

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2011-094

**APPROVE THE OPERATION OF MOBILE GOURMET FOOD TRUCKS
AT THE LARKSPUR FERRY TERMINAL**

October 28, 2011

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution 2011-025 at its meeting of March 25, 2011, approved a pilot program to host gourmet food trucks at the Larkspur Ferry Terminal on Friday afternoons and evenings, beginning in May 2011 and concluding in September 2011, and authorized the General Manager to enter into an agreement with Event Bank, LLC, for the implementation and management of the pilot program; and,

WHEREAS, the goals of the pilot program were to: 1) determine the feasibility of hosting such an event on a regular basis; 2) slow passengers departing the ferry, thereby improving safety in the parking lot, in and around vehicles; 3) promote ferry travel for people unfamiliar with the system; and, 4) cross-promote other ferry services, such as the Giants Ferry and ferry service to the University of California at Berkeley (Cal Bears) football games at AT&T Park; and,

WHEREAS, the pilot program exceeded District expectations in slowing down passengers exiting from the ferry, and attracted community residents and family members of passengers, as evidenced by positive feedback from customers and by the appearance of event information on local events websites and blogs; and,

WHEREAS, the pilot program generated revenue of \$3,655.98, to help defray costs associated with event promotion; and,

WHEREAS, the pilot program met or exceeded the District's expectations, without interfering with ferry service; and,

WHEREAS, the Board now desires the establishment of a long-term program to allow for the operation of mobile gourmet food trucks at the Larkspur Ferry Terminal; and,

WHEREAS, the District's *2010 Master Ordinance*, Section I., General Conditions, subsection E., Business Activities on District Property, requires that "no person shall sell or offer to sell to the public goods or services or engage in any business or profession on property of the District without having first obtained permission from the Board of Directors"; and,

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WHEREAS, the Governmental Affairs and Public Information Committee/Committee of the Whole, at its meeting of October 28, 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 operation of gourmet food trucks at the Larkspur Ferry Terminal, based on the success of the pilot program that was completed on September 30, 2011, pursuant to **SECTION I., GENERAL CONDITIONS, SUBSECTION E., BUSINESS ACTIVITIES ON DISTRICT PROPERTY** of *Master Ordinance 2010*.

ADOPTED this 28th day of October 2011, by the following vote of the Board of Directors:


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

NOES (0): None

ABSENT (1): Director Brown



Janet Reilly
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District