

# SAN FRANCISCO HISTORIC PRESERVATION COMMISSION



**Draft - Meeting Minutes**

Commission Chambers, Room 400  
City Hall, 1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**Wednesday, April 15, 2015  
11:30 a.m.  
CULTURAL HERITAGE ASSETS COMMITTEE  
Meeting**

**COMMISSIONERS PRESENT:** Hyland, Matsuda

**THE MEETING WAS CALLED TO ORDER AT 11:32 AM**

**STAFF IN ATTENDANCE:** Shelley Caltagirone, Tim Frye - Preservation Coordinator, and Jonas P. Ionin – Commission Secretary.

**SPEAKER KEY:**

- + indicates a speaker in support of an item;
- indicates a speaker in opposition to an item; and
- = indicates a neutral speaker or a speaker who did not indicate support or opposition.

1. (S. CALTAGIRONE: (415) 558-6625)  
CULTURAL HERITAGE ASSETS DISCUSSION. The Cultural Heritage Assets Committee of the Historic Preservation Commission began holding monthly hearings last December. The purpose of the hearings is to provide a discussion forum for topics related to cultural heritage preservation. The April hearing will include a presentation by Lisa Hasenbalg, Senior Director of San Francisco Travel's Arts & Culture Strategy. The hearing will also provide an opportunity for members of the public to contribute to a growing list of businesses, community organizations, and neighborhoods institutions that deserve recognition and protection. Public participation in the hearing is encouraged. Please contact Shelley Caltagirone at 415.558.6625 for more information.

**PRESENTERS:** **Lisa Hasenbalg**, San Francisco Travel- spoke on the use of different assets of the City to promote the City's visitor destinations.

**SPEAKERS:** **Ellen Johnck**, on behalf of the Port of San Francisco Maritime Commerce Advisory Committee- Port's update on the Waterfront Land Use Plan; asked for consideration of the Port's historic and cultural resources in the review program of the Cultural Assets Committee; stabilization of infrastructure and seismic safety on the waterfront; historic tax credit incentive for the seawall;  
**Mike Buhler**, San Francisco Heritage- Book on Legacy Bars; promote legacy business by branding them in the registry; marketing legacy business as heritage tourism destinations.

ADJOURNMENT: 12:28 PM