



Dogpatch & Northwest Potrero Hill Green Benefit District

Dogpatch & Northwest Potrero Hill Green Benefit District Board Meeting

September 20 2017, 6:30 to 8:30 PM
654 Minnesota St, San Francisco, CA 94107

Attending:

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

City Staff: Jonathan Goldberg, San Francisco Public Works

Executive Director: Julie Christensen

Minutes

1. Open meeting (Board President Jean Bogiages)

The meeting was opened by Board President Jean Bogiages at 6:30.

2. Roll call and approval of the July minutes. (Secretary Kate Eppler)

The Board reviewed the minutes of the July meeting.

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

3. Admin (Bogiages)

- There were no announcements or suggested items for the Green Sheet.

4. UCSF Esprit Park cleanup Friday, 10/27 (Michele Davis)

- The GBD is invited to be a named participant in the UCSF sponsored Esprit Park cleanup scheduled for 10/27. After discussion, the board determined that at least two members would be able to participate.

VOTE: GBD participation in the event was approved by voice vote.

5. Signage update (Treasurer Susan Eslick)

- Eslick is reviewing proposals and interviewing sign companies with regard to the potential Dogpatch interpretive signage grant project.

6. Communications update/Taglines (Alison Sullivan)

- After incorporating Board feedback and input from advertising experts, the communications group identified four potential taglines for the GBD: 1. Cultivating vibrant & community-driven public spaces; 2. Community-driven urban greening; 3. Community-driven public spaces; 4. Neighbor-funded, neighbor-driven. The Board discussed the merits of the taglines.

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- Public comment: Heidi Dunkelgod suggested the Board pick a tagline with four words. Bruce Huie suggested that an emphasis on 'local' was important. Irma Lewis suggested a need for whimsy and asked about the goal of the tagline.
- After discussion, the board agreed to conduct a web poll to decide among the three most popular taglines: Community-driven urban greening; Community-driven public spaces; Neighbor-funded, neighbor-driven

7. Toes and Paws presentation (Irma Lewis, Sasha Basso, and Susan Fitch)

Representatives from Toes and Paws discussed their organization's mission and work. They discussed potential collaboration opportunities with the GBD, including amplifying GBD activities through their existing communication channels. Lewis, Basso and Fitch provided a packet of information about the organization and offered to take questions offline or to return at a future meeting.

8. ED Report (Executive Director Julie Christensen)

- FUF tree planting: The GBD will have permission to plant between 80-100 trees on October 14. Volunteers are welcome. Many industrial sites have no natural stewards and need volunteers.
- Community Challenge Grants update: Budgets and work schedules for the Progress Park grant have been revised and submitted to the Community Challenge Grant program. Christensen is working with advocates for the fitness equipment and has a new estimate from a manufacturer. The Benches grant will be the next subject of attention, and during the upcoming FUF/GBD planting will receive 4 trees for a new sidewalk waystation feature, included in the project.
- Tennessee St. The parking styles will be switched on Tennessee between 23 and 24, and 200 feet of decomposed granite will added, along with a wood curb. 32 trees will be planted on the street in October, including Jacaranda, Illawarra Flame, and Greenspire.
- Other activities: *Landscape Architecture Magazine* featured the GBD in a recent issue. The GBD received 4 donations totaling 40k.
- To-do list: Christensen reviewed her to-do list with the board.

9. Esprit Park going forward (Discussion)

Board Vice-President Jesse Herzog introduced the question of whether the GBD should continue formal MOU negotiations with RPD and UCSF to work on the Esprit Park renovation. A board discussion ensued regarding the extent of GBD involvement with Esprit Park.

VOTE: A motion to continue formal MOU negotiations with RPD and UCF for work on the Esprit Park renovation through construction drawings was approved by unanimous vote.

10. Finance (Eslick)

The GBD has successfully completed the 16/17 audit. The auditors commended the GBD for following prior years' recommendations and there were no recommendations for this year. Tax returns and 990s are completed and will be reviewed.



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11. Service (Kristel Craven and Jim Naylor)

- Landscape contract: The Service workgroup narrowed four proposals to two, and recommends that the GBD engage with Lainez, Inc., who offers a lower cost and more direct connection to the actual service providers.
VOTE: the Board approved a new contract with Lainez, Inc. by voice vote.
- Janitorial contract
VOTE: the board approved renewing the existing janitorial contract with Aim to Please, with additional garbage pickup services.

12. Adjourn (Bogiages)

Bogiages adjourned the meeting at 8:20.