

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2012-005

APPROVE THE 75TH ANNIVERSARY PLAN
AS PREPARED BY THE
GOLDEN GATE NATIONAL PARKS CONSERVANCY

January 13, 2012

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution No. 2011-020 at its meeting of March 11, 2011, authorized a Memorandum of Understanding (MOU) among the District, the National Parks Service and the Golden Gate National Parks Conservancy (Conservancy), for the cooperative improvement of the visitor experience, facilities services and interpretation at the Golden Gate Bridge (Bridge) and adjacent national park lands; and, authorized an Agreement between the District and the Conservancy for 75th Anniversary visitor experience projects, activities and merchandising activities; and,

WHEREAS, the District, on April 21, 2011, entered into a comprehensive agreement (Agreement) with the Conservancy, as described above; and,

WHEREAS, the Agreement contemplates development of projects (1) to enhance the visitor experience at the Bridge and its surroundings through the development of site improvements, interpretive services including audio and guided tours, retail operations and food service opportunities; and, (2) to celebrate the 75th Anniversary of the opening of the Bridge to include public events and programs, sponsorships, retail partnerships, production and sale of commemorative products and site improvements; and,

WHEREAS, the Agreement provides that the Conservancy is to serve as the lead agency for development of the Anniversary Plan; and,

WHEREAS, in accordance with the terms of the Agreement, the Conservancy has developed a comprehensive Anniversary Plan for 75th Anniversary activities, which describes events, programs, merchandise, marketing, communications, site improvements and activities to commemorate the 75th Anniversary, under the general guidance and oversight of the District's 75th Anniversary Planning Advisory Committee and in conjunction with the District's management team, for review and approval by the District; and,

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WHEREAS, the Conservancy is organizing a broad, civic celebration to engage the entire community in the Golden Gate Festival on the anniversary weekend, May 26 through May 27, 2012; has attracted sponsorships from renowned businesses throughout the Bay Area region to fund implementation of the civic celebration; and, has reached out to community groups to solicit partners who will self-fund tributes to the Bridge including performances, exhibitions, lectures, contests, education programs and athletic events; and,

WHEREAS, in keeping with the stated intention of the Agreement, no District toll revenues or reserves will be spent to support the celebration; and,

WHEREAS, the 75th Anniversary Planning Advisory Committee of December 16, 2011, has so recommended; now, therefore, be it

RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby approves the Anniversary Plan for the 75th Anniversary Celebration of the Golden Gate Bridge, as presented by Greg Moore, Executive Director of the Golden Gate National Parks Conservancy, in the PowerPoint presentation entitled "Bridging Us All – Year of the Golden Gate Bridge," the key elements of which include:


- Merchandising of commemorative products;
- Site improvements;
- Communications and marketing;
- 75 Tributes to the Bridge that include performances, exhibitions, lectures, contests, education programs and athletic events that celebrate the Bridge throughout the year; and,
- Civic celebration to engage the entire community in the Golden Gate Festival on the anniversary weekend, May 26 through May 27, 2012, to occur along the waterfront from Fort Point to Pier 39, with the understanding that the civic celebration will be free of charge.

ADOPTED this 11th day of March 2011, by the following vote of the Board of Directors:


AYES (18): Directors Arnold, Chu, Cochran, Elsbernd, Fredericks, Mar, Moylan, Pahre, Rabbitt, Renée, Sears, Snyder, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President Eddie; President Reilly

NOES (0): None

ABSENT (1): Director Campos



Janet Reilly
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District