

90 Day Organizational Startup Plan

SUMMARY: With a newly elected Board of Directors, the GBD, as an organization, is in a ramp-up stage. These tasks were prepared to help the GBD develop its organizational capacity in order to implement the Management Plan. Please be ready to volunteer for one of these committees at the December 7 meeting.

Board of Directors Interim Committees

Communications & Marketing Committee

Website & Domain Management – Target Completion Date: 12/30/2015

The website, dnwph-gbd.org, is being paid for by Build Public, who managed it during the formation phase. Since August, the Interim Board has worked with Build Public to update the website. The GBD will need to transfer registration of the domain name, provide periodic updates and pay for website management. This Committee should manage website content and determine if paid website consultants are necessary.

Email List & E-Communications – Target Completion Date: 1/30/2016

The GBD will need to compile, manage, and update the list of property owners, businesses, tenants, and interested stakeholders. This Committee will need to determine how to collect additional email addresses and which platform the GBD should use to reach out to District stakeholders.

Newsletter – Target Completion Date: 1/30/2016

The GBD will need to regularly communicate the plans, projects, and accomplishments achieved to date to the District's stakeholders. This Committee should work to develop newsletter content, create an electronic newsletter template, and establish a newsletter communications schedule.

Property Owner Engagement Plan – Target Completion Date: 2/30/2016

In addition to website management and email communications, this Committee should determine how else the GBD should engage the District's stakeholders. Suggestions include: stakeholder forums, Board presentations, create additional property owner advisory committees, etc. etc.

Services Committee

Short Term Maintenance Plan – Target Completion Date: 12/30/2016

The Management Plan lists the parks and open space areas that the GBD plans to maintain. Progress Park and Minnesota Grove are maintained by a paid landscape contractor on a monthly basis. Progress Park uses the SF Parks Alliance as a fiscal sponsor to manage the landscape maintenance contracts. This Committee will need to initiate the process to transfer existing landscape and open space maintenance contracts to the GBD. In addition, this Committee will need to develop a landscape maintenance contract template to apply to other parks and open spaces in the GBD.

Parks and Greenspace Maintenance Budget – Target Completion Date: 1/30/2016

The Interim Board has prepared a draft fiscal year 2015/16 budget based on the GBD's Management Plan. This Committee will need to refine the draft budgets for each park and greenspace mentioned in the Management Plan, as well as project maintenance budgets for parks and greenspaces that will be maintained by the GBD in the near future.

City-GBD tasks – Target Completion Date: ongoing

The GBD work done, hours, tasks etc need to be reported to the City bi-annually. The Exec committee needs to be sure that data is collected.



Dogpatch & Northwest Potrero Hill Green Benefit District

Guidelines for Capital Improvements – Target Completion Date: 3/30/2016

The Formation Committee and Interim Board envisioned a collaborative process in which residents and/or advocates would put together proposals to apply for specific capital improvement projects in the GBD. This Committee will need to determine the application structure, required application materials, and guidelines for the GBD's Board of Directors to consider allocating funds to specific projects.

Accountability & Transparency Committee

Contractor Job Search – Target Completion Date: 12/30/2016

The Interim Board has prepared preliminary job descriptions for Executive Director and Bookkeeper. These job descriptions need to be reviewed, approved by the Board, and posted. This Committee should develop a plan and schedule to advertise the Executive Director and Bookkeeper job descriptions. In addition, this Committee should develop a process to review and vet applicants for these positions.

GBD Reporting App – Target Completion Date: 3/30/2016

The Management Plan requires the creation of a GBD-specific mobile app for local residents and property owners to report and track public realm issues. It was envisioned that this app would further elaborate on the existing 311 app, for example. The Committee will need to define the parameters and requirements of the GBD's Reporting app, issue an RFP and write a scope of work for app designers, and develop a budget for this project.

Executive Committee

The Executive committee will be formed from the four officers that are elected at the December 7 meeting. The list below identifies some of the tasks the committee needs to accomplish.

Determine Organizational Structure – Target Completion Date: 12/30/2016

Several Interim Board members advised hiring a contracts management entity. The Executive Committee will need to plan-out the GBD's organizational structure, determine which additional consultants are needed, and define the relationships between the Executive Director, Board of Directors, and Contractors/consultants.

Meeting Planning – Target Completion Date: ongoing

Plan agendas and meeting content. Make sure agendas and attachments are posted 72 hours before each meeting

Committee Support – Target Completion Date: ongoing

The Executive committee needs to work with the board committees and bring them up to speed on an understanding of the Management Plan and the GBD-City Management agreement.

Update the Bylaws – Target Completion Date: 3/30/2106

The interim board created a minimal set of bylaws and passed some items that need to be included in the bylaws.

Conduct a Board Training – Target Completion Date: 1/15/2016

The board needs to follow the Brown Act and Rules of order. Since we are a regulated board, these requirements need to be understood The executive committee will arrange for that training.

Contractor Job Search & Staffing Recommendations – Target Completion Date: 2/15/2016

The executive committee will interview potential staff and make recommendations to the board to hire. They will use input from the Operations and Citizens Services committee regarding the RFPs/job descriptions.