



**Dogpatch & Northwest Potrero Hill Green Benefit District
Board Meeting
Minutes**

February 10, 2016, 6:30 PM to 8:30 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, Lisa Jacobs, Phillip Pierce, Kat Sawyer, Michael Yarne

Board members excused:

Robert Broucuret, Adam Mendelson

City Staff:

Jonathan Goldberg, San Francisco Department of Public Works

1. Open Meeting

Interim Chair Jean Bogiages opened the meeting at 6:35pm.

2. Minutes (DECISION)

Interim Secretary Lisa Jacobs requested comments and corrections on the draft minutes for two board meetings: January 6, 2016 and January 20, 2016.

In addition, Ms Jacobs suggested that documents requiring board input and/or approval should be sent to board members in MS Word format to enable easier review and editing.

DECISION: The board approved the draft minutes of January 6, 2016 with typos corrected

3. Treasurer's Report (REPORT)

Interim Treasurer Susan Eslick presented the budget clarifying that the projection numbers are included as placeholders. However, though within each of the four budget categories there is room to move amounts, redeployment from one of the four budget categories to another cannot exceed 10% in one year.

NO DECISION

4. Services Committee Report

a. Jumpstart plan: (DECISION)

Committee member Kat Sawyer presented the jumpstart plan with budget numbers and selected service providers. In addition to providing direct services to those parks in the district that have the greatest need, implementation of the jumpstart plan will help to build relationships with vendors. Therefore the committee decided to engage a wide array of service providers for the jumpstart plan so that when the GBD considers long-term contracts, the choice can be considered in the context of existing working relationships.

It was clarified that the stencil vest vendor will be selected through a competitive bid; the services committee conducted due diligence to recommend the budget. The doggie bag containers will be placed near city-maintained garbage receptacles.

DECISION: The Board approved the jumpstart plan and budget of up to \$38,900 and delegated to the services committee any final adjustments to be made based on late receipt of a final bid.

b. Admission of New Green Spaces and New Parks Process (REPORT)

The board endorsed the draft application form prepared by committee member Jesse Herzog. The form will be posted on the website and announced in the email blast.

NO DECISION

c. Tree Planting Possibilities (INFORMATION)

Committee member Phil Pierce presented potential options for a joint tree-planting activity between the GBD and Friends of the Urban Forest. The board agreed to consider the idea at a future meeting.

NO DECISION

5. Community Relations Committee (REPORT)

Committee chair Lisa Jacobs informed the board that to make the best first impression the email blast would be delayed until the website has been 'refreshed' and updated – we are engaging Build Public to update and improve the site. The target date to go live with new website and send email blast is February 19, 2016. Board members will receive a draft version of the email blast before it is sent.

NO DECISION

6. Management Services (DECISION)

Michael Yarne reported that discussions with local CBDs about sharing management and administration services including an executive director are promising, but the process to get such a sharing agreement in place could take at least 4-5 months. Therefore the Interim Executive Committee recommends that an interim executive director should be recruited immediately with the understanding that the GBD is also pursuing a CBD sharing agreement in the next six months, and presented a draft job description for board input.

Mr. Yarne also suggested that an executive recruitment firm would be an efficient and effective means to find qualified candidates. In fact Build Public is engaging a recruitment firm and Mr Yarne offered to explore whether it would accept reduced fees in return for an additional search. The board discussed the relative merits of hiring a firm, including cost considerations for an organization with such a modest annual budget.

Public comment: Sandra Zuniga recommended that the executive director job description include job requirements and expectations.

DECISION: The board agreed to begin immediate recruitment of an executive director for the GBD, while continuing to explore whether a shared management arrangement could be pursued with a local CBD.



The Board requested Mr. Yarne to explore costs with the recruitment firm that Build Public is using.

Board members had no input to the draft executive director job description, other than the suggestion made during public comments.

7. Dogpatch Public Realm Plan / 22nd Street Plan (INFORMATION)

Robin Abad of the Planning Department Kelli Rudnick ,Simon Bertrams, Fiona Cundy, Martha Ketterer of Public Works Department presented current plans for the waterfront, the 22nd street greening, and the planned consultation process . The date and location of the process is still to be determined. GBD board members are encouraged to attend the consultation events.

Board members voiced strong support for the initiative and made some suggestions. For example, a **bike share** program should be integral; and the **fire department** should be contacted early in the process to avoid emergency vehicle access restrictions.

The Board welcomed the presentation and the enthusiastic engagement by colleagues at department of planning and public works. The maintenance budget is clear, straightforward and the board welcomed the news that the city has included in its budget maintenance of the 22nd street green spaces for three years. The GBD board will revert to city colleagues in the near future.

At the end of the presentation, Kelli passed out a budget projection for maintenance of this new space (see Attachment A). Public works would maintain the area for the first three years. After that, the GBD would provide the maintenance.

NO DECISION

8. Closing

At 8:35 Ms. Bogiages adjourned the meeting.