

**South Beach | Rincon | Mission Bay
Neighborhood Association
Meeting Minutes: Monday, February 13, 2017**

Present: 6 Board members, 2 presenters, 15 residents

Welcome / Introductions: Katy Liddell

Bay Bridge Lights / Market Street Light rail

Ben Davis of Illuminate SF, the nonprofit producer of the Bay Lights, told us the story behind the Bay Bridge Lights and how they came to be. He shared his first visionary idea of the Bay Bridge light sculpture and how he followed through on it. He and the artist Leo Villareal were truly the only people on the “team” for a while as they began to work through the red tape of permits, insurance, etc.

This project was conceived as a means to publicize the construction of the new eastern span of the Bay Bridge. Originally meant to be a temporary 2-year installation, the project cost \$8M, raised thru private donations and contributions. After two years, it was taken down in order for some maintenance work to be done on the bridge.

The permanent installation began in October 2015 with a re-lighting ceremony in January 2016, after which the lights were gifted to the state of California. During the process of raising the \$4M for the permanent installation, integrity was paramount to Ben. He turned down \$3M from Audi so that they would not have to use the Audi name or logo in any way. Luckily, they were awarded \$3.5M from a donor later in order to finish the project.

San Francisco organizations and businesses estimate that the Bay Lights sculpture generates more than \$100M annually for the local economy. Ben also states that the Bay Lights installation has inspired other cities, including 9 similar projects in New York and several in London.

He is now looking at a project that would illuminate Market Street with the world’s first subway-response light sculpture. <http://illuminatethearts.org/projects/>
We are invited to join Ben at his showroom on Market Street for a realistic demonstration. Followed by Q&A.

Sandra Zuniga, the “Fix-It Director”

Sandra Zuniga, serving as the Assistant Deputy Director for San Francisco’s Dept. of Operations and Public Works since 2008, was appointed by Mayor Lee in May 2016 as the “Fix-it Director” to address Quality of Life issues in neighborhoods. As the 311 Service Requests were getting backed up, the Mayor continued to receive reports on these issues, so he initiated the Fix-It Program to make sure that neighbors were being heard.

Sandra works with several agencies (Dept. of Public Health, Dept. of Homelessness and Supportive Housing, Dept. of Public Works, the SFPD, Recreation and Parks Dept., Public Utilities Commission/P&G&E, and the Municipal Transportation Agency) to address various Quality of Life issues such as homeless encampments, trash, missing or lack of street lighting, potholes, graffiti, Muni bus stops, etc. (The top three reported issues throughout the city are Property Crime, Violent Crime, and Sidewalk Cleanliness.) Prior to the Fix-It Program, there was a lack of comprehensive coordination between city departments.

Sandra will work with an individual neighborhood by first assessing the situation and collecting / organizing the data. She'll then schedule a neighborhood walk and include the appropriate agency's representatives to review. She tries to keep the area to 15 blocks to keep it manageable. Sandra states that they cannot fix everything, and perhaps not fix the problem to the desired expectation, but they do try to fix or improve as much as they can. It is critical that individuals from the neighborhood get involved, as they know their neighborhood better than others. Their 2017 schedule is already booked with other neighborhoods; neighborhoods are selected through a data-driven process in which social equity and 311 complaints are used to prioritize work. Followed by Q&A.

Next Meeting: Monday March 13th.