Neighborhood Association – Officers and Directors (updated April 2024)

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.

Vice President/Treasurer – 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 cochair
- Walk San Francisco, former board member
- Member, Embarcadero Safe Navigation Center Advisory Group



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.



Director – Bruce Agid

Bruce is a native San Franciscan and has either lived or worked in the city a majority of his life. He grew up in the Sunset and Lakeshore Districts; attending San Francisco public schools, graduating from Lowell High School. As a young adult he lived in Bernal Heights and Visitacion Valley before moving down the Peninsula. He and his wife moved back to San Francisco in 2008 and currently live in Mission Bay.

Bruce was elected to the Board of the SB/R/MB Neighborhood Association (NA) in 2013 and is the transportation rep of the NA. In addition, he holds various roles in the following organizations and committees:

Chair of the Mission Bay Transportation Improvement Fund Advisory Committee President of the San Francisco Eastern Neighborhoods Democratic Club Lead of the Mission Bay Elementary School Steering Committee Serves on the Advisory Board of the Market Street Railway Member of the Better Market Street Community Advisory Group

Bruce has over 45 years of experience serving local communities through his career providing natural gas and electricity to San Francisco and communities throughout Northern/Central California. He is currently employed by Energy Experts International as their Vice-President, Management Consulting and Corporate Services, consulting with energy companies specializing in utility operations. Prior to utility consulting, Bruce worked at Pacific Gas & Electric (PG&E), leaving in 2011 as a Director of Utility Operations.



Director – Michael Adams

Michael moved to San Francisco in 2020 and lives with his fiancée in UCSF Mission Bay housing. In 2023, he launched the Civ Lab with the goal of providing better on-ramps to good citizenship. He teaches a civics class about how the SF government works, and he is building AI-powered tools to make the government easier to understand and engage with. Prior to the Civ Lab, he worked as an engineer in the space industry.



Director – Mike Linksvayer

Mike has resided and worked in South Beach since 2022 and 2015 respectively, and first moved to San Francisco in 1993. Professionally works in technology policy. Personally, he is a dilettante urbanist who loves San Francisco for what it is, and what it could be. He aims to increase connection and contribution to the neighborhood through the association.



Director – Marthe Stanek

Marthe is newly appointed to the Board in 2024 and is eager to engage in topics such as supporting new and existing businesses and focusing on vibrancy and cleanliness. She has lived in South Beach for more than 15 years.

Marthe was born in California and graduated from UC Davis and UC Law San Francisco (formerly UC Hastings). She has over 30 years of experience as a management side employment lawyer. She began her career with a national law firm and is currently in-house with an IT Services Company. With regard to civic engagement, Marthe has generally joined her family in focusing on educational organizations. She is looking forward to directing attention to our community with the SBRMB team.

Neighborhood Association – Committees

Social Committee



Chair – Christian Buckley

I have lived in San Francisco and seen the growth and changes since 1994. Through it all, I have spent most of my career in Interior Design/ Antiques & Fine Art sales. Which then evolved into selling residential real estate for 12 years in San Francisco and the Bay Area at Vanguard Properties . With a strong knowledge of all the little neighborhoods of the city and having lived in a few different districts, my spouse and I moved to South Beach during Covid in 2019. My real estate career is about promoting and growing community and I have worked as a leader to organize many street-fair, charity, community events and social events, so my intention is to help do that with our neighborhood.

My career and my life stem from growing and sharing community and connection. I strongly believe in giving back and paying-it-forward. I am an active participant in HomeForAHome.org; which builds homes for people in Central America using the donations and physical labor of supporters like me. I am also a strong advocate of the SPCA and the proud owner of two beautiful French Bulldogs, Nola, and Belle. Another charity I am honored to work with is the Aids Life Cycle ride from San Francisco to LA, which I have supported for over a decade as they continue to do important community work.

My hopes in serving on the neighborhood association is to help build personal connections and generate social events and opportunities to meet and interact with neighbors. By growing the connection between South Beach, Rincon Hill, and Mission Bay and neighborhood pride, I want to help build neighborhood identity with neighborhood feedback.

Transportation Committee

○ Chair – Bruce Agid

Nominating Committee

- Robert Mansfield
- Shelley Carroll