



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, February 8, 2012 4:30 P.M.
Lakeside Garden Center, 666 Bellevue Avenue, Oakland, CA

Minutes

1. CALL TO ORDER:

A meeting of the Parks and Recreation Advisory Commission was held on Wednesday, February 8, 2012 at the Lakeside Garden Center located at 666 Bellevue, Avenue. Commissioner/Chair Miller convened the meeting at 4:35pm. Audree V. Jones-Taylor, OPR Director, conducted the roll call:

2. ROLL CALL:

BELCHER, FINLINSON, HAMMOCK, MATIS, MILLER, MONTAUK, PETERSON, RICARDS, TAYLOR, WU

Excused: Wong

Staff: Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Gail McMillon, Mark Hall, Christina Ferracane and Lily Soo Hoo from the Public Works Agency (PWA) and Ed Manasse with the Community and Economic Development Agency (CEDA),

3. DISPOSITION OF MINUTES:

A. Minutes of January 7, 2012

4. SPECIAL ORDERS:

None

5. PRAC PENDING LIST:

Pending - Commissioner Taylor to send draft report to Commissioners Taylor and Montauk.
Director Jones-Taylor will review the report with OPR's Fiscal Manager.

6. MODIFICATIONS TO THE AGENDA:

None

7. CONSENT NEW BUSINESS:

A. Request Approval From the Native American Health Center For Permission to Collect On-site Registration/Donation Fees for the Running Is My High Walkathon at Lakeside Park on Saturday, March 10, 2012: The Native American Health Center, a non-profit organization, is requesting permission to collect on-site registration/donation fees for the Running is My High; a 10k and 5k Fun Race around Lake Merritt that promote fitness, good nutrition and diabetes prevention. The representatives for the Native American Health Center were not in attendance due to the Post Event Report provided to staff.

B. **Request for Permission to Accept On-site Registration/Donation Fees for the Leukemia & Lymphoma Society's Rhodes Race 5k Run/Walk at Lakeside Park on Sunday, April 15, 2012:** Ms. Claire Blaney is requesting permission to collect on-site registration/donation fees for the Rhodes Race 5K Walk/Run at Lakeside Park on Sunday, April 15, 2012, to benefit the Leukemia and Lymphoma Society (LLS). The fees are donated to the LLS. The minimum registration/donation fee is \$20 per person (\$5 for kids). Ms. Blaney was not in attendance due to the Post Event Report provided to staff.

C. **Request Approval from Girl Ventures for Approval for Permission to Collect On-site Donations for the Walkathon Fundraiser at Lakeside Park on Saturday, April 28, 2012:** Girl Ventures, a non-profit organization, is requesting permission to collect donations at their registration table during their walkathon fundraiser event on Saturday, April 28, 2012 at Lakeside Park. The money raised will help benefit scholarship funds in order for more girls to have access to the Girl Ventures programs. A Post Event Report was provided to the organization for their 2011 event but has not been received by the Office of Parks and Recreation.

A brief presentation was made by the applicant. It was reported that in 2011 the organization recorded 90 attendees at the event which raised \$9k, however, the post event report was not returned to the department. The Commission requested that Girl Ventures provide the Office of Parks and Recreation with a post event report.

Motion: Commissioner Miller entertained a motion to approve Items 7C on consent.

Moved by: Commissioner Taylor, **Seconded by:** Commissioner Belcher: **Motion Passed Unanimous**

D. **Request for Permission to Serve and Sell Alcohol Beverages and Food On-site for the 3rd Annual Oakland Running Festival at Snow Park on Sunday, March 25, 2012:** Gene Brtalik is requesting permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site for the 3rd Annual Oakland Running Festival at Snow Park on Sunday, March 25, 2012. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.

The organizer described the route of the running event which includes 16 water stations. Commissioner's requested that the organizers provide the Office of Parks and Recreation with the post even report. The 2010 report was not received.

Motion: Commissioner Miller entertained a motion to approve Items 7D on consent.

Moved by: Commissioner Hammock, **Seconded by:** Commissioner Ricards: **Motion Passed Unanimous**

E. **Request from National Multiple Sclerosis Society for Permission to Accept On-site Pledges/Donations for their Fundraising Walk at Lakeside Park on Sunday, April 21, 2012:**

The National Multiple Sclerosis Society, a non-profit organization, is requesting permission to collect on-site pledges/donations for their Fundraising Walk at Lakeside Park on Sunday, April 21, 2012. The donations and funds raised will go towards local programs, services, and research for those affected by Multiple Sclerosis (MS). This is a first year event. The port event report will be provided after the April 21st date. Approximately 500 participants are expected to attend this event. The fund raising goal is \$135k.

Motion: Commissioner Miller entertained a motion to approve Items 7D on consent.

Moved by: Commissioner Taylor, **Seconded by:** Commissioner Peterson: **Motion Passed Unanimous**

F. **Request from BuildOn for Permission to Collect Donations On-site for their Fundraising Walk at Lakeside Park on Sunday, April 22, 2012:**

BuildOn, a national non-profit organization, is requesting permission to collect outstanding pledges for their Fundraising Walk at Lakeside Park on Sunday, April 22, 2012. Proceeds raised from the event will benefit construction material cost associated with building a school in Nicaragua.

G. **Request from San Francisco Bay Area Darfur Coalition for permission to Accept On-site Registration/Donation Fees for the Walk to End Genocide at Lakeside Park on Sunday, April 29, 2012:**

The San Francisco Bay Area Darfur Coalition is requesting permission to collect on-site registration/donation fees for the Walk to End Genocide at Lakeside Park on Sunday, April 29, 2012, to benefit the survivors and/or on the behalf of victims of genocides or advocating to end genocide.

H. **Request From Women's Daytime Drop-in Center for Approval to Collect Entrance Fees and Have a Live and Silent Auction at Sequoia Lodge on Sunday, May 20, 2012:**

Women's Daytime Drop-in Center, a non-profit organization, is requesting approval to collect entrance fees and funds from a live and silent auction at Sequoia Lodge on Sunday, May 20, 2012. The funds raised will provide financing for the Center's day support and housing services which help over 1200 individuals each year.

Motion: Commissioner Miller entertained a motion to approve Items 7A, B, F, G and H on consent. **Moved by:** Commissioner Belcher, **Seconded by:** Commissioner Hammock:

Motion Passed Unanimous

8. NEW BUSINESS:

Informational Report – Proposed FY2011-13 Park Project Prioritization List: Lily Soo Hoo, Project Manager with the Department of Community and Economic Development Agency – CEDA presented this informational report to the Parks and Recreation Advisory Commission on the proposed park project prioritization list for FY2011-13. Project descriptions are referenced by the project title in an attached proposed Park Project Prioritization List – Attachment A. Since this is an informational report, no fiscal impacts are included. The goal of the Park Project Prioritization list is to serve as the guiding plan for implementing Oakland's parks and open space capital improvements and allow staff to expedite the process in applying for grant funds.

The management of the priority list was discussed and it was determined that priority is based on the evaluation of each project and grant criteria of available grants. Director Jones-Taylor gave a brief recap of the history of the Park Priority list and explained that each group was listed by Council District and not in ranking order. The list is used by Project Delivery to seek funding. Commissioners would like to see more equity to serve district with more need rather than an even division between each council district. The Commission can become involved with the prioritization of parks project by preparing a report to City Council for recommendation.

Motion: Commissioner Miller entertained a motion to accept the Informational Report.

Moved by: Commissioner Belcher, **Seconded by:** Commissioner Hammock: **Motion Passed Unanimous**

9. CONDITIONAL USE PERMITS:

None

10. COMMUNICATIONS:

None

11. PRAC COMMITTEE REPORT:

None

12. ADVISORY COUNCIL REPORTS:

Commissioner Matis contacted all of his Recreation Advisory Council - RAC sites and requested that he be notified of their community meetings. Director Jones-Taylor will reaffirm this directive at the next staff meeting.

13. UNFINISHED BUSINESS:

None

14. COUNCIL REFERRALS:

15. OPEN FORUM:

Public speaker wants a Farmer's Market located at Snow Park including 10 to 15 stalls. It was suggested that vendors would set up on the lawn to minimize damage to the grass and the public would make their purchases from the sidewalk. The speaker has been in communication with Mark Hall, Capital Improvements Manager with the office of Parks and Recreation.

16. DIRECTOR'S REPORT:

A. City of Oakland Budget Update

Director Jones-Taylor informed the Commission of passing of the City's budget and explained the \$500K cut to the Office of Parks and Recreation - OPR including the reduction in hours at some recreations sites to take effect March 1, 2012, the elimination of the Jack London Aquatic Center subsidy and the pending merger of OPR and the Department of Human Services - DHS.

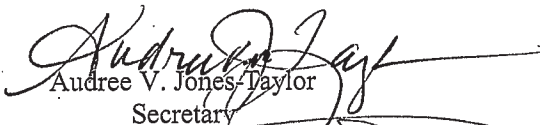
17. ANNOUNCEMENTS:

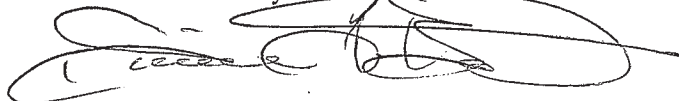
None

18. ADJOURNMENT:

The meeting adjourned at 6:20pm

Respectfully submitted,


Audree V. Jones-Taylor
Secretary



Diane Boyd
Recording Secretary

Next Meeting:

Wednesday, March 14, 2012; 4:30 p.m.
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA



This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the **Office of Parks and Recreation at (510) 238-7532** or **TDD (510) 615-5883** at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.