

Loop Steering Committee Meeting Notes
August 11, 2014, 7:30pm

Attending: Michael Kerbow, Dianne Bates, JR Eppler, Will Chang, Sheldon Trimble, Patricia Fonseca, Jean Bogiages

The group agreed to use the name "Potrero Gateway Loop" as the official name for the project and to use "The Loop" as the short version.

We are on the agenda for the August 18 ENAC meeting. Marcel and Sarah will present. We need to show up with friends. If we can get about 15-20 people there, it would be good. We will bring a very preliminary budget, but only bring it up if there are questions.

Jean has a phone call scheduled with Kelli for 9:30am on Wednesday. We will talk about the budget and Caltrans.

We want to have a presence at upcoming community events:

Aug 23 - 20th Street Block Party – Dianne can be there

Oct 18 - Potrero Hill Festival – Jean will check with Monisha regarding booths that we can join

Oct 25 - Potrero History Night - Peter said he would play our video. This would be the short version.

Nov 1-2 - Open Studios

Dianne has been doing neighborhood outreach and has gone to: Action Auto Care, DeHaro Place, LeCordon Bleu, Live Sushi, Kleinen Building - Geologica, Kenneth Meyer, Robert Fountain and gotten positive interest. Dianne sent an email to PDMA asking to present at the September meeting. The idea would be to show the short video and ask for letters of support. Dianne has a friend at CCA with whom she plans to discuss the project. Diane has found a site that helps people create a business plan. We will try that site out. We have 30 days to decide if we like it.

JR spoke with Theo Ellington, the Warriors community liaison and he is interested in helping us. He also spoke with Lydia Tan of the Mariposa St. Development regarding focusing in-kind money on our project. Jean will follow up with Hannah regarding this.

We spent the rest of the meeting discussing the Fundraising Party at 2255 Mariposa (The Rock) and came up with the following ideas:

- Proposed date - Thursday, November 13
- Theme – We will focus on the history of the opening of the freeway as a neighborhood divider and The Loop as reconnecting the neighborhood. We hope that Peter Lilenthal will present, in addition to Marcel and Sarah and the video.
- Food/Drink – Sheldon has contacted the chef at the new restaurant, Masons. He will propose to him that he be part of the event and prepare food on site. If this does not work, we will ask a number of hill restaurants for donated food. We will talk to Charles, Chocolates regarding deserts. Dianne has lined up a beer contribution.
- Music – We hope that Maria's partner, Brian can play at the event
- Setup – We will try to put together a photo presentation from the opening of the freeway on the walls of the downstairs room. This will lead into a presentation of the conceptual vision. Guests will be able to walk around and see the images and talk about them. Additionally, we will need to do setup the weekend before and clean-up after the event.

- Invitations – We discussed using evite for the folks on the email list and using paper mailed invitations for special guests.
- Fundraising Goal – raise \$65K for schematic designs which will be submitted with the encroachment permit applications. We are talking about \$25 admission to the party and anticipate about 150 guests. That will not reach 65K, but we hope to engage private donors and foundations to reach that goal.

We agreed that Jean would contact Stephanie Linder and Steve Schweigerdt and ask them to meet with us to discuss our fundraising plan and give us advice.

Our September meeting will be Sept 8. The meeting ended around 9:30.

Submitted by,
Jean Bogiages