

The Loop: Potrero Gateway Park Steering Committee Meeting Minutes

January 20, 2014 7:30-9:00

Attending: JR, Michael, Dianne, Jean, Maria, Sheldon, Umesh

Reviewing Final Deliverable

- After reviewing the dropbox link to the final deliverable the group expressed appreciation for the thorough job done by Bionic. Though there are details still to be worked out, the committee agreed that the final deliverable contained the conceptual design that we will be working to get funded. The document describes the process which engaged the neighborhood. The consensus was that we need to more strongly make the case of the benefit to the community that the project offers. A new park, a vibrant under the freeway business court, improved bike route and improved pedestrian access. Underlying the need for improvement are the safety issues, but we need to make the case of the benefit to the community, not just to the houses surrounding the freeway.
- Jean will put together an acknowledgement section for review and get it back to Bionic this week.
- Bionic wants to continue to work with us, but would like to be paid. We will work to get funding from the ENCAC and from developers.

Fundraising and Marketing Plans

Following Bionic's recommendation, we will work to get support from the city family and then approach the decision makers at Caltrans. Umesh and Jean met with David Campos last week and Malia Cohen has agreed to set up a meeting with folks from SF Planning Department, OEWD and DPW. Once the meeting is scheduled, steering committee members will reach out to the individual invitees to see if we can meet with them and discuss the project individually before the group meeting.

We agreed to the actions:

- Dianne and Jean will update the powerpoint we used for PDMA and that will be used to get supporters. It will strongly state the benefit to the community and include the high level budget
- Jean contact Campos again to get Bartlett Street contacts
- Contact community groups to ask if they are willing to be listed on a brochure of supporters
 - Boosters (Jean)
 - Dogpatch Neighborhood Association (Jean)
 - PDMA (Dianne)
 - North East Mission Neighborhood Association (Jean)
 - Friends of Jackson Park (Jean)
 - Friends of Franklin Square Park (Jean)
 - Star King Open Space (Jean)
 - Bike Coalition (Michael)
- Contact Businesses to ask if they are willing to be listed on a brochure of supporters
 - Whole Foods (Jean)
 - AirBnb (Umesh)
 - Anchor Steam (Set up a tour and presentation – Jean)
 - Design Center (Sheldon)
- Contact Developers (SIA, Trumark, Potrero Center, 444 DeHaro)
- Find someone to create a 2-3 minute video (Michael will contact an Art school)
- Get contact info for Potrero Center, Design Center, 444 Deharo (JR)
- We will continue to collect ideas for container businesses.
- Jean will upload the Eastern Neighborhoods reports from the November BOS Oversight meeting so folks can review (I'll use Google Docs, as there is more free space there)
- Facebook Account – (Dianne)

Meetings

We will schedule regular meetings every 3rd Monday of the month. Next meeting - Feb 17th.

Other

- Jean signed up for the Jan 30 Webinar on "Effective Fundraising for Trails and Greenways"
- Jean will schedule a meeting so that we can review in more depth the Green Benefit District