

Barbary Coast Neighborhood Association

Minutes of the Board of Directors Meeting

October 23, 2008

Sotheby's International Realty, 117 Greenwich Street, San Francisco, CA 94111

2nd DRAFT

The meeting began at 6:05 p.m. and was called to order by President Bill Sauro.

Board members in attendance in addition to President Sauro: Fred Allardyce, Morton Beebe, Bill Benkavitch, Jonathan Middlebrook, Carol Parlette, Lee Radner, Felix Rodriguez, Linda Schwartz.

Board members who were absent: Diana Taylor, Joe Wyman.

1. Quorum Call. When the meeting was called to order, eight Board members were present.
2. Waterfront Action Committee. The first Meeting item was a presentation and Q&A with Eric Potashner, partner at Platinum Advisors and Jane Connors of Equity Office about returning parking to Pier ½ at the Ferry Building. Eric and Jane stated their reasons for needing to restore parking on the Pier ½ site, which has been closed since early July as the pier has been deemed unsafe. They see the SF Port pushing parking spots out into the neighborhood, and they would like to preserve the integrity in the neighborhood and help the Ferry Building tenants. On a typical Saturday, approximately 25,000 people visit the Farmer's Market at the Ferry Building, they stated. Equity Office has a lease with the Port which calls for 150 spaces. They described their short-term fix for getting the lost spaces back and a long term fix to restore the parking, possibly including the addition of a charging station for electric vehicles, a ferry terminal and bike parking. They have discussed this with the SF Port. Although the cost estimate of \$3.5M seems modest, the SF Port has several major projects in planning, and Pier ½ restoration is not on the priority list. The Board members asked several questions, and provided Eric with a copy of the BCNA Goals and Guidelines for Neighborhood Development Projects for his use, and thanked both Eric and Jane for coming to the Board meeting. Discussion of this issue by the Board was deferred until later in the meeting.
3. Approval of Minutes. The minutes of the September 25, 2008 meeting were approved as amended, by unanimous vote.

4. Treasurer's Report. Carol Parlette distributed the Balance Sheet, Income Statement and Budget Summary Report as of 10/23/2008. The current balance is \$3,670.80, about \$744 lower than last month. Main expense was the Newsletter. Carol also provided an Income Statement for the 10/1/07 through 2/28/08 which is of particular help in showing the breakout of Income from Memberships. The Board adopted the Treasurers Report unanimously.

5. Committee Reports.

a. Waterfront Action Committee. The Board discussed the Pier ½ parking initiative presented earlier in the meeting by Eric Potashner and Jane Connors, and whether BCNA should support it. Present Sauro went around the table and asked each Board Member for their thoughts. Multiple issues were brought up including Transit First, the need to 'tear everything out and start fresh with a new foundation' and whether a building could possibly end up on the Pier ½ site. There was no consensus as to whether BCNA should or should not support this initiative. The overriding concern was the timeframe to do anything – which would most likely be 2 to 3 years. As there is no immediate plan to fix the current problem the Board felt appropriate to defer any action at this time.

b. 8 Washington Street Condo Project. Lee Radner updated the Board stating that responses to the SF Port RFP for Seawall Lot 351 are due on Thursday, October 30th at 3pm. The last word from the SF Port is that there have been no responses yet, but they aren't expected until the deadline. Lee also stated that the Club managers, KSL Corporation, have started to plan for and make longer term improvements. He further stated that the Club will be having its 40th Anniversary Party on Friday, November 14th. Lee also stated that FOGG plans a follow-up with CalSTRS, which is providing funding for SFWP. Fred Allardyce stated that a great deal depends on who gets elected on November 4th, as the new District 3 Supervisor will likely respond to what the neighborhood wants.

c. Membership Committee.

i. Linda Schwartz will be doing the 2009 membership renewal mailing soon.

ii. The Committee discussed several Marketing ideas. The Outreach discussion was combined with the Marketing discussion. Although about 200 businesses have been added to the mailing list, one ongoing concern is what is the incentive for a business to join BCNA? Also, should there be a mailing just to businesses in the neighborhood? Fred Allardyce agreed to organize a sit-down talk with key businesses in the neighborhood (Tim Foo, Gerson Bakar), and discuss the Community Benefit District concept and the BCNA mission. Fred volunteered Joe Wyman to participate in the sit-down. This sit-down would most likely occur after the November 4th election. Talking points will need to be prepared prior to the sit-down.

iii. The Outreach discussion was combined with the Marketing discussion as noted above.

iv. The Membership Budget presentation was tabled until the next meeting. There are no budget needs at this time for the Membership Committee.

6. Old Business.

a. Community Benefit District Progress Report. The Board had a brief discussion about the CBD initiative. There are already mini-CBD's in place in the BCNA area; they are being done piecemeal. President Sauro stated that the concept of a CBD is very malleable and that a BCNA CBD could offer special services, such as event planning, advertising, marketing and promotions. The BCNA neighborhood is a unique neighborhood and a CBD could overlay the existing piecemeal ones.

7. New Business.

a. San Francisco Embarcadero Parks and Open Space Initiative. President Sauro presented a Ballot Initiative idea for discussion. The Initiative would combine both open space and parking as a future use of seven Seawall Lots. The parking would be partially subterranean with parks above. The City would institute Eminent Domain to obtain the seven Seawall Lots, and the development would be financed by Bonds. President Sauro suggested that November 2009 could be the target date for the Ballot Initiative. The Board was intrigued with the proposal. Although the discussion was for informational purposes only, Lee Radner agreed to contact land use attorney Sue Hestor for her legal opinion on the idea.

8. Next Meeting. The next BCNA Board Meeting is scheduled for Thursday, November 20, 2008.

9. Adjournment. The meeting adjourned at 7:28 p.m.

Respectfully submitted,

Bill Benkavitch

Secretary