

# Showplace Square Merchants Association

PO Box 410724  
San Francisco  
CA 94141-0724

Rec'd Nov. 19th? 1989

October 31, 1989

Paid \$ 750. — 50% (150.-)  
Resigned next 6mo  
assessment  
1-3-90  
check of 12-12-89

The October 26th meeting of the Showplace Square Merchants Association was called to order by Ed Johnson at 6:30.

Those in attendance were Concepts, Ambiente, Accessories West, Vogue Interiors, Roche Bobois, Oysterbed Home Environments, and Don Ermann.

Laurie Ong gave the Treasurer's report. We have Accounts Payable of \$6650.00, Accounts Receivable of \$5515.00 and a current bank balance of \$487.00.

The purpose of this meeting was to organize a promotional plan to help business as a result of the earthquake. Ed Johnson brought to the members attention that five billion dollars will be coming into the area as a result of the earthquake and that a heavy promotional plan was needed so that the Association would benefit. Also, the A.S.I.D. Sale is tentatively scheduled for November 18th & 19th. Ed Johnson suggested that the Advertising committee get together and develop some promotions.

At this point, it was brought to the Association's attention, that The Design Research Group, voted for at the last meeting have been put on hold by the Advertising Committee. When contact had been made with The Design Research Group, the Advertising Committee was told there were contracts to sign and a substantial sum of money given up front before work would begin. The Advertising Committee has spent a great deal of time going back & forth ironing out the problems and felt it would be December before differences could be resolved, which would mean The Design Research Group would start in January.

Peter Myrner brought up two issues that are of a concern to him and have never been resolved. The first being Concepts with two listings, but advertising contribution as only one store. Ed Johnson advised the Association that in thirty days there would only be one Concepts store.

The second issue Peter brought up was the criteria for new membership to the Association. As stated in our by-laws, any retail store in the Showplace Square geographical area is eligible to join the Association with a payment of \$200.00 membership fee. Peter brought up the question of the Sobel Building, and it was felt that if more than half the stores would join they could become members. Peter's other concern was that new members should pay more than \$200.00 since the Charter members have paid for

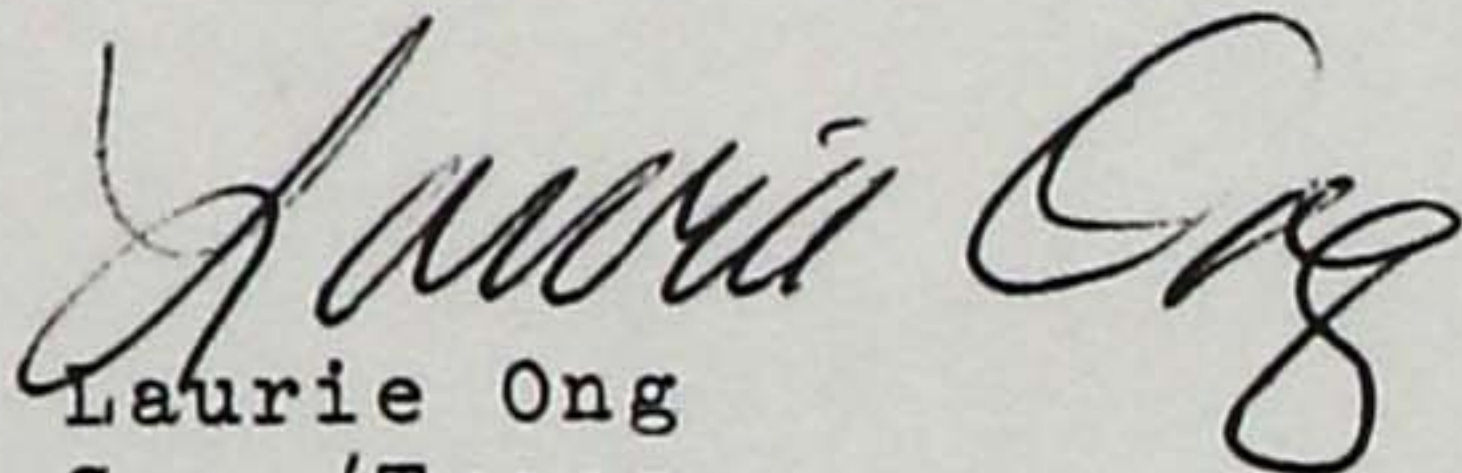
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everything to get the Association off the ground and rolling, both financially and timewise. It was felt at this stage we needed more members and it was suggested that the membership fee be raised to \$500.00 as of January 1st.

Steve Hanson brought up the discussion again of promotional advertising for the earthquake disaster. It was agreed to pay December advertising dues with the November dues, in addition to a 50% assessment to offset the advertising costs. It was decided to approach Marty at Creative Express to draw up some ads for approval by the Advertising Committee. These ads would be for the Chronicle, not Image Magazine, and would run during the month of November.

Meeting was adjourned at 7:30.

  
Laurie Ong  
Sec./Treas.