

Meeting Notes

April 14, 2014 at Jean's house

Attending: Libbie Cohn, Patti Quill, Michael Kerbow, Sheldon Trimble, Jean Bogiages, Maria Tong, Dianne Bates
Umesh is in New York and will not be back for a while, JR reported that he was stuck at work.

Video

Libbie Cohn explained to the group that she is working on two videos for The Loop, a two minute video and a ten minute video. In the two minute video she would like to include five second talking points from committee members which convey problems and solutions that are motivating us to work on this project. She would like to have thirty minute sessions with either individuals or a small group and would be take the five second cuts from those sessions. She assured the group that she would like them to preview the work before it goes live to make sure folks are comfortable with their parts. Libbie offered to send out scripted bullet points. She will have a microphone that can be fastened to one's shirt available April 21-29 and would like to find a day or maybe two when everyone can be filmed. The best times are 5-7:30pm. Jean will email a doodle poll to find a time everyone can be there. We will also see if others want to speak, like Mary Gooseff or Jeff Titterton. Libbie would like to hear from committee members by email if they have any questions or concerns. (libbie.d@gmail.com)

Introductions

Patti Quill joined to the group. Patti has marketing and planning in her background and is interested in helping make the project happen. Patti is also interested in being part of the micro-business community.

Meeting with Mohammed

Maria and Dianne reported that Mohammed was very receptive. He also suggested that we look at bond money devoted to pedestrian safety and that we ask Malia to help us talk to Jerry Lee of UPS. Jean reported that Mohammed had appointed Kelli Rudnick to be project manager for The Loop. Kelli had a phone conversation with Jean and reported that at the DPW Caltrans monthly meeting, two Caltrans project managers were assigned to work with Kelli and our team. The next thing we need to do is prepare for a meeting with Caltrans.

Outreach

- Jean pointed out that "The Loop + Potrero Gateway Park" facebook page that Dianne is hosting has 42 likes and needs more. Dianne said she plans to take photos of the Egg Hunt this Saturday and post them.
- Jean asked for help with the MailChimp account of 250 people. It was agreed that a monthly newsletter pointing out project milestones and letting folks know how they can help would be a good idea. Patti agreed to work with Jean on this.
- Dianne expressed concern about the objections that Donald Tyndal raised about having a dog run behind his?/Michelle Mendaros's house at 460 Vermont. Sheldon expressed concern about the increase in traffic in the area and the fact that we are encouraging an increase in pedestrian activity.
- Dianne said she would work on another outreach to Potrero-Dogpatch Merchants Association. Patti said that she was a member of PDMA.
- Michael will take 5x7s to the Art Studio Open house at the end of this month.

Fundraising Near Term

- The D10 \$100K budget contest was discussed. Sheldon pointed out that at the first meeting he attended Supervisor Cohen was suggesting items like swings for playgrounds, physical things that people could relate to. An Economic Feasibility Study for the Micro-Business Community might be too soft a concept to get votes. It was suggested that we ask Trumark to pay for this necessary item. Also discussed was asking for the Living Wall prototype, as that is a physical thing that could be recognized.

- Jean reported that she entered the Loop project into the SFBeautiful endorsement page, asking for a project endorsement. An acknowledgement was received from Komal Panjwani, SFBeautiful project manager.
- Jean said she will search the SF Foundation for grants supporting planning.
- The group agreed that Jean should ask Trumark for 64K for planning. Dianne offered to talk to Trumark with Jean. Jean noted that Trumark wanted to know specific deliverables needed from Bionic.

Fundraising- Long Term

- There are a number of larger grant possibilities that have cycles beginning this year
 - EEMP – application due June 30 – grants in the order of up to 300K or up to 1M.
 - Community Challenge Grant – max 100K cycle opens in August
 - ENCAC Challenge Grant – total pot is 100K – cycle opens in August
 - NEA Fast Track (\$10K) –money comes in 2015 – May 8 application deadline
 - Bionic has applied for the 500K Google grant.

Action Items

Outreach to businesses asking for letters of support

- Live Oak School – Sheldon
- Culinary Academy – Sheldon
- Business located on the corner of 17th and Vermont – Dianne
- PDMA – Dianne
- Autobody on the corner of 17th and Vermont - Dianne
- UPS-Jean
- Russian Gospel Church – Jean
- Next Space – Jean
- CCA – Patti will ask JD to join her and talk with CCA

Next Meeting –May 12, 2014