Dogpatch & Northwest Potrero Hill Green Benefit District Board Meeting
Minutes
January 6, 2016, 6:30 PM to 8:00 PM
654 Minnesota St, San Francisco, CA 94107

Board members attending:
Susan Eslick, Janet Carpinelli, Alison Sullivan, James Naylor, Michele Davis, Jesse Herzog, Jean Bogiages, Robert Broucaret, Adam Mendelson, Lisa Jacobs, Phillip Pierce, Michael Yarne, Kat Sawyer

Board members absent:
Robert Broucaret

City Staff:
Jonathan Goldberg, San Francisco Public Works

Observers:
Brooke Ray Adams & Jared Press, Build Public; David Glober

1. Open Meeting (Interim Chair Jean Bogiages)

Interim Chair Jean Bogiages reported on the activities of the Interim Executive Committee since the last meeting.

2. Review of Minutes of December 7 Board meeting (Interim Board Secretary Lisa Jacobs)

After reviewing the draft minutes Susan Eslick moved to approve the minutes with one correction and Jesse Herzog seconded.

DECISION: The Board approved the minutes of the December 7, 2015 Board meeting, as corrected (see [link]).

3. City-GBD agreement and Section 8.5 (Jonathan Goldberg)

Mr. Goldberg reported that he had received all of the conflict of interest statements from Board members which allowed him to put the request through to release the assessment funds for deposit in the GBD bank account at Umpqua Bank.

As a matter of transparency, each board member then stated whether they had any current or potential contracts with the City government and described any such conflicts.

4. Service Committee Report (Committee Member Janet Carpinelli)

Ms. Carpinelli reported that at the Committee meeting on December 29 (see [link]) members agreed that a high priority is to ensure that GBD resources supplement and do not replace city services. Committee members will meet with staff from Parks and Recreation, DPW and the SFMTA to identify current level of services, and develop a plan to cover district-wide maintenance needs in the 11 sites identified in the Management Plan. Once this plan is developed the GBD will issue a request for proposals to provide services.
It will be important for the GBD to score ‘quick wins’ that are visible to community members. Therefore it is also developing a ‘Jumpstart Plan’ to address immediate needs among the 11 sites, as well as consider district-wide activities.

Board members endorsed the idea of exploring deploying litter bins, with GBD branding, throughout the district. Collection services will also be required.

5. Board Tour of 11 public space sites in the district

Board member Alison Sullivan is organizing a tour on Sunday January 10 to the 11 sites identified in the management plan for board members to view the sites and meet with community members who are involved with the sites.

5. Community Relations Committee

Lisa Jacobs proposed creating a Community Relations Committee to be responsible for communications, website and other efforts to engage and inform the community. She will develop a Committee terms of reference for review by the Board.

In summary, the Community Relations Committee would be responsible for updating and maintaining the website, presence on social media including Facebook and NextDoor, communications / emails with the of community members, updating the database,

**DECISION:** The Board approved the creation of a GBD Community Relations Committee and appointed Ms. Jacobs Chair of the Committee. Susan Eslick, Michael Yarne and Alison Sullivan volunteered to be on the committee.

The committee will be responsible for updating and maintaining the website and gathering email addresses for the mailing database. Build Public offered to continue managing the GBD website pro bono [the Executive Committee subsequently agreed to request Build Public to invoice its time and expenses for its work on the website.]

6. Management services

The Board discussed the option of outsourcing leadership and administrative services from one of the existing Community Benefit Districts in San Francisco. This would entail negotiating with the other CBD and its Executive Director a split of duties between the two organizations and appropriate compensation for these services. Bookkeeping and other administrative services could also be outsourced from the same CBD.

Benefits could include gaining the immediate services of a seasoned executive director without the risks associated with recruitment and initiating a new employee. Drawbacks could include that the first GBD executive director is not as committed to the GBD in terms of time and mental resources needed to start a new organization, given the dual reporting structure.

Options include:

1. Recruit our own ED and Bookkeeper
2. Recruit our own ED and seek outsourced bookkeeper
3. Outsource both ED and Bookkeeper

**DECISION:** The Board delegated to Michael Yarne, Jesse Herzog and Jim Naylor the responsibility to explore sharing staff with an existing SF CBD and report their findings and recommendations to the full board. At that time the Board may decide to pursue this route or conduct a full recruitment effort for the GBD’s executive director and bookkeeping services.

7. Public Comment
David Glober urged the GBD to consider recruiting an executive director with an aptitude and interest in greening of the community.

8. Closing
At 8:35 Ms. Bogiages adjourned the meeting.