

Loop Steering Committee Meeting Notes
July 14, 2014

Attending: Michael Kerbow, Maria Tong, JR Eppler, Sheldon Trimble, Dianne Bates, Jean Bogiages

Videos

We viewed both the long and short video and were both impressed and grateful for the work done by Libbie, Sarah and Marcel. The videos tell the story in a positive and exciting way, and will be very helpful in sharing the message. Jean asked that we not share globally, but rather plan to show the video at a fundraiser. We will send Libbie a gift of \$ and written thanks.

UP and In-Kind Meeting

Jean met with planning (Gil Kelly, Mat Snyder, Adam Varat) and UP (Hannah Smith, Michael Yarne) on using in-kind EN funds to help finance The Loop. It was agreed that we should get The Loop on the ENCAC agenda for the August 18 meeting if we can.

Meeting with Caltrans July 9,2014

Sarah, Marcel and Kelli presented to a group of Caltrans employees from Permits, Right-of-way, Landscape, Maintenance and traffic. The discussion that followed pointed to areas that these folks were concerned about, which was, basically, anything with in the right-of-way boundary. Meetings with structures and right-of way folks have been scheduled for the future to go into more detail.

Luncheon at Asiento

Jessie and Kim of Trumark arranged for a luncheon to gather fundraising suggestions for The Loop. Invited were: Kim, Jessie (Trumark), Monisha(Boosters, Pot Dem),Stacey (PreFund), Jolene (Franklin Square Pk), Leslie (Dogpatch Muni Park), Dianne and me (Loop). A number of ideas and suggestions were proposed. Jessie took notes and sent Jean a list of the suggestions. We discussed this list in the part of the meeting dealing with fundraising.

Fundraising Plan

Jean presented the beginnings of a fundraising plan as well at the budget given to Caltrans ...”A Preliminary Opinion of Costs...” prepared by Bionic. Lots of discussion took place. Some of the thoughts were:

- Contact the new Warriors Community contact, Theo (JR has info)
- While raising \$ for schematic designs, ask for pledges for construction costs
- Have a community fundraiser at 2255 Mariposa in October or early November
 - Maria can get music...jazz band
 - Theme focus on history of building, connect to Potrero Hill History Night with Peter Lilienthal
 - Connect to SFMADE to the micro-businesses
 - Going from the history of HWY 101 to the future.
 - Art auction?
 - Chocolate Factory?
- Present Video at MCMA booth at the 20th Street Block Party August 23rd
- Potrero Hill Festival October 18th
- Art Open Studio for Mission – November 1-2

- Do a kickstarter type outreach- but when and for what?
- T-Shirts – Need a good design. Michael will think about it.

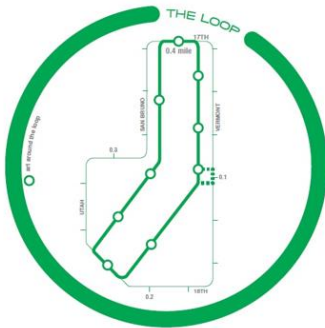
Other Items

Dianne brought up concern about a logo and about consistent naming.

- SFParks Alliance name: Potrero Gateway Park: The Loop
- Bionic Name: The Loop
- Facebook Name: The Loop + Potrero Gateway Park

Possible name: Potrero Gateway Loop

Possible logo used by Bionic:



She also expressed concern about whether we have engaged the neighbors whose lots back the Caltrans area that we are recommending be given access to the public:

- Houses on Utah that back the Freeway
- Houses on west side of Vermont that back the freeway – 400 block.
- Houses on west side of Vermont that back the freeway – 500 block (Secret Garden)