

Dogpatch & Northwest Potrero Hill Green Benefit District



**Dogpatch & Northwest Potrero Hill Green Benefit District
Board Meeting**
August 17, 2016, 6:30 PM to 8:00 PM
Slovenian Hall, 2101 Mariposa St, San Francisco, CA 94107, USA

Attending:

Board members attending: Susan Eslick, Alison Sullivan, James Naylor, Jesse Herzog, Jean Bogiages, Adam Mendelson, Lisa Jacobs, , Kat Sawyer

Board members absent: Janet Carpinelli, Michele Davis, Robert Broucuret, Phillip Pierce, Michael Yarne

City Staff: Jonathan Goldberg, San Francisco Public Works

Executive Director: Julie Christensen

Minutes

The Board Chair Jean Bogiages opened the meeting at 6:30 and welcomed the members of the public in attendance.

1. Board Chair Report (Jean Bogiages)

GBD Board Calendar – the Chair announced an up-to-date calendar is available on the GBD website. It includes neighborhood meetings and events. All board members are invited to contribute to the calendar.

Governance issues

Board elections: Board elections will need to be held in February 2017, as required by the GBD bylaws. The Chair would like to create an elections committee to begin work in September.

Interim officers and ad hoc teams: The chair informed that she would recommend to extend the terms of current interim officers through the next Board election (February 2017). She will bring this up for a vote at the next board meeting.

Ad hoc teams: Current ad hoc teams will also remain; the Board may create new teams as needed, and may recruit non-board members of the community in the future for GBD ad hoc teams.

Potrero Gateway Loop – The Eastern Neighborhood Citizens Advisory Committee (ENCAC) meeting on September 19 will consider funding first phase of Loop project. The Chair and GBD Executive Director Julie Christensen will attend and communicate the GBD's support for the Loop.

Public comment: Questions focused on board composition and the election process.

2. Minutes (Lisa Jacobs)

The minutes of the meeting on July 16, 2016 were approved with no changes or corrections.

3. Financial Report (Susan Eslick)

GBD Treasurer Susan Eslick reported on income and spending since the last board meeting, including receipt of a third assessment payment.

Ms Eslick reported that she and Ms. Christensen met with Union Square BID finance director Ben Horne who will be engaged to advise on nonprofit financial accounting and reporting requirements. The GBD finances will be revised to meet these requirements. Adam Mendelson offered to support Ms. Eslick in developing the new budget format. Ms Bogiages talked through the draft financial report she circulated at the meeting, clarifying that it did not reflect the changes that will need to be made to comply with the format changes noted above.

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Public comment: Questions focused on clarifying administrative costs, labels and formatting of the financial report, available funds for new projects and the need for metrics.

During the ensuing discussion the Executive Director urged members of the public to contribute ideas and inputs to the GBD – through the website or by email. All ideas are welcome any time; there is no specific time to contribute ideas.

In addition the Executive Director explained how the GBD budget and financial reporting will be adapted to be faithful to the Management Plan while adapting to the realities of an operating organization.

Given the new development in the Dogpatch the GBD Assessment Role will be assessing an additional approximately \$60,000 in 2017.

4. Executive Director report (Julie Christensen)

- Outreach: Ms. Christensen has been meeting with park stewards, city officials and staff, to assess needs, opportunities and embark on collaborative arrangements, including
 - Developed and signed Memorandum of Understanding (MoU) with Penn Station HOA at 22nd and Pennsylvania to maintain plant areas. This MoU example will be used to develop an MoU with Progress Park (see below).
 - Dogpatch Arts Plaza – the GBD will need to consider its role in maintaining this new arts plaza, once it is built.
 - 22nd street – GBD has agreed to be maintenance partner once the new public spaces have been launched; GBD will meet with city planners, residents and business owners to ensure GBD has opportunity to provide input.
 - Progress Park – Bruce Huie has plans to expand Progress Park; Ms Christensen is discussing how the GBD may invest in capital improvements and lighting.
 - Other opportunities include the Foodbank, the Rappaports, and other HOAs.

5. Services Team Report (Kat Sawyer)

Minnesota Grove – Team Chair Kat Sawyer requested the Board approve a new cost of \$9960 to repair the crumbling Minnesota Grove wall. The cost was determined after receipt of multiple bids that demonstrated the need to invest in replacing the entire wall.

DECISION: Board approved \$9960 for repair of Minnesota Grove wall.

Esprit Park – path improved with GBD funds is now open.

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Doggie waste stations – Ms Sawyer and Ms Christensen toured the parks in the neighborhood to identify places where doggie waste stations could be useful (needs to be close to existing garbage bin). Progress Park, Minnesota Grove, the Gears, Angel Alley and Fallen Bridges Park were identified.

6. Community Relations Team Report (Alison Sullivan)

July Email blast – 220 of 462 recipients opened the July email blast – 50% is a very high rate for the industry. The majority of people who opened the emails looked at the Public Realm story.

Property owner outreach: Ms. Christensen proposed and the Board agreed that the property owner meeting required in the Management Plan should be scheduled in January 2017, given the need for an election in February 2017, as a meet and greet for current board members, candidates, property owners and other interested community members. Ms. Bogiages asked the Team to develop a plan for community outreach to share with the Board at its next meeting.

Website – The website will need significant work; the Board will be advised on the scope of the need at its next meeting.

Community events – Upcoming events in the area include Decompression, and the Potrero Hill Festival. The Board agreed that the GBD should have a presence at the Potrero Hill Festival.

Public Comment: A commenter focused on the need for more communication about GBD activities without having to attend meetings. Ms Bogiages and Ms Christensen offered to speak with the commenter after the meeting to explore ideas.

The meeting adjourned at 8:10