

SBRMBNA Board Meeting Minutes
January 27, 2020 -- 6 pm - 7:30 pm
Cloudflare Headquarters

Present: Alice Rogers, Katy Liddell, Gary Pegueros, Jamie Whitaker, Bruce Agid, Peggy Fahnestock

Not Present: Mike Anthony

Special Guest: Roscoe Mapps, Director of External Affairs, SF Giants

Roscoe's Roundtable - In the spirit of being a good neighbor, Roscoe provided the Board members with updates, suggestions, and feedback from residents' inquiries on various topics:

- **Oracle Park events** -Roscoe mentioned that for 2020, they plan to host a few concerts, Opera in the Park, and possibly a Movie Night in addition to the private events like graduations, private-company events, etc. Roscoe suggested possibly offering tickets to NA members for Movie Night.
- **Mission Rock updates and timelines** - the project will be split into four phases, with phase 1 to begin in early 2020 and lasting about 3 years; phases 2-4 to each last about 2 years. Duration of phases could change as they look at such things as pile driving (possibly saving time by doing all the pile driving at one time rather than for each phase. This could potentially reduce pile driving time from 1 year to six months). They will push project updates to the neighborhood via their website and email communications, and will have a single hot line number (even though there will be 3 separate contractors working the project). Roscoe will also work with Alice to arrange for a guest speaker to give a presentation on the Mission Rock project for an NA meeting.
- **Brainstorming SBRMBNA membership development strategies** - Roscoe suggested a few events for NA members such as a March 24th "Neighbor's Night" - a pregame party at the Flight Deck space on the Club Level followed by tickets to the Giants vs. Oakland A's game. Also, they can provide tours for NA members of the Ballpark, Oracle Park Garden, and soon Mission Rock tours.. He also suggested working with local businesses to secure special / extra discounts to NA members. He offered to help with that effort.

- **In a follow-up** email, Roscoe also suggested a membership drive, perhaps in March, offering residents a special gift for joining or renewing their membership. He mentioned the idea of an annual festival with music and food (He's still working on that idea).

A few of the NA Board members mentioned Katherine Webster's "Neighborhood Nights" events from several years ago where she would invite residents of two or three bldgs to meet at a local restaurant/bar - free appetizers and no-host bar. A great way to meet neighbors and support a local business. A few of the Board members had some venues in mind. More discussion to follow on this.

- **Scoreboard: why illuminated on nights without games/events?** Roscoe looked into this, advising that on nongame days, the scoreboard is used to display upcoming events, SFG logo, and partnership logos. Comments were that the scoreboard was too brightly illuminated and lasting all night. Roscoe advised of adjustments that were made as a result of these comments (brightness to be turned down after sunset; scoreboard to be completely turned off by 11p). He will continue to monitor.
- **CBD:** Giants current thinking on participation (in start-up discussions; in CBD generally); Roscoe is open to discussions of a CBD - needs to learn more before making any commitments. The Giants are much more interested in pursuing legislation through Supervisor Haney for some "lock box fund" arrangement when the stadium tax increases in 2023, similar to the one in place for the Chase Center. These funds would be spent in the neighborhoods affected by Giants' stadium events, and would be directed to improve transportation systems, public realm cleanliness and other quality of life issues. Alice to follow up with Roscoe.
- **Your outreach to other neighborhoods, and their concerns** - Roscoe advises that he has not been able to connect with other neighborhoods as often as he'd like due to the Mission Rock project. He has been in contact with the neighborhood groups in Dogpatch and Potrero Hill. He will make more of an effort in 2020.

- **Giants' relationship with SFPD**, Scott Heidhorn: how does it work?— Heidhorn has now worked with the Giants for several years; officers are no longer rotating through. Security is planned out game by game, event by event, depending on who's appearing and what history they have in terms of impacts.

NA Board Members Meeting

Finances - Peggy provided an update on dues paid to-date, and on the holiday party expenses. (Gary will update the roster accordingly.)

Elections: All 4 directors up this term are willing to continue service (Katy, Gary, Bruce, Mike), so an election may be optional. But we'll solicit interest from current members using an updated version of the letter used last year. Katy is asking if Robert will be point person. Alice will post letter to the Yahoo Group noting that paying dues by 2/10 allows members to stand for the board (and maybe the incentives above will push new faces into the ring).

Are we fulfilling our mission? - A brief discussion on how the NA has performed since we began in 2008. Are we meeting the needs of our residents? How do we compare with other NA Boards? Gary commented that early on our board made the decision that we would be a vehicle thru which information would flow out to our residents. We would direct them to other meetings (SF Port, Eastern DEMs, Mission Bay CAC, etc) for further discussion/information on specific topics. Now there is increased competition—bordering on overload—for everyone's attention on events, causes, and other happenings flooding social media.

Survey: Katy and Alice offered to begin drafting up a survey for circulation through our Yahoo Group (and any other outlets), to poll residents on what changes they might like to see in the NA to increase its relevance, as well as topics and speakers interest them, in an effort to increase attendance and participation at our monthly meetings.

Outside voices: Invite select folks who might have useful perspectives to join a board meeting to brainstorm about expanding our universe. Evan Goldin (who presented his parking app) is interested in offering ideas. Please **let me know if you have others to suggest!** (There's an interesting couple who live in Gary's building—Corey with MTA/Peter with Linked In—who are active with WalkSF and interested in a CBD, but haven't been tempted by the NA; they might be good for input.)

Streaming/webinar/podcast logistics: Jamie will look into what basics are needed.

Partnering: we might consider partnering with the ENDC for an upcoming event (AFTER the March election). Partnering with other groups to host joint meetings or events could be a great way to attract new members and other residents who may not know about us.

Upcoming Speakers / Topics for NA Meetings, as requested at January NA meeting:

--Central Subway Project Manager: Is there enough "meat" for a presentation? Should we also invite new Director, Jeff Tumlin? Bruce will coordinate with Alice.

—David, Chiu, Scott Wiener: We've been leaving these folks to our D6 political groups, but we've just had Haney; is there a distinction? Yes, per the board consensus. Our district supe has daily influence on factors that affect our QoL, while the Assembly and Senate reps focus on larger legislative issues statewide and are often presenting at local political organizations in our area.

—DA Chesa Boudin: Haney's office has said they'd help invite him.

Next steps: We will reconvene on the topic of refreshing the NA after elections are behind us, and a survey has been circulated and the results tabulated. In the interim, we will confirm new member-only perks and publicize them to see if the act as incentives. And Katy and Peggy will investigate social opportunities at Delancey/Crossroads and the new wine shop in MB.