

South Beach / Rincon / Mission Bay Neighborhood Association Meeting

MINUTES

03.09.15

6:00PM-7:00 PM

COMMUNITY ROOM
HARBOR SERVICES BUILDING
AT THE PIER 40 MARINA

ATTENDEES	3 Officers, 3 Directors, 2 presenters, 20 members/neighbors
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[NEXT MEETING: 04.13.15](#)

TOPIC	Transbay Center Proposals for Naming Rights
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- **WELCOME / INTRODUCTIONS** (Katy Liddell)

- **Transbay Transit Center Sponsorship Proposal (Naming Rights)**
- Scott Boule, Legislative Affairs & Community Outreach Manager, TJPA
- Randy Volenec, Senior Project Manager, Pelli Clarke Pelli

- <http://transbaycenter.org/project/transit-center>
- 11 transit systems will come together in the center, including 8 bus lines, BART, Caltrain, California High-Speed Rail.
- The building is 1/3 done.
- Busses will begin operations in late 2017 (Phase 1).
- The project has created jobs for 20 states.
- The tunnel from Caltrain is 1.3 miles.
- Park on top is 5.4 acres.
- 100 spaces for bike parking
- A Mello Roos District has been created to allow for developers to upzone by contributing more money.
- Companies / Organizations / Families, Individuals can propose to name the entire project or one of the many components, including 5 art projects.
- Naming Precedents are Chicago's Millennium Park and NYC's park on the Hudson River built with money donated by Barry Diller.
- Proposal deadline is April 23rd.
- Most of the money (about 82%) collected would be allocated to the park on top.

- **Election Results**
- Robert Mansfield, Chair of the Nominating Committee, announced that all three incumbent candidates (Alice Rogers, VP; Jamie Whitaker, Treasurer; Matt Springer, Director) had been re-elected and the bylaw changes approved; 37 votes cast.

- **Organizational Discussion**
- Board members talked about how they have struggled with how the organization should operate. Should it simply dispense information, or should it be an advocacy group? The board has at times spoken only as a board, and board members personally participate in a number of City activities / processes identifying themselves as members. But they are reluctant to speak for the entire group because of several reasons:

- Paid membership is less than 50. The Yahoo Group has between 250 & 300 members. Who is the membership?
- We do not currently have Officers and Directors Insurance, and that is a worry when it comes to taking a position / representing a group.

- Member / Audience Comments:
 - Officers and Directors Insurance is very important, and we should have it.
 - Draw from people who don't participate.
 - We need more members in order to advocate.
 - There is risk in being an advocacy organization; taking a position on controversial issues is inherently divisive and disenfranchises some.
 - Identifying as a member of an organization 'leverages' a voice.
 - "No-Brainers" are OK – eg, safety issues, infrastructure issues
 - Informational is better.
 - Support for effectiveness of NA thus far.
 - We should have committees.
 - Take positions sparingly so that, when we do, people know we're serious.
 - SPUR and SB Dems require 60% majority vote.
 - Political issues are one thing; quality-of-life issues are another
 - Jane Kim's office depends on us for advocacy; hearing neighborhood voices let other Supervisors know there is support (or concern) over specific issues.
 - Need help for legislation
 - West of Twin Peaks and Telegraph Hill Dwellers are strong advocacy organizations.
 - The group should not go "toothless," Should continue to work to influence policy.
 - Increase membership. Collect more dues to buy O&D insurance.
 - Increase NA visibility.
 - Have socials. Barbary Coast Group staggers meetings and socials every other month.

Members were asked to continue to think about this and to send their thoughts / comments to sbrmbna@gmail.com or to any board member. We will continue the conversation.

- **NEXT MEETING**
 - April 13