

The HAYES VALLEY Voice

A Publication of The Hayes Valley Neighborhood Association | HVNA

May 2017

Shopping in Hayes Valley

Join or Re-new as a Member of HVNA Today!

■ HVNA Membership Form

Join Hayes Valley Neighborhood Association. Just return your completed form with a personal check made payable to **Hayes Valley Neighborhood Association**. You can also join online at www.hayesvalleysf.org.

■ Your information:

Name(s): _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email (for HVNA mailing use only): _____

■ Membership Levels:

Please check the appropriate membership category:
- **Voting Member: Must reside within the association's boundaries**, or own property or a business within the association's boundaries (*see map*)

- **Associate Member: Members residing outside the association's boundaries**

I am a: Returning Member New Member

- Limited Income \$15
- Individual \$25
- Families/Dual Members \$35
- Sponsor \$100
- Benefactor \$250
- Business \$100
- Small Non-Profit \$50



■ Return to:

Hayes Valley Neighborhood Association
400 Grove Street
Suite #3
San Francisco, CA 94102



A woman owned business of thirteen years, Minimal was founded by Kristina Runsk in Hayes Valley in 2004. Born and raised in Sweden, Kristina went to college at the University of Southern California to broaden her view of the world. While intending to return to Sweden after graduation, she met a charming man from San Francisco, fell in love and has lived in California ever since. When asked why she chose Hayes Valley for her store, she laughed and said, “*I didn’t. It chose me*”.

Everything she knew about the retail business and customer service, she learned from years of experience - but not as a store owner or an employee in one, but as an avid and serious shopper. She vividly remembers that sunny afternoon in 2004, she was shopping on Hayes Street, when she noticed the gallery having a closeout sale. Thinking she might find a deal, she walked in. The owner approached her and they start talking. Two and a half hours later, she left the gallery empty handed. The owner didn’t sell her any art, instead, planted the seed to open her own shop. Kristina said she’d been thinking about her next move but owning a store? The next day, she recalled: “... as soon as I walked in I had visions of the kind of store I was going to have”.

“As a single store owner & sole proprietor, failure was not an option. My formula is quite simple: know your market and serve it well. With the revival in urban living, apartments have gotten smaller. By choice or by necessity, minimalist designs grew in popularity. But products alone do not make for sustainable growth and success. You need happy, loyal customers. From my own experience, I buy from people I like and trust. Applying that to my business, I make a point to get to know my customers; what they need, what they’re looking for and for what purpose. Then I can give them honest, relevant recommendations. And that’s what keeps them coming back, time and time again”.

Visit *Minimal* at 364 Hayes Street daily from 11:00-7:00pm.

UPCOMING EVENTS

Sunday, May 7th

11:00am - 6:00pm:
Urban Air Market
Outdoor shopping event
Hayes & Octavia

Saturday, May 13th

10:00am - 12:00pm
Family Meet-Up
Hayes Valley Playground
Clubhouse Hayes & Buchanan

Saturday, May 20th

8:00pm - 12:00am
Silent Disco
Bay to Breakers pre-party
Patricia's Green
Hayes & Octavia

Sunday, May 21st

Bay to Breakers
Basically all morning
& all day too
Hayes Street

Thursday, May 25th

7:00pm - 8:30pm: Membership/
Community meeting
Hayes Valley Playground
Clubhouse Hayes & Buchanan

Monday, June 5th

7:00pm: Public Safety Meeting
Korean American Center
745 Buchanan

Thursday, June 22nd

7:00pm - 8:30pm: Membership/
Community meeting
Hayes Valley Playground
Clubhouse Hayes & Buchanan

Sunday, July 16th

SAVE THE DATE
Hayes Valley
Community Appretiation
Breakfast Fundraiser

We need volunteers to deliver the newsletter!

For details, please contact
voice@hayesvalleysf.org.

Support HVNA Business Members

Please patronize the following business and institutional members of our community!!

Benefactor

- Absinthe Brasserie & Bar
- Arlequin Café
- Arlequin Wine Merchants
- Biergarten
- Boxing Room
- DDG
- DM Development Partners LLC
- First Baptist Church of SF
- McRoskey Mattress Co.
- New Seasons Market
Coming to 555 Fulton
- Nick's Market
- The Parsonage Bed & Breakfast Inn
- Suppenküche
- Red Bridge Internet
- Trumark Urban
- Urban Air Market

Member

- 470Grove Street Homeowners Assoc.
- 1700 Market Street, LLC
- Acoté
- African-American Art & Culture Complex
- African-American Shakespeare Co.
- AfroSolo Theatre Company
- AgeSong Senior Communities
- Azalea Boutique
- Baiano Pizzeria
- Birba Food, Wine Shop
- Blue Bottle Coffee
- Don Fisher Boys & Girls Club
- Brass Tacks
- Brilliant Corners
(West Bay Housing / Octavia Court)
- BUILD Inc.
- BUILD Public
- Café La Vie
- Cathedral Hill Neighbors Assoc.
- Chez Maman West
- Church of the Advent of Christ the King
- Compass Family Services
- Domport Auto Body, LLC
- Electric Bike Superstore LLC
- Fig and Thistle
- French American International School
- Golden Gate Urgent Care
- The Green Arcade
- Hayes Valley Art Works
- Hayes Valley Medical and Esthetics

- Headlights Hair Studio
- Jews for Jesus
- LGBT Community Center
- Life Chiropractic
- Linden Hayes Owners Assoc.
- Lucid Beauty
- Lux SF
- Magic Zone
- MM Clay
- Miette Confiserie
- Minas Brazilian Restaurant & Cachacaria
- Minimal
- Nabila's Health Foods
- National Center for International Schools
- Nearlist
- Neighborhood Baptist Church
- Nurun
- O'Grady Plumbing
- Oak + Fort
- One Medical Group
- Openhouse
- Pearl Investment Company
- Progress Foundation
- Proxy
- Public Bikes + Gear
- Charles W. Roth, CPA
- SFJAZZ
- Sagan Piechota Architecture
- Salon de Bar
- San Francisco Ballet
- San Francisco Bicycle Coalition
- San Francisco Conservatory of Music
- San Francisco Opera
- San Francisco Public Press
- San Francisco Symphony
- San Francisco Wine & Cheese
- San Francisco Zen Center
- Success Center SF
- Tatyana Shtyrkova CPA/CFF
- Shute, Mihaly & Weinberger. LLP
- Souvla
- Sara C. Stephens, RN
Consult & Advocacy
- Stacks
- Streets of San Francisco
Bike Tours and Rentals
- Sugar Lounge
- Taylor Commercial Interiors
- Through the Hayes Optometry
- Christine Tour-Sarkissian, Esq.
- Two Sisters Bar and Books
- Underglass Custom Framing
- Law Office of Doron Weinberg
- Warby Parker
- Western Addition Beacon Center
- ZEROdB Global

BAY 2 BREAKERS PRE-PARTY
@ PATRICIA'S GREEN

HAYES VALLEY SILENT DISCO

presented by HVNA & ZERO dB Global

SAT MAY 20 7pm-12am

2017

www.facebook.com/zerodbglobal