

Neighborhood Association – Officers and Directors
(updated April 2026)

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.

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Vice President, Secretary, Social Events Director – 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. The Vice President and Social Events Director hats were added in 2025.

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. Gary served as a volunteer for the San Francisco Police Department's ALERT program from 2013 to 2019.

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.

In 2024 Gary was appointed to the Eastern Neighborhoods Democratic Club as their Social Events Director.

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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.

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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.

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Director – Sarah Bertram

Sarah Bertram has lived in San Francisco for more than half of her life, including in Mission Bay since 2010.

She serves as the Vice Chair of the Mission Bay Transportation Improvement Fund Advisory Committee, a committee that advises city agencies on their supplemental services to support the Chase Center. She has served on this Committee since its inception. Sarah has served on the Mission Bay School Steering Committee for many years, including as the lead for the Safe Access Plan effort around improving bike and pedestrian safety in areas surrounding the Mission Bay School. She held leadership roles in the Mission Creek Harbor for 12 years.

Sarah is a mother of two, a cyclist, and a sailor. Prior to shifting attention more fully to raising kids, Sarah worked for nearly a decade on regulatory and legislative affairs for the country's leading residential solar company, Sunrun.

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Director – Sarah Davis

Sarah Davis has lived on a houseboat in Mission Creek Harbor since 1980 and owns the Swan paddleboat. Sarah is a proud third-generation San Franciscan, raising a fourth-generation in Mission Bay.

She serves as Chair of the Mission Bay Citizens Advisory Committee, appointed in 2004 by then-mayor Gavin Newsom. Sarah also co-chairs the Mission Creek Harbor Community Garden.

Sarah is an active member of the Mission Creek Harbor Association and the Bayview Boat Club. In 2009, Sarah and Toby Levine founded Mission Bay Families to help advocate for the creation of The Mission Bay School.

Sarah is also the Creative Director of Hardly Strictly Bluegrass and general manager of Goat Hill Pizza.

Transportation Committee

- **Chair – Bruce Agid**

Nominating Committee

- **Robert Mansfield**
- **Shelley Carroll**