

**MINUTES**  
**WAR MEMORIAL BOARD OF TRUSTEES**  
**VETERANS BUILDING PROJECT COMMITTEE MEETING**  
**WAR MEMORIAL BOARD OF TRUSTEES SPECIAL MEETING**

**Thursday, April 9, 2015**

The Veterans Building Project Committee of the Board of Trustees of the War Memorial of San Francisco met at 1:00 p.m. on Thursday, April 9, 2015, in the Trustees' Board Room, War Memorial Opera House, Committee Chair Horn, presiding.

**ROLL CALL**

Committee Members Present: Chair Horn, Trustee Bechtle, Trustee Pelosi, Trustee Shultz, President Bashford, Ex officio

Committee Members Absent: Trustee Davis

Other Trustees Present: Trustee Lui, Trustee Myatt

Staff Present: Elizabeth Murray, Managing Director  
Jennifer Norris, Assistant Managing Director

**Herbst Theatre Acoustics Advisory Committee request:**

Vice President Horn, Chair of the Veterans Building Project Committee, stated that in advance of today's meeting, Committee members received the letter from the Herbst Theatre Acoustics Advisory Committee requesting to make a gift to the War Memorial of an acoustical shell and new stage lighting for Herbst Theatre. As noted in the letter, the Herbst Theatre Acoustics Advisory Committee is a volunteer committee consisting of board members, staff and patrons of organizations that regularly use Herbst Theatre, and the committee has been meeting over many years to discuss and develop plans for improving the acoustics of Herbst Theatre.

Chair Horn stated the Herbst Theatre Acoustics Advisory Committee is requesting approval of two proposals:

- 1) To make a gift to the War Memorial of an acoustical shell and new stage lighting for the Herbst Theatre; and
- 2) To approve in concept the placement of a plaque in the backstage area of Herbst Theatre to acknowledge and recognize the donors of the gift subject to future consideration and approval of specific plaque location, design and text.

Chair Horn welcomed Peter Pastreich, chair of the Herbst Theatre Acoustics Advisory Committee, and asked him to address the Trustees on the request.

Mr. Pastreich stated that he represents the 12 members of the Herbst Theatre Acoustics Advisory Committee, which has been working for approximately five years on the issue of improving the acoustics in Herbst Theatre. He said that the Committee has been advised by acoustician Lawrence Kirkegaard and theater design consultant S. Leonard Auerbach and that War Memorial staff has been included in all of the discussions.

Mr. Pastreich stated that certain of Mr. Kirkegaard's recommendations for Herbst Theatre acoustical improvements have been, or are being, implemented by the War Memorial including sealing of the "akoustolith" side walls and removal of carpet padding on the upper seating level. Mr. Kirkegaard also recommended a custom stage orchestra shell to improve acoustics for both musicians and listeners. Mr. Pastreich said that the Committee, working with Auerbach-Pollock-Friedlander, has determined to raise \$200,000 to purchase a

custom acoustical shell from StageRight as well as new stage lighting for use both with and without the acoustical shell. Mr. Pastreich reported that to date, the Committee has raised \$135,000 and hopes to raise the balance of funds by May 1, 2015, in order for contracts to be signed and materials to be delivered in July 2015.

Ms. Murray stated that during the deliberations of the Herbst Theatre Advisory Committee, War Memorial staff placed a number of conditions on the design of the acoustical shell including that the shell could be set-up and removed by one stage employee, that the shell could be broken down and stored within available storage space, and that the shell could be set up in multiple configurations for use by both small and large groups. Ms. Murray said that the proposed StageRight custom shell meets these conditions and staff is recommending acceptance of the proposed gift from the Herbst Theatre Acoustics Advisory Committee.

Following discussion, and on motion of Trustee Shultz, seconded by Trustee Bechtle, the following recommendation was unanimously adopted:

**RECOMMENDED,** To the Board of Trustees of the War Memorial of San Francisco that it accepts the gift from the Herbst Theatre Acoustics Advisory Committee of an acoustical shell and new stage lighting for the Herbst Theatre and approves in concept the placement of a plaque in the Herbst Theatre backstage area recognizing the donors of the gift.

### **Opera request for Veterans Building Donor Signage:**

Chair Horn said that at the Board's January 10, 2013 meeting, Trustees approved the San Francisco Opera's request to establish naming opportunities for post-retrofit Veterans Building areas as part of the Opera's fundraising efforts for Veterans Building improvements. Specifically, the Trustees approved Opera naming opportunities and signage at and in the Veterans Building McAllister Street entry lobby, Veterans Building fourth floor shared spaces, and Veterans Building spaces to be occupied exclusively by the Opera.

Chair Horn stated that in advance of today's meeting, committee members received a list of the Opera's proposed Veterans Building donor signage and plaques. Chair Horn called on Michael Simpson, CEO of San Francisco Opera, and Felicia Dunham, of Mark Cavagnero Associates, the Opera's architect, to make a presentation on the Opera's signage proposal. Felicia Dunham made the presentation and displayed samples of materials, lettering sizes and fonts for the proposed donor plaques.

Following discussion and public comment, and on motion of Trustee Pelosi, seconded by Trustee Bechtle, the following recommendation was unanimously adopted:

**RECOMMENDED,** To the Board of Trustees of the War Memorial of San Francisco that it approves the Opera's proposal for Veterans Building donor signage and plaques as follows:

| <b>No.*</b> | <b>Location of Naming Signage</b>                            | <b>Signage Text</b>                                     | <b>Naming Signage Description</b>                       |
|-------------|--|---|---|
| 1.          | McAllister Street Entry Door                                 | SAN FRANCISCO OPERA<br>DIANE B. WILSEY CENTER FOR OPERA | Gold vinyl letters on glass above transom at entry door |
| 2.          | McAllister Street Foyer –<br>Entry Arch from North Lobby     | SAN FRANCISCO OPERA<br>DIANE B. WILSEY CENTER FOR OPERA | Raised bronze letters at top of arch                    |
| 3a.         | McAllister Street Foyer –<br>East wall adjacent to Elevator  | SAN FRANCISCO OPERA<br>DIANE B. WILSEY CENTER FOR OPERA | Raised bronze letters on wall                           |
| 3b.         | McAllister Street Foyer –<br>East wall adjacent to Elevator  | “DONOR NAME” LOBBY                                      | Raised bronze letters on wall                           |
| 4.          | 4 <sup>th</sup> Floor North Elevator Lobby –<br>West wall    | SAN FRANCISCO OPERA<br>DIANE B. WILSEY CENTER FOR OPERA | Raised stainless steel letters on wall                  |
| 5.          | 4 <sup>th</sup> Floor Education Studio –<br>North Entry Door | JOHN M. BRYAN EDUCATION STUDIO                          | Raised stainless steel letters on transom at entry door |

| No.* | Location of Naming Signage   | Signage Text   | Naming Signage Description  |
|------|--|--|---|
| 6a.  | 4 <sup>th</sup> Floor Education Studio – Exit door to east corridor    | JOHN M. BRYAN EDUCATION STUDIO                           | Raised stainless steel letters on transom at exit door  |
| 6b.  | 4 <sup>th</sup> Floor Education Studio – West Wall                     | JOHN M. BRYAN EDUCATION STUDIO<br>ADDITIONAL DONOR NAMES | Large stainless steel donor plaque with white infilled letters  |
| 7.   | 4 <sup>th</sup> Floor Education Studio – West Entry Door from corridor | JOHN M. BRYAN EDUCATION STUDIO<br>ADDITIONAL DONOR NAMES | Large stainless steel donor plaque with white infilled letters  |
| 8.   | 4 <sup>th</sup> Floor Atrium Theater Lobby – North wall                | BARBARA MOLLER WARD LOBBY<br>IN HONOR OF DAVID GOCKLEY   | Raised stainless steel letters on wall  |
| 9.   | 4 <sup>th</sup> Floor Atrium Theater – West Entry Door                 | “DONOR NAME” ATRIUM THEATER                              | Raised stainless steel letters on transom at entry door   |
| 10.  | 4 <sup>th</sup> Floor Atrium Theater – Exit Door to Theater Lobby      | “DONOR NAME” ATRIUM THEATER                              | Raised stainless steel letters on transom at exit door  |
| 11.  | 4 <sup>th</sup> Floor East Corridor – West wall                        | DIANE B. WILSEY CENTER FOR OPERA<br>5 Donor Plaques      | Raised stainless steel letters on wall above<br>5 stainless steel donor plaques with white infilled letters |
| 12a. | 4 <sup>th</sup> Floor North Gallery – Entry Door                       | HUME FAMILY GALLERY                                      | Raised stainless steel letters on transom at entry door   |
| 12b. | 4 <sup>th</sup> Floor South Gallery – Entry Door                       | “DONOR NAME” GALLERY                                     | Raised stainless steel letters on transom at entry door   |
| 13a. | 4 <sup>th</sup> Floor Conference Room – Entry Door                     | “DONOR NAME”<br>CONFERENCE ROOM                          | White vinyl letters on glass above entry door transom   |
| 13b. | 4 <sup>th</sup> Floor Costume Studio – Northwest Entry Door            | NORBY ANDERSON<br>COSTUME STUDIO                         | White vinyl letters on glass above entry door transom   |
| 13c. | 4 <sup>th</sup> Floor Costume Studio – Southwest Entry Door            | NORBY ANDERSON<br>COSTUME STUDIO                         | White vinyl letters on glass above entry door transom   |
| 14a. | 4 <sup>th</sup> Floor North Gallery – North wall                       | HUME FAMILY GALLERY                                      | Raised stainless steel letters on wall  |
| 14b. | 4 <sup>th</sup> Floor South Gallery – South wall                       | “DONOR NAME” GALLERY                                     | Raised stainless steel letters on wall  |
| 15.  | 4 <sup>th</sup> Floor Opera Archives                                   | EDWARD PAUL BRABY<br>SAN FRANCISCO OPERA ARCHIVES        | Raised stainless steel letters on wall  |
| 16.  | 4 <sup>th</sup> Floor Opera Break Room                                 | WILLIAM W. GODWARD CANTEEN                               | Raised stainless steel letters on wall  |
| 17.  | Basement Costume Fitting   | NORBY ANDERSON<br>COSTUME STUDIO FITTING ROOM            | Small stainless steel donor plaque with white infilled letters  |

**ADJOURNMENT**

There being no further business before the Veterans Building Project Committee, Chair Horn adjourned the meeting at 1:50 p.m.

Jennifer E. Norris  
Executive Secretary