

# San Francisco Bay Trail Project

## Board of Directors

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April 28, 2023

Agenda Item 8.a.

### San Francisco Bay Trail Nonprofit Future

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#### Subject:

Introduction to the Potrero Group

#### Background:

MTC/Bay Trail staff in Fall 2022 procured the [Potrero Group](#) to assist with discussions about the future of the Bay Trail Nonprofit. Cleveland Justis and Daniel Student of the Potrero Group will be facilitating discussions in coordination with the Bay Trail Board Chair and the MTC Executive Director Andrew B. Fremier.

An accomplished organizational leader in entrepreneurial arenas for the past 30 years, Cleveland Justis is a principal at Potrero Group, a management consulting organization with deep roots working in public-private partnerships, especially with state and national parks, land trusts, and social enterprises. Formerly, Cleveland was cofounder and director of the Institute at the Golden Gate and executive director of the Headlands Institute. He also led UC Davis's Institute for Innovation and Entrepreneurship. Cleveland has served in executive-level positions with the University of California, Golden Gate National Parks Conservancy, Headlands Institute of NatureBridge (formerly Yosemite National Institutes), and the National Outdoor Leadership School. Cleveland has held faculty positions at the UC Davis Graduate School of Management's MBA program, Georgetown University, and UC Berkeley's Haas Business School. He received his MBA in strategic management and finance at the UC Davis Graduate School of Management and earned his PhD in economic geography, entrepreneurship, and innovation at UC Davis. Cleveland is an active volunteer in the community. He served as a board member of the Marin Community Foundation, a large community foundation with over \$2.3 billion in assets, and with Net Impact, an organization with a global network of over 15,000 leaders who are changing the world through business.

Daniel Student has been a cultural, environmental, and social sector leader for over 20 years and brings a unique cross-section of creative and business strategy to his work. He currently serves as a senior consultant for Potrero Group, leading strategic planning, board development, innovation and new program development processes for amazing clients—including Jefferson National Parks Association, Outdoor Afro and Peninsula Open Space Trust—and, notably, providing program management for an inter-sector team for the development of California's "Pathways to 30x30" plan to conserve 30 percent of the state by 2030. Previously, he served as producing artistic director for Plays & Players Theatre and administrative director for International Performing Arts for Youth.

Cleveland and Daniel co-authored the Amazon Bestselling book *Don't Lead Alone: Think Like a System, Act Like a Network, and Lead Like a Movement* and co-created a series of courses on multinational cross-cultural teams for UC Davis Continuing and Professional Education.

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**Issues:**

None

**Recommended Action:**

Information

**Attachments:**

None

**Reviewed:**



Andrew Fremier