

**San Francisco Bay Trail  
Fall Board Meeting Minutes  
Berkeley Marina Shorebird Nature Center  
September 22, 2004**

**Call to Order**

Meeting was called to order at 10:35 am.

**Attendance**

Board Members:

Chair: Rick Parmer	Gayle Likens
Bruce Beyaert	Bill Long
Bill Bliss	Judith Malamut
Joan Cardellino	Steve McAdam
Rosemary Corbin	Jim McGrath
Leo DuBose	Julia Miller
Mark Frederick	Dave Mitchell
Stana Hearne	Diane Ross-Leech
Dan Hodapp	Philip Sales
Tom Huening	Linda Stonier
Ellen Johnck	Don Weden
Doug Johnson	Brian Wiese
Joe LaClair	John Woodbury
David Lewis	

Guests

Patty Donald, Berkeley Marina Shorebird Nature Center  
Leslie Grouse, Barnes & Company  
Jim Foran, Santa Clara County Open Space Commission  
Sylvia McLaughlin  
Sue Piper  
Erica Shipley, Pacific Gas & Electric

Staff

Laura Thompson, Manager  
John Brosnan  
JoAnna Bullock  
Maureen Gaffney  
David Lipsetz

**Introductions / Agenda**

Parmer welcomed the Board and guests. Introductions were made.

Agenda/Minutes:

Beyaert made a motion to adopt the agenda; Huening second. The agenda was adopted.

LaClair made a motion to adopt the previous meeting's minutes; Corbin second. The minutes were adopted.

### Board Announcements

Beyaert

- Passed around a new Bay Trail brochure that has been distributed by Contra Costa County Supervisor John Gioia; funding came from the county's oil refiners.

Lewis

- There is a public hearing on the Bair Island Restoration Plan EIS/EIR in Redwood City, at 7 PM today (September 22). The City of Redwood City has drafted an alternative plan to increase public access points to Inner Bair Island, which will be presented as well.

McGrath

- The Port of Oakland's Middle Harbor Shoreline Park is now open, and the observation tower at the site provides excellent views of the Bay.

### Staff Announcements

Thompson

- Thanked the Board for attending the 15<sup>th</sup> Anniversary celebration and meeting. David Lipsetz is leaving the Bay Trail; Thompson thanked David for his work. In addition, the Coastal Conservancy approved \$3.8 million for the Bay Trail, from Proposition 40 funds. The Bay Trail received an Excellence in Motion award from the Metropolitan Transportation Commission; the Bay Trail was chosen from approximately 75 nominees.

### **New Bay Trail Directors**

Parmer noted Susan Barnes was unable to attend today's meeting, but Leslie Grouse from her office (Barnes and Company) attended in her stead. Susan has experience with and is interested in fundraising efforts. Parmer also introduced Jim Foran, former Santa Clara County Parks Commissioner, recently elected to the Santa Clara County Open Space Commission. Parmer asked for a motion to confirm the two additions to the Bay Trail Board of Directors; Huening made a motion to approve and Weden second. Unanimously approved.

### **Fundraising Strategy**

Thompson stated the Bay Trail is fiscally solvent for the current fiscal year and through the next fiscal year, to June 2006. As of 2007, there may be a budget shortfall as no additional park bonds are expected to be proposed. Parmer noted the role of strong legislative advocacy on behalf of the Bay Trail, particularly that of state Senator Liz Figueroa. McGrath suggested speaking with the senator's staff to identify additional Bay Trail legislative champions.

Corbin asked if the Bay Trail has sought funding from the federal government. Thompson felt we could explore this, perhaps jointly with the Bay Area Ridge Trail. McGrath noted the Water Trail is seeking funding and advocates and shares a similar mission with the Bay Trail. He asked if we could explore a shared mission with the group. Hodapp noted the Bay Trail should focus on three things: grant administration, legislative advocacy, and seeking private foundation funds.

Lewis suggested seeking federal funds, as well as taking advantage of numerous shoreline restoration projects for opportunities to include public access in early stages. In terms of creating membership arm of Bay Trail, such as a Friends of the Bay Trail, is challenging to start from scratch. Beyaert noted it is relatively more difficult to attract membership as a quasi-government agency. Weden suggested seeking corporate sponsors, and providing recognition to those donors in visible ways (i.e., on benches, logos on maps). Corbin suggested fundraising through wide-distribution mailings. McAdam proposed working with Caltrans on securing TEA funds, and through the Resources Agency; he also proposed connecting with key legislators at the district level and in Sacramento.

Woodbury proposed forming a partnership with the Bay Area Ridge Trail, as both organizations have a physical asset that can be sold. He felt membership is a good idea. He also mentioned stewardship mitigation requirements, and asked if more mitigation for development could be used to enhance the Bay Trail, or, an endowment to support the Bay Trail. Crouse noted Barnes and Company could coordinate a fundraising strategy session.

McGrath suggested GGNRA foundation is a good model, and he noted what he felt was an institutional challenge – the inherent conflict with restoration and public access. Wiese highlighted the Chevron and East Bay Regional Parks District partnership, and suggested the Bay Trail could pursue a corporate champion. This is good means of attracting new volunteers and funding, and diversifying activities. Wiese also stated the need to seek both project and administrative funding; he suggested returning to our agency sponsors (ABAG and MTC) and working with them to secure more operational funds. Beyaert felt the Bay Trail board serves as excellent connections to agencies, which could equate to more funds for the project; he also noted community foundations as a good funding source. Beyaert asked if funds may be available from East Bay Regional Parks District Measure CC; he proposed the Board support this measure.

LaClair noted a Friends of the Bay Trail organization would be beneficial to the Bay Trail in building and maintain a support base and connections to the community, as well as with funding. LaClair also felt the Bay Trail was uniquely positioned to assist the Metropolitan Transportation Commission; he suggested exploring a partnership with the Transportation and Land Use Coalition.

Johnson noted \$8 million from the Metropolitan Transportation Commission is forthcoming to fund new pedestrian and bicycle facilities. County congestion management agencies (CMAs) will coordinate distribution of these grants. Likens encouraged the Bay Trail to work closely with CMAs and suggested the Bay Trail explore additional means to provide local grant matches, including at foundations. Beyaert suggested exploring BCDC off-site mitigation funds.

Bullock proposed the Bay Trail could seek a spokesperson to assist with outreach. Johnck stated the Bay Planning Coalition is seeking corporate champions, following a presentation from former Bay Trail manager Janet McBride.

Foran suggested hosted outings are critical, perhaps done under the sponsorship of a “Friends of the Bay Trail” organization. He also suggested involving corporate sponsors in the publishing of outreach materials. DuBose proposed exploring endowments to the Bay Trail; he

suggested a Friends organization could recruit and organize volunteers for a variety of objectives, including fundraising. Lewis offered Save the Bay's staff assistance for outings, and suggested working with BCDC on securing access rights of way. He urged the Bay Trail to strongly support BCDC. McAdam suggested Bay Trail staff speak with Marcia Brockbank at the San Francisco Estuary Project about creating a Friends organization.

Woodbury proposed seeking transportation funds, and going to CMAs to move beyond capital and operating distinctions. Malamut suggested BAAQMD might be interested in funding bicycle commute routes.

### **Measure CC Support**

Corbin moved to amend the agenda, to include a new item as an emergency item. McGrath second. The motion for the Bay Trail Board to support an amended agenda was unanimously approved.

McGrath moved to endorse an emergency measure in support of Measure CC, Beyaert second. Unanimously approved.

### **Adjournment**

The meeting was adjourned at 11:45 a.m.

Bay Trail Board members joined staff for lunch and awards ceremony, followed by a guided walking tour of the Berkeley Bay Trail and pedestrian bridge. Patrick Miller of 2M Associates led the tour.