



Governing Board

SUMMARY MINUTES

Wednesday, October 26, 2011
12:00 p.m. to 2:00 p.m.

Meeting Locations:

MetroCenter

101 8th Street, Conference Room 171
Oakland, California 94607

Fannie Lou Hamer Freedom High School Lobby
1021 Jennings Street
Bronx, New York 10460

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7900

Agenda and attachments available at:
www.sfbayrestore.org

1. Call to Order

Sam Schuchat, Chair, called the meeting to order at approximately 12:00 p.m.

2. Roll Call

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

Present were Sam Schuchat, Keith Caldwell, Dave Cortese, Rosanne Foust, John Gioia (joined later by teleconference), John Sutter (joined later). Absent was Phil Ting

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

3. Public Comment

Beth Huning, San Francisco Bay Joint Venture, announced the issuance of two reports, *The State of the Birds, San Francisco 2011*, and *The San Francisco Bay Joint Venture*,

Celebrating 15 Years of Partnerships Protecting Wetlands and Wildlife. She distributed copies of the reports to members.

Huning announced that the next wetlands tour is of East Contra Costa Shoreline and the Dutch Slough Project on November 4.

There were no other public comments.

4. Announcements

Foust announced that she will provide a report to update the Governing Board on collaborations with others on restoration activities.

[Gioia joined the meeting by teleconference.]

There were no other announcements.

5. Approval of Summary Minutes of July 27, 2011

A motion to approve the summary minutes of the Governing Board meeting on July 27, 2011, was made by Foust and seconded by Cortese. The motion passed unanimously.

[The Governing Board next took up Item 8, Scheduling of Governing Board Meetings 2012.]

6. Recommendation from Polling Subcommittee regarding November 2012 Ballot Measure

Schuchat reported that the Polling Subcommittee, comprised of Foust, Gioia, and himself, met with staff, EMC and GIS Green Info Network on September 16, to review public support for a parcel tax measure to be placed on the ballot in 2012. The Subcommittee finds that there is no geographic area that would support a parcel tax measure and recommends that the Governing Board consider placing a measure on the ballot in 2014 or 2016.

[Sutter joined the meeting.]

Members discussed developing support for wetland restoration by creating documents that explain the need for local tax measure or parcel tax, placing the measure on the 2014 election ballot, and planning next steps.

A motion to approve the Polling Subcommittee report and to shift the Governing Board's ballot measure efforts to 2014 was made by Gioia and seconded by Cortese. The motion passed unanimously.

7. San Francisco Bay Restoration Authority Funding, Staff Activities, and Advisory Committee Activities

Schuchat reported on efforts to identify funding and support, noting in particular the help and support of David Lewis and Save The Bay.

Members discussed activities to be undertaken between now and the election in 2014, including educating the public and developing the message to support wetland restoration; public outreach; developing resources and fundraising; seeking political, foundation, and business community support; alignment of county support regarding ballot costs; and reviewing polling data to determine support throughout the region.

Rapport suggested that the Restoration Authority work with the Association of Bay Area Governments in seeking an exception from the counties regarding the cost of placing a measure on the county ballots. Members requested staff to develop a work plan for doing so to be presented at the next meeting.

[Gioia exited the meeting.]

Stephen Knight, Save The Bay, introduced Patrick Band, and reiterated support for the work of the Restoration Authority. He introduced Eric Jaye, Storefront Political Media, who presented its political and economic analysis, an overview of strategic actions, and recommendations regarding placing a measure on the ballot in 2014.

Members discussed the Bay Area economy and unemployment and their impact on support for a measure; aggregating polling data to develop indicators of support; demographic data; the work of Save The Bay and Storefront; engaging support from the Advisory Committee; transparency in the Restoration Authority's work and its relations with its supporters; defining the measure; separating staff work and work related to developing a campaign; costs of gathering signatures and of placing a measure on the ballot.

Schuchat summarized the discussion and next steps as follows: the Restoration Authority will plan to place a measure on the ballot in 2014; staff will develop the measure itself and a project list; members and staff will review methods of getting a measure on the ballot, either by gathering signatures or as a special measure; members and staff will determine the level of fundraising needed; members and staff will differentiate between staff work and campaign work; members and staff will continue tracking economic indicators.

8. Scheduling Governing Board Meetings 2012

A motion to approve the proposed schedule of Governing Board meetings for 2012 was made by Foust and seconded by Caldwell. The motion passed unanimously.

9. Adjournment

The Governing Board meeting adjourned at about 1:16 p.m.

The next Governing Board meeting is on January 25, 2012.

Submitted by the Clerk of the Governing Board:
November 23, 2011

Approved by the Governing Board:
January 25, 2011