

File No. 100323

Committee Item No. 1

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: City Operations & Neighborhood Ser. Date: June 28, 2010

Board of Supervisors Meeting

Date \_\_\_\_\_

#### Cmte Board

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|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ethics Form 126                              |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

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Completed by: Victor Young

Date June 24, 2010

Completed by: Victor Young

Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.





San Francisco Police Department  
**ABC Liaison Unit**

Alcoholic Beverage License

**To:** The San Francisco Board of Supervisors' Committee on City Operations  
& Neighborhood Services

**Supervisor Carmen Chu**  
**Supervisor John Avalos**  
**Supervisor Bevan Dufty**

**From:** Inspector Dave Falzon  
ABC Liaison Unit (ALU) 553-9369

**Date:** June 24, 2010

**Subject:** P.C.N. Investigation Regarding: Mr. Peter Glikshtern and  
Mr. Jeff Whitmore  
1six1 dba The Public Works  
161 Erie Street  
260-5645

Mr. Peter Glikshtern and Mr. Jeff Whitmore on behalf of 1six1 dba The Public Works has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 (On-sale General Public Premises) license for 161 Erie Street (located between Mission Street and Dead End).

Proposed Hours of Operation:

Sunday	12 noon – 2:00 a.m.
Monday – Thursday	6:00 p.m. – 2:00 a.m.
Friday -Saturday	9:00 p.m. – 6:00 a.m.

**Digest:**

If approved this license will allow the applicant(s) to sell on-sale beer, wine, and distilled spirits.

**Letters of Protest:**

**No record**

**Letters of Support:**

**38 - Signatures of Support**

**1 – Letter of Support, Root Division 3175 17<sup>th</sup> Street**

**Police Calls for Service:**

From February 16, 2010 to June 16, 2010

**No Record**

**Police Reports:**

From June 16, 2009 to June 16, 2010

**No Record**

**San Francisco Plot Information:**

This premise is located in Plot **404**

**301** Police Reports were recorded for this plot in *2009*

This plot is **80** Police Report(s) *over* the citywide average (plus 20%) of 221 Police Reports.

**State Census Tract Information:**

This premise is located in Census Tract **201**

Population for this tract is: **6340**

On-sale license authorized by census tract: **20**

Active on-sale licenses: **33** with **2** pending

Off-sale licenses authorized by census tract: **7**

Active off-sale licenses: **10** with **0** pending

**Departmental Recommendation:**

Points of consideration:

**APPROVAL w/conditions** recommendation forwarded by the ALU.

Applicant premise is located in a “high crime” area.

Applicant premise is located in an "undue concentration" area.

No Record letter of protest.

**38 - Signatures of Support**

**1 – Letter of Support, Root Division 3175 17<sup>th</sup> Street**

Recommendation: **APPROVAL w/conditions**

**Proposed Conditions:**

1. Security personnel shall be readily identifiable as security by wear distinctive clothing that has a logo of the establishment and the apparel shall state "SECURITY STAFF".
2. Between the hours of 9:00 p.m. and to until one half (1/2) hour past closing the petitioner(s) shall provide security personnel who shall maintain order therein and prevent any activity which would interfere with the quiet enjoyment of their property by nearby residents.
3. All identification shall be checked to verify that the person presenting the identification is of legal drinking age.
4. There shall be surveillance cameras located at all exit and entrance points so that all patrons are visually recorded as they enter and exit the establishment. Additionally a minimal of one (1) camera shall be on the lower level inside the premise and a minimum of one (1) on the upper level inside the premise. A digital recording shall be maintained by the establishment for no less than 15 days. The recording must be available to local law enforcement upon request.
5. The sale of alcoholic beverages for off premises consumption is strictly prohibited. Consumption of on-sale alcoholic beverages shall be restricted to and within the confines of the building portion of the premises. There shall be no consumption of alcoholic beverages on the sidewalk area in front of or adjacent to the premise.
6. No person under the age of twenty-one (21) shall sell, furnish, or deliver alcoholic beverages.
7. No noise shall be audible beyond the area under the control of the licensee(s).
8. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
9. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee.

10. The interior lighting maintained therein shall be sufficient to make easily discernible the appearance and conduct of all persons and patrons in that portion of the premises where alcoholic beverages are sold, served, delivered or consumed.
11. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
12. All door(s) and window(s) shall be kept closed at all time during the operation of the premises except in cases of emergency and to permit deliveries, said door(s) not to consist solely of a screen or ventilated door.
13. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 12 noon – 2:00 a.m. on Sunday, and 5:00 p.m. to 2:00 a.m. Monday through Saturday and on New Years Eve, Christmas Eve, Thanksgiving Eve, The Fourth of July, and the Sunday before Labor Day and Memorial Day
14. At no time shall the occupancy of the premise exceed the established lawful limit set by the San Francisco Fire Department.
15. At no time shall the licensee(s) allow a third party promoter to have any control over the marketing, management, operation, or staffing of this business.
16. Graffiti shall be removed from the premises and all parking lots under the control of the licensee(s) within 72hrs of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee(s) shall remove the graffiti with 72hrs following the beginning of the next weekday.

end.

06/24/2010

20:32

SFPD VICE CRIMES → B OF SUPERVISOR

NO. 445

P03

# 161 E @ St. project/neighborhood support

Name	Address	Signature
------	---------	-----------

TRESH HUNTER

1764 MISSION ST

Robes Quinones

1764 MISSION ST.

~~MATTHEW KACOR~~

310 CARRIST

Amber Nicole Gavin

389 Valencia

NOAH WINNICHAM

1451 STEVENSON

NICHOLAS DEAN

378 CHURCH

TERRY ANDERSON

214 VALENCIA

Alexander Friend

2976 23<sup>rd</sup> ST.

alexander.friend@gmail.com

Rachel Allen

320 14<sup>th</sup> ST.

Walton Brush

1752 MISSION APT 4

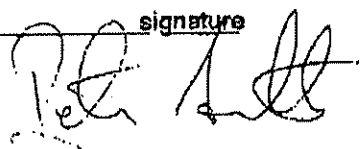
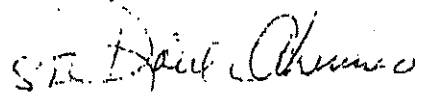
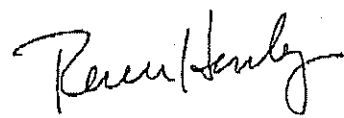
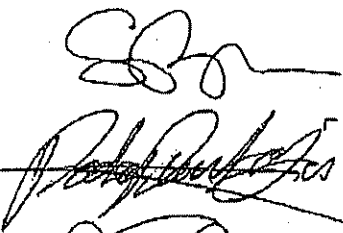
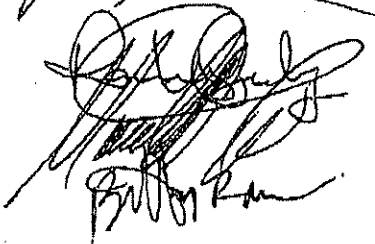
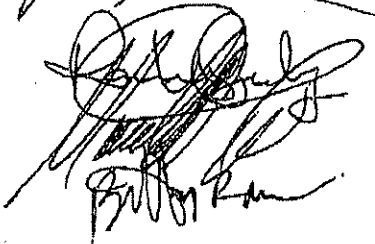
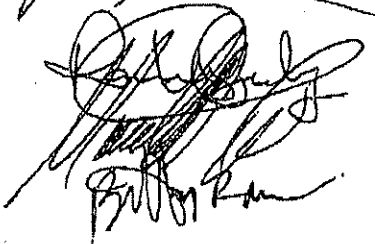
Eric Matias

1750 MISSION #31

Ryan Kirkland

1750 MISSION #31

161 Erie St. project/neighborhood support

Name	address	signature
PETER ACWORTH	1850 MISSION ST (THE ARMORY)	
Daira Ahumada	1850 MISSION ST (ARIBA JUNTOS)	
Pine Huley Stavryka	417 14th St. 417 14th St.	
Pedro Z	1933 mission st	
Wendy-Ramirez	1905 Mission St	
Alep's Hair Enterprises	1922 Mission St	
Salon Mirabelle	1910 Mission St	
E LUCAS	NOVA 83 A WOODWARD ST AT 14	Eduardo abdo Cristina Cortez Maria Nava



**161 Erie St. project/neighborhood support**

Name	address	signature
LORD. George. Dakmeh	269 14th ST SF	
padding bot 1045th and 14th	344 14th ST	
LORD. St. Alex. Camp	300 VALENCIA ST	
Mahmud Lamy	399 Valencia St	
TEK. <del>Luft</del>	405 Valencia St	
N. Joseph Perced	16th and S. Van Ness	
N. Rachel Torrance	177 14th street	
Logan Durland	426 Fell St.	
Peter (Jerome) STAMPSON	422 Valencia St. #21C	
Eduardo Amaya	257.14 ST #5	
Rosina Martinez	215 14th #9	
Dylan Bushnell	1752A Mission st.	
Jacobson	1754A Mission st.	
Raleigh Kyndue	409 Duboce Ave	
ROB Hough	1799 Mission	
Rocio Gonzalez	1776 Mission	

jdurlandstere@gmail.com

P. J. Stampson  
415-701-8929

415/685-6996

06/24/2010

20:32

SFPD VICE CRIMES → B OF SUPERVISOR

NO. 445

D06

Root Division is an  
arts and education  
organization that  
promotes creative  
expression throughout  
the community.

April 5, 2010

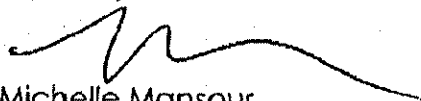
To Whom It May Concern,

It is my pleasure to write a letter in support of the project at 161 Erie Street proposed by Jefferson Whitmore and Peter Glickshtern.

I am Executive Director at Root Division, a community arts and education organization located in the North Mission District of San Francisco. Being an organization that encourages the growth and creativity of our neighborhood and San Francisco at large, we feel that a gallery/bar dedicated to the expansion of the arts is a welcomed and much-needed addition to our community. It is our intention to collaborate with the project at 161 Erie in organizing and raising funds for art-related events and activities. For your reference, I have attached a one-page description of the project as it was described to me.

In conclusion, I support the efforts of the project at 161 Erie Street as they seek to open an event space designed to positively impact the San Francisco art and music communities and nurture the creative growth of the Mission neighborhood. Please feel free to contact me by phone or email for any additional questions or needs for information regarding Root Division or our support of this project.

Sincerely,

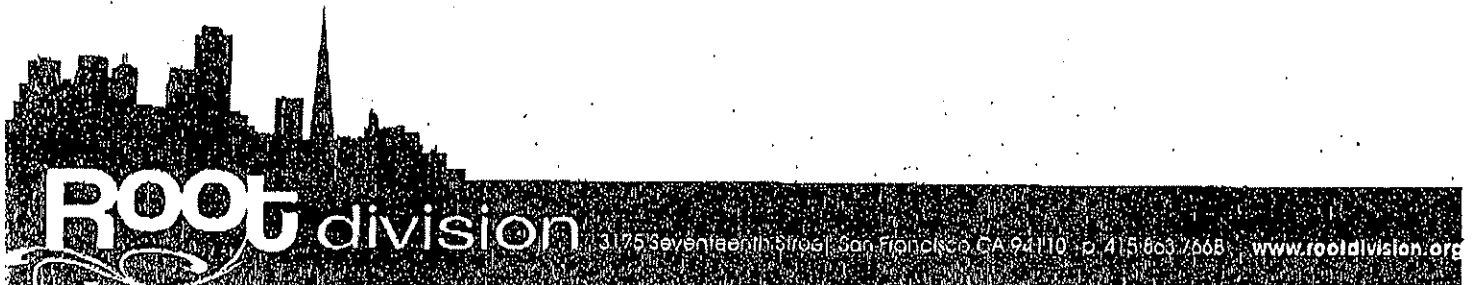


Michelle Mansour

Executive Director

Root Division

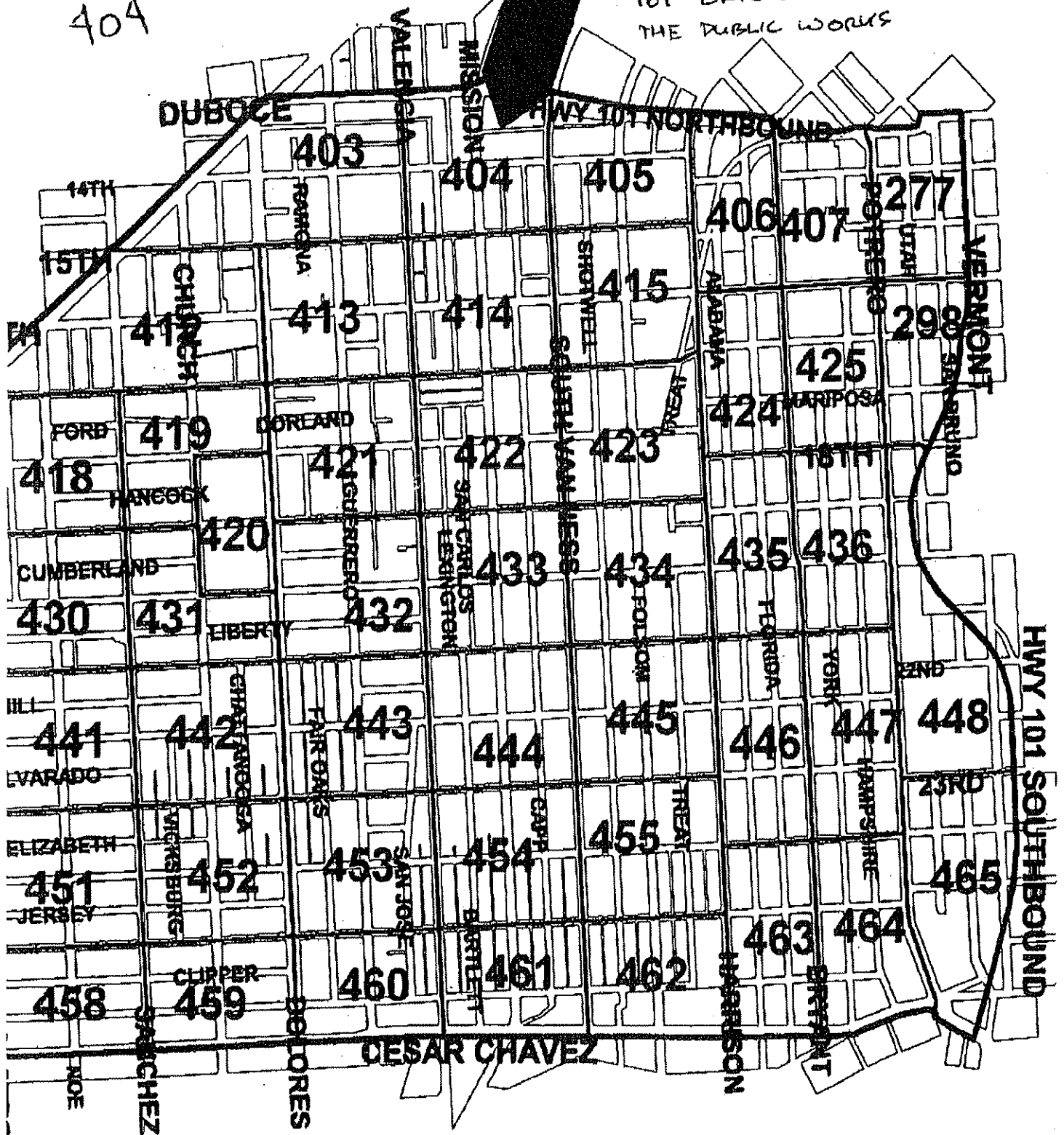
[michelle@rootdivision.org](mailto:michelle@rootdivision.org)



# MISSION DISTRICT Plotting Plots & Major Streets

409

161 ERIE ST  
THE PUBLIC WORKS



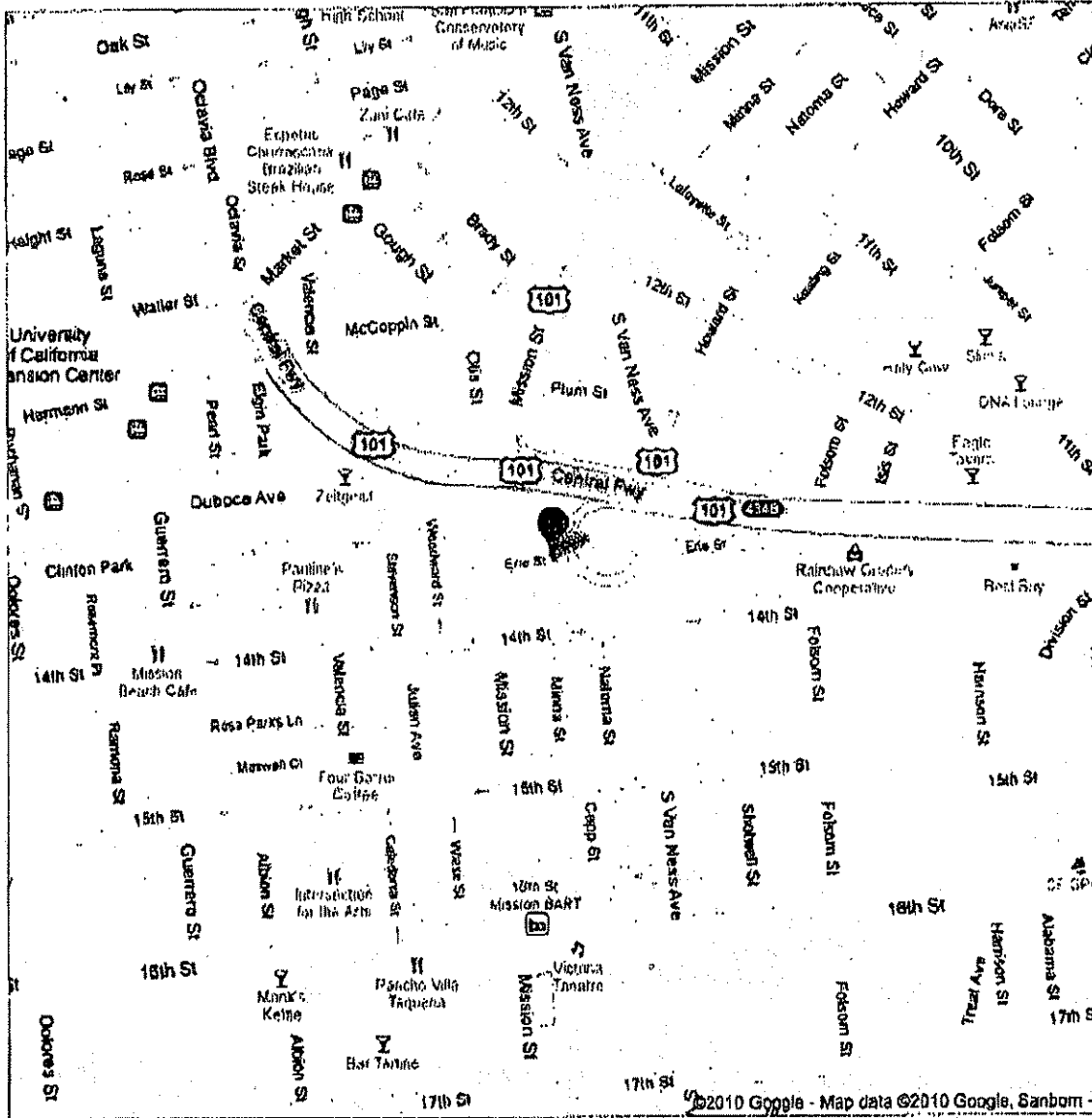
161 erie st, san francisco - Google Maps

Page 1 of 1

# Google maps

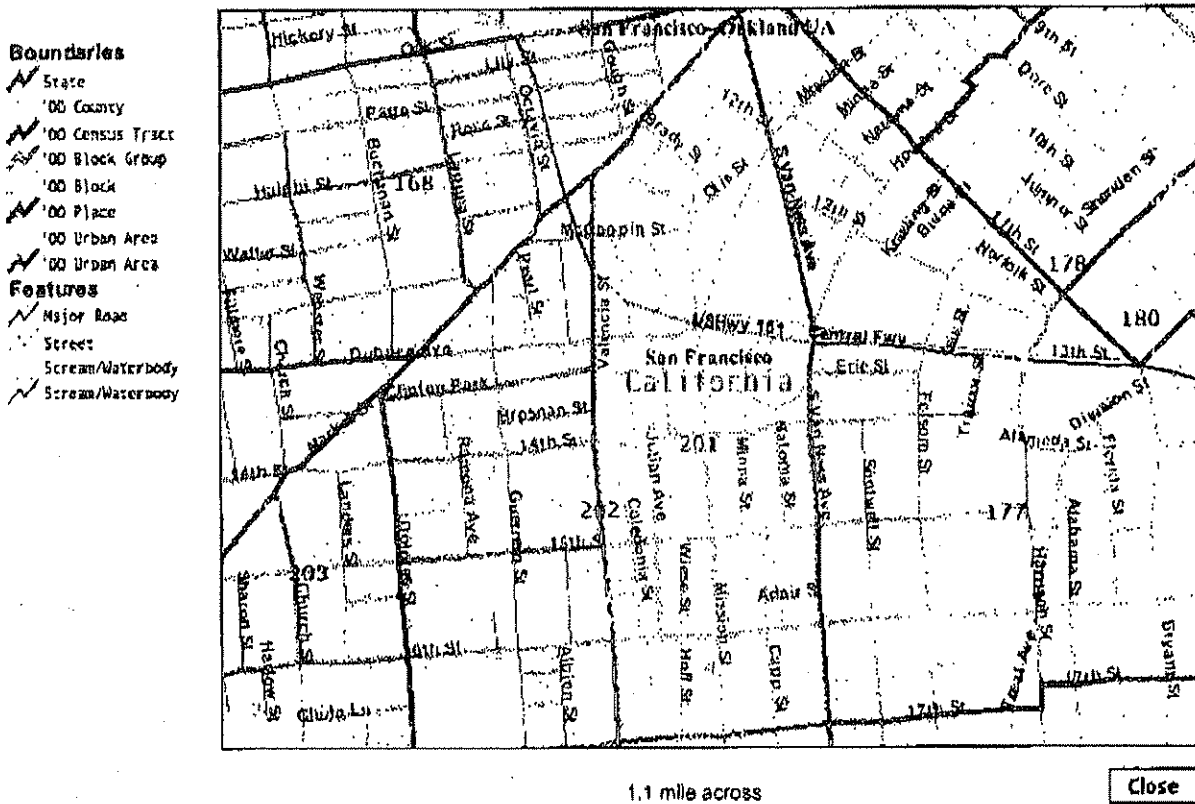
Address 161 Eria St  
San Francisco, CA 94103

Get Google Maps on your phone  
Text the word "GMAPS" to 466453



Census Tract 201, San Francisco County, California - Reference Map - American FactFin... Page 1 of 1

Census Tract 201, San Francisco County, California



161 ERIE  
THE PUBLIC WORKS

06/24/2010 20:32 SFPD VICE CRIMES -> B OF SUPERVISOR

NO.445 D10  
Page 1 of 1

161 ERIE

Route                      Print

FROM: ECADWEB  
TO: PT00TTVA

ISN: 00032 DATE: 06/24/10 TIME: 11:14:44 ADMIN MSG  
OSN: 00008 DATE: 06/24/10 TIME: 11:14:49

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No records match search criteria

06/24/2010 20:32 SFPD VICE CRIMES → B OF SUPERVISOR

NO. 445 P11

128 Erie St - Google Maps

Page 1 of 1

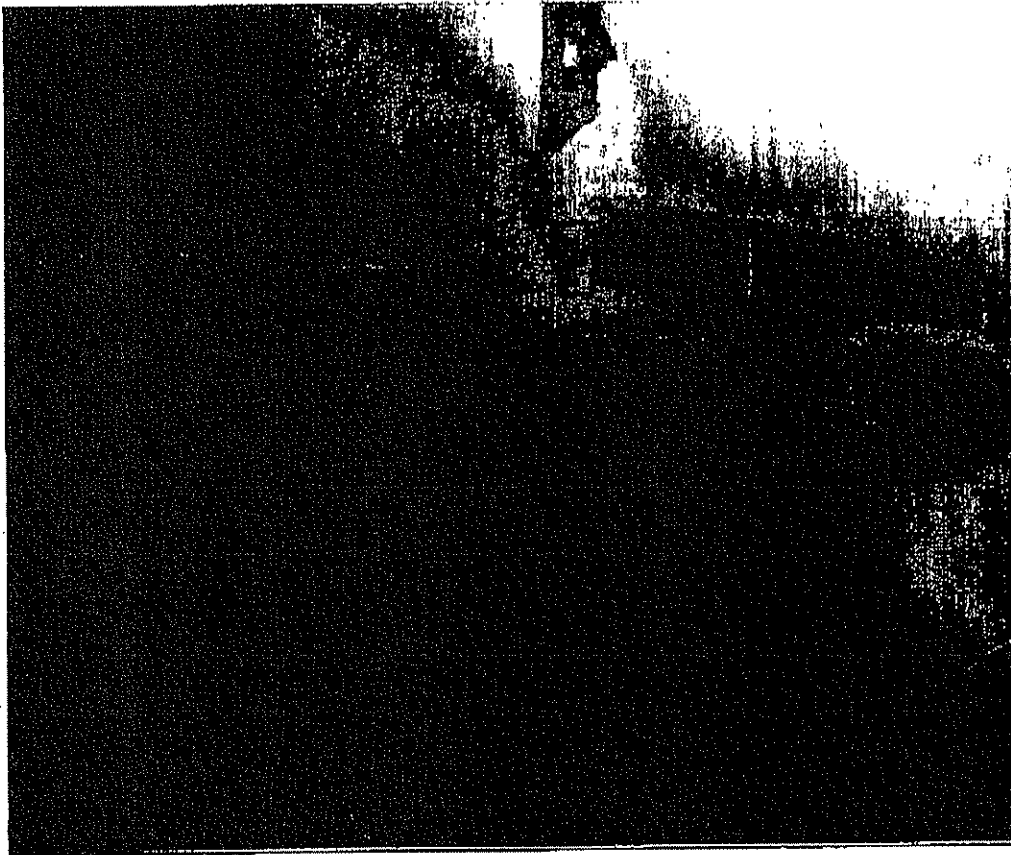
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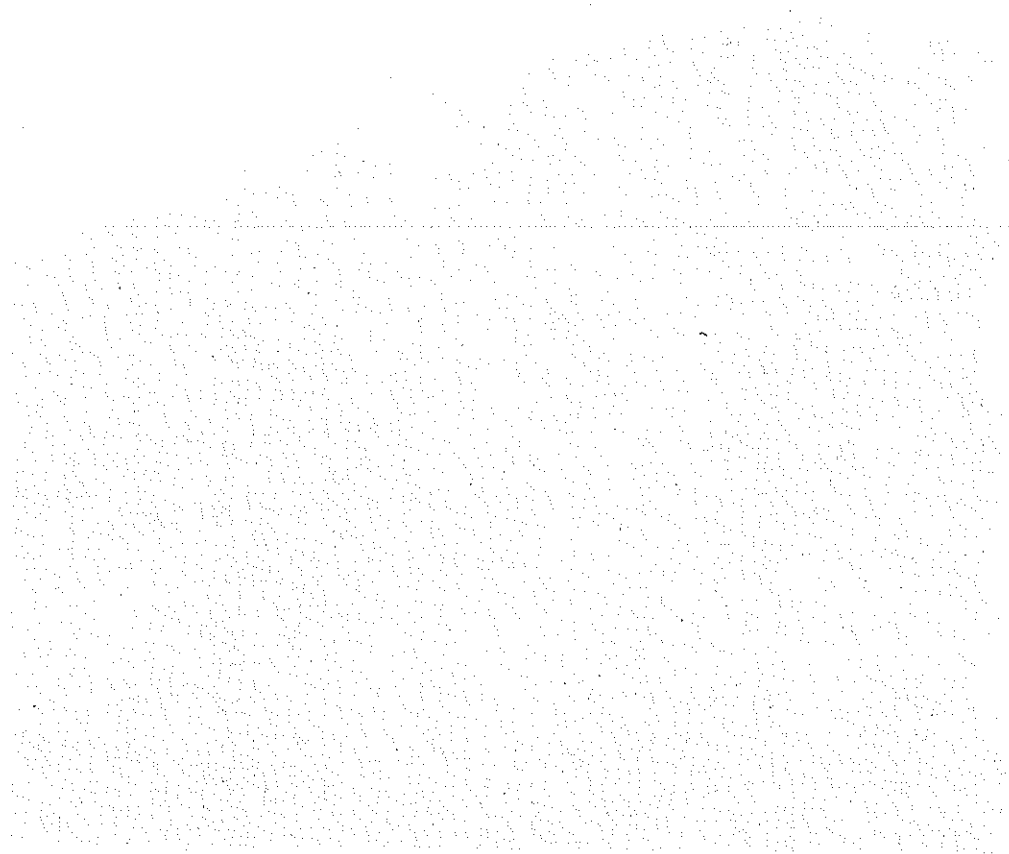
Address **128 Erie St**

Address is approximate

**Save trees. Go green!**

Download Google Maps on your phone at [google.com/gmm](http://google.com/gmm)









# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** May 18, 2010  
**TO:** Victor Young  
Clerk of City Operations and Neighborhood Services Committee.  
**FROM:** Edgar Oropeza  
Planner, Neighborhood Planning, Southeast Quad.  
**RE:** Proposed Bar Use, liquor license Type 48  
161 Erie Street, Assessor's Block 3531 / 027

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

A new "Bar" use is principally permitted within the PDR-1-G (General) District pursuant to Planning Code Section 218(b). Public notification to add a new bar use within the said district is not required in this case.

However, in order to proceed with a new type 48 Liquor License (Bar Use), the following materials are required for review by the San Francisco Planning Department.

1. Project sponsor is required to file a Building Permit Application with accompanying floor plans in order to establish the said use on the subject site. In this case, impact fees may be required (Tier 2) for the conversion of industrial space into retail / entertainment uses pursuant to Planning Code Section 327.3
2. A detailed plan check is required to verify whether the proposed change of use would trigger a new off-street parking requirement. If the proposed change of use results in a new off-street parking requirement and the required off-street parking is not proposed, the project sponsor is required to seek and justify an off-street parking variance from Section 151 of the Planning Code.

Please direct any questions to Edgar Oropeza at (415) 558-6381 or [edgar.oropeza@sfgov.org](mailto:edgar.oropeza@sfgov.org).

Memo

Received e-mail: 5/7/10

**LIQUOR LICENSE REVIEW**

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No: 558-6409

**File: 100323**

Block/Lot: 3531/045  
Zoning: P  
Quad: SE  
Map # 1000465

**TO:** Inspector Dave Falzon  
Police Department  
Fax No: 970-3088

**DATE:** May 7, 2010

This item is scheduled to be heard at a meeting on June 14, 2010. **PLEASE E-MAIL YOUR RESPONSE** to Victor Young, Clerk of City Operations and Neighborhood Services Committee.

**victor.young@sfgov.org**

**Applicant Name:** Peter Gilkshtern and Jeff Whitmore  
**and Business Name:** 1six1 Inc. dba The Public Works

**Applicant Address:** 161 Erie Street  
**and Phone No.** 415-260-1991

**PLANNING COMMENTS:**  Approval  Denial

With Conditions as noted on fcc attached memo.

Bar use type 40 (FCC) pursuant to P.C. Sections 21824 (1)(f)  
**POLICE COMMENTS:**  Approval  Denial

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Peter Glikshfer  
(415) 260-1991  
(415) 260-1991

TO: Department of Alcoholic Beverage Control  
71 Stevenson St.  
Ste. 1500  
San Francisco, CA 94105  
(415)356-6500

File Number: 488535  
Receipt Number: 1759856  
Geographical Code: 3800  
Copies Mailed Date: April 12, 2010  
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO  
First Owner: ISIX1 INC  
Name of Business: PUBLIC WORKS THE  
Location of Business: 161 ERIE ST  
SAN FRANCISCO, CA 94103-2416  
County: SAN FRANCISCO  
Is premise inside city limits? Yes

Block/Lot: 3531/045  
Zoning: PDR -1-4  
Quad: SE  
VMB # 1000373  
Census Tract 0201.

Mailing Address:  
(If different from premises address)

Type of license(s): 48

Transferor's license/name: 457973 /DANG TIEN CAM Dropping Partner: Yes No X

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
48 ON-SALE GENERAL	PERSON TO PERSON TRANSF	P40	Y		04/12/10	\$1,250.00
48 ON-SALE GENERAL	PREMISE TO PREMISE TRANS	P40	Y	0	04/12/10	\$100.00
48 ON-SALE GENERAL	STATE FINGERPRINTS	NA	N	3	04/12/10	\$117.00
48 ON-SALE GENERAL	FEDERAL FINGERPRINTS	NA	N	3	04/12/10	\$72.00
48 ON-SALE GENERAL	DUPLICATE	P40	N	2	04/12/10	\$1,254.00
48 ON-SALE GENERAL	ANNUAL FEE	P40	Y		04/12/10	\$876.00
Total						\$3,669.00

Have you ever been convicted of a felony? No  
Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No  
Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premise will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: April 12, 2010

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Applicant Name(s)

Applicant Signature(s)

ISIX1 INC

See 211 Signature Page

April 27, 2010

To: Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Pl., #244  
San Francisco, CA 94102

*File 100323*

From: 1six1, Inc.  
d/b/a The Public Works  
161 Erie Street  
San Francisco, CA 94103

Re: Form ABC-245, Letter of Public Convenience and Necessity

To Whom It May Concern:

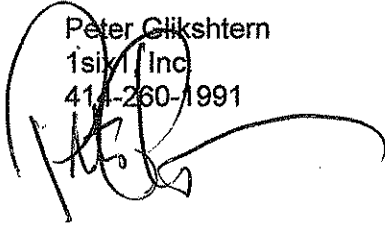
I am writing to detail the reasons why the transfer of liquor license #48-488535 to 161 Erie Street will serve the public convenience and necessity of the people of the City and County of San Francisco, in accordance with Section 23958.4 of the CA Business and Professions Code:

1. The transaction in question is NOT an "issuance of another license"—per ABC-245, #21—but rather the transfer of an existing license from one address to another address, and from one operator to another.
2. The new venue we are creating shall serve as a meeting place for San Franciscans of every age, race and religion, and will be a hub for new art, new music and every other conceivable form of human expression.
3. The area into which said license is being transferred is appropriately zoned.
4. The district station of the SFPD (Mission Station) supports this transfer.
5. The new business, which will make use of this license, shall generate tens of thousands of dollars in tax revenue every quarter for the City of San Francisco and the State of California.
6. The entity buying the license in question shall spend nearly \$500,000 to renovate the facilities at 161 Erie Street, employing dozens of contractors and generating tens of thousands of dollars in permit fees for the City of San Francisco.
7. Peter Glikshtern and Jeff Whitmore are an experienced licensee, with a good record for responsible management practices and shall not negatively impact the neighborhood.
8. Plans are in place to install facilities at the venue, which shall be made available to local artists and non-profits night and day, free of charge.
9. Please find attached professional resumes of Jeff Whitmore and Peter Glikshtern.

The potential hours of operation of our venue shall be 10AM-2AM on Saturdays and Sundays, and 5PM-2AM Monday through Friday.

Thank you in advance for your time and your consideration in this matter.  
Sincerely,

Peter Glikshtern  
1st / Inc  
414-260-1991

A handwritten signature in black ink, appearing to be 'Peter Glikshtern', written over the typed name and contact information.

**Liquid (Proprietor, 1996-2004)/Pink (Proprietor, 2004-2008)/SOM (Proprietor 2009-)**

2925-16<sup>th</sup> Street, San Francisco, CA 94103

Liquid was a tiny bar/nightclub. Located in San Francisco's bustling Mission District, it was the first bar in the City to feature dj's and electronic dance music. In 2004 the venue was expanded, re-decorated and re-opened as Pink and, was named "Best Nightclub/Lounge" by San Francisco Magazine. Twice. After an extensive sound-proofing effort, we just re-opened again as SOM, and much more excitement is still to come!

- Conceived and successfully implemented all of the interior design concepts for Liquid—a stainless steel bar, the only one in San Francisco at the time, booths built from rear seats of classic American cars and a completely original, hand-made lighting system
- Pioneered a part of the Mission generally considered too dangerous for any nighttime activity in 1996

**1015 Folsom (General Manager, December 2007-November 2008)**

1015 Folsom Street, San Francisco, CA 94103

With five rooms and a capacity of over 2000 persons, 1015 is the biggest and the oldest nightclub in San Francisco.

- Ran a staff of 50+ front-line employees and four managers
- Successfully negotiated with the SF City Attorney to get the club out from under an eight-year-long injunction, which injunction mandated stringent and costly operations constraints, as well as weekly reporting to both the City Attorney's office and the SFPD with regard to event booking and operations at the venue
- Personally negotiated highly contentious neighbor issues, which would have otherwise resulted in the venue being shut down by the SF Entertainment Commission
- Implemented the first inventory tracking system in the club's 20-year history

**Temple (General Manager, February 2007-November 2007)**

540 Howard Street, San Francisco, CA 94105

Located in the space formerly occupied by the legendary DV8, Temple is a three-room club venue that also encompasses recording studios and a 70-seat restaurant, with a wellness center.

- Managed all facets of construction and contributed significantly to the design aesthetic
- Closed out outstanding building permits, secured Certificate of Occupancy, as well as all permits to operate as a club venue—Place of Entertainment, After-hours and Public Assembly permits—in three months' time
- Hired a bar staff, implemented operations procedures and inventory tracking
- Managed calendar, booked talent

**Mighty (Proprietor, 2003-2006)**

119 Utah Street, San Francisco, CA 94013

Mighty is an 800-person club and gallery space located in the Showplace Square area. Mighty was named "Best Club in America" by URB Magazine, a leading music and "lifestyle" publication, and "Best New Club" by San Francisco Magazine in 2004.

- Formulated the concept, raised capital and built a club venue in a space previously occupied by I-won.com; renovations included all new electrical, new bathroom facilities, new bars, as well as new lighting and sound systems
- Secured all permits necessary to operate as a nightclub for a location that had previously been designated for office use by the city
- Actively managed all daily operations, staffing, inventory and systems maintenance
- Maintained the books and tracked costs on a weekly and quarterly basis
- Sold the venue for \$850,000, having built it for less than half that amount

**ClubSIX (Proprietor, 1998-2001)**

60-6<sup>th</sup> Street, San Francisco CA 94103

ClubSix is a four thousand square-foot facility located South of Market, a neighborhood known for its nightclubs. The club was the first "destination" venue on upper 6<sup>th</sup> Street, and has since been followed by Pow, Anu, Arrow Bar, Mezzanine and BOCA, among others.

- Acted as my own general contractor in building out this facility
- Managed all daily operations, maintained the books and tracked costs on a weekly basis
- Oversaw promotion; weekend events were produced in-house

**ORACLE Corp. (Financial Analyst, HQ Real Estate and Facilities, 1993-1996)**

- Prepared annual budgets for all HQ real estate operations and the majority of U.S. field offices, which were then submitted for approval to the executive management team
- Submitted monthly forecasts, budget variance reports to the Treasurer of Oracle Corp.
- Prepared and posted accruals and maintained facilities reserve balances, construction-in-progress balances, and receivables balances for all real estate operations
- Tracked real estate related capital expenditures and project costs, audited property management operations

**COMMUNITY OUTREACH AND VOLUNTEER WORK**

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**Mission Merchants' Association (1997-2005, 2007-present)**

The MMA is San Francisco's oldest merchants' association, operating out of one of the most exciting, vibrant neighborhoods in the Bay Area.

*Board Member, 1999, 2002-2005*

- Delivered presentations at the San Francisco Board of Supervisors and Planning Commission meetings on topics such as the liquor moratorium in the Mission District and the long-term social and economic impact of neighborhood gentrification
- Assisted in planning monthly General Membership events and neighborhood relations
- Stood in for the President at neighborhood functions and worked on projects with various non-profits, such as Mission Housing Corp. and Mission Economic Development Assn.
- Fund raising for neighborhood events and charities

*President, 2000-2001, 2010*

- Plan monthly meetings and events
- Develop a web strategy to help the MMA to better market itself and its individual members
- Coordinate efforts to expand membership
- Manage the annual neighborhood toy drive in conjunction with SFPD's Mission Station
- Work with the Mayor's Office to ensure that resources were channeled to the Mission

**Mission Neighborhood Community Conflict Resolution Court (2006-present)**

San Francisco's Community Courts are volunteer-based, neighborhood oriented entities that adjudicate cases, which the District Attorney's office does not have the resources to prosecute.

*Judge-arbitrator*

- Preside over a panel of volunteers that hears upwards of a dozen cases every month, ranging from prostitution-related offenses, to illegal street vending, to shop-lifting, to cases dealing with sales of alcohol and tobacco to minors

**SAN FRANCISCO LATE NIGHT COALITION (1998-2000)**

The goal of the SFLNC is to promote greater understanding and awareness of the regulations and issues surrounding nightlife in San Francisco. The SFLNC is working to have nightclubs be accepted as an integral part of the San Francisco's hospitality industry.

*Founding member, Steering Committee*

- Organized a Mayoral Candidates' Forum at which both Mayor W. Brown and President of the Board of Supervisors Tom Amiano, committed to forming the Entertainment Commission
- Worked with the Mayor's office to prevent SFPD's Southern Station from shutting down the EndUp, one of SF's oldest and most venerable after hours establishments
- Raised close to \$5,000 for a toy drive benefiting underprivileged SOMA kids over Christmas
- Worked with SF Board of Sups. Members on drafting entertainment related legislation
- Spearheaded collaborative efforts with several residents' associations to deal with crime and litter South of Market

**EDUCATION**

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**UNIVERSITY OF CALIFORNIA AT BERKELEY**

Bachelor of Arts degree (May, 1992)

## **JEFFREY WHITMORE**

**2017 14TH AVENUE, SAN FRANCISCO, CA 94116, WHITMOREJEFF@GMAIL.COM**

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### **Big Smile Productions (San Francisco, 2005-Present)**

#### *Principal*

Big Smile events utilize national electronic music touring acts and incorporate DJs and art with live performances in order to draw from a variety of musical, dance and artistic genres and provide well rounded entertainment with an "indie" aesthetic.

- Develop event concepts
- Secure promotional partnerships
- Oversee print and online promotions/advertising
- Contract dates and venues, hire performers
- Production, including lights and sound, stage, décor and staffing
- Oversee bar and box office operations

### **Mighty (San Francisco, 2003-2006)**

#### *Principal*

Mighty is a 7,000 square foot club and gallery space located in the Showplace Square area of San Francisco. Built for \$400,000, Mighty sold in December of 2006 for \$850,000, and continues to successfully operate with most of its original staff and formats. Mighty was named "Best New Club in America" by URB Magazine—a national publication based in Los Angeles—and "Best New Club" by SF Magazine in 2004.

- Developed concept and conducted a city-wide site search to identify location
- Supervised architects in laying out the floorplan
- Facilitated materials sourcing and assisted with construction management
- Implemented the musical and promotional formats
- Co-managed daily operations, acted as primary talent buyer
- Forged and maintained artist and agency relations

### **Essex (New York, 2001-2008)**

#### *Investor*

Essex is a popular Lower East Side restaurant and lounge, catering to a young, art influenced crowd. It is the anchor tenant of the Essex Market, whose identity was shaped by the Jewish, Puerto Rican and Italian immigrants that populated the area of Manhattan early on. Essex derives its menu from these heritages and has maintained a classic look as a cohesive tribute to the market's history.

- Contributed to the design and layout of the facilities.
- Helped to raise capital
- Assisted the General Contractor during construction phase of the project

### **Bar XVI (New York, 1995-1998)**

#### *Investor*

Bar XVI was a funky, jam-packed club located in Manhattan's eclectic East Village neighborhood. Capitalizing on emerging musical genres, Bar XVI quickly established itself as an East Village staple and continued to break new musical ground for years to follow.

- Consulted regarding design and concept
- Briefly managed daily operations
- Assisted in developing promotional and musical format

### **Exotic Erotic Ball (San Francisco, 1992-2000)**

#### *Producer*

The Exotic Erotic Ball is one of San Francisco's legendary events and the largest party of its kind in the world. It has had far reaching influence in the event arena and has garnered press across the globe. Over 15,000 patrons attend this Halloween extravaganza every year.

- Booked musical and other talent, assisted with creative design and decor
- Negotiated venue contracts
- Coordinated third-party vendors
- Assisted in branding strategy and promotions, managed annual media campaigns
- Spearheaded event operations on the night of the event
- Assisted the Executive Producer/Founder in developing ancillary revenues (including books, music and video)



**The Trocadero (San Francisco, 1992-1993)**

*General Manager*

The Trocadero was a 12,000 square foot restaurant and dance club, located in San Francisco's bustling South of Market area. While it had been a premier destination in the Bay Area after-hours gay party scene in the 1970's and 1980's, the Trocadero had most recently been under injunction due to less than responsible management and continued incidence of violence in the early 1990's.

- Worked with ownership to extensively remodel the facility; contributed significantly to venue layout and design
- Implemented new musical format
- Successfully converted the club into a thriving live music and event space regularly booked by Bill Graham Presents in lieu of the Fillmore Auditorium, which was undergoing a retrofit
- Booked headline touring acts and hosted multimedia productions
- Increased revenues by 60% in the space of six months
- Managed daily operations, including staffing, inventory control and facilities maintenance

**Event Beverage Inc. (San Francisco, 1991-2002)**

*Founding Member*

Better known as Best Beverage Catering, EBI has offices in San Francisco, Los Angeles, San Diego and Palm Springs and is one of the largest beverage caterers in California. EBI provides food and beverage services at events ranging from the Super Bowl to the Coachella Music Festival. EBI also operates the concessions at a number of Bay Area venues including the Greek Theatre in Berkeley and the Concourse Exhibition Center in San Francisco.

- Managed events
- Oversaw bar staff
- Consulted on brand management and growth strategy

**EDUCATION**

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Baldwin Sr. High School, Baldwin, NY (1982)

**INFORMATION AND INSTRUCTIONS -  
SECTION 23958.4 B&P**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2010 APR 27 PM 2:11

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
  - Part 2 is to be completed by the applicant, and returned to ABC.
  - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

ISIX I INC.

2. PREMISES ADDRESS (Street number and name, city, zip code)

161 ERIE ST. SAN FRANCISCO, CA 94103-2416

3. LICENSE TYPE

48

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge               | <input type="checkbox"/> Private Club          |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input checked="" type="checkbox"/> Night Club         | <input type="checkbox"/> Veterans Club         |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer                  | <input type="checkbox"/> Fraternal Club        |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine           | <input type="checkbox"/> Wine Tasting Room     |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |
| <input type="checkbox"/> Supermarket                  | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store                 | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store           | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:            |  |  |  |

5. COUNTY POPULATION

6340

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

0201

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

20  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

33+2  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

3 X PUB

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

404

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

120,367

16. AVERAGE NO. OF OFFENSES PER DISTRICT

184

17. 120% OF AVERAGE NUMBER OF OFFENSES

221

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

399

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

SF BOARD OF SUPERVISORS

FOR DEPARTMENT USE ONLY  
PREPARED BY (Name of Department Employee)

Mingon 4/12/10