

Subject: Head West March 9 Public Hearing

Date: Tuesday, May 9, 2023 at 11:08:57 AM Pacific Daylight Time

From: Richard Johnson

To: SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the addition of 2 new dates. The current frequency of 2 dates per year is plenty.

I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West.

Thank you.

From
Richard Johnson
[REDACTED]

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 11:37:47 AM Pacific Daylight Time

From: Stephen Albair

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is sufficient. An expansion in frequency presents a potential negative financial impact to my business.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From
Stephen Albair

Stephen Albair (Combinations)

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 1:37:23 PM Pacific Daylight Time

From: Magie Crystal

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is sufficient. An expansion in frequency presents a potential negative financial impact to my business.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From
Magie Crystal

Alla Prima Lingerie & Swim

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 1:46:11 PM Pacific Daylight Time

From: Elizabeth Leu

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is MORE than sufficient. An expansion in frequency presents a negative financial impact to my business. I don't understand why another retail layout has to go right in front of my retail stores I have built every day for the last 20 years? It makes no sense. Why can't these things move to Golden Gate Park? the Presidio? Retail already exists in Hayes Valley.

Also - this is a for profit event. Does Hayes Valley Merchant association receive any paid fees from Head West?

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From
Elizabeth Leu

Fiddlesticks + Orange Bird

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 4:25:31 PM Pacific Daylight Time

From: Ben Ospital

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is sufficient. An expansion in frequency presents a potential negative financial impact to my business.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From

Ben Ospital

MAC Modern Appealing Clothing

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 4:26:40 PM Pacific Daylight Time

From: Chris Ospital

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is sufficient. An expansion in frequency presents a potential negative financial impact to my business.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From
Chris Ospital

MAC- Modern Appealing Clothing

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Tuesday, May 9, 2023 at 4:29:31 PM Pacific Daylight Time

From: Nathaniel Anderson

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is sufficient. An expansion in frequency presents a potential negative financial impact to my business.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner.

Please deny this permit request.

From

Nathaniel Anderson

Shoe Dept S.F.

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Head West March 9 Public Hearing

Date: Tuesday, May 9, 2023 at 7:53:59 PM Pacific Daylight Time

From: Peggy Baslow

To: SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the addition of 2 new dates. The current frequency of 2 dates per year is plenty.

I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West.

Thank you.

From

Peggy Baslow

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Head West March 9 Public Hearing

Date: Tuesday, May 9, 2023 at 9:46:37 PM Pacific Daylight Time

From: Alexander Lawrence

To: SpecialEvents

EXT

BUSINESS

We here at Minimal have virtually no business during the Urban Air Head West days of operation. It seriously detracts from our business. I kid you not, we have hardly any business as it is. Increasing the Urban Air market is the nail in our coffin. You're then welcoming in even more Big Box businesses to Hayes Valley. We worked so hard to make Hayes Valley what it is today 20+ years ago.

HOOPLA

Our regular shopper – who live in SF – don't come out on Head West days as there's too much hoopla & throngs of people. The people who visit the fair come from out-of-town. It attracts vendors with cheap goods + loads of billion copy made in China goods. The shoppers are not our clientele. Not that we're expensive but we're not trashy either.

TRAFFIC + MESS

For obvious reasons, it's impossible to find parking. It makes a mess of the park with trash everywhere. Excess wear & tear on our little park. It's impossible to move around on those days.

Please, don't increase the frequency of the market. Our local retailers have died in droves unless you haven't noticed. The business I work for is holding on by the skin of their teeth. Trust me. Please don't do this to local business owned by people who live locally.

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing. I oppose the addition of 2 new dates. The current frequency of 2 dates per year is plenty. I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West.

Thank you.

Alexander Lawrence

From
Alexander Lawrence

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Wednesday, May 10, 2023 at 7:06:31 AM Pacific Daylight Time

From: Doug Ridgway

To: SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the proposed addition of 2 new dates to this event.

2 dates for this event is already a negative impact on my business. An expansion in frequency presents a negative financial impact to my business as it has every Sunday the event has been held.

I have also been made aware of the lack of inclusiveness on the planning front by Head West; they have not exhibited being a good partner and I oppose the issuance or approval of any permits.

Please deny this permit request.

From
Doug Ridgway

Rebecca Overmann

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Head West May 11 Public Hearing

Date: Wednesday, May 10, 2023 at 10:28:15 AM Pacific Daylight Time

From: Peggy Baslow

To: SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the addition of 2 new dates. The current frequency of 2 dates per year is plenty.

I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West.

Thank you.

From
Peggy Baslow

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Head West May 11 Public Hearing

Date: Wednesday, May 10, 2023 at 10:30:20 AM Pacific Daylight Time

From: Alexander Lawrence

To: SpecialEvents

EXT

BUSINESS

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I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing. I oppose the addition of 2 new dates. The current frequency of 2 dates per year is plenty. I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West.

Thank you.

Alexander Lawrence

From
Alexander Lawrence

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West May 11

Date: Wednesday, May 10, 2023 at 1:05:15 PM Pacific Daylight Time

From: HVSafe

To: SpecialEvents

EXT

Dear SFMTA ISCOTT.

HVSafe opposes the addition of 2 new dates for the Head West venue in Hayes Valley.

We have repeatedly heard from small businesses on our merchant corridor that this event negatively impacts their sales.

It's also worth noting that Head West's communications are lacking and they have demonstrated an inability to acknowledge our concerns nor did they include all neighborhood groups in their planning efforts.

We need to listen to our community members and put their needs first, rather than provide preference to an event host who has not been a good partner.

Please deny this permit request.

Thank you.

HVSafe

HVSafe

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Head West May 11 Public Hearing

Date: Wednesday, May 10, 2023 at 5:05:32 PM Pacific Daylight Time

From: Ana Canillas

To: SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I OPPOSE the addition of 2 new dates until current unresolved issues re traffic mitigation, rubbish disposal, coordination / communication with current brick & mortar businesses & neighbors resolved.

HOWEVER, I love the concept of positive increased economic activity and civic engagement in our Hayes Valley Neighborhood Community.

The current frequency of 2 dates per year is plenty until the above issues resolved.

I'm also concerned with the lack of outreach and inclusiveness being applied for this initiative by Head West. I look forward to Head West resolving these issues.

Thank you.

Ana Canillas

voting HV Resident, Hayes Valley Public Safety Committee , and founding member of Hayes Valley Neighborhood Association (HVNA)

From

Ana Canillas

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: Public Hearing - Head West March 9

Date: Monday, March 6, 2023 at 5:09:16 PM Pacific Standard Time

From: Beau Timken

To: SpecialEvents

EXT

To SFMTA ISCOTT:

The Hayes Valley Small Business Association (HVSBA) recently learned of venue and frequency changes for Head West, including the possibility of expanding or relocating the event onto Hayes St.

I oppose any additional frequency to this event, which had been limited to 2 weekends annually.

I oppose any future expansion or relocation of Head West onto Hayes Street.

We pay the bills for our retail locations - we pay rent - we pay taxes - we pay maintenance and WE NEED THE WEEKENDS TO MAKE MONEY TO PAY THE BILLS. They pay nothing and use our efforts to make Hayes Valley a retail destination.

It's critical that the HVSBA be included in any future planning efforts. Please add HVSBA to all communication regarding permit requests on Hayes Street.

From
Beau Timken
sfsushi@aol.com
True Sake (556 HayesStreet)

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Subject: concerns for Head West event in Hayes Valley
Date: Saturday, March 4, 2023 at 9:09:35 AM Pacific Standard Time
From: Jennifer Laska
To: SpecialEvents

EXT

In the past, HVNA has been supportive of the Urban Air Market now Head West Marketplace. However, we do not support the increase from 2 events per year to 4 events per year. It places a burden on the merchants who are paying monthly rent in Hayes Valley and sell the kinds of items that Head West vendors come in to sell during this marketplace.

We have repeatedly asked that Head West reduce the proposed dates from 4 to 2—they are unwilling to do so.

We have also asked that they make sure the vendors are not selling competing objects with our full time merchants, but I've personally seen a temporary vendor selling remarkably similar jewelry to Rebecca Overman jewelers just a few yards down from their front entrance.

Head West has also become increasingly difficult to deal with. They alternate between non-communicative leading up to their request for dates. Then when we find out the proposed dates and engage, they have become combative, defensive and accusatory in communicating with the Hayes Valley Neighborhood Association and the Hayes Valley Merchants Association.

We would possibly still support an event like this once or twice a year. But, it's just not worth the headache to the neighborhood and merchants to host this event 4 times a year.

I know many merchants would like to express opposition but it is cumbersome for them to leave their understaffed stores to attend a lengthy hearing. Where should they send letters?

Thank you as always for your help and support in Hayes Valley!

Jennifer Laska
HVNA President
[REDACTED]

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