

Vas Kiniris

2443 Fillmore St #198 San Francisco, CA 94115

(510)333-0401

vas@kiniris.com

Successful business small business owner and community organizer. Experienced director in charge of overseeing the security, maintenance and marketing of the Fillmore neighborhood merchant corridor. Responsible for membership, private/public partnerships and sponsorships.

Key Qualifications

Successfully working with the SF Council of District Merchant Associations and the Fillmore Merchants Association. Overseeing membership, private/public partnerships, sponsorships and marketing for the associations. Good interpersonal and communication skills, leadership, attention to details, organization, time management and problem-solving orientation.

Work Experience

November 2015-present

Executive Administrator SF Council District of Merchants Association.

- Implementation and support of operations as approved by the President and Executive Board.
- Represent and advocate on behalf of council when President or his alternate are unavailable.
- Coordinated Events
- The Grand Gala committee of 2016, 2017, 2018, and 2019
- Attended all the organization meetings (i.e. logistics, program coordination, etc.)
- Created a social media campaign and content for Instagram and Facebook.
- Small Business Saturday of 2017, 2018, and 2019
- Organized the merchants associations under the coalition and neighborhood champions program.

- Working with American Express and Shop Dine 49 to scale up the event and to include all the merchant associations.
- San Francisco Small Business Week of 2017, 2018, and 2019
- Organized and expanded the sidewalk sale program citywide. Worked with Shop Dine 49 to engage and promote the merchant association and merchants participating in the sale (i.e. social media, inclusion in the directory and coordination of the balloon distribution).
- Was a member of the organizing committee for Small Business Week Social Mixers and Networking Events.
- Organized many SFCDMA Neighborhood Merchant Mixers throughout SF
- Organized district merchant association business summits with then Supervisor London Breed, Supervisor Fewer, Supervisor Mark Farrell, Supervisor Stefani, Supervisor Mandelman, Board President Norman Yee, and Supervisor Vallie Brown.
- Attended multiple merchant's associations meetings highlighting the benefits of the SFCDMA.
- Helped maintain website, social media, and emails.

Membership Administration for SFCDMA.

- Maintained member profiles.
- Managed membership notices and renewal
- Worked on the SFCDMA / merchants associations' end-of-year questionnaire.
- Worked to bring in Marina, Lower Haight Merchants, Inner Sunset Merchants Association, Upper Divisadero, Haight-Ashbury Merchants, Ingleside Merchant Association, and Hayes Valley Association into the SFCDMA community of associations.
- Grew the SFCDMA membership from 15 in 2016 to 33 Associations in 2019
- Worked on reformation of Divisadero & Marina Merchants Association and formed better relations with Chinatown, Balboa merchants, Hayes Valley.
- Closely working relationships with the ED of most CBD.

January 2013-present

- Working with the Executive Director of SF Design Week to include and expand design awareness in the neighborhood corridors.
- Maintained relationships with community partners.
- Created a comprehensive citywide printed/digital map of all the merchant association members to share with our partner organizations to promote inter- neighborhood commerce.
- Developed and maintained a good sponsorship relationship with Airbnb.
- Was part of the planning and organizing group for the D10 3rd Street merchant walk along with the Chamber, SF Travel, and GGRA.
- Attended SFMTA small business meetings.
- Working with Uber, Lyft, Lime and American Express and many other corporations to create meaningful partnerships/sponsorships to help the merchant corridors and small business.
- Developed a SFCDMA sponsorship package.
- Developed a SFCDMA calendar of events outline.
- Developed an affiliate membership package.
- Developed a multi-tiered sponsorship package.
- Attended and represented the SFCDMA at the Flavors and NCCA events and the San Francisco City Hall.
- Instrumental in coordinating meetings and securing sponsorships: Airbnb \$100,000, American Express, \$5,000, Uber \$5,000, Lighthouse Public Affairs \$5,000, Corepower Yoga \$5,000, And Lyft \$60k. Totaling \$250k

Executive Director Fillmore Merchants Association

- Responsible for the day-to-day organization, operation, and business development of the Fillmore district to improve small business success, collaboration, and engagement with locals and visitors of San Francisco.
- Capital Improvement Projects included working with Mayor London Breed and SF Beautiful on the renovation and beautification of the Fillmore and Geary Bridge.
- Work with our Producer to execute the yearly Fillmore Jazz Festival, the largest free jazz festival in the West and now operating its 37th anniversary.
- Successfully integrated and collaborated with companies looking to move to the Fillmore and help secure donations for the Fillmore Merchants Improvement Fund.
- Raised funds from \$20,000 when I started to \$150,000.

- Increased FMA membership from 60 to 100 paid members.
- Increased Facebook membership from 30 to 2500 engaged merchants.
- Organized and implemented quarterly merchant mixers with close to 60 diverse merchants in attendance.
- Coordinated monthly Fillmore walks to introduce our merchants to the influencers in the marketplace like Airbnb merchant walks, hotel concierge walks, Yelp elite walks, blogger walks, and bi-annual wine walks.
- Distribute Fillmore merchant maps to all the top hotels in the city.
- Started the @FillmoreStreetSF Instagram account and grew it to 2,200 followers within 3 years.
- Organize and activate the street for Small Business Saturday.
- Organize the holiday lights on Fillmore.
- Organize and activate the street for Sidewalk Sale Day during Small Business Week.
- Organize Pet costume Halloween stroll.
- Conducted security walk with local SFPD and Captain Engler from Northern Station, as well as Coffee with the Cops.
- Organized the Big Holiday Merchants party.

Community Involvement

- Attend the Japantown Task Force meetings.
- Member of the Community Police Advisory Board for SF Northern Station, where CPABs meet with the Captain at least once a month to discuss issues directly impacting their community.
- Graduate of the San Francisco Community Police Academy (CPA).
- Board member of Japan Center Corp in Japantown
- Advisory board member of SF Design Week and SF Fashion Week

April 2018-June 2019

Executive Director of West Portal Merchants Association

- Responsible for the day-to-day organization, operation, and business development of the West Portal Merchants Association to improve small business success, collaboration, and engagement with locals and visitors of San Francisco.

- Worked with MTA, OEWD and Supervisor's Yee office to secure construction mitigation funds to help offset the negative effects of the Twin Peak Tunnel closure.
- Worked with Civic Edge on the rebrand of the West Portal Merchant Association, like new graphics, new pole banners, a printed and digital retail directory.
- Created meaningful community partnerships with the Stern Grove Festival and the nearby Waldorf School to promote the West Portal Merchants to their guests and members like newsletter, social media highlights and shopping events.
- Articulated a new and tangible benefits of association benefits
- Performed similar duties to the ED position with the Fillmore Merchants Association.

Education

BA Architecture and Landscape from University of California, Berkeley. Graduated in 1990.

Other Activities

Founded a successful business of Zinc Details - a Fillmore based brick and mortar store. From November 1990 to May 2018. Founded, built, and developed this internationally recognized and successful brick-and-mortar retail company focused on the best in modern home furnishings, accessories, and artwork with a proven track record of improved sales performances, strategic product buying, and trend setting. Proactive, dynamic, hands on, owner/manager, and leader who inspires innovative thinking.