



**Dogpatch & Northwest Potrero Hill Green Benefit District  
Board of Directors General Meeting**

May 18, 2021 6:30- 8:30 PM

Online

**Board Members in Attendance:** Barb Fritz, Kanwar Kelley, Kat Sawyer, Michael Plater, Bill Barnes, Katherine Doumani, Jason Johnson, Donovan Lacy, John Ramsbacher, Sarah Miers, Terry McFarland, Daphne Magnawa, Erin Epperson, Paul Selmants

Absent: George Slack

**ED:** Julie Christensen

**Guests:** Bruce Huie, Jean Bogiages

**1. Open Meeting** (Barb Fritz)

President Barb Fritz officiated and called the meeting to order at 6:32 pm.

**2. Roll call** (Barb Fritz)

Barb Fritz established quorum.

Barb Fritz welcomed the attending guests.

**3. April 2022 minutes** (Erin Epperson)

Erin asked if everyone had opportunity to review the April minutes.

Motion: Barb Fritz moved to approve, Katherine Doumani seconded. April minutes approved.

**4. Call for Announcements** (Barb Fritz)

- Donovan Lacy: DNA Dogpatch Cleanup at Woods Yard 5/12 noon-2pm
- Julie Christensen: Parks Alliance for Blue Greenway from Ferry Building to Candlestick at Harmonic at Chase Center 5/25 at 5pm
- No public comment
- Bruce Huie proposed future agenda item to discuss plan to activate Gears Meadow mid-next year

**5. June 2022 Meeting, Location / Format** (Barb Fritz)

- GBD considered the state of emergency and has found it continues to affect meeting conditions. Barb Fritz made a motion to meet virtually in June, with adequate provision for public participation.

Motion: Barb Fritz moved to approve, Kanwar Kelley seconded. Virtual June meeting approved.

- Barb Fritz suggested a new tradition of board members reading the vision and mission statements at the start of each meeting, on rotation. Michael Plater read the proposed statement and invited attendees to bring their best selves to the meeting. Sarah Miers volunteered to read for June meeting.

#### **6. Executive Director Report (Julie Christensen)**

- Over 1,500 linear feet of granite curb were moved from Treasure Island to GBD's storage yard for use at Esprit Park at the cost of \$10,000 (Rec and Park reimbursement TBD). Benefits of doing this include \$50,000 to \$100,000 in cost savings, materials reuse and more consistency with Dogpatch aesthetic.
- Benches and pathways were created with donated Eucalyptus logs next to the bocce courts at Progress Park to improve usability.
- A Community Challenge Grant (CCG) of \$150,000 has been secured for the Vermont Greenway project for 2022. Project includes removal of a lane of Vermont and moving the sidewalk and parking in order to create and expand greening area.
- The 20th Street project did not get CCG grant funding this year. The GBD must supplement the \$32,000 that was returned from UCSF (from Caltrain station project) and the \$20,000 in assessment funds earmarked for 20<sup>th</sup> St. Julie estimates the GBD will need a minimum of an additional \$100,000 to \$120,000 to fund the current vision. Project can be phased. If anyone on the Board has fund raising ideas or would like to participate in planning please let Julie know (a meeting will be held in the next few weeks). Need to begin occupation of the area once Amazon builds new sidewalk adjacent.
- Iowa Street project planning is moving forward with \$75,000 CCG + \$40,000 from Power Station. Project will include raised planter areas to avoid conflict with gas line.
- Bill asked if funds can be re-allocated between projects. Julie said that CCG grants are to be used for the project for which they were awarded. The contributions from donors like the Power Station can potentially be reallocated with donor permission.
- A car hit and damaged a planter at Minnesota Grove (at 24th). It appears from camera footage that the police have the driver's information and an insurance claim will be filed.
- A dozen donated small buckeye trees have been planted at Gears Meadow.
- GBD Management Plan changes are progressing and notices for a public hearing at the Board of Supervisors will soon be sent for the merger of capital and maintenance portions of budget. Board members should expect constituents may be reach out to them with questions. Public hearing is schedule for 6/7 at 3pm.
- Federal form 990 for 2020 has been filed and GBD has been registered as charitable trust.

#### **7. Mission & Vision statements**

Bill Barnes made a motion to adopt the new mission statement (Meeting Agenda Item #7).

Motion: Bill Barnes moved to approve; Donovan Lacy seconded. Mission Statement approved.

#### **8. Budget (Julie Christensen)**

- Julie advised that the proposed 2022-23 budget can be found in the Board packet. GBD has to approve a budget at the June meeting because a new fiscal year starts July 1. If there are

changes that board members would like to see, it would be best to discuss and make them today. Otherwise, if board members have questions feel free to reach out to Julie.

- Julie provides a summary of how the budget process works, and a high level overview of the budget, budget format, and need for budget “rollover”.
- Julie also explains the “general benefit” which requires the GBD to supplement tax revenues in an amount commensurate with the percentage of people from outside the district who use the parks in the district (as identified in the Engineer’s Report).
- Barb asks what is included in the budget line item for Accountability. Julie responds this line item includes all communications with constituents and also advocacy work (annual report, election costs, etc.).
- Julie suggested that this year’s pipeline is focused more on big capital projects and less on smaller more nimble projects than in previous years (Esprit Park for RPD, 20th Street, Iowa Street, Vermont Greenway) in addition to upgrades being made to Minnesota Grove by Public Works.
- Julie describes big changes from last year’s budget are the way it looks (due to merger of maintenance and capital) as well as the search for Julie’s replacement.
- Julie shows the simple two-page format budget as the budget that board members will be asked to approve at the June meeting and suggests amounts can be moved within line items after approved.
- Bill asks where the CCG grants are shown on the budget and points out that both CCG grants for the year do not appear. Julie responds that this may have been prepared before we got the second CCG grant, but will make sure both are included in re-distribution of budget materials.
- Daphne asked if it is possible for Julie to provide guidance that the board should use to make next year’s budget. Julie responded that after seven years the GBD has a good handle on most budget categories including Maintenance, Operations and Accountability. Recent exceptions have been COVID-related or are related to the search for Julie’s replacement next year. COVID disrupted the Accountability line since some community events did not happen. Otherwise, it is deciding how to allocate money to the various Capital projects.
- Daphne would like to know if it is her responsibility to make sure the budget is correct, or if she is being asked to agree that the budget aligns with the direction the organization wants to go over the next year. Daphne will look to leadership of previous board members. Jason offered he finds it helpful to look to the percentages of spending by category and may be helpful to compare proposed budget to past years. Michael also suggested to consider that there are improvements, like art, that require less maintenance than greening so you may find differences. Bill and Julie note that a lot of funding for Capital comes from non-assessment dollars (grants and donations).
- Daphne asks why Esprit Park has its own line in the budget. Julie responded that UCSF asked GBD to manage the design of the park and provided the \$835,000 total budget for it. For the sake of transparency the amount is carried separately, has a separate bank account, separate cost center entirely.
- Donovan is wondering how the general benefit is reflected in the budget. Julie responded that it is included as non-assessment funds, below the line, for reference.
- Jason asked about the \$35,000-40,000 for the search for Julie’s replacement. Julie responded the number is based on GBD’s first executive search, and that the cost for a search can vary; in short the \$35,000-40,000 is a guess. Julie will need to tell the board the date that she will be retiring and the board will need to form a search committee. Julie’s current projected

retirement date is between June and October of 2023 and board will want to allow approximately nine months for search.

- Bill asked if GBD is planning to do any big tree planting next year (similar to the one done in Potrero this year). Julie suggested that the Potrero tree planting was a response to the prior year's tree plantings in Dogpatch. FUF really slowed down during COVID and since they do the heavy lifting financially, Julie is not optimistic they will come back to Potrero next year. Julie also said the Vermont Greenway is a big planting project for the year (and a bit of a stretch for the GBD).
- Daphne wants to know if the GBD wants to bring Jessica on as staff. Julie said there is \$18,000 in the budget for Jessica to come on board part-time, approximately 5 hours per week. Daphne asked if that is enough hours for the work needed. Julie responded that she hopes it will be enough once the current website and account clean-up work is complete.
- Barb seeks advice from Julie for how to use GBD staff most efficiently. Julie said her goal is to hand the GBD off as a well-run organization and wants to hear from the board as much as possible in the near term. She also wants to focus on the pivot to new leadership.
- Daphne suggests Julie needs solid operational support and asks if the limit on Jessica's hours is due to budget constraints. Julie responds that it is primarily budget constraints but also Jessica's availability. Julie will talk to Jessica to see if she can provide additional hours to the GBD and the board will need to consider what changes to make to the budget.
- Julie also suggests that year after next the executive search fee can be used for operational support but caveats that the cost to replace her position may not be the same as the cost for the original ED search. A GBD with less than a million dollars in revenue has a lot of fixed cost (staff, insurance, etc.) which has required the operation to make difficult choices and is reflected in how it is currently operated (examples include no office or equipment, no health insurance or other benefits).
- Bill brings up the fact that GBD renewal is on the horizon and we may be able to increase the size of the district to spread some of the fixed costs.
- Julie offered that the board can also raise the assessment by 3% per year but has never done so.
- Daphne would like the board to consider how to get momentum ahead of renewal. Julie said it might be a little too soon given the turnover rates in Dogpatch, but it should color everything the GBD does this year. The GBD needs to continue to elevate its profile and convince the neighborhood it is essential. Board members need to keep in mind the big property owners like the AIC and convince them the GBD is essential. Bill suggested we need to stress test where the opposition will come from.
- Jessica's role is administrative, covering the basics now – update the website, organize Google drive, get accounts squared away, complete meeting notices, etc. Barb will continue to manage the social media account. GBD events are relatively small and manageable, not requiring a lot of administrative help.

#### **9. Proposal: Mobile Music Series (Jason Kelly Johnson)**

- Jason described an effort that was completed earlier this year to add movable red chairs and tables to Woods Yard park. It has been a relatively low cost and successful project. Since then, a community member reached out to Jason about a mobile jazz truck that he experienced and suggested it would be great to host at Woods Yard. Jason and other community members met at Woods Yard to develop a proposal for pop-up outdoor concerts at the park. Various benefits include elevating the profile of the GBD, site activation

for young families and visitors, draw to area increasing visibility of local businesses. Proposal includes 5 concerts for \$6,000. This would come from Community Event budget line item. It could be accompanied by food provided by local businesses or potentially funded by donors. Event could include additional family friendly activities.

- Barb would love to see the Dogpatch Business Associate involved and suggested GBD seek Power Station funding as well. Donovan pointed out the ICA is doing a Grand Opening on October 1st so there may be nice synergies if it coincided. Katherine would like to see a plant-related activity station to help galvanize the message, build awareness about the GBD.
- John asked if the planning group, which includes Donovan, Barb and Kat, has considered doing the event on days other than Saturday – perhaps Wednesdays. Katherine suggests that post-COVID Dogpatch is a lot less active mid-week, especially during the day.
- Terry asked if it is a different band for each concert. Jason responds that the musicians on the mobile music truck are not always the same and play various types of jazz.
- Bill asks Jason if he is seeking approval at this meeting or if we need to vote after next year's budget is approved. Jason said today's presentation is informational and he would like feedback. Barb offers her assistance to help with the project.

#### **10. Additional Board Member Training** (Barb Fritz)

- Barb notes that an updated contact list was sent to board members and suggests that everyone reach out to their buddy.
- Barb asked for a GBD google drive training. Julie said there will be some training at the June meeting and will provide additional training if needed. She also suggested it would be better to do that specific training after Jessica gets the drive organized.

Meeting was adjourned at 8:32 pm.