



**Dogpatch & Northwest Potrero Hill Green Benefit District**  
**Board of Directors General Meeting**  
June 17, 2020 6:30– 8:30 PM  
Virtual via GoToMeeting

**Board Members In Attendance:** Bruce Huie, Cori Chipman, George Slack, Janet Carpinelli, Jason Kelly Johnson, Jean Bogiages, Kanwar Kelly, Kat Sawyer, Kate Eppler, Keith Goldstein, Kim Tercero, Kristel Craven, Monique Wallace, Susan Eslick, Terri McFarland

**Executive Director:** Julie Christensen

**Minutes**

**1. Meeting Opened** by President Kate Eppler at 6:36

**2. Roll Call (Secretary Kim Tercero)**

Tercero called roll.

**3. Approval of May Minutes (Secretary Kim Tercero)**

VOTE: the May minutes were approved.

**4. Announcements (All)**

Julie Christensen announced today the Board was scheduled for a group photograph for the annual report. She would like to gather the board in person in a location that facilitates social distancing to gather and take a photo. Will send out a Doodle to organize a date/time and location.

Jean Bogiages will put on the July agenda a SF Native Habitat presentation hosted by Alex Harker.

Susan Eslick reminded the Board to complete the Volunteer time report which is required for tax reporting and also contributes to our donations. Hours reported are for January thru June 30<sup>th</sup> and should be logged on the Google sheet provided. Board will be reminded twice a year.

**5. Nominations for 20/21 Board President (All)**

Kate Eppler shared her experience with being on the GBD and why she has decided to resign. The Board expressed their gratitude for her service. Eppler intends to participate in future Board events.

Susan Eslick nominated Kanwar Kelley for his intelligence, insight, organizational skills and residency in NW Potrero Hill. No other nominations were proposed. Kanwar Kelley made a statement noting his fundraising, community development, and medical experience, expressing appreciation for everyone who helped him onboard during shelter in place.

VOTE: a motion to elect Kanwar Kelley as Board President was approved

#### **6. Candidate Recruitment for NW Potrero Tenant Seat (All)**

Kate Eppler introduced a neighbor from NW Potrero Hill, John Alderman. He introduced himself to the Board and shared he has lived in the neighborhood for 8 years, enjoys the dog court, and professionally is a Creative Strategist at Charles Schwab. Alderman is in a band, plays the guitar and wrote a book last year titled "Designing Across Senses".

#### **7. Financial Report (Susan Eslick)**

Susan Eslick noted we have two weeks left in the fiscal year and there has been no significant activity since last month's spend down report. Spend down is on track. Eslick will provide a more detailed report in July.

#### **8. ED Report (Julie Christensen)**

**Minnesota grove** – shared photo of current status. Working on a tattoo mural, chunky wood blocks for seating, and the Rappaport side walk may start this year.

**Board project tour** – tour was successful and some members completed on their own. Encouraged members to visit projects.

**20<sup>th</sup> street** – there are proposed murals at 20<sup>th</sup> and Indiana at Avalon. Amazon is running a recruitment center and is having issues with distressed area. They are open to the idea of putting a dog sculpture on top of building along with graphics along wall on Tennessee side. La Scuola has some designs. In negotiations with Amazon and the City regarding dumpsters, etc. including Planning and Public Works on street conditions. They are currently in support of the Nelson Nygaard sidewalk plan.

**GBD Signage** – signs are scheduled to go in next week in parks.

**Esprit park** – Esprit Community Advisory Group (ECAG) and broader community meetings starting soon to finalize concept design. GBD is helping with run-through of presentation and providing images from our library.

**Iowa street** – issue with trash and camping is increasing and we need MUNI to address their debris.

**Gears parcel** - Caltrans recently mowed the gears lot and Julie Christensen will work with Caltrans to obtain an adopt a highway permit

**Fallen Bridge** – still in queue for chain link removal and planting

**Maintenance** – working on budgets which will be discussed in more detail later in meeting.

Jean Bogiages shared signs posted on three trees at Fallen Bridge noting they will be replaced but do not indicate what they will be replaced with. Julie Christensen will follow up to influence tree selection. Green box has been replaced. Inquired if there is real grass or fake grass planned at Esprit. Julie noted choice will be part of community input and will impact whether dogs are required to be leashed.

## **9. Proposed change to Management Plan budget structure: Merge Maintenance and Capital (Julie Christensen)**

The GBD budget is not designed for sufficient ongoing maintenance. Major capital projects that will complete next year will also require maintenance. Johnathan Goldberg talked to the City Attorney and confirmed it is legal to merge both expenditures to better address care of capital projects. This will require a Board of Supervisors vote. Due to the formality, Christensen would like to have from the Board a clear yes or no. Opened for comment and concerns. Kanwar Kelley noted it was a great idea and that it will simplify budgeting. He also proposed to do the same with Accountability and Operations so budget becomes just two categories. Susan Eslick agrees with merging Maintenance and Capital but does not agree with merging Accountability and Operations. They are separated to provide transparency to constituency and do not pose challenges to the budget. She further noted the GBD keeps its operational costs low and if we merge it will make overhead look higher. Kristel Craven inquired if shift would allow a sliding percentage between Maintenance and Capital and Julie Christensen confirmed it would. Jean Bogiages noted there is justification and should be an easy ask. George Slack agreed there is no dividing as Maintenance should always be a part of Capital and they should go together. Julie Christensen confirmed budgets are structured this way for CBDs created after us. Bruce Huie inquired about the timeline and Julie Christensen noted (6) months due to August recess and steps to complete which includes gaining Supervisor support, getting on calendar, needs to be heard twice, which may take us into Fall/Winter. This change will primarily benefit the 2021/22 budget. Opened for public comment. George Slack exclaimed gardens are grown not made and change makes sense!

Vote: a motion to merge Maintenance and Capital was approved

## **10. Planning for 20/21: Project Planning (All)**

Julie Christensen reviewed Budget detail. Estimated assessment revenue is calculated after removing state owned properties that will not pay assessments (Approx \$30K in doubtful assets). State-owned property landlords are billed to allow for work on their properties. Net collections outlined by categories and percentages vary by category and zone. GBD is allowed to shift between categories by 10% per line item and per the overall budget. There are limitations on how much is assigned to each category. Donations/Grants are not governed by limitations but are dedicated to a particular category, typically capital. This document determines the GBD net revenue.

Bruce Huie shared he along with Cori Chipman and Kanwar Kelley met regarding fundraising. Bruce and Susan have been informed the GBD will receive a \$40K donation from the Power Station which has started a foundation and the GBD is their first donation. Bruce Huie would like to take \$5K of the donation and use it toward the repair of the cow. Power Station donated based on their confidence in the GBD ability to expand their dollars and were impressed with the execution with Minnesota grove. Huie thanked Julie Christensen for her contributions. Kanwar Kelley asked if we can publicly acknowledge donors. Power Station declined to be named however some donors require we do so. Power Station is required to supply impact fees but this donation is above their contribution via these fees.

Susan Eslick brought attention to projected rollover. The Board budget and operations are based on the City's fiscal year (July 1-June 30) however we get paid via assessments received in Jan/Mar/June. If budget spent in full, there would be no funds at the beginning of next fiscal year. Every year, half of funds are set aside for the first part of following year and rolled over. Some rollover is the result of

allocated funds for projects that are delayed and not completed. Projected rollover reserve is the minimum required to function. Julie Christensen encouraged the Board to reach out if anyone would like a walk-through of budget. Community Challenge grant and UCSF grant are managed outside of the GBD budget. The budget reflects \$543K in donations and an additional will be \$585 donated by UCSF for Esprit park design. The grant pool is impressive as it surpasses assessments.

Maintenance serves to augment Public Works that provides a standard of care. Lainez, Inc. and Aim to Please are the GBD hired contractors and are both managed within the district. Aim to Please is a minority owned business located in the Bayview District. Lainez increased its fees to increase worker pay and assess a higher dump fee which results in about a \$7K increase. Asking the Board to approve total annual budget for Lainez. Aim to Please is a bit more complicated. The original model was to have two workers that a supervisor drops off to walk the neighborhood to clean. This prevented the ability to address hot spots and only be reactive to major issues. Aim to Please was dispatching resources when we reported but have since pushed back as we were not being billed for those services. It was also discovered that the GBD was paying a lower rate that had since been increased. There is now a new mid-level supervisor, Andre Washington, and it is proposed he drives throughout the district to immediately address hot spots. The focus will shift to big messes/dumping/graffiti and steam cleaning. Kristel Craven was taken aback that Lainez is at a significantly lower hourly rate than Aim to Please. Julie Christensen noted the GBD can hire directly and explained Aim to please has more overhead while Lainez rate goes straight to the workers. Cori Chipman provided model for evaluating based on minimum wage. Kanwar Kelley calculated Aim to Please is \$53/hour all services and Lainez is \$44/hour. Keith Goldstein does not believe rates are expensive based on his experience with similar contractors and notes they are absurdly low and a bargain. Julie Christensen expressed high praise for Lainez and the high quality of their work. Aim to Please has struggled with performance and Julie does not want to shift away as they are minority owned from the Bayview but also recognized the challenge of the nature of their work. It is a tough job and to keep up with feces, debris, etc. when not cleaned on a daily basis. The Board can consider a month to month agreement versus signing an annual contract.

**VOTE:** a motion to approve maintenance amount and review scope later was approved.

Susan Eslick reviewed budget summary which is rolled up for approval. There are dollars reserved in Capital. Forecasting a reduction of 15% in Dogpatch and 10% in NW Potrero Hill in assessments; Some budget dollars were moved for Dogpatch but Potrero reflects the Management plan allocation.

Julie Christensen reviewed the project planning survey results. Created a summary sheet that leverages weighted value generated by Survey monkey which ranges between 1 and 4, 1 being the highest. Minnesota Grove ranked the highest. Projects highlighted in Gray are things we are going to do, Green fit into budget and has impetus, while Blue are ones with impetus and if we do not have significant budget shortfall can implement in second half of year

Julie Christensen reviewed the detailed budget which provides the nitty gritty detail of how budget is rolled up. Operations cannot change very much and is pretty fixed (ED; bookkeeper; administrative costs) and there were no increases included this year. Accountability was intended by founders to support a service similar to 311 but is used for items like photography, the annual report, and Executive Director's portion of salary devoted to maintenance, project management and outreach. The first

percentage is mandated; the second is assessments and can be modified within 10%. Maintenance costs are going up and will be more challenging. Budget currently shifts maintenance into capital as an establishment fee. There are some mandated allocations that include \$3,400 for Fallen Bridge, spend for Angel Alley to match CCG grant, Infill planting due to popularity, and \$82K hedge which can be allocated if not needed as emergency funds to cover assessment shortfalls. Reviewed proposed project allocations and what can be moved and what is mandated; UCSF funds allocated. Jason Kelly Johnson noted pop up projects surfacing as part of Covid that include placing furniture in public spaces.

**VOTE:** a motion to approve budget was approved

#### **11. Fundraising working group update (Bruce Huie)**

Announced a \$40k donation by Power Station and have identified specific projects. Fundraising working group is comprised of three members and have met ad hoc. Others are invited and can reach out to Bruce if interested in joining. Cori Chipman reported on Amazon Smile initiative which was suggested by Kanwar Kelley. Amazon Smile is a platform that allows for a percentage of Amazon purchases to be donated and is a way to give back. Chipman has created a how to document that details steps on using. User accesses a specific site URL which should be bookmarked in browser and app, a charity is selected, and purchases from specific site will go toward charity selected. It was highlighted that clarification on how to properly use is needed as many shared their experience that of believing purchases were growing toward an Amazon Smile charity but were not due to being on incorrect site. It is an opportunity to generate additional donations and includes Amazon users with business accounts. Chipman suggests we identify a particular project to make pithing Amazon smile easy to explain. Queried the board if there were any concerns with participating in program. Julie Christensen shared Amazon has been sued by Dogpatch residents. Susan Eslick noted her neighbor Dennis, noted neighbors were concerned with labor practices during shelter in place. Kim Tercero cautioned being associated with Amazon as a green organization as they are known for being contributors to climate change, including supporting the Keystone pipeline and are also notorious for poor labor practices including Union busting. Kristel Craven suggested we focus more on give back opportunity for folks that are already purchasing with Amazon. Cori Chipman agreed and will modify language.

#### **12. Diversity and Inclusion update (Kim Tercero)**

Kim Tercero thanked board for feedback and support of statement. The Board is encouraged to participate in ongoing efforts to identify how the GBD can activate statement and identify its commitment. Have identified an opportunity for an art installation as an immediate act and have reached out to other green organizations to idea share on what can be done as green organizations. Kristel Craven shared the importance of green space in her life and the importance of making it accessible to all communities. George Slack appreciated the statement and supported the efforts.

#### **13. Planning for 20/21: Board Committee + Interests (Kim Tercero)**

There was a modest response to survey. Queried the Board on how to increase engagement and address any concerns with formal committees. Kate Eppler echoed the need for committees identified at May board meeting. Julie Christensen was glad to see interest in Events and supporting Volunteers. Kim Tercero will follow up with members that completed survey. As opportunities arise, will reach out to board members for their expertise and support.

#### **14. Adjourn (Kate Eppler)**

Kate Eppler adjourned the meeting at 8:33 pm

