



Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco

VOL. 19 NUMBER 4

THE CABLE

WINTER 2005

Green Schoolyards: Directory on the Way

The San Francisco Green Schoolyard Alliance (SFGSA) network has become an informal hub for resource sharing. Through the SFGSA, teachers, parents and garden educators not only learn from each other, but are also introduced to a number of organizations that can actively help their efforts to green school grounds by:

- ◆ installing bird/butterfly or edible gardens
- ◆ creating schoolyard artwork
- ◆ starting recycling and composting programs
- ◆ funding green schoolyard projects

With multiple resources to keep track of and so many San Francisco schools greening their grounds as a result of the 2003 School Bond's \$2 million greening component, the SFGSA, with major support from San Francisco Beautiful and the San Francisco Unified School District, researched and compiled a directory that now includes hundreds of resource entries. From "Finding Plants & Seeds" to "Creating Artful Schoolyards" and "Green Schoolyard Curricula," the directory is packed with information to help school communities green and beautify their school grounds. The directory will be available by early 2006 through San Francisco Beautiful's website at www.sfbeautiful.org.



Photo by Sue Chang

Jesse Feldman (3rd from right), Commodore Sloat Elementary Environmental Educator, gives a tour to SFGSA participants. SFB's Tamar Cooper (3rd from left) listens.



2005 Beautification Award winning site Randall Museum. For a recap of the Awards Dinner see pages 4 and 5.

Illustration by Robin Chiang

THE BAY TRAIL

By SFB Board Member Michael Alexander

San Francisco Beautiful is helping to complete and improve the Bay Trail along the City's southeast shore and at the Marina Green. In San Francisco, the trail runs from the Golden Gate Bridge to SBC Park. For a decade, we have worked to extend the trail to the City's southern border. Now SFB has joined with the Neighborhood Parks Council and Mayor Gavin Newsom to make San Francisco the first Bay Area county to complete its portion of the 450-mile Bay Trail, a network of walking and bicycling paths which is destined to ring the San Francisco Bay shore. About half of that length is complete.

Below the baseball park at Mission Creek, the trail has been named the Blue Greenway and will incorporate a water trail for kayaks and other human-powered boats. Today it exists in bits and pieces. The goal is to close its gaps, so that the Blue Greenway will connect a series of waterfront parks, little known to most San Franciscans, and traverse a fascinating bay shore with a rich maritime and industrial history that is changing as Mission Bay, Hunters Point Shipyard and the Third Street light rail are developed. I represent San Francisco Beautiful on the Mayor's Blue Greenway Task Force. Kudos to NPC for spearheading the new effort and to Mayor Newsom for making it a priority.

Along the northern waterfront, SFB is concerned that plans for rebuilding the Marina yacht harbors at either end of the Marina Green will restrict the thousands of people who use the Bay Trail which runs along Marina Boulevard. SFB is recommending changes to the plans and is urging the City to make the trail safer by widening and striping it, and adding stop signs and crosswalks on intersecting streets. Senior Recreation and Park Department managers have been very responsive, and we are working with them to identify funding sources and a plan of action.

WHAT YOU CAN DO: Contact Recreation and Park's chief and urge him to work with San Francisco Beautiful and other groups to make the Bay Trail safe and accessible along Marina Boulevard from Fort Mason to the Presidio. (Contact: Yomi Agunbiade, General Manager, S.F. Recreation and Park Dept., McLaren Lodge, 501 Stanyan St., San Francisco, CA 94117 or yomi.agunbiade@sfgov.org.)



At Marina Blvd. and Lyon St., a poorly signed and marked intersection creates hazards for Bay Trail users which SFB wants to fix.

Photo by Michael Alexander

PRESIDENT'S REPORT



GILBERT H. CASTLE, III

For those of you unable to attend this year's annual dinner, the photos and narrative of Dee Dee Workman's perennially heralded Beautification Awards presentation can be found at our Web site, www.sfbeautiful.org. Also at the Web site are state-of-the-art interactive maps showing not only the locations of past Beautification Award recipients but also photos and descriptions of each.

When thinking about beautiful places in San Francisco, I have a personal preference for superbly designed parks that take up a city block or less. Sometimes called "pocket parks", these jewels not only are delightful within themselves but also offer a welcome respite from the intense urbanization surrounding them. Here are several of my favorites in the northeast corner of San Francisco:



Sidney Walton Park, sometimes called Jackson Square, is three blocks north of Embarcadero Center. Peter Walker designed the park to resemble a peaceful meadow in mountains. Wonderful

Beautiful Pocket Parks

sculptures (by Georgia O'Keeffe, among others) and a two-story fountain add contrast to the rolling lawns, stately trees, and innumerable singing birds.

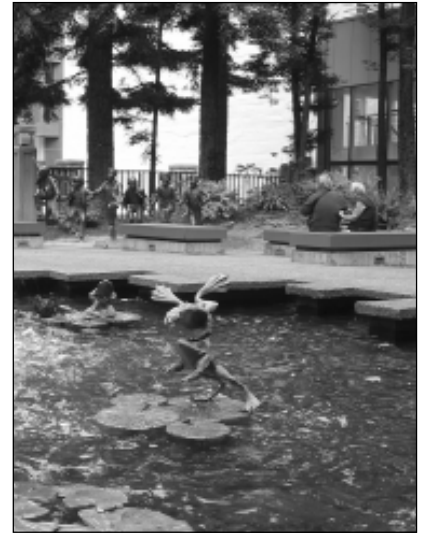
Redwood Park forms the eastern base of the Transamerica Pyramid. Magnificent redwoods dominate a lovely setting designed by Tom Galli. The park has an enchanting statue of six kids skipping beside a pond with leaping bronze frogs.



Huntington Park lies immediately east of Grace Cathedral at the top of Nob Hill. A formal design easily accommodates a playground with swings and slides. Especially noteworthy is the recently restored "Fountain of Turtles", which is a copy of Rome's Fontana delle Tartarughe by Taddeo Landini (1585).

Pioneer Park surrounds Coit Tower. The land was purchased in 1875 by a group of citizens and donated to the City to keep commercial development from engulfing the entire hill. In recent years, local residents and other friends of the park have undertaken a major restoration and upgrade of the park, including new landscaping, stairways, and benches.

What are your favorite pocket parks, especially in other parts of the City? Write us by e-mail or regular mail at the addresses listed on the right. In a future column, I'll list the names and locations of frequently cited city oases.



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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

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PRODUCTION: JEWEL GRAPHICS

MONA MASRI

New SFB Board Member



Mona Masri is Citibank West's Western Division Initiatives Director of Community Relations. Her role entails working with a diverse array of statewide organizations to put Citibank resources at the disposal of communities and coordinate special statewide initiatives.

Mona joined Citibank in 2003 from the Small Business Administration where she served as the Founding Director for the San Jose Entrepreneur Center. Mona has over 10 years experience in the field of Economic Development in both the private and public sectors. In addition, she gained international experience as a Peace Corps volunteer in Bulgaria where she worked to support the burgeoning small business sector through providing technical assistance via local chambers of commerce.

Mona's community relations position at Citibank involves promoting positive community development by working with non-profit organizations around the Bay Area. This is why she decided to partner with SFB.

According to Mona, "After hearing about the mission of San Francisco Beautiful, I realized that we had common goals. SFB has resources to help with neighborhood beautification projects and the non-profit organizations with which I work can utilize these resources in an effort to revitalize Bay Area neighborhoods for low-to-moderate income families.

"I am sincerely looking forward to joining the board of San Francisco Beautiful and learning more about the incredible results of your work and I am eager to spread the word to community groups and organizations about your wonderful programs."

SUPERVISORS RECOGNIZE BILLBOARD ENFORCEMENT NEEDS

In mid-September, the Board of Supervisors Government Audit and Oversight Committee held a hearing to review the 2004/2005 Civil Grand Jury's findings and recommendations. Since a major portion of the Civil Grand Jury's report focused on billboard enforcement (as reported in the Fall 2005 edition of *The Cable*), SFB testified before the Committee requesting action on the Civil Grand Jury's recommendations which include:

- ◆ properly funding the City's billboard enforcement efforts so that the backlog of illegal billboards can finally be removed and
- ◆ closing the loopholes in Section 610 of the Planning Code that have barred the Planning Department from conducting meaningful enforcement.

SFB offered to lend its expertise in identifying specific opportunities to address the current billboard enforcement backlog.

Since this hearing, Supervisor Aaron Peskin has introduced legislation meant to close the loopholes in Section 610. SFB is currently reviewing the draft legislation. In addition, Supervisor Jake McGoldrick met with SFB to ask what he could do to help get illegal billboards removed and requested that SFB submit a strategy to accomplish this.

SFB responded by proposing that the City:

- ◆ locate funding, hire and properly equip Planning Department staff dedicated to conducting billboard code enforcement and
- ◆ convene a task force of relevant city agency staff with overlapping interest in this issue (including the Department of Building Inspection and the City Attorney's office) to determine the best way to identify and abate illegal signs.

SFB and Supervisor McGoldrick are remaining in close communication to see if the recently introduced Section 610 revisions and other pending billboard legislation need to be supplemented in order to fully address the City's illegal billboard problems, particularly the lack of funding for enforcement.

Utility Box Maintenance Plans Yet to be Submitted

When DPW adopted Surface Mounted Facilities Regulations this past summer, not only did they call for locating utility boxes off public-rights-of-way or underground if possible, they also set forth requirements that utility companies and city agencies (MUNI, DPT, AT&T and COMCAST) clean their graffiti covered utility boxes. DPW called on these public and private bodies to submit maintenance plans for their stock of boxes, but the companies have yet to respond to DPW's request. Now, City Administrator Ed Lee has stepped in and insisted that plans be submitted immediately. Once DPW receives the maintenance plans, SFB will review them and offer feedback.

MAKE CONTACT

Got a message, question, concern or complaint for members of the S.F. Board of Supervisors or the Mayor? Make contact.

Address for all Supervisors:

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Mayor Gavin Newsom
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gavin.newsom@sfgov.org

2005 Beautification Awards Dinner Wrap-Up

San Francisco Beautiful held its annual Beautification Awards Dinner in October at the Hotel Nikko in honor of its 2005 award winners. With special consideration to projects reflecting this year's theme, "Environmental Solutions and Urban Beauty", SFB Executive Director Dee Dee Workman presented her salute to the eight winners, emphasizing how each found environmentally sound and aesthetically pleasing solutions to improve the urban landscape that makes for a healthier and more livable city.

The dinner was co-chaired by Barbara and Douglas Engmann, Chandra and Robert C. Friese and Meagan Levitan and Dale Carlson. SFB Board Member and Beautification Awards Committee Chair



The Shotwell Greenway

Illustration by Robin Chiang

Robin Chiang created hand-rendered drawings of the award sites capturing the heart of each honoree's contribution that were given to the winners. Henry Tenenbaum, host of KRON4's *Henry's Garden*, acted as Master of Ceremonies (KRON aired a special edition of *Henry's Garden* that featured SFB and four of the 2005

Beautification Award sites). Ron Wong and Associates coordinated the event. The success of the evening can be measured by the generosity of those who financially supported the event making possible even more great work by San Francisco Beautiful in 2006. We all say thank you.



Board members and guests chat during the reception.



Dee Dee Workman with Assemblyman Mark Leno and SFB proclamation.



Beautification Award winners from Kid Power Park.

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Meagan Levitan and Dale Carlson
Mosaic Financial Partners, Inc.
Tito Patri and Associates
SF Clean City/Neighborhood Parks Council
San Francisco Recreation and Park Department
Mr. and Mrs. Angelo Sangiacomo



Dinner Patron Amanda Hoenigman (back row 2nd from left) brought her friends to the dinner.



Lisa Bishop and Craig Marrs of KRON 4.



Browsing the silent auction tables.

AUCTION ITEM DONORS

Alana's Café
 American Conservatory Theater
 Amici's East Coast Pizzeria
 Aquarium of the Bay
 Asian Art Museum
 Bally Total Fitness
 The Basil Collection
 Bay Area Discovery Museum
 Bay Meadows Racecourse
 Berkeley Repertory Theatre



Far East National Bank guests at the reception.

Bill Graham Presents
 Bill's Place
 Blackhawk Museum
 Blowfish Sushi
 BR Cohn Winery
 Build-A-Bear Workshop
 Burlingame Avenue Pilates & Gyrotonic Studio
 Ann Moller Caen
 Café for All Seasons
 Cal Golden Bears
 California Shakespeare Theater
 California State Railroad Museum
 Carneros Creek & Mahoney Vineyards
 Gilbert H. Castle, III
 Chabot Space & Science Center
 Champagne Pearls
 Charles Schulz Museum
 Club One Fitness



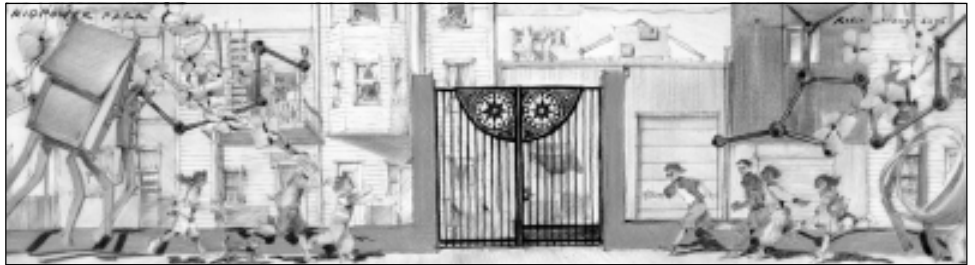
Dinner Co-chair Meagan Levitan and dinner consultant Ron Wong.

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 Copia
 Cost Plus, World Market
 Cow Palace
 Disneyland Resort
 Mike & Liz Dowling
 Ella's Restaurant
 Exploratorium
 Mara Feeney
 Senator Dianne Feinstein
 Peter Fortune
 Four Seasons Hotel
 Funky Door Yoga
 Glen Ivy Hot Springs Spa
 Grgich Hills Cellar
 Gump's
 Harbin Hot Springs
 Harris' Restaurant
 Hornblower Cruises & Events
 Hotel Nikko San Francisco
 Kiehl's
 Lawrence Hall of Science
 Jim and Ann Lazarus
 Lepley Fine Portraiture
 Lindsay Wildlife Museum
 Magic Theater Company
 Bruce Marcucci
 McCormick & Kuleto's
 Metronome Dance Center



Marilyn Duffey, Sup. Sophie Maxwell, Gil Castle, Deborah Jenkins and Sup. Bevan Dufty.

See's Candies
 Shift Design Studio
 Signature Hospitality Group
 Six Flags Marine World
 Sonoma Traintown
 Sorensen's Resort
 Southwest Airlines
 Sugar Bowl
 The Tech Museum of Innovation
 Tommy Toy's Cuisine Chinoise
 Union Street Goldsmith
 Dianna Waggoner
 Wax Museum
 Whole Foods Market
 Winchester Mystery House
 Ken Wong
 Yerba Buena Center for the Arts



Kid Power Park.

Illustration by Robin Chiang

Mission Cliffs Climbing & Fitness
 Moose's Restaurant
 Museum of Children's Art
 Napa Valley Wine Train
 Noe Valley Bakery & Bread Co.
 Oakland A's
 Oakland Museum of CA
 Omni San Francisco Hotel
 Osento
 Paramount's Great America
 Peet's Coffee & Tea
 Peju Winery
 Pier 39
 Punch Line Comedy
 Rick's Restaurant
 Ripley's Believe It or Not!
 Rodney Strong Vineyards
 Rotunda Restaurant
 San Francisco 49ers
 San Francisco Ballet
 San Francisco Giants
 San Francisco Museum of Modern Art
 San Francisco Opera
 San Francisco Zoo
 Sanrio
 Santa Anita Park
 Scandia Family Fun Center
 Scoma's

2005 BEAUTIFICATION AWARD WINNERS

Linda Blacketer and Dan Dodt
 (Robert C. Friese Award for
 Neighborhood Conservation)
 San Francisco Zoo
 Kid Power Park
 Chinese Historical Society of America
 Museum and Learning Center
 Shotwell Greenway
 Brooks Park
 Stern Grove Restoration
 The Randall Museum



3RD AND 4TH QUARTER KLUSSMANN GRANTS

During the second half of 2005, SFB donated \$38,800 via its Friedel Klussmann Grants Program making possible a wide variety of beautification projects across the city. The success of each project, in turn, leads to a more livable San Francisco.

- ◆ **Friends of Sterling Park:** \$8,000 of which \$3,000 went toward stairway garden supplies and \$5,000 for a view terrace. The latter was funded through monies from the Walter and Elise Haas, Sr. Fund.
- ◆ **Harkness Avenue Community Garden:** \$3,000 for plant materials and irrigation supplies for a community garden in Visitacion Valley.
- ◆ **The Watershed Project's San Francisco Kids in Gardens Program:** \$2,500 for newsletter costs and a training workshop for San Francisco public school teachers on building and sustaining school gardens.
- ◆ **Neighborhood Parks Council, Pier 52 Kiosk Project:** \$2,300 to transform a dilapidated kiosk at Pier 52 into an educational venue. (The kiosk will also serve as the kick-off project for the "Blue Greenway" along the City's shoreline from SBC Park to Candlestick Point. SFB participates on this project – see front-page story.) The kiosk will educate the public on the Bay Trail, the Greenway, the city's estuary system and watershed, and the history of the pier and waterfront.
- ◆ **Quesada Gardens Initiative:** \$8,000 for a community garden irrigation system. The project transformed a garbage-



filled median strip into a 660-foot long community garden near 3rd Street in Bayview Hunters Point.

- ◆ **Mona Caron's Botanical Mural:** \$5,000 for supplies to complete a botanical mural on a 2760 square foot retaining wall at Church and 22nd Streets. The mural depicts flowers and plants that grow in San Francisco.
- ◆ **Brooks Park, Community Garden Planter Boxes and Tree House:** \$5,000 to build additional garden boxes and a low level tree house for kids to play in while their parents are gardening.
- ◆ **Literacy for Environmental Justice, Greening the Living Classroom:** \$5,000 to create native plant gardens around this soon-to-be-built environmental education center at Heron's Head Park.

Consider applying for a Klussmann Grant for your next community beautification project! Go to www.sfbeautiful.org or call 415.421.2608.

Via the Friedel Klussmann Grants Program, community groups are given the financial help they need to implement successful beautification projects.

Cohen Alley: A littered and crime filled alley is transformed into a safe respite.



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Portola Tree Planting: a bleak stretch of sidewalk is planted with trees.



SFB MEMBERSHIP – GROWTH IS THE GOAL

During October and November, San Francisco Beautiful welcomed many new and renewing members. Our strength is in our numbers. If you are not a member, please join today!

\$1000+

Hilary Bates and Jerome Simon
Bob and Chandra Friese

\$200-500

Richard H. Epstein
William J. Hricz
John and Sarah Lowry
Frank Stein
Jane Vosika
Nancy P. Weston

\$100

Jack R. Bertges
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Margaret & Charles Charnas
Mrs. Frances A. Dillingham
Gail Gabiati
Marsha Garland
James W. Haas
William Hudson
Neil Koris
Johanna & Remo Patri
Toby and Sally Rosenblatt
Christopher J. Rupright
John Thomas
David N. Young

Under \$100

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William Downes
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Rose Gruber
Mary Susan Hansen
Jules Heumann
Dickie Hovsepian
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Richard Keller
Jack Lapidus
Gerald P. Martin
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Dick Millet
Maxwell Myers
Janet A. Paige
Gerri and Paul Popper
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Judith D. Schiller
Mrs. Carl W. Stern
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Paul and Gail Switzer
Robert Vollinger
Teodore Wildenradt
Howard J. Wong

GRANT RECEIVED

San Francisco Beautiful received a \$5,000 general operating grant from the Koret Foundation. We thank the foundation for its support.



**FROM THE
EXECUTIVE
DIRECTOR
DEE DEE
WORKMAN**

When I think back on how this year has gone, I feel tremendous pride at the way this organization, with its small staff and modest budget, is able to produce so much good work having a significant impact across the City. With the assistance and guidance of our extraordinary board of directors and other committed volunteers, we have carried out a remarkable number of projects that will enhance the livability of San Francisco for years to come.

This year alone San Francisco Beautiful has:

- ◆ Kept “jumbotron” billboards from being erected on Market Street
- ◆ Helped preserve city-owned “surplus” property as neighborhood open space
- ◆ Ensured pocket parks and other quality-of-life amenities are included in the Rincon Hill Plan
- ◆ Distributed over \$65,000 in neighborhood improvement grants and secured funding from foundations to distribute to neighborhood parks groups and others in low-income communities for local beautification projects

- ◆ Funded the first phase of the Lake Merced Master Plan
- ◆ Successfully advocated for the restoration of the City’s Neighborhood Beautification Fund, providing thousands of additional dollars for community improvement projects
- ◆ Served as fiscal agent for the San Francisco Prize International Design Competition for housing along the newly constructed Octavia Boulevard
- ◆ Helped draft and pass legislation to control banners on public utility poles
- ◆ Worked to control the proliferation of utility boxes on our city’s sidewalks
- ◆ Led anti-graffiti efforts in our neighborhoods and commercial districts while serving on the City’s Graffiti Abatement Task Force
- ◆ Helped negotiate the \$2 million settlement arising from the Bloomingdales project and will oversee its distribution for the preservation of historic resources across the City
- ◆ Led the San Francisco Green Schoolyard Alliance and its efforts to green San Francisco’s public schools
- ◆ Contributed input on a variety of civic projects including the Rincon Hill Plan, Marina Green, Transbay Terminal, Presidio Parade Grounds, Mid-Market Redevelopment Plan, Lake Merced, Murphy’s Windmill and the Geneva Car Barn
- ◆ Selected and honored eight worthy Beautification Award winners whose

projects reflected the theme “*Environmental Solutions and Urban Beauty*”

- ◆ Partnered once again with KRON4 to showcase the Beautification Awards on the television show “*Henry’s Garden*”

San Francisco Beautiful’s important civic initiatives are carried out in partnership with our members. Please help us protect the beautiful city we all love by giving a year-end gift to San Francisco Beautiful today. Thank you and happy holidays.

Support SFB Year-Round

A great way to improve San Francisco’s livability is through supporting San Francisco Beautiful. Here are our giving options:

1. Become a member of San Francisco Beautiful
2. Include us in your planned giving or appreciated asset plans
3. Support the annual Beautification Awards Dinner
4. Designate SFB when shopping at eScrip or Cole Hardware
5. Buy from SFB’s wide array of For Sale items: Logo Totes and T-shirts, Beautification Award Site Illustrations, and the books *Rooftop Gardens from Conception to Construction* and *Stairway Walks in San Francisco*

See the coupon below for details.

MEMBERSHIPS/SALES

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law. **All New Members Will Receive a Free SFB Logo Tote!**

- | | |
|--|---|
| <input type="checkbox"/> Friedel Klussmann Circle: \$5,000 | <input type="checkbox"/> Contributor: \$100 |
| <input type="checkbox"/> Corporate: \$1,000 | <input type="checkbox"/> Regular: \$40 |
| <input type="checkbox"/> Patron: \$500 | <input type="checkbox"/> Appreciated assets: \$ _____ |
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SFB DOES THE CASTRO



SFB Board members Carmen Clark and Tim Kochis with staff Sheila Kolenc set up the Castro Street Fair booth.

San Francisco Beautiful made its debut on the street fair circuit this fall at the Castro Street Fair. On October 2, staff, board members and volunteers handed out literature and candy while talking with hundreds of interested booth visitors about our work across the City. A drawing for SFB's rooftop garden booklet, Adah Bakalinsky's stairway book, and an SFB logo tote and tee shirt were won by Michael Daly.

Come join us at street fairs throughout 2006. It's fun!



Board members Milo Hanke and Robin Chiang with volunteers Pearl Werfel and Dick Millet close up shop.


*Happy Holidays From The Board and Staff of
San Francisco Beautiful*


ON BEING EFFECTIVE

Board members and staff of San Francisco Beautiful contribute in many ways towards making San Francisco a more livable city. Several of us serve as members of local commissions, task forces, advisory groups and committees. In this way, we further our ability to help improve the City's quality of life by bringing our individual experience and expertise to the table.

◆ Mark Ryser: Historic Preservation Fund Committee, Vice Chair; Friends of City Planning, President; Survey Advisory Committee

- ◆ Michael Alexander: Blue Greenway Task Force
- ◆ Milo Hanke: Mayor's Graffiti Advisory Board
- ◆ Peter Fortune: City's News Rack Advisory Committee
- ◆ Meagan Levitan: Recreation and Park Commission
- ◆ Robin Chiang: San Francisco Public Utilities Commission, Citizens' Advisory Committee, Wastewater Subcommittee
- ◆ David Hayes, Visitacion Valley Advisory Committee; Islais Creek Channel Advisory Committee

- ◆ Dee Dee Workman, Lake Merced Task Force (Co-Founder), Steering Committee
- ◆ Tamar Cooper: San Francisco Green Schoolyard Alliance, Vice-Chair; Friends of Geneva Office Building; Surface Mounted Facility Task Force; SPUR Sustainability Committee
- ◆ Sheila Kolenc: San Francisco Prize Planning Committee; Campaign to Save Golden Gate Park Windmill Steering Committee

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