



Upper Noe Merchants Group

Upper Noe Neighbors announces the formation of the Upper Noe Merchants Group committee to represent, promote and protect the interests of local businesses and the commercial corridor and seeks to improve communication and cooperation among local merchants before city agencies. VIP Scrub Club co-owner Sage Cotton will chair this committee.

The merchant group will work within the framework of Upper Noe Neighbors. This arrangement addresses concerns that busy merchants might have about their ability to dedicate time and energy to the group, to keep notified and track issues. This arrangement allows merchants to take advantage of communication, outreach and community promotion that is already being done by Upper Noe Neighbors.

Issues on the table:

- J-Church Improvement Project and other transportation issues.
- Upper Noe Block Party 2019 – September 28 from noon – 3pm. A community event at the Rec Center that promotes our neighborhood and creates foot traffic. Last year, nearly all of our local merchants participated in some way in Ten Together Upper Noe Block Party, which won the neighborhood Empowerment Network award for Extraordinary Neighborhood Block Party – recognizing us for the best neighborhood event in San Francisco in 2018. Let us build on that.
- Street maintenance – when will it happen? How will it happen? Who will be consulted?
- Parking – local businesses need to be the first ones notified about plans and be part of the discussion about potential changes to parking.
- Street cleaning – Church street is only cleaned every other week but needs to be cleaned every week.
- Greening and tree issues - Tree maintenance and greening opportunities are constant need in the commercial corridor. An overgrown ficus tree at Church and Day threatens MUNI wires and more.
- Effects of empty storefronts – blight laws are being discussed and legislated including hefty fines.

We look forward to working with all Upper Noe merchants. Together, we can accomplish so much more.

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UPPER NOE NEIGHBORS

I am excited to get to know all the merchants in Upper Noe Valley and I am looking forward to coming together to discuss the issues and concerns that we face as small business owners in SF in general and specifically in Upper Noe. Even though we may not live here, for many of us, Upper Noe has become our second home. Creating this group within the framework of Upper Noe Neighbors is an opportunity to bond further with this community, to work together to find creative solutions to the problems we face, to take a stand with the City when we need to, and have an active role in creating a neighborhood where we all want to work, live and play.

I know how busy you are. I live most of my days in a mild state of complete overwhelm. However, I also know that together we can support one another and our community and make changes that will help to abate some of that overwhelm. Upper Noe Neighbors is a great resource for us to be able to tap into and it has already laid the groundwork for this group. I hope you will join your fellow merchants and me in making a difference and maybe even having some fun along the way!

A little about me:



My partner and I own two dog-grooming businesses in Noe Valley. The first is VIP Grooming on 24th Street, which has been in operation for over 30 years. The second is VIP Scrub Club, which I run and opened on Church Street almost four years ago.

About two years ago, I learned that a chain pet and grooming store wanted to move onto 24th Street. Since there were already four pet stores and three grooming shops very nearby, it seemed an odd location choice to me. After researching them, I realized that based on their past business practices this chain store would most likely go to great lengths to close us down and take our customers. I thought the neighborhood needed to know. So, together with other local business owners, we launched a campaign to inform the community and let them know what to do should they chose to act. The majority of the neighborhood did not want this business and let the city know. This was my first experience dealing with the city of San Francisco and it made me realize the importance of having a voice as a small business in this city.

- Sage Cotton