

Potrero Gateway Park: The Loop Meeting Notes
May 12, 2014 7:30pm

Attending: William Chang, Maria Tong, Sheldon Trimble, Dianne Bates, JR Eppler, Jean Bogiages, Michael Kerbow, Kelli Rudnick (DPW)

Meeting Kelli Rudnick

Kelli, the DPW project manager assigned to us, is working primarily with the DPW Better Market Street project. That project is currently involved in an environmental review that frees up a little time for Kelli to work with The Loop project. She explained that she has been working with Jean to create a presentation clearly outlining which areas of the 2 acre Loop project will need encroachment permits. She has had one phone conversation with Caltrans landscape engineers, Lorena and Lori. She scheduled another conversation for May 20 and is in the process of scheduling a pre-meeting with Bionic to set the agenda for a larger meeting with Caltrans and Bionic so that we can get a good definition of what is required for the schematic diagrams that need to accompany the encroachment permits. The hope is to get all these meetings completed by the first week in June.

Update on GBD

The petition phase for the GBD cannot begin until the management plan and budget are approved by OEWD (Office of Economic and Workplace Development) and the city attorney's office. The plan went to OEWD and then the attorney and is now back in OEWD's hands. The best estimate for the beginning of the petition phase is June 2014.

Outreach

Jean stressed that outreach is important at this point. Asking businesses and community groups for support both helps them understand the project and lets them know that we will need their help financially eventually. Jean reported on asking for letters of support from the Russian Church, NextSpace/NextKids, and SFBeautiful. All agreed to send letters. She was contacted by UPS and now has a contact to work with there. Jean presented the project briefly to ENCAC during the public comment part of the meeting. Dianne talked to the person renting the building at the southwest corner of Vermont and 17th and is planning to review the plan with him. She is also planning to attend the PDMA meeting and ask for support. Dianne also wants to talk to 444 DeHaro. Other ideas for outreach are Design Within Reach, Starbucks, and the Potrero Center. Michael asked if we ever got a letter from the Bike Coalition. Jean will remind them again. JR said he will be talking to the Warriors and a bank that is considering locating on 17th Street and will mention the project.

Fundraising

Jean will send out another reminder for folks to vote for the action grant at SF Parks alliance. This is for a \$3,000 grant. The SF Galleria has promised us \$2,000 in support of the schematic design drawings and has offered us the use of their facility for a fundraising event. We were not included in the D10 \$100K contest.

Video Update

Libbie and Sarah have someone from CalShakes to narrate the video and think that should happen by the end of the month.

Fundraiser Discussion

Both NextSpace and the SF Galleria have offered us space for a fundraiser. Sheldon and Dianne felt it was too early for a fundraiser. They think a fundraiser would be great, but not immediately. Dianne noted that she has experience with getting donations. Now we are looking to raise fund for support of the encroachment permit

process, but they felt it would be better to raise funds for construction. JR reported on the fundraiser for Daniel Webster, "A Taste of Potrero". Guests paid \$100 each to essentially taste food and drink from restaurants around the city.

Jean will meet with Trumark's Kim and Jessie and discuss fundraisers. Kim mentioned the successful fundraiser for Muni Park on 22nd Street in Dogpatch and the Daniel Webster Fundraiser as examples of what can be done.

Action Items

Outreach to Starbucks – Maria
Outreach to Design Within Reach –Michael
Outreach to Potrero Center –Jean
Outreach to Adobe – Sheldon & Jeff
Outreach to Live Oak and the Culinary Academy – Sheldon
Outreach to Anchor Steam – Michael
Outreach to Warriors & Oregon Bank – JR
Discussion with Trumark – Jean
Email to SF Design Center re Fundraiser – Jean
Develop Plan and Schedule with Jean - William

Next Meeting

June 9, 2014 7:30 Jean's house