

Loop Steering Committee Meeting notes
June 9, 2014 7:30pm 550 Utah St.

Attending: Hanna Smith (UP), William Chang, Sheldon Trimble, Jean Bogiages, Patricia Fonseca, Michael Kerbow

After introductions, Hannah explained the StartUPark program that is a part of the non-profit, UP (<http://www.upurban.org/>). UP has been working with the GBD (Green Benefit District) formation committee on the Dotpatch-NorthWestPotrero GBD project. The StartUPark project wants to “bring together civic and community stakeholders, for-profit infill developers, and social venture capital to finance, design and build new park projects...” The Eastern Neighborhoods are experiencing a rapid growth of mostly residential development. San Francisco’s Eastern Neighborhoods Plan requires developers to pay impact fees, 50% of which are to be directed towards open space. There is an option for the developer to make an in-kind agreement with a park project. This would require approval of the ENCAC in order to direct a portion of the in-kind fees to an open space project. UP’s StartUPark program could help The Loop project find a way include new local developments as partners in The Loop project through designation of their impact fees. We need to identify local developments as well as determine if impact fees can be used to help finance capital projects on Caltrans land on which DPW is taking an encroachment permit.

Jean reported on activities that happened this month including 1) progress on the video that Libbie is working on and 2) meetings (Trumark 5/16, Kelli (DPW) & Bionic 5/20, Jerry Lee (UPS) 5/23). She reported that The Loop was not selected for either the SFPA Action Grant or the Google Grant. She continues to search through the SF Foundation database for grants that fit The Loop project.

William is working on entering Loop milestones, activities and deadlines into a Microsoft project database for easy reference by the committee. It will be easier to scope out the project activities after the July meeting with Caltrans.

Jean reported on the agenda and proposed attendees for the meeting with Caltrans and asked for one of the steering committee members to attend the meeting also. The meeting date is either June 24 or July 9. Kelli and Lorena are working on scheduling. Sheldon offered to attend.

The rest of the meeting was spent discussing the elements of a fundraising plan. Here are highlights of the discussion:

Phasing – Have we identified phases of the project? Jean said that Bionic has advised us to focus on the complete project in order to get city and state buy-in for the whole idea. Ultimately, we will need to implement elements of the project in phases.

Community Support – We discussed how this project will benefit the larger neighborhood in that 17th Street is a major bike and pedestrian way, the neighborhood needs more open space access and the project, by virtue of being located on the entry way to San Francisco from the freeway, will greatly improve that entry way. We need to continue outreach so that the community is aware of the benefits of the project.

Crowd Sourcing – Hannah mentioned that it would be good to focus on websites that were focused on community improvement projects. She has been looking into a number of them, which she listed. Patricia suggested that presenting the project as an amount of money that we need to get started or presenting the project as money that we need to add to our existing funding to complete the project would be two different ways to present the project on a website where we were asking for funding help.

Fundraiser or house parties – The discussion went from holding a fundraiser to holding a meeting and inviting the folks who participated in the four meetings in 2013. The Russian Gospel Church has offered to let us hold meetings there. Michael asked about holding a meeting there to update the neighborhood on the progress and direction of the project. Sheldon said that he thought it was important to have a meeting this year to update

the neighborhood. Jean proposed the idea of having social get together in order to engage more neighbors in helping with the project. Patricia offered to contact SPUR about the project and also offered her new home for a meeting.

Next Meeting: Monday, July 14 7:30