



Governing Board

SUMMARY MINUTES

Wednesday, October 27, 2010
12:00 p.m. to 2:00 p.m.

Meeting Location:
California State Coastal Conservancy
1330 Broadway, 11th Floor Conference Room
Oakland, California 94612

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7913

Agenda and attachments available at:
www.sfbayrestore.org

1. Call to Order

Sam Schuchat, Chair, called the meeting to order at about 12:11 p.m.

2. Roll Call

Frederick Castro, Clerk, reported that five of seven members were present. A quorum of the Governing Board was present.

Present were Sam Schuchat, Dave Cortese, Rosanne Foust, John Gioia, John Sutter. Absent were Charles McGlashan and Phil Ting.

Staff members present were Ezra Rapport, ABAG Executive Director; Kenneth Moy, ABAG Legal Counsel; and Herb Pike, ABAG Finance Director.

3. Public Comment

There was no public comment.

4. Announcements

Schuchat welcomed newly appointed ABAG Executive Director Ezra Rapport.

Melanie Denninger, Project Specialist, State Coastal Conservancy, reported on the passage of AB 2103 and its clarification of the Restoration Authority's funding authority and process for raising funds.

Denninger announced that an Advisory Committee orientation webinar will be scheduled before the next Governing Board meeting for newly and previously appointed members.

Schuchat announced that a tour of North Bay wetlands is scheduled for November 8.

There were no other announcements.

5. Approval of Summary Minutes of July 28, 2010

A motion to approve the summary minutes of the Governing Board meeting on July 28, 2010, was made by Foust and seconded by Gioia. The motion passed unanimously.

6. Organizational Matters

A. Report on Authority Logo—Update

Moy reported on the recommended licensing agreement between the Restoration Authority and ABAG with regards to the Restoration Authority logo. The logo has been registered with and approved by the U.S. Patent and Trademark Office. The licensing agreement will have the following elements: (1) transfer all servicemark rights; (2) irrevocable; and no fee imposed.

A motion to approve staff recommendations with regards to the Restoration Authority logo to authorize the Chair of the Governing Board to execute a licensing agreement with ABAG for the Restoration Authority logo and to waive any conflict of interest which may arise from having Legal Counsel of both ABAG and the Restoration Authority draft the agreement was made by Gioia and seconded by Sutter. The motion passed unanimously.

B. Scheduling Governing Board Meetings—Update

Members reviewed a proposed Governing Board meeting schedule for 2011 and discussed changes in the meeting time and location.

A motion to approve the Governing Board meeting schedule for 2011, with the location as the MetroCenter, Oakland, was made by Foust and seconded by Gioia. The motion passed unanimously.

C. Report on Status of Public Opinion Polling, FM3 Presentation, and Subcommittee Formation and Timeline for Next Phase of Polling

Karen McDowell, Environmental Planner, San Francisco Estuary Partnership, reported on the Polling Subcommittee meeting held on October 6, 2010, at which a presentation of the initial findings of the public opinion polling conducted in August was made by Fairbank, Maslin, Maullin, Metz, and Associates (FM3).

Dave Metz, FM3, presented to the Governing Board the findings from the public opinion polling, with additional information based on comments made at the October Subcommittee meeting. The presentation included a review of the methodology, key findings, the mood of the electorate, perceptions of the San Francisco bay, support for a potential bay restoration finance measure, patterns of support for a potential parcel tax, and overall conclusions.

Members commented on the findings of the initial public opinion polling and next steps, regarding the following: regional equity; method of weighing responses; support for types of projects; formulating ballot measure; availability of complete polling results; qualifying ballot measures for each county; coalition building; public education; campaign funding; additional polling; and separation of campaign activities.

D. Discussion on Formulating and Funding Proposed Ballot Measures

Members discussed presenting the initial findings of the public opinion polling to the Advisory Committee; holding Advisory Committee and stakeholder meetings regarding the Restoration Authority, ballot measures to raise funds for projects, and activities and staffing related to ballot measure campaigns; reporting to the ABAG Executive Board on the work of the Restoration Authority and ballot measures; and forming a subcommittee to plan and a timeline for the next phase of polling.

Members formed a subcommittee for the next phase of polling, comprised of Schuchat, Foust, and McGlashan, with Cortese as an alternate.

7. Adjournment

The Governing Board meeting adjourned at about 2:13 p.m.

The next Governing Board meeting is on January 26, 2011.

Submitted by the Clerk of the Governing Board:
January 20, 2011

Approved by the Governing Board:
January 26, 2011