



Mission Dolores Neighborhood Association

DEDICATED TO PRESERVING & ENHANCING OUR HISTORIC NEIGHBORHOOD

PO Box 460184 • SF, CA 94114 • 415-663-3953 • info@missiondna.org • www.missiondna.org

November 9, 2016 Board Meeting

Agenda

1. Minutes (Jeff) (5 minutes)
Welcoming Donna as new VP
2. 647 Valencia Project (former Elbo Room): Toby Morris, architect and Dennis Ring, project sponsor, special guests (30-40 minutes)
3. 1965 Market Street Project (FedEx Building): David Prowler and Jeffrey Keller, project sponsors, and David Baker, architect, special guests (30-40 minutes)
4. 2632-38 Mission Street Project: Phil Lessor, Francisco Hou, Gabriel Ng, and Jeremy Schaub, Project Sponsors
5. Dolores Street Pilot Program for SFMTA: John Knox White (Programs Director for SFMTA, Sustainable Streets) and Juliet Flores Wilson (SFMTA Transportation Planner), special guests (20-25 minutes)
6. New MDNA Web Site: (Gideon and Jeff) (20-25 minutes)
7. MDNA Budget Update (Peter) 5-10 minutes
8. Historic Context Statement Update (Peter) (5-10 minutes)
9. Executive Meeting (board members only) Discussion of rules and bylaws (Peter) (20-30 minutes)

Attendees

- Lucia Bogatay
- Steven Edwards
- Jeremy Shalb
- Jeffrey Keller
- Eric Grover
- David Prowler
- Jeff Pekrul
- Peter Lewis
- Donna Shibata
- Marius Starkey
- Stefan Lazar



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- Shelagh Ross

Meeting Notes

- Previous meeting minutes from last meeting were accepted by the board without changes

647 Valencia Street project

- The proposed building will be 5 stories tall, but with 2 setbacks. It's an adaptive re-use project, and will preserve all of the existing building that currently houses the Elbo Room bar.
- It will contain 7 residential units.
- The yard is being eliminated entirely, so the building would extend to the property line. They are applying for a zoning variance because of this.
- The building has LGBT historical significance - it was once Amelia's, a famous lesbian bar. Although it is not designated as a landmark, the building owner has been working with preservation specialists on how to add residential units without destroying its integrity.
- Our board member, Donna Shibata lives in the neighboring building.
- Other neighbors who live next door attended and expressed concern about the shadows that the new taller building would cast on their garden, also that balconies of the residential units could view their garden.

1965 Market Street project

- The proposed development would consist of an 8-story building with 85 units, and a 7-story building with 75 units. 15% of the units will be on-site below market rate.
- There will be 48 parking spaces and one bicycle parking spot for each unit.
- The 7-story building will replace a parking lot. The 8-story building is an adaptive re-use of a 1924 Mission Revival building that was originally a funeral home. It has LGBT history significance and currently houses a FedEx store.
- The location is prominent as the gateway to the Mission Dolores neighborhood.



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2632-38 Mission Street project

- The proposed project will 5 stories tall and have 16 apartments (1 and 2 bedrooms). There will be no parking spaces.
- The site is currently a vacant lot since the discount store that occupied it was destroyed by fire.
- The family that owns the site attended the meeting. They intend to live in the new residential building.
- There are no windows on the north or south sides of the building and board members asked if they would consider adding them to enhance the living spaces. The design may omit them because they anticipate new buildings of similar height on either side that are built to the lot line.

Dolores Street Parking Pilot Program for SFMTA

- They are distributing flyers in the neighborhood to publicize the decision that came out of their hearing process, which lasted for 9 months.
- There will be a 50% net reduction of parking spaces along the medians between 14th and 18th Streets along Dolores Street. The program does not include Guerrero at this time.
- Parking will no longer be allowed at the ends of the medians, to improve visibility and improve safety. The curb of these portions of the media will be painted red.
- They are planning to install 3' high signs and enforce violations of parking outside the newly posted hours.

New MDNA Web Site

- People commented that the site www.missiondna.org looks good, and especially on how great the neighborhood and history photos are. These photos were taken by, or provided by Gideon Kramer.
- The new site is fully functional except for the Join button, which will allow people to pay and join the organization in self-service mode. It has taken months to gain permission from the Study Center to automate this part of the site, since this requires use of the Study Center's bank account info, which they were reluctant to provide. We now have it and Jeff will setup the Join function in the near future.
- MDNA will need to begin covering the cost of the Hostagator web hosting service going forward. The approximate cost is \$150/yr, paid in quarterly installments. The next bill may be in December.
- Jeff explained how he, Peter and Gideon had debated whether the membership fee should be one-time or annual. It is currently one-time on the website. We



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- would like to discuss again at the next meeting when more board members are present, and vote on this.
- The site does not currently support 'join our mailing list' as something different than joining the organization. This could be added. More discussion at the next meeting, or via email may be useful to explain distinctions between joining the organization and joining the email distribution list.
 - Sheila suggested using social media such as Facebook or NextDoor to drive more traffic to our site.
 - Updating the site often with news items and events is a good way to increase usage. Jeff offered to explain how board members can publish these on the site. Note: adding news items is open only to board members at this time. General members and the public are NOT allowed to publish news items at this time.
 - We could consider limited advertising for businesses in the neighborhood like Bi-Rite; this can be set up easily.
 - Jeff suggested that we could begin using the site to raise more money, such as a year end Season of Giving email that contains a link to our donation page.
 - Jeff said that if anyone would like to donate to help cover the cost of developing the site, they are welcome to do so. Donna, Stefan, Peter, Gideon, Siamak and Lucia have all said they would or already given Jeff a check.

MDNA Budget Update

- The Study Center recently provided an accounting to Peter, after many months of requesting this.
- The City's grant money is deposited when requested and immediately disbursed; we have access to at least \$10,000 more which we will need to pay the consultant working on the Historic District.
- We currently have another \$3181.62 in our account, for a grand total of \$13,181.62.
- All of this money is needed to pay the consultant.
- We need to raise more money to cover other expenses.
- \$1000 was recently donated to help pay for Gideon's neighborhood gardening initiatives. This is not currently in the Study Center account.

Historic Context Statement Update

- postponed to the next meeting



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Executive Meeting Discussion of Rules & Bylaws

- Discussion of the Study Center's guidelines for member organizations' bylaws, which Peter sent out for review, was postponed to the next meeting
- We discussed the need for a bylaw relating to procedures for sending out letters and statements from the organization. This will be discussed further at the next meeting.
- Donna proposed that we have a nominating committee that would identify and recommend candidates to be members of the board.