

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2011-095

**APPROVE ACTIONS RELATIVE TO THE
ACTIVITIES ASSOCIATED WITH THE
75TH ANNIVERSARY CELEBRATION**

October 28, 2011

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution No. 2010-066, at its meeting of July 23, 2010, authorized entering into a cooperative relationship with the Golden Gate National Parks Conservancy (Conservancy) to support development of a Visitor/History Center and to assist the District's efforts to celebrate the 75th Anniversary of the Opening of the Golden Gate Bridge (Celebration); and,

WHEREAS, the Board desires to enhance programs for visitors and improve the visitor experience at the Golden Gate Bridge (Bridge); and,

WHEREAS, the Conservancy, the District and the National Park Service (NPS) are working cooperatively to revitalize the Bridge east side Visitors Plaza and adjacent areas, by constructing the 75th Anniversary Pavilion (Pavilion), a new, interim 3,500 square foot facility that will orient visitors and provide interpretive and commemorative products; augmenting visitor services; improving orientation and way-finding; improving traffic flow, visitor access and site circulation; improving site accessibility; and, preserving and enhancing when possible, historic, natural, scenic and recreational resources in the area, in preparation for the 75th Anniversary of the Golden Gate Bridge in May 2012; and,

WHEREAS, pursuant to the approved cooperative relationship with the District, the Conservancy plans to improve visitor facilities, public spaces, trails and overlooks to highlight the Bridge story and enhance the appreciation of the Bridge as a United States landmark, as well as providing information about its history and timeless design, offering interpretive tours including commemorative photographs, and offering interactive exhibits for hands-on learning; and,

WHEREAS, the Conservancy plans to improve the Bridge Café by offering local and organically sourced food and beverages; and,

WHEREAS, the Conservancy plans to create new overlooks and vista points, construction of which has already begun in some areas, as well as improving hiking and bicycling trails to the east and west of the Bridge; and,

WHEREAS, planned construction includes a Pacific Overlook, with a view of the Bridge, and a Golden Gate Overlook, with a tower-within-tower view of the Bridge and a paved walking and seating area; and,

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WHEREAS, examples of items that will be available to visitors to create a world-class, inspiring experience include but are not limited to a 1930s Tower Model; Bridge collection artifacts; historic photographs and films; interpretive panels and exhibits; interpretive merchandise; books and guides; apparel; posters and prints; and,

WHEREAS, community tributes and a waterfront festival are planned, with performances, exhibitions, lectures, contests, educational programs and athletic events; and,

WHEREAS, to date, the Conservancy lists 64 confirmed community partners, which are committed to the 75th Anniversary Celebrations' success; now, therefore, be it

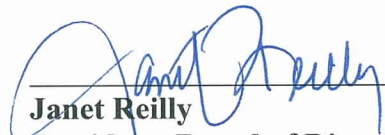
RESOLVED, that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District) hereby approves the Visitor Experience Plan for the 75th Anniversary Celebration of the Golden Gate Bridge, as presented by Greg Moore, Executive Director of the Golden Gate National Parks Conservancy, in the PowerPoint Presentation entitled, "75th Anniversary Update, Presented to the Board of Directors of the Golden Gate Bridge, Highway and Transportation District" and dated October 28, 2011.

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

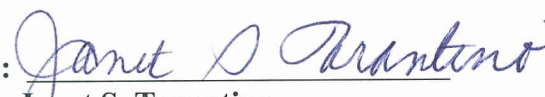
AYES (18): Directors Arnold, Boro, Campos, Chu, Cochran, Elsbernd, Mar, Moylan, Pahre, Rabbitt, Renée, Snyder, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President Eddie; President Reilly

NOES (0): None

ABSENT (1): Director Brown



Janet Reilly
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District