



# City and County of San Francisco

## Meeting Minutes

### Land Use and Economic Development Committee

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

*Members: Scott Wiener, Jane Kim, Malia Cohen*

*Clerk: Andrea Ausberry (415) 554-4442*

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Monday, May 19, 2014

1:30 PM

City Hall, Committee Room 263

### Regular Meeting

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**Present:** 3 - Scott Wiener, Jane Kim, and Malia Cohen

## CONVENED

*The meeting convened at 1:38 p.m.*

## REGULAR AGENDA

**140421 [Establishing the Calle 24 (“Veinticuatro”) Latino Cultural District in San Francisco]****Sponsors: Mayor; Campos and Mar**

Resolution establishing the Calle 24 (“Veinticuatro”) Latino Cultural District in San Francisco.

04/22/14; RECEIVED AND ASSIGNED to Land Use and Economic Development Committee.

05/02/14; REFERRED TO DEPARTMENT. Referred to the Planning Department and Department of Public Works for informational purposes.

*Heard in Committee. Speakers: Diana Ponce De León (Office of Economic Workforce and Development); Diego Sanchez (Planning Department); presented information concerning the matter and answered questions raised throughout the hearing. Eric Aguero and Wendy Bardsley (Calle 24 Association); Anne Cervantes (Latino Historical Society); Mike Buhler (SF Heritage); Anastacia Powers; Brooke Oliver (Balmy Ally); Edwin Lindo; Joshua Arce (Brightline); Marcia Contreras; Christy Keffer; spoke in support of the proposed legislation.*

**AMENDED** on Page 1, Lines 8 - 10, adding 'WHEREAS, The Calle 24 Latino Cultural District has been described by San Francisco Poet Laureate, Alejandro Murguía, as “a little Macondo, where you can find sugared-skulls, exiled poets, and colonels who fought in losing wars;” and'; on Page 5, Lines 8 - 10, adding ' formerly operating as the Roosevelt and the York Theater, has been a beacon of Latino Arts and Culture for more than fifty years,' , deleting ' portraying the realities of women’s lives through theater by', adding 'currently', Lines 11 - 13, adding 'and Chicana playwright, Evelina Fernandez', deleting 'and', adding 'and providing performing arts education and production classes to Latino youth;'; on Page 8, Lines 13 - 14, adding 'including Eric Quezada, who lead the movement to preserve affordable housing in the area;'; on Page 9, Lines 15 - 22, adding 'FURTHER RESOLVED, That Calle 24 has inspired creative minds transmitted through art, music, community spirit and literature, such as the lines by San Francisco Poet Laureate, Alejandro Murguía that captures the deep sentiment experienced on Calle 24: And in the end when there would be nothing left of him but ashes what better place to cast them to the four winds but this strip of street where he’d come from, this asphalt dark as his hair, this little piece of tierra, of this barrio like no other and this street, magical, surreal, everyday, easy, bonita y medio fea, pero todo corazón-la Venticuatro. The belly button of the universe.' by the following vote:

Ayes: 3 - Wiener, Kim, Cohen

**RECOMMENDED AS AMENDED AS A COMMITTEE REPORT** by the following vote:

Ayes: 3 - Wiener, Kim, Cohen

**ADJOURNMENT**

*The meeting adjourned at 2:38 p.m.*

*N.B. The Minutes of this meeting set forth all actions taken by the Land Use and Economic Development Committee on the matters stated, but not necessarily in the chronological sequence in which the matters were taken up.*