

**San Francisco Bay Trail
Steering Committee Meeting
ABAG Metro Center
August 5, 2004**

Call to Order

Meeting was called to order at 1:30 PM.

Attendance

Steering Committee:

Rick Parmer, Chair
Julie Bondurant
Leo DuBose
Stana Hearne
Joe LaClair
Bill Long
Brian Wiese

Bay Trail Staff:

Laura Thompson
John Brosnan
JoAnna Bullock
Maureen Gaffney
David Lipsetz

Board and Advisory Council:

Linda Stonier

ACTION - Adoption of 08/05/04 Agenda and Approval of 05/13/04 Minutes

Long requested to move up the Coastal Impact Assistance Program (CIAP) and Fundraising agenda items. Wise moved for adoption of revised agenda; DuBose seconded. Agenda adopted unanimously. Long moved for adoption of the previous meeting's minutes; Hearne seconded. Minutes adopted unanimously.

Introductions

Announcements by Staff and Board Members

-LeClair

The California Performance Review findings have been released and the document recommended BCDC be included under the umbrella of a Department of Natural Resources.

-Lipsetz

The Contra Costa County bicycle plan has been released. Bay Trail received the MTC Excellence in Motion award, which will be presented on September 22. The July 30 Bay Trail golf outing netted about \$20,000, which will go to cover Bay Trail nonprofit, operational funds; major donors included the Port of Oakland, Bank of New York, Windemere, and AIG Valic.

-Weise

The East Bay Regional Park District budget received a \$6 million cut, per year, over the next two years; this cut can be absorbed. Environmental review is underway for the Union City/San Leandro Bridge.

-Thompson

Thompson introduced John Brosnan and Maureen Gaffney, new Bay Trail Planners. Maureen will be working on projects in the North Bay, and heading up the Gap Analysis project and overseeing access on toll bridges. John will work on projects in San Mateo and Santa Clara counties, and coordinate the Bay Trail newsletter and environmental document review. John and Maureen introduced themselves.

The Coastal Conservancy is expected to announce \$3.8 million in new funds for the Bay Trail at their September board meeting; the next Bay Trail Steering Committee meeting will focus on how to distribute these funds.

Thompson will be on vacation from August 10 – August 25.

-Parmer

Under the California Performance Review suggestions, the California Department of Fish and Game could be located under the Division of Land Management.

Coastal Impact Assistance Program (CIAP) Update

-Thompson

The Bay Trail and BCDC are collaborating on four projects, which will be funded (\$581,000) from NOAA's Coastal Impact Assistance Program (CIAP). The first of these projects is an ABAG/BCDC Joint Interactive Website (\$35,000). The website will be built in three phases and should be complete by the end of the year. This will be a stand-alone website – maintained by ABAG – with links to both ABAG and BCDC.

Grants totaling \$343,500 will be disbursed to public access construction projects in Bay Area counties. Projects potentially to be funded include Pier 14 in San Francisco, partial gap closure between American Canyon and Napa's Kennedy Park, and a portion of the Carquinez Scenic Drive. The Bay Trail has until February 28, 2005 to secure Steering Committee approval of the projects and enter into contract with the grantees.

Approximately \$80,000 will be allocated toward development of a Comprehensive Public Access Sign Program. Stonier felt the National Park

Service could be of some assistance; she clarified the product will be a BCDC set of guidelines with Bay Trail components. LaClair noted the Program will address many sign types, including BCDC public shore signs, way finding signs, and possibly roadway/freeway signs. Parmer noted Caltrans' Wildlife Viewing signs have been very successful (with over 300 in the state); he added this is the branding of the Bay Trail and public access. Thompson noted this will translate into a comprehensive sign program for the Bay Trail.

The third year of research for the Wildlife and Public Access study would receive \$122,500; this allocation was approved at the previous Steering Committee meeting. Funds will go toward developing a Benthic Invertebrate study.

Discussion of Board Fundraising Subcommittee

-Lipsetz

The Steering Committee recently determined the Bay Trail could benefit from increased fundraising activity; the Committee asked staff to investigate forming a Fundraising Committee. Since its inception, the Bay Trail has relied, for the most part, on public funds from state and regional sources. These have included the Project's sole, two dedicated sources of program funds – ABAG contributes \$60,000 per year from its general fund, and MTC contributes \$140,000 per year from bridge toll revenues. This annual \$200K has been constant since FY 1994-95. Funds from the state general fund, and Propositions 12 and 40 have contributed and will contribute greatly to Bay Trail operations; 15% of these monies have gone to support Bay Trail staff. Yet the upcoming \$3.8 million in Prop 40 funds must be spent by June 2007. One major question is whether or not to expend resources on fundraising.

Long noted the Bay Area Ridge Trail receives about \$200,000 per year from its membership base of 4,400. Recent direct mailing fundraising's response rates are 0.3%. The Ridge Trail recently hired a Development Director. He recommended hiring a consultant to provide an assessment of the organization's fundraising capacity and abilities and to identify strategies. He also noted the critical need to identify projects and make funds solicitation project-based. Bondurant agreed that specific projects must be identified in seeking funds, particularly ready-to-go projects; these projects provide the most compelling stories.

LaClair noted the Coastal Conservancy's allegiance to the Bay Trail is strong. He felt the Project should make the connections with the flood control levees in the South Bay Salt Ponds project. Bullock noted giving donors their recognition would help to secure funds. Parmer felt alliances with health-oriented organizations could be productive. Long suggested building strong alliances in Sacramento, and noted strong political

relationships only help in acquiring private funds. LaClair felt the Regional Property Assessment requires a legislative champion, and suggested the Bay Trail work closely with Save the Bay on this issue. Parmer saw the potential for establishing discrete private and public funding strategies. Bullock suggested the Packard Foundation might be interested in funding the Bay Trail.

Lipsetz summarized; he asked how best to structure a subcommittee proposal and who would participate? Parmer felt there was a need to present a more thorough vision to the Board, and asked what staff was prepared to present in September. Long felt staff needed Board input on the committee. Bondurant suggested a focused meeting to further develop this issue. Parmer noted it is critical to pursue outside funding and felt the challenge in presenting this to the Board was packaging it; he noted continued Bay Trail success over the next 10 years hinges on our ability to fund ourselves. The Committee agreed to develop and bring options for next steps to the Board meeting – including potential funding a consultant on this – and providing time to make serious financial updates to the board at least once per year. Updates should include current budgets, how they've evolved over time, and clear statements of need regarding specific projects.

15th Anniversary Event Update

-Thompson

The Bay Trail's next Board meeting and 15th Anniversary celebration will be held at the Berkeley Marina Shorebird Park Nature Center on Wednesday, September 22nd, from 10:30 AM – 3:00 PM. The day will include the Board meeting, lunch and a reception, and a trail tour. Senator Liz Figueroa, Attorney General Bill Lockyer, and the Bay Area state delegation are being invited. The event will feature recognition of Bay Trail partners, a presentation on the Berkeley trail study and its association with the East Shore State Park plan, the Channel 5 KPIX video, the Chronicle's articles. The event will also emphasize the connection between the Ridge Trail and the Bay Trail.

Adjournment

The meeting was adjourned at 3:30 PM.