

Loop Steering Committee Meeting Notes  
December 8, 2014 7:30 PM

Attending: JR Eppler, Maria Tong, Will Chang, Jean Bogiages, Sheldon Trimble

**Fundraiser Review**

Generally speaking we were very pleased with the attendance and the reception at the fundraiser. We discussed the things we could have improved. The check-in process would have been better if the nametags with a clip-on type which could have just been picked up. The stick-on nametags had to be detached from paper and they were not completely alphabetized. At the end of the event we could have been prepared to ask for additional donations. Many people expected that, but we had not planned that as part of the event. When we were looking for additional food we found out that Whole Foods, Rainbow Grocery and Trader Joe's required one to two months advance notice. People were standing at the back of the room during the presentation were unable to hear. It wasn't noisy, they were just too far back to hear. A Microphone system could have helped. We ran out of wine just as the program was to begin. That was probably okay. There had been some questions about having a long program, but as it turned out the program was just the right length and people enjoyed it. This was our first fundraiser and a good learning experience.

**Crowd Source Fundraising?**

Jean presented a list of possible crowd source sites. The committee felt that we needed a specific target to ask for in order to start a crowd source project.

**Northwest Potrero Encampments**

Jean reported on the "Potrero Connect" project that neighbors from San Bruno, Vermont and Utah Street have started. The idea is to meet monthly with Bevan Dufty, learn what services are now being offered and determine what is needed to change the existing conditions. There was much committee discussion regarding camping on 17<sup>th</sup> St. and on San Bruno and Vermont Street north of 17<sup>th</sup> St.

Jean also reported that Capt. Perea, Bevan Dufty and Steve Cismowski were invited to a meeting to discuss people living in Franklin Sq., Park. The Franklin Sq., Park group headed by Jolene Yee, is advocating lighting and the development of a dog park at the west side of the park. Capt. Perea recommended fencing in the entire Park area. Steve Cismowski offered that there is money in the park budget to redo the soccer field and when that is done his plan is to remove the eucalyptus trees. At that point he thinks it makes sense to consider the dog park.

**Outreach to Businesses?**

The Northwest Potrero neighborhood has two problems regarding the Caltrans right-of-way property. The first problem, Caltrans inability to maintain property that is in the middle of the neighborhood, land that can be used as public open space. Our solution for that is The Loop project. The second problem is that the country, the state and the city are unable to provide sufficient services for people who are unable to care for themselves and resort to living in the streets, particularly on Caltrans property. This is a social justice problem, common to cities, but only experienced by a minority of neighborhoods.

The committee feels that the businesses near the Caltrans area would greatly benefit by the creation of a unique and beautiful urban park and would greatly benefit with a better solution to the transient camping problem we all experience.

We note that there are number of businesses that we have not engaged with: Zynga, Bonhams, Design within Reach, Potrero Center, The Jewelry Mart, Uber and Lyft. We discussed the idea of gathering these folks together at a luncheon meeting where we discuss our joint concerns and determine how to express the criticalness of these concerns to the city agencies, particularly the mayor's office. Jean agreed to ask Bill Barnes, Kelli Rudnick, and Kim Diamond for advice on how to make this happen

## Other News

- The Green benefit District will be gearing up again in January. Management of the GBD has moved from OEWD to DPw. This switch along with multiple reviews of the management plan as delayed the process.
- OEWD has an “invest in neighborhoods” grant program. 25 commercial districts are identified and encouraged to apply for funding. Jean emailed the program manager to see how we could become a target neighborhood in the next round of funding
- We agreed that Jean should put the shorter version of the video on Facebook.
- Jean reported on some data from the fundraiser. That data is included in these notes below.

The meeting ended at 9 PM.

Submitted by

Jean Bogiages

## A little Data from the Fundraiser

### MailChimp Data

Email Title	Date	# Sent	# Open	% Open	# Click
Save the Date for the Potrero Gateway Loop fundraiser	10/2/14	589	223	39.1	11
You are invited to THE LOOP VISION fundraiser	10/16/14	600	255	43.4	25
Only 2 weeks before the Loop fundraiser	10/30/14	634	215	34.8	17
Only one week before the Loop fundraiser	11/5/14	621	210	34.3	12
Three more days before the Loop fundraiser	11/9/14	614	191	31.3	15
Thanks for supporting Potrero Gateway loop	11/19/14	635	225	35.8	1

### Eventbrite Data

25 Tickets and donations were purchased in the last 2 days with check or cash.

The table below includes tickets purchased by check or cash entered manually into eventbrite.

Ticket type	Number of tickets	Ticket cost including Eventbrite cost
Gateway loop friend (\$30)	78	\$2516.88
Gateway loop supporter (\$50)	21	\$1109.84
Gateway loop patron (\$100)	15	\$1571.39
Gateway loop champion-donation	6	\$2447.64

Money Collected thru Eventbrite: \$ 4,250.75  
Eventbrite Charge: \$ 310.75  
Money collected thru cash or check: \$ 4,505.00  
Sponsor Money: \$ 7,500.00  
SQUARE Money: \$ 530.00  
**Total Collected: \$17,096.50**

Everything but the Eventbrite charge went to SFPA, which will charge 9%.