

Neighborhood Association – Officers and Directors (updated March 2022)

President – Alice Rogers

A resident of South Park since 1993, Alice joined the SB|R|MB NA Board as Treasurer in 2010 after working with the Social Committee, then served as Vice President until March 2018. Now President, Alice continues to help program monthly meetings, represent the NA in the Vision Zero Coalition, serve as vice-chair of the Embarcadero Safe Navigation Center Advisory Group, and speak on behalf of the association on policy issues as authorized by the Board and the membership.

Active on parks, streetscape, pedestrian safety and transportation infrastructure issues, Alice participated in the monthly site preparation workdays for the Bryant Street Dog park; successfully lobbied to save the magnolias between Harrison and Folsom from removal; worked with the South Beach Merchants Association to develop and win legislation on interim zoning controls to protect retail services along portions of Second and Townsend streets; worked with a local developer, the SFMTA and adjacent neighbors to secure a new pedestrian crossing on Bryant Street near the Bay Bridge on-ramp; and was the implementing sponsor for a year-long parklet on South Park to serve neighbors and workers during the park reconstruction. Alice also works with other Board members to represent neighborhood interests at the Baseball Mission Bay Transportation Coordinating Committee, and other working groups as needed.

In addition to SB|R|MB NA-related activities, Alice served on the steering committee for the South Park Improvement Association’s efforts to renovate South Park, was a member of the Port’s Waterfront Land Use Plan Update Working Group, serving as Chair of the Land Use Subcommittee, and is a South Beach N.E.R.T. Other affiliations include serving as a member of the Transbay Joint Powers Agreement CAC, and the two-year Piers 30/32 CAC for the Port.

Prior to moving to the ‘hood, Alice was steeped in community issues for over two decades in Sausalito, including terms on the Design Review Board, the Sausalito City Council, and as Mayor.

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Vice President – Katy Liddell

Katy Liddell has lived in the South Beach / Rincon Hill area since 1995 and loves working with her neighbors to assure her part of the City is safe and enjoyable for both residents and visitors. Her focus is on people – anybody who lives or works in the area – to encourage unity and camaraderie.

Katy is a retired professional organizational development and training specialist. She worked for Bechtel Engineering and Construction for 27 years, UCSF for two years, and served as a consultant for UCOP. She is an avid walker and pedestrian safety advocate and has successfully lobbied for street safety improvements in her neighborhood. A few of her activities have included:

- Southern Station SFPD Citizens Police Advisory Board (CPAB) – charter member
- Co-Founder, South Beach / Rincon / Mission Bay Neighborhood Association
- East Cut Community Benefit District Streets Committee
- Co-Chair, Central Waterfront Advisory Group (Port of San Francisco)
- Chair, Piers 30/32 Citizens Advisory Committee (Port of San Francisco)
- Co-Chair, Northern Advisory Committee (Port of San Francisco)
- Advisory Board, Market Street Railway
- Pedestrian Safety Advisory Committee (PSAC) to the Board of Supervisors, former co-chair
- Walk San Francisco, former board member
- Member, Embarcadero Safe Navigation Center Advisory Group

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Secretary – Gary Pegueros

A native of San Mateo, Gary has lived in San Francisco off and on for over 30 years and has lived in South Beach since February 2004. He has served as Secretary of the Association since it began in March 2008.

In addition to serving on the Association, Gary has been a volunteer for the San Francisco Fire Department’s NERT Program since 2006, serving as Coordinator for the SB/R/MB neighborhood since 2009. In February 2013 Gary became the Chair for the NERT Advisory Board which he joined in 2012. Gary served as a volunteer for the San Francisco Police Department’s ALERT program from 2013 to 2018.

Gary serves as the Chairperson for the Emergency Response Committee at his home at 200 Brannan / 1 Federal where the focus is on safety and emergency preparedness for their residents. Gary's volunteer efforts date back to the early 90's when he volunteered for 7 years for the AIDS Walk and AIDS Dance-a-thon organizations.



Treasurer – Peggy Fahnestock

Peggy has been a resident of Mission Bay since 2009. Prior to that she lived for 25 years in the Haight-Ashbury. She served as Treasurer of the Board of Directors of The Radiance from 2011 to 2015. She has been a director of the SBRMB Neighborhood Association since 2017 and currently serves as Treasurer.

A native of Michigan, Peggy is a graduate of the University of Michigan. She lived in New York City, Ottawa, Ontario, and Denver before moving to San Francisco in 1984. She retired in 2010 after 25 years as a private banker and commercial lender in the city's financial district.

Peggy's interests extend to real estate development in SOMA, South Beach, and Mission Bay (she's the daughter of a realtor), including the Giants' Mission Rock project. She actively participates in the issues before the Mission Bay CAC. A supporter of the new Chase Center, which is two blocks from her condo, Peggy welcomes the activity it brought to the neighborhood – and will bring again. She and her husband are members of SPUR. A regular MUNI rider, she is also concerned about transportation issues in Mission Bay as well as the greater neighborhood.



Director – Mike Anthony

Mike was appointed to the board in 2010 and takes on special neighborhood projects as they are identified. He is also the association’s Social Chairman, working with his committee to organize various events throughout the year. Special projects have included coordinating with the Department of Public Works in the interest of neighborhood cleanliness and working with members, the city and local property owners to promote new neighborhood-serving businesses in the area.

Mike was born and raised in San Francisco in the Lakeside neighborhood and attended Lowell High School (Class of ’66). He and his wife, Vivian, after living in the suburbs and raising their two children, moved back to the city in 2006 to enjoy their freedom, take advantage of all the city has to offer and enjoy their home along the waterfront at 88 King St.

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Director – Evan Goldin

A native of Palo Alto, Evan has spent most of his life in the Bay Area, and half of it in San Francisco. Before living in South Beach, he lived in Lower Nob Hill and Potrero Hill before that. His parents live nearby in Soma as well.

Evan has devoted most his life (inside and outside of work) to transportation, housing, and local issues. He was the first product manager at the ridesharing pioneer Lyft, and then ran product and engineering at Chariot. He currently is the founder/CEO of Parkade, an app-based parking

management system that helps buildings better utilize and share parking. A long-time (part-time) resident of Lake Tahoe, Evan also founded and serves as president of Landing Locals, a housing startup based in Tahoe that works with mountain towns around the country to expand housing options for the middle class.

Outside of work, Evan is a member of CA YIMBY, Effective Government California, and the Soma Citizen Advisory Commission. He is a passionate advocate for better and safer streets, smarter (and more affordable) urban design and better governance. You'll often find him outdoors snowboarding, kayaking or playing with his dog.