

**San Francisco Bay Trail
Spring 2013 Board Meeting Minutes
Richardson Bay Audubon Center
June 27, 2013**

Call to Order

Meeting was called to order at 1:00 p.m.

Attendance

Board Members

Chair: Brian Wiese

Co-Chair: Tom Huening

Jim Foran

Julia Miller

Julie Bondurant

Joe LaClair

Don Weden

Corinne DeBra

Rosemary Corbin

Bruce Beyaert

Ellen Johnck

Sean Co

Dave Mitchell

Philip Sales

Rick Parmer

Judy Malamut

Bill Long

Bay Trail Advisory Council

Linda Stonier

Staff

Laura Thompson, Project Manager

Maureen Gaffney, Bay Trail Planner

Lee Huo, Bay Trail Planner

Introductions / Agenda / Announcements

Wiese brought the Board meeting to order and introductions were made.

Agenda/Minutes

ACTION: Adoption of 06/27/13 agenda and 09/19/12 minutes

Huening moved, Corbin seconded adoption of the agenda.

Miller moved, LaClair seconded adoption of the minutes.

The agenda and minutes were approved unanimously.

Board Announcements

-Johnck Announced that she has been appointed by the mayor of San Francisco to the historic preservation commission.

- Corbin Informed the board that she serves as chair of historic preservation commission for the City of Richmond. Brought to the board's attention that two Richmond residents, Kate Lord and a friend of hers, are hiking the entire Bay Trail. They hike a couple days a week and a section at a time. Asked her to write up something about it. Good activity for senior citizens.

- Miller Informed the board that she joined Kurt Schwabe during his walk in Sunnyvale, brought articles from the local paper. The walk is creating great media attention.

- Beyaert Mentioned that he also hiked with Kurt, gave him new refreshing perspectives on the Bay Trail from Pt Pinole to Pt Isabel. Hiked along the edge of Giant Marsh through an undeveloped section. Four other Richmond people joined them.

- Parmer Announced the development of the Bay Delta Conservation Plan, his new role at the State Department of Water Resources. Informed the board that there may be opportunities through mitigation for Delta and Bay Trail. Provided an overview of the plan and distributed hand-outs. Final EIR/EIS will go out to the public in October. At the fall board meeting, he could provide information that directly relates to the Bay Trail, related to climate change and the levees.

- DeBra Mentioned that she also walked with Kurt for two days.

- Long Provided a summary of Measure A in Marin County, ¼-cent sales tax for Marin Open Space. 15% goes to cities/towns, 20% to agricultural preservation, 65% to Marin county parks. Provides \$6.5 million per year, for 9 years. Will assist with doing a better job of managing shoreline lands.

- Wiese Mentioned Measure DD, \$198 million bond passed in 2002 by 80%. Well-managed project can result in great improvements. The main goal was to open up the Estuary waterfront. It's happening piece of piece.

Staff Announcements

- Thompson Recognized the new Bay Trail map sets, Bay Trail brochures and online/mobile maps. Requested that the board help us promote these new products. Provided an overview of Kurt Schwabe's walk and recent press. Informed the board that Doug McConnell will be presenting the Bay Trail and Ridge Trail as part of the California Historical Society's *Curating the Bay* exhibit on July 25. Also mentioned that ABAG has initiated an employee wellness program with incentives for hiking or bicycling segments of the Bay Trail.

- Gaffney Informed the board that we applied for Explore the Coast grant through the Conservancy to create a Bay Trail app working with Canogle. Should hear soon whether we receive a \$50,000 grant for three sites. Passed around a Golden Gate National Parks Conservancy EcoCounter data for the Bay Trail along Crissy Field, Bay Trail East Loop. \$110,000+ bicyclists and pedestrians. Information we can use to promote the use. Marin County Dept of public works will apply for a PCA grant to repave the Mill Valley bike path and replace the bridges.
- Huo Provided an overview of the Brooklyn Basin development, 64 acres along shoreline that includes about 2 miles of Bay Trail that have been required as part of the development, completed in phases. After first phase, the developer is required to provide an interim Bay Trail alignment. Oakland Army Base development project, planning to break ground in 2014. Planning to realign two roads that encompass the Bay Trail connector to the East Span of the Bay Bridge. Recently completed the Fremont Gap Study at the Santa Clara/Alameda County border. Lake Merritt improvements made through Measure DD and the Lake Merritt channel.

Richardson Bay Audubon Center Welcome

- Wellwood Jordon Wellwood, director of the Richardson Bay Audubon Center & Sanctuary, part of Audubon California, provided an overview of the meeting location. It is one of two Audubon nature education centers in California. The center is a sanctuary for birds and offers numerous nature education programs for children. Audubon owns 900 acres of the bay. A strategic plan underway focusing on conservation and education in the area. The center uses volunteers and has a staff of six people.

Bay Trail Strategic Plan Review and Adoption

- Wiese Introduced the strategic plan as a landmark for the Bay Trail. In twenty years, the project has seen tremendous changes in the way the organization works. The last 15 years have been transformative. With park bond grants, we have expended over \$16 million on 127 projects. We have established long-standing staff and the Bay Trail name is common knowledge to many people. We have a very stable, long-standing board of directors, with strong dedication to achieving this ideal. It has been 12 years since the last strategic plan. No new state bond funding on the horizon. This changes the way we function.

Two main issues: 1) How do we adapt to changing times and remain effective in building the Bay Trail? The sub-committee concluded that

we need to go about it in a different way by establishing new partnerships and users, reaching out to the private sector, coordinating with other organizations and creating a marketing plan. 2) Staff capacity. If we want to initiate new partnerships, staff will need assistance at a local or sub-regional level. We should consider reformulating the board's mission. Look to board members to be activists, acknowledging members like Bruce Beyaert through TRAC, Julia Miller through her work to open the Moffett Field Bay Trail segment and Tom Huening in San Mateo County working on Bair Island. We will look for new members, such as Corinne to help us tackle the challenges ahead of us. Wiese acknowledged the other members of the Strategic Plan sub-committee: Don Weden, Bill Long, Julie Bondurant, and Corinne DeBra.

Thompson Introduced the discussion of strategic plan objectives and provided an overview of program accomplishments, upcoming reductions in grant program funding and ideas for changes in board representation. The board was asked to consider new funding development and board composition and the following ideas and themes were put forward:

Partnerships/Coordination.

Add new task under Objective 4: Collaborate with other regional trail projects to increase support for the Bay Trail and other regional trails. This collaboration will be made between Ridge Trail, Bay Trail, Vine Trail and Water Trail.

Add text to Task 4(d): Enhance the role of the Bay Trail in protecting natural and cultural resources and promoting conservation-related values.

New Funding Strategies.

Explore different strategies for fund raising, recognizing that advocates are not necessarily good fundraisers and our board has many members with government ties. Nonprofit boards can successfully solicit big donor grants from industries such as tourism, public health and hospitality. Consider a "friends of" model or separate foundation for fundraising to make the distinction between the nonprofit and the government structure of the Bay Trail Project. Consider creating a different board rather than augmenting the current board. Explore raising funds around specific projects. New sources such as public health and cap and trade should be considered. Seek advice from Bill Lockyer to put together this fundraising component since he has many contacts, significant experience and an ownership role.

ACTION: Corbin moved, LaClair seconded approval of the Bay Trail Strategic Plan. The vote was approved unanimously.

2013-2014 Priority Objectives.

Rather than a separate list, highlight the priorities on one list.

Develop action items, identified as priorities, for each fiscal year. Identify who will accomplish each item: staff, board member or partner. Take a more active approach to completing gaps. Consider highlighting the top three gaps for each year. At next board meeting, present a list that identifies the key gaps that we are focusing on in the next year and an overview of what is holding back each gap.

In the coming months, staff will hone the priorities under the umbrella of the gap analysis.

ACTION: Huening moved, Miller seconded approval of the Bay Trail 2013 Priority Objectives with the intent to turn it into an action plan. The vote was approved unanimously.

The board agreed that the marketing plan should be shown as a separate objective. DeBra will work with staff to develop an outline of the marketing plan, develop a sub-committee and bring recommendations to the Steering Committee and Board.

Greenwood Beach Road Alignment Study

Gaffney Provided an overview of the gap in Tiburon along Greenwood Beach Road. She summarized the results of the feasibility study conducted by the Town of Tiburon in partnership with Marin County.

The meeting was adjourned at 3:15.

Walking Tour of the Tiburon Bay Trail

Board members and staff strolled along Greenwood Beach Road and the Tiburon Bay Trail.