Lowell High School and San Francisco State University. He remembers that there was higher crime around Ocean Ave when he was growing up, but says there is more foot traffic from patrons going to 24 Hour Fitness and to the restaurants.

Dr. Seto helps make Ocean Avenue cleaner and safer by participating in various community events and meetings in the Ocean Avenue neighborhood. In celebration of Small Business Week, Dr. Seto participated in the Ocean Avenue Sidewalk Sale, promoting his business and encouraging people to patronize the shops on the corridor. Although the event did bring in new patients for Dr. Seto, he also believes in "conserving the community outside the business setting." He does this by volunteering at the community clean-ups on Ocean Avenue.

*Dr. Seto believes in healthy living and giving back to the community in anyway he can. When you are in scheduling for a chiropractic visit, give Dr. Seto a call.*

*See p.3*

## SIDEWALK SALE to Celebrate Small Businesses

By Dolly Sithounnolat

Ocean Avenue Sidewalk Sale  
 Saturday, May 15th  
 Time TBA  
 Ocean Ave from Phelan to Manor

In Celebration of Small Business Week, the OARC is excited to announce that the Ocean Ave Commercial Corridor will be part of the Citywide Small Business Week Sidewalk Sale. This event will help promote more foot traffic to the neighborhood and get people to shop local every day.

**Merchants:** Sell your products on the sidewalk or advertise specials & sale items. Don't have products to sell? We can connect you with an artist to sell their items in front of your business.

**Artists:** Sell or showcase jewelry or your artwork in front of a business for FREE. Musicians encouraged to perform!

**Non-profits, schools, residents:** This will be a great opportunity to sell used or new items for a fundraiser.

We are making a list of merchants, artists and non-profits that would like to participate in the Small Business Week Sidewalk Sale. If you would like to participate, please contact Dolly S., at (415) 375-2265 or dolly.oarc@gmail.com.



Photos from last year's Small Business Week Sidewalk Sale on Ocean Ave (Photos by David Nguyen)

### Merchant Spotlight, from p.2



Jolie Elegant Spa  
 1418 Ocean Ave  
 (415) 585-2409  
[www.jolieelegantspa.com](http://www.jolieelegantspa.com)

When having a long day at work, sometimes it's nice to treat yourself to something relaxing at the end of the day. One place to do such is Jolie Elegant Spa, owned by Ly Dancer. Customers can choose to have a waxing, a regular manicure and pedicure treatment with a massage, or a luxurious manicure and pedicure spa treatment with a lavish lavender soak, scrub mask, lotion massage, and paraffin wax treatment.

After being in business for many years in Tiburon, CA, Ly dancer wanted a change of pace and moved her business closer to home. "Ly's clients in Tiburon loved her and were sad to see her go," says Ly's husband, Joel Dancer. Joel has lived in the Ingleside neighborhood for over 20 years and watched Ocean Avenue transform into a thriving commercial corridor today – very different than when he first moved into the neighborhood.

Many have complimented Ly and Joel on the beautiful renovation they did before moving into the space in April 2009. A few merchants on the corridor have tried the spa and commented on the good service and relaxing feeling they get at Jolie Elegant Spa.

Ly and Joel have been working hard in building up her business and relationship with the community. The couple knew that it would take at least a year for business to pick up. "Ly has to build her clientele in the neighborhood. When a client goes to Ly's spa, they usually come back" Joel says. When Joel and Ly are not busy with work, they attend OARC's merchant events and other community events. In August, Ly and Joel donated three manicures for the Community Bake-off, a fundraiser for the OMI International Family Festival.

Ly is looking for talented hair stylists for her clients, but until then please stop by or call for a spa treatment.



See p.5

**OARC Board**

**Al Harris**

OMI-Neighbors In Action

**Dan Weaver**

OMI-Neighbors In Action

**Jason Coffey**

Resident-At-Large

**JoAnn Tract-Rawson**

Ingleside Terraces HOA

**Kate Favetti**

Resident-At-Large

**Maria Picar**

OMI CPP

**Mary Harris**

OMI-Neighbors In Action

**Patty Clement**

Merchant-At-Large

**Sharon Eberhardt**

Resident-At-Large

**Stacey Huey**

Merchant-At-Large

**Walee Gon**

Merchant-At-Large

**OARC Staff**

**Ling Liang**

Program Manager

**Dolly Sithounnolat**

Program Coordinator

**Business Update on Ocean Ave Corridor**

*By Dolly Sithounnolat*

**Ha Tien Hut (1109 Ocean Ave)**

Owners of Pho Ha Tien opened another eatery closer to SF City College, where customers can enjoy authentic Vietnamese dishes, sandwiches, and fresh-made drinks.

**In Salon (1523 Ocean Ave)**

The independently-owned salon has moved to it's new location.

**Golden Years Medical (1949 Ocean Ave)**

Serving the neighborhood for over 15 years, the medical supply shop has moved to it's new location.



**OARC Helps with Merchant Windows—Free \$400!**

*By Dolly Sithounnolat*

The OARC helped two more merchants through the Visual Merchandising Program. We've met with the business owners of A-1 Shoe Repair and A1 Bakery to get an idea on how we can help the merchants. We then have a designer work with the merchant to design the window and finish the project. Everything is free

up to \$400.

This program has shown great outcomes in bringing in new customers to merchants and the rest of the corridor. Take a look at the merchants we have helped.

We can help you too! Please contact Dolly S. at (415) 375-2265 or dolly.oarc@gmail.com.

**A-1 Shoe Repair - Before**



**A1 Bakery - Before**



**A-1 Shoe Repair - After**



**A1 Bakery - After**

*Merchant Spotlight, from p.3*



Photo Courtesy of Joe Shasky III: Big Joe, Joe (Owner), Paul, Matt, & Tim

San Francisco Meats & Delicatessen  
1330 Ocean Ave  
(415) 859-9900  
[www.sfmeats.com](http://www.sfmeats.com)

Ocean Avenue neighbors have been looking for a shop to buy fresh seafood, meat, and delicatessen goods since Safeway left the Ocean Avenue corridor. It's no surprise that residents and merchants welcomed owner of San Francisco Meats and Delicatessen, Joe Shasky.

Joe is a San Franciscan native who is a resident in the neighborhood and attended Archbishop Riordan High School. Coming from a family of plumbers, Joe wanted to pave his own name and identity.

Being in the industry for 10 years, Joe worked his way to running his own meats and deli shop. He started out as a cleanup boy, at the former Tower Market, working with long-time butchers. Joe learned the skills of cutting fresh meat and seafood and wanted to take his knowledge to the next level. Joe and his life-long friend and a fellow long-time butcher, Matt Murphy, worked diligently to open San Francisco Meats and Delicatessen on September 24, 2008.

The shop has grown with additional skilled butchers and new customers. Joe says, "You can be prepared, but can't prepare for everything that goes wrong. Don't dwell on it, just keep moving on." He also believes that local businesses do well when merchants support each other. Joe often purchases some of his fruit and vegetables from Fruit Barn, also located on Ocean Ave. He predicts that, "Ocean Avenue is the next up and coming neighborhood – there is great potential here." He encourages people to shop from their local small businesses to buy what they need, rather than shopping in bulk at chain stores.

Since setting up shop, SF Meats and Deli butchers has supported the neighborhood as much as they can, from donating meat and cheese trays for the Ocean Avenue Artwalk

to participating in the Small Business Sidewalk Sale on the corridor.

He would like to let his fellow merchants know, "We'll ride out this financial storm. Just keep your heads up, it can only get better."

*Running a business during the recession has been hard on many small businesses, but by shopping in our locally owned businesses and telling others about hidden gems, like Ocean Ave, will help keep our merchants in business.*

## Save Energy and Money!!!

Take advantage of these energy saving opportunities from the San Francisco Energy Watch.

- FREE onsite assessment to identify energy savings.
- Expert installation of energy saving equipment at a greatly reduced cost
- lower your utility bills from using less energy.

Energy efficient products which are available to small businesses include the following:

### Lighting:

- general lighting
- warehouse and outdoor lighting
- parking area and garage lighting

### Refrigeration:

- door closers
- efficient evaporator fan motors and controls
- suction line insulation

### HVAC:

- packaged units,
- variable frequency drives
- line insulation

### Food Service Equipment:

- ice machines
- refrigerators
- freezers

### Computers:

- Network Level Power Management Software
- and more...

For more information or to schedule an appointment, call the SF Energy Watch hotline: (415) 355-3769 or go to [www.SFEnergyWatch.org](http://www.SFEnergyWatch.org).

This is a joined project of PG&E, The City and County of San Francisco, SF Environment, and Small City Businesses.

商人素描, from p.1



Seto Chiropractic  
1831 Ocean Ave  
(415) 349-4139  
www.sfmeats.com

在第一次會見Seto脊椎醫療的司徒醫生時，人們可以察覺到他和藹可親，同時熱情於促進健康的生活。司徒醫生致力為所有年齡的病人提供最佳的脊椎治療服務，並教育病人有關營養，健身，健康，和康健之重要。司徒醫生在青少年的時候曾參加學校不同的體育活動，現在仍然保持活躍。他從事健康工作，最初是在一家脊椎治療診所任按摩治療師。但在一次汽車意外受傷後，司徒醫生知道他想成為一名脊椎醫生。“當我自己是脊椎病人時，我對脊椎治療的力量和使我迅速好轉感到不可思議。”生活的不同事件塑造了他的今天。

當他從南加州大學健康和科學學院獲得脊椎醫學學位後，司徒醫生回到三藩市開始他的事業。他在Dr. Lapier的診所實習一年，然後在2008年八月和Dr. Lapier共用一個診所。

司徒醫生在三藩市出生和長大，在羅威爾高中和三藩市州立大學就讀。他記得在他成長的時期，Ocean Avenue的犯罪率較高，但現在人流更多，從到24 Hour Fitness做運動到光顧不同餐館的顧客不等。

司徒醫生從參與多個Ocean Avenue的活動和會議，幫助使Ocean Avenue更清潔和安全。在慶祝小型商業週內，司徒醫生參加了Ocean Avenue的行人道展銷，推廣他的商業，同時鼓勵人們光顧此區的商店。雖然此活動為他帶來新病人，他同時認為應“維護商業以外的社區”。因而他義務參與Ocean Avenue的社區大掃除工作。

相信健康的生活和任何時候可能應回饋社區。如你需脊椎治療，請打電話給司徒醫生。

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在經過一天長時間的工作之後，款待一下自己讓自己鬆弛一下是好事。Jolie Elegant Spa是這樣的一個地點，這是由Ly Dancer經營的。顧客可以選擇腊面，修甲和按摩，或可以做豪華的修甲加桑拿浴，包括薰衣草浸泡，面膜，潤膚膏按摩，和腊療。

Ly Dancer在加州Tiburon做生意多年之後，希望有所改變，因而將她的商業搬到較近家裡。“Ly在Tiburon的客人都喜歡她，對她的搬離感到難過，”Ly的丈夫Joel Dancer說。Joel在Ingleside區居住超過二十年，看到Ocean Avenue演變成今天一個茁壯的商業區——與他最初搬來的時間迥然不同。



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(415) 585-2409  
www.jolieelegantspa.com

很多人讚賞他們在2009年四月搬入新址後的美麗裝修。有一些走廊的商人已光顧過Jolie's Elegant Spa的桑拿浴，認為服務良好，感覺鬆弛。

Ly和Joel辛勤的建立她的商業和社區的關係。他們知道需要至少一年生意才可上軌。“Ly需要在此區建立客戶。當客人前來光顧Ly的桑拿浴後，他們很多時候會再回來，”Joel說。當Joel和Ly休息的時候，他們參加OARC的商人活動和其他社區活動。在八月，Ly和Joel在Community Bake-off的OMI國際家庭節籌款活動中，捐出三個修甲服務。

Ly目前在為她的客人徵求有才華的理髮師，但在這之前，請隨時前往或致電安排桑拿浴治療。

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San Francisco Meats & Delicatessen  
1330 Ocean Ave  
(415) 859-9900  
www.sfmeats.com

自從Safeway超市搬離Ocean Ave之後，此區的居民一直在找一家可買新鮮海鮮，肉類，和雜貨食物的店鋪。無怪住戶和商人都歡迎San Francisco Meats and Delicatessen的東主Joe Shasky。

Joe是一名三藩市土生土長的居民，也是本區的居民，曾在Archbishop Riordan高中就讀。他來自一個水電匠的家庭，Joe希望能建立自己的名聲和身份。

他從事肉類和食物業工作已有十年，由低層做起。他開始時在以前的Tower Market任清潔小工，和肉販合作多年。他學到切肉和宰海鮮的技巧，希望將自己的知識提到另一個水平。在Joe和他的長期朋友和肉販Matt Murphy辛勤努力下，San Francisco Meats and Delicatessen於2008年九月二十四日開張。

商店現在已增加更多的肉販和新顧客。Joe說, “你可以做好準備, 但無法準備一切確保無錯。如果出錯, 不要滯留其間, 繼續向前努力就是。” 他同時認為當商人互相支持時, 本地的商人會更好。Joe 很多時候從位於Ocean Ave. 的Fruit Barn買果買菜。他預測, “Ocean Ave是下一個奮發有為的地區——這裡有很大的潛質。” 他鼓勵人們光顧本地的小商業, 無須光顧大型的連鎖店。

自從開店之後, SF Meats and Deli 的肉販儘量支持本區, 從Ocean Ave Artwalk到小型商業行人道展銷, 他們均有捐出肉食和芝士小吃。

他希望其他商人知道,

“我們會走出經濟風暴。抬起頭來, 情況只會好轉。”

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在經濟不景時經營商業對很多小型商業來說是困難的, 但從光顧本地的商業和告訴其他人有像Ocean Ave. 這樣的好商業, 可以幫助我們的商人繼續經營。

## Ocean Ave 走廊商業最新消息

### Ha Tien Hut (1109 Ocean Ave)

Pho Ha Tien的東主在更近三藩市市立大學處新開另一家食店, 讓顧客可以享用正宗的越南菜, 三文治, 和鮮製飲品。

### In Salon (1523 Ocean Ave)

此獨立經營的髮店已搬到現在的新址。

### Golden Years Medical (1949 Ocean Ave)

服務本區超過十五年, 此藥材供應店已搬到現在的新址。

## OARC 幫助美化商人櫥窗一免費 \$400!

By Dolly Sithounnolat

OARC通過其視覺陳列計劃幫助多兩名商人美化櫥窗。我們和A-1 Shoe Repair和Al Bakery的東主開會, 徵詢我們如何可以幫助他們。然後我們由一名設計家和商人合作, 設計和完成櫥窗專案。他們均可取得至四百元的津貼。

這個計劃對商店和走廊其他商業吸引新顧客有極大成果。請看看我們曾幫助的商店的櫥窗。

我們也可以幫助你! 請來電或電郵聯絡Dolly S. 電話 (415) 375-2265, 或電郵dolly.oarc@gmail.com.



## Ocean Avenue CBD 調查結果

By Ling Liang

海洋大道復興合作計劃Ocean Avenue Revitalization Collaborative (OARC) 和NBS 感謝大家填交更新的Ocean Ave 社區福利局 (CBD) 調查問卷。以2009年十一月十二日為準, CBD 委員會收到84份Ocean Avenue 商人, 業主, 居民, 學生, 和購物者填交的調查問卷。

以下是我們調查的一些結果。由2010年二月開始, CBD評稅建議將寄發給Ocean Ave的商業東主。在選票上申請使Ocean Avenue成為一個CBD亦會發給商業東主。

OARC將為業主組織一系列和OARC計劃統籌Dolly Sithounnolat或與OARC董事一對一討論評稅項目的會議。

### 調查結果

根據我們收集的84份調查, 我們發現:

- 77% 對CBD概念持正面看法。
- 74%的商人和業主認為一個CBD可使Ocean Ave 更具吸引力和可改善商業環境。
- 61%的商人和業主將簽名要求支持在Ocean Ave 成立CBD。

我們同時請填交調查的人士就他們喜歡CBD提供什麼服務評級。最多人贊成的服務項目順次序是:

1. 清除塗鴉
2. 打掃行人道和溝渠
3. 安全問題 (個人, 商業, 物業)
4. 蒸氣清潔行人道

Ocean Ave CBD計劃建議提供五天的行人道和溝渠打掃工作, 在24小時內清除塗鴉, 每月蒸氣清潔街道, 和設立一個改善安全問題的安全委員會。如你對CBD或其他OARC提供的計劃活動有任何問題, 請聯絡Dolly Sithounnolat, 電話 (415) 375-2265, 或電郵 dolly.oarc@gmail.com.



4702 Mission Street  
San Francisco, CA 94112  
Dolly: (415) 375-2265  
Fax: (415) 585-0170  
dolly.oarc@gmail.com

ON THE WEB:  
[www.oceanave-oarc.org/](http://www.oceanave-oarc.org/)

### Join Our Listerv!

Subscribe to our Yahoo listerv to receive updated emails on the Ocean Ave Corridor. Send an email to [OceanAveRevitalization-subscribe@yahoogroups.com](mailto:OceanAveRevitalization-subscribe@yahoogroups.com) or [Dolly.oarc@gmail.com](mailto:Dolly.oarc@gmail.com) and we will add you!

加入我们的Listerv!  
加入我们的Yahoo Listerv就能定时接收关于 Ocean Ave Corridor 的最新消息。发一封邮件到 [OceanAveRevitalization-subscribe@yahoogroups.com](mailto:OceanAveRevitalization-subscribe@yahoogroups.com) 或 [Dolly.oarc@gmail.com](mailto:Dolly.oarc@gmail.com) 就可以成为我们的一员!

The OARC is a diverse coalition of neighborhood residents, merchants, property owners, and other stakeholders that are all committed to seeing Ocean Avenue become an even more vibrant, clean, safe, and welcoming place to eat, spend time, and shop. Meetings are held every second Wednesday of each month at the OMI Senior Center (1948 Ocean Ave) from 7-8PM and is open to all community members.

The OARC is funded by the Mayor's Office of Economic and Workforce Development (MOEWD) and the Local Initiatives Support Corporation (LISC)

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## Say Hello to OARC's Intern

Hi, my name is Dina. I'm currently a sophomore at June Jordan School of Equity. I will be helping with organizing the Ocean Ave Merchant Mixer and the Ocean Ave Sidewalk Sale for Small Business Week.

As an intern for OARC, I would like to learn about the issues merchants face and how these issues can be resolved. I am also interested in learning about how the merchants came about building their business on Ocean Ave. I have met a couple of business owners and they are the nicest people ever. Can't wait to meet everyone else!

*OARC has many volunteer opportunities for people to get involved in improving the commercial corridor. For the school semester, Dina will be working with the OARC. We look forward to broadening her experience in the community and connecting her with our local merchants. Please welcome our intern, Dina!*

