

From: Howard Levitt and Wendy Scheffers howandwen@ (b) (6)
Subject: Re: Fimrite article
Date: September 7, 2014 at 1:12 PM
To: Sharon Farrell SFarrell@ParksConservancy.org
Cc: Greg Moore MooreGreg@ (b) (6), frank and diane dean milestonedean@ (b) (6), Alex Picavet picavet@ (b) (6)

HL

Thanks, Sharon. All of these folks could be good authors of a letter to the editor on Fimrite's article. I have to keep my distance from this, for obvious reasons, so how would you suggest someone reach out to these folks, and who would so the reaching? Re better presence in Marin - yes! We have been talking about creating a position that is equivalent to Christine FitzGerald in SM Co ... her work hasn't solved all the angst, but it has really kept things calm and mostly civilized.

BTW, just finished reading all of the sfgate comments on the article... lots of govt as big brother, lots of nimbys, you should suck it up, lots of NPS has a pattern of screwing communities. Laura Pandapas (Lovapanda) was very prominent, and one of her beefs was with Conservancy privatizing the park.

Howard

On Sep 7, 2014, at 12:26 PM, Sharon Farrell wrote:

Hi

Yes, I read this too. I am saddened that a few vocal residents have become the “voice” of the community. Per Greg’s thoughts, below are some individuals who might be good spokespersons –

- Marilee is a good suggestion as many of her Corps members have benefited from educational/career training at both MuBe and Dias Ridge.
- Larry Minikes (MCL) – he wrote a response to the Huey Johnson Op Ed piece
- Nona Dennis (MCL) – I recently presented the status of the TLC to MCL, and she made several comments about misinformation coming MuBe residents.
- Richard Lautze – Aim High – has been an active partner with stewardship and our work in Tennessee Valley/MuBe for 20 years
- Ingrid and Jamie Cabada – 25+ year volunteers with HRT & native plant nursery who have worked at MuBe and other locations throughout the Park. Supported the Park during the Presidio VMP and FoFu issues.
- Maureen Pinto – I am not sure if she would write anything, but she too has been a huge advocate of our work over the past 5 years, plus she has continued to share her support for our community engagement.
- Tom Boss with MCBC – active partner in trail stewardship throughout Dias corridor – he helped shape our equestrian/hiker/bike stewardship program on the trail. He is interested in increased multi-use access.
- Joel Gerwein (Coastal Conservancy) – he has a big advocate for MuBe, Coho restoration and trail working in the area and recently shared his frustration over the loss of the bus stop project and misinformation
- Gail Seymour – CDFW – very active in the Marin environmental community with helping educate stakeholders about coho/steelhead restoration needs. She knows most of the Tam Task Force participants as well as Mill Valley Streamkeepers, SPAWN etc. and is respected. She has been one of the restoration work’s biggest proponents.

There are also a large number of community members within MuBe who support our work. That said, a number have been intimidated by the more vocal residents who are sharing A LOT of misinformation. I talked to both Brian and Nancy about needing to get the accurate information about a number of efforts out to the broader community. Let me know how I can help – I also agree with Greg that we need to be attentive not to pull TLC into this, as we are meeting with 2-4 groups weekly

at this time.

Community engagement and public information sharing is on the RWC Collaborative's senior management team agenda for Sept 18th. We are looking to develop a more comprehensive engagement program that will highlight many of the non-controversial projects – tactile models, trail signage, etc., and engage a much broader audience to build support.

Cheers Sharon

Sharon Farrell
Director of Park Projects
Resource Conservation & Project Implementation
Golden Gate National Parks Conservancy
Building 201, Fort Mason
San Francisco, CA 94123
P: 415-561-3065
C: (b) (6)
F: 415-561-3003
www.parksconservancy.org
Parks for All Forever

From: Greg Moore [mailto:MooreGreg@ (b) (6)]
Sent: Sunday, September 07, 2014 11:37 AM
To: 'Howard Levitt and Wendy Scheffers'; 'frank and diane dean'
Cc: 'Alex Picavet'; Sharon Farrell
Subject: RE: Fimrite article

Hi Howard,

I believe the responses should be fact-based, not opinion-based. I think the rebuttal should highlight the NPS's track record of conservation and visitor service, rather than argue whether the NPS can be trusted or not. Let's just point to the facts. The "belong to all of us" argument may be too ideological to work.

For example:

- Numbers of trails improved, acres restored, visitors served, historic buildings saved, native plants planted, youth engaged.
- Challenges met at the Presidio, Fort Baker, etc.
- Partners involved in parklands

Sharon, perhaps you have ideas of who would be a spokespersons. For example, Marilee Ekert (powerful since she is now on the Board of MCF); Marin Conservation League; Marin City; Aim High; GGRO volunteer; Habitat Restoration Team, etc. Let's not, however, drag the TLC into

this.

Do we have any connections with Marin press or Editorial Boards that can help us?

I do think that the NPS should be considering a Marin-based office with a community liaison in place.

Greg

-----Original Message-----

From: Howard Levitt and Wendy Scheffers [[mailto:howandwen@\(b\) \(6\) \[REDACTED\]](mailto:howandwen@(b) (6) [REDACTED])]

Sent: Sunday, September 7, 2014 10:43 AM

To: Greg Moore; frank and diane dean

Cc: Alex Picavet

Subject: Fimrite article

Greg and Frank:

Please keep responses to this on personal email.

I know you'll be flying today, Frank, and may not see this message. Greg, could you help us identify a few Marin residents to write rebuttal letters in response to today's Peter Fimrite's Chron article?

I believe the key points in a rebuttal would include:

1. The headline and article refer to "mistrust" of the NPS. In fact, it's not mistrust as much as it is a belief by some vocal people in Muir Beach that what they view as their private beach will be used by others.
2. Using the Muir Beach restoration as an example of the NPS as a "huge commercial developer" reinforces point #1.
3. The article represents very shoddy journalism. Fimrite has taken the Karl Rove approach to journalism -- "some folks have said...", "according to some...", "people fear" -- to provide a personal opinion masquerading as journalism. Because Fimrite is a Muir Beach resident - something not disclosed in the article - he is clearly serving as an advocate for a community viewpoint, not as an objective reporter.
4. The conclusion of the article, that the real issue is "can NPS get along with its neighbors?" has it wrong. The real issue is: Can the residents of Muir Beach understand that the national parklands adjoining their community belong to all of us?

This article needs a loud response.

I'll be available to talk about this in the late afternoon. I will also be reaching out by phone to Amy, and through her, to Neal Desai.

| Howard=