

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2011-020

AUTHORIZE EXECUTION OF (1) MEMORANDUM OF UNDERSTANDING AMONG THE GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT, NATIONAL PARK SERVICE AND GOLDEN GATE NATIONAL PARKS CONSERVANCY; AND, (2) PROJECT STATEMENT NO. 1 FOR GOLDEN GATE BRIDGE 75TH ANNIVERSARY, VISITOR EXPERIENCE ACTIVITIES, AND MERCHANDISING ACTIVITIES, BETWEEN THE GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT AND THE GOLDEN GATE NATIONAL PARKS CONSERVANCY

March 11, 2011

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District) desires to enhance programs for visitors and provide greater coordination between visitor enhancements occurring within the District's permit area and those occurring on federal parks property; and,

WHEREAS, District staff has investigated entering into a cooperative relationship with the National Parks Conservancy (Conservancy) that would allow the Conservancy to support potential development of a Visitor/History Center and to assist the District's efforts to celebrate the 75th Anniversary Celebration of the Opening of the Golden Gate Bridge; and,

WHEREAS, the Conservancy has experience with fundraising that can assist the District in raising funds to support a successful 75th Anniversary Celebration event; and,

WHEREAS, the Board, by Resolution No. 2010-066, at its meeting of July 23, 2010, authorized the General Manager to enter into negotiations with Conservancy regarding development of a cooperative relationship to support and enhance visitor programs at the Golden Gate Bridge; and,

WHEREAS, the land upon which the Golden Gate Bridge (Bridge) stands is owned by the National Park Service (NPS); and,

WHEREAS, staff recommends approval of the Memorandum of Understanding (MOU) between the NPS, the Conservancy and the District, to pursue various shared goals and objectives, including opportunities for stewardship, short-term goals for the 75th Anniversary Celebration and long-term goals, such as a permanent visitor facility for future generations; and,

WHEREAS, the MOU provides the legal framework within which to proceed; and,

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WHEREAS, an Agreement between the Conservancy and the District will be executed, under the terms of which the District will reserve the right to review and approve Conservancy activities related to the subject MOU, including audit of accounting records; and,

WHEREAS, the term of said Agreement will be ten years, with automatic renewal absent a decision by either party to opt out; and,

WHEREAS, the instant Agreement will specify that no toll revenues will be used, that the Conservancy will provide staff for their activities, and that District employees who apply for work with the Conservancy will be provided the first employment opportunities; and,

WHEREAS, a broad-based Merchandising Program will be undertaken by the Conservancy to assist with these endeavors; and,

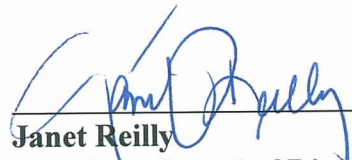
WHEREAS, the District will retain title to improvements; however, should the District terminate the Project Agreement prior to the Conservancy realizing earnings, the District then will be responsible for a monetary amount; and,

RESOLVED that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District hereby approves and authorizes execution of the Memorandum of Understanding among the Golden Gate Bridge, Highway and Transportation District, National Park Service and the Golden Gate National Parks Conservancy, for the cooperative improvement of the visitor experience, facilities services and interpretation at the Golden Gate Bridge and adjacent national park lands; and, be it further


RESOLVED that the Board hereby approves and authorizes execution of a Project Agreement between the District and the Golden Gate National Parks Conservancy for the Golden Gate Bridge 75th Anniversary visitor experience projects and activities, and merchandising activities.

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

AYES (14): Directors Boro, Campos, Chu, Elsbernd, Grosboll, Mar, McGlashan, Rabbitt, Renée, Sobel, Stroeh and Theriault; First Vice President Eddie; President Reilly
NOES (0): None
ABSENT (5): Directors Brown, Cochran, Moylan, Pahre and Snyder



Janet Reilly
President, Board of Directors

ATTEST: 

Janet S. Tarantino
Secretary of the District