



Dogpatch & Northwest Potrero Hill Green Benefit District

Dogpatch & Northwest Potrero Hill Green Benefit District Board Meeting

July 19, 2017, 6:30 to 8:30 PM
654 Minnesota St, San Francisco, CA 94107, USA

Attending:

Board: Jean Bogiages, Janet Carpinelli, Kristel Craven, Michele Davis, Kate Eppler, Susan Eslick, Alex Goretsky, Jesse Herzog, Nicky Jacobson, Phillip Pierce, Kat Sawyer, Alison Sullivan

City Staff: Jonathan Goldberg, San Francisco Public Works

Executive Director: Julie Christensen

Minutes

1. Open meeting (Bogiages)

The meeting was opened by Board President Jean Bogiages at 6:35.

2. Roll call and agenda review (Eppler)

The Board reviewed the minutes of the June meeting. Secretary Kate Eppler

VOTE: The minutes were approved as amended by voice vote.

3. **Announcements.** Nicky Jacobson announced two events: An Esprit Park cleanup on Saturday, July 22 and a Rocket Dog Rescue Fundraiser on Saturday, July 29. Jacobson suggested that the Green Sheets blast note that the City has resumed responsibility for maintenance of street trees. She identified an [article of interest](#) in a recent Potrero View, about an app developed to assist with neighborhood maintenance. Eppler announced that she was in receipt of two e-mails from Heidi Dunkelgod, the text of which can be found as an attachment to these minutes.

4. Public comment (for items not on the agenda)

- On request from secretary Eppler, Dunkelgod summarized the e-mails she sent to be included in the minutes. She noted that security at the Hub building has been addressed, and that she had met with Board vice-president Jesse Herzog regarding potential lighting at 815 Tennessee St.
- Bruce Huie noted that 15 projects are under consideration for the Central Waterfront, and that he would return to present more information and request GBD support.
- David Fletcher noted that DM Development would commit to making improvements out to the corner of 20th street at its project site.

5. Guest: Robin Abad, recapping Esprit plan development



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Abad gave an overview of the redesign development process for Esprit Park, which included a survey, intercept surveys at the park, and workshops. The community has communicated that it feels the park should retain its current design aesthetic, and the plans reflect that. The project will now be transferred from the Planning Department to Rec and Park.

Public comment:

- Robin Evans requested assurance that there would be no major changes to the current Esprit Park design.
- Dennis Moore requested information about how community meetings would be noticed.

6. **Approval of FY16/17 Financial Report** (Treasurer Susan Eslick)

The financial report for FY17 was reviewed and approved. VOTE: the report was approved by voice vote.

Public comment:

- Mark Dwight suggested that future reports contain an executive summary and variance report.

7. **Organizational accomplishments during 16/17** (Executive Director Julie Christensen)

GBD accomplishments during the previous fiscal year included: hosting the first membership party, planning budgets for FY17 and FY18, hiring a bookkeeper, improving communication with park stewards and neighbors, planning 50 projects and completing 33, receiving \$10k for Minnesota Street, \$20k and volunteers from the Golden State Warriors, \$74k in grants from the Community Challenge grant program, playing a key role in UCSF negotiations that led to \$10 million for district projects, establishing a new eco-resilience program, expanding the contact database by 120%, planning and executing 7 volunteer work parties, and more.

8. **Executive Director review process.** (Bogiages)

As part of the annual review process, the executive committee was asked to review, rate and comment on a task list for the ED. The report was then compiled and sent to ED Christensen for review. President Bogiages and Vice-president Herzog then discussed the report with Christensen. Takeaways were that the scope of the executive director's work may not be understood by the full board, and that the board should provide additional guidance and goalsetting for the ED role.

9. **Approval of FY 17/18 Budget** (Eslick)

The proposed budget for FY18 was reviewed. Eslick noted that the Maintenance category had been increased. Bogiages noted that the board approval under current consideration was only for major spending categories.

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Public comment:

- Dunkelgod noted that spending for Woods Yard should be reflected in future drafts.
- Huie asked about spending in the miscellaneous capital projects category.
- Dwight asked whether the GBD expected to receive donations in FY18.

VOTE: The budget was approved by voice vote.

10. Communications group (Jacobson and Sullivan)

Jacobson distributed a 'wireframe' of the new website layout for review. Board members with suggestions or additions should contact Jacobson. Sullivan reported that the Communications group had received suggestions for tagline content, and the most frequent words were neighborhood, clean, green, local, open space, and funding. The board asked for the opportunity to vote on a tagline when the options had been narrowed.

11. Signage update and new vest options (Eslick)

Eslick provided an overview of possibilities and inspirations for interpretive signage in relation to an upcoming grant opportunity. Eslick suggested that interpretive signage could use repurposed materials to provide placemaking, information, and modern wayfinding. Signs should recognize the GBD, and educate both stakeholders and the public. Eslick requested and received board support to initiate a signage program using funds from the Accountability and Capital budget categories.

Public comment:

- Dunkelgod noted that DNA has an historic survey on file that may be helpful to a signage grant application.

Eslick presented two options for new vests for GBD contractors. The board selected colors and suggested that contractors be asked for their opinions on the new vests. '

12. ED report (Christensen)

Due to time constraints the ED report was moved to a later meeting. Christensen requested board approval to begin planning a community meeting on the Esprit Park project. Jacobson suggested that the Esprit Park meeting should have been discussed during the earlier agenda item related to Esprit. The board discussed whether to have the public meeting in August or September, and agreed to support Christensen in her work to find an optimal September date and location, while postponing further discussion until the August board meeting.

Public comment:

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- Dunkelgod said that work on Esprit Park had been a positive experience for the community and should continue to be a positive experience. She characterized relevant public comment during the meeting as requesting to be notified about the next steps in the process.
- Huie requested that the GBD not neglect other large capital projects.

13. **Volunteer participation on board committees and working groups** (Bogiages)

Due to time constraints, Bogiages postponed this item until a future meeting.

14. **Adjourn** (Bogiages)

Bogiages adjourned the meeting at 8:50.

Attachment: Additional public comment

From Heidi Dunkelgod:

The request (June, 2016) for graffiti abatement and site security for 2300 3rd Street, the Old Potrero Police Station and future home of the Dogpatch HUB, is cancelled - no longer needed. This task was completed earlier this month, in part, by DPW. (Unfortunately, no party fulfilled our request before the nuisance site burned, yet again.) Div of RE is working with SMC, OEWD, and DPW to deliver additional abatement and security measures, now through Fall 2017.

Regarding 815 Tennessee Street lighting opportunity: DM DEV reports it is obligated to improve the lighting illumination in the area (along its frontage). DM is waiting to hear from the Street Lights Division of the SFPUC Water Division as to what the lighting requirements on the streets will be and are still trying to procure engineering services for street illumination calculations. DPW is trying to assist DM in expediting this process so DM can see how many streetlamps and what lumen levels are required. Simon Bertrang copied provided DM the neighborhood's new lighting standards, Lumec Optima spec in black so DM has this standard and hope to find a way to introduce into 815 Tennessee's required street lighting plan approvals by the City. DM's obligation is about 1/2-2/3rds of the East side of the 800 block of Tennessee. ASK: Can GBD pay for the remainder of the block - Lumec Optima installation (at La Scuola frontage), to be installed when the La Scuola sidewalk is open (during landscaping improvements gifted by DM DEV--Fall 2017). OR, can GBD facilitate the fixtures be paid for by the City? There is likely an opportunity to coordinate install with the developer -- i.e., GBD or City pay for the Lumec Optima fixtures and have DM install at the same time, gratis. On behalf of DNA, Heidi

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Dunkelgod met with GBD Director Janet Carpenelli. Janet expressed a preference that DM DEV pay for their frontage, and the City pay for the block remainder. Heidi agreed with this approach, but a question remains: Can a public-funding arrangement be made in time in this particular case? Can GBD leverage its relationship with DPW and arrange public funding in record time? OR, is this an "exceptional" case wherein GBD could pay for the fixtures for the La Scuola frontage in coordination with the Fall sidewalk improvement timing?

Whatever the means, improved neighborhood safety via new pedestrian lighting is in best interest of the public; this kind of project is believed consistent with the GBD charter.

Additional GBD attention requested.