

PARKS AND RECREATION ADVISORY COMMISSION
Wednesday, January 12, 2005
Marsha Corprew Lakeside Park Garden Center, Oakland, CA

MINUTES

1. CALL TO ORDER:

A regular meeting of the Parks and Recreation Advisory Commission was held at the Lakeside Park Garden Center, 666 Bellevue Avenue, Oakland, California. Since a quorum was not present, Chairperson Webb convened the work session at 4:40 p.m. Ms. Audree Jones-Taylor, Secretary to the Commission, conducted roll call.

2. ROLL CALL: (one vacancy)

Present: Rosa Linda Armendariz, Theresa Nelson, Brad Ricards, Jeffrey Taylor,
Matthew Webb

Absent: Valerie Abad, Alex Hahn, Mario Juarez, Larry Magid, Mary Ellen Tong

Staff Present: Audree V. Jones-Taylor, Jennifer Koney, Michael Hammock, Melvin Landry,
Jason Mitchell, Mary Perisic

3. DISPOSITION OF MINUTES:

A. Minutes of December 8, 2004 meeting: deferred

4. SPECIAL ORDERS:

5. DETERMINATION OF SCHEDULE—OUTSTANDING AGENDA ITEMS:

A. PRAC Pending List - No change

6. MODIFICATIONS TO THE AGENDA:

- Item 12 A removed

7. COMMUNICATIONS:

8. PRAC COMMITTEE REPORTS:

9. ADVISORY COUNCIL REPORTS:

10. CONDITIONAL USE PERMITS:

11. UNFINISHED BUSINESS:

12. NEW BUSINESS:

- A. Request from Councilmember Nancy Nadel and the Marcus Foster Institute for co-sponsorship of "Principal for a Day" event at the Garden Center on February 10, 2005: Requester cancelled. Item removed from agenda.

13. **COUNCIL REFERRALS:**

- A. Parks and Recreation Advisory Commission Annual Report to Council – Life Enrichment Committee, January 25, 2005: Commissioner Webb will attend the LEC and City Council meetings and provide a final report at the next PRAC meeting.

14. **DIRECTOR'S REPORT:**

- A. CDBG presentation – OPR Sports Unit: OPR Director Audree V. Jones-Taylor gave a report. Staff are in the process of making presentations in all seven Community Development Districts for CDBG grant funds for youth sports. Currently, funding for youth sports does not come from the City's General Fund, and OPR is providing programs throughout the City with unfunded dollars. Jennifer Koney, General Recreation Supervisor, and Melvin Landry, City Wide Sports Coordinator gave a three minute Power Point presentation titled "OPR Enhanced Middle School Sports Program Proposal (2005-2007)." The presentation provided a summary of the importance of middle school sports programs, with an emphasis on girls' sports, and included sections on health issues, diversity of the programs, expected participants, OPR offerings, recruiting, funds requested and letters of support. Recruitment of youth for the programs is conducted by OPR staff through the schools, by ads in the newspapers, and through the OPR website and flyers. The Enhanced Middle School Sports Program Proposal will be for all sports programs with an emphasis on girls' sports. OPR offers the only after school sports programs at schools. The program includes a strong after-school academic component and the sports programs provide an incentive for the youth to complete their homework assignments. Teachers from the OUSD provide tutors. To show support at the CDBG presentations, attendees are asked to stand up after the presentation. The Commissioners were given the schedule of presentations and asked to attend as many as possible and to write letters of support.

Ms. Jones-Taylor added that one of the main focuses of OPR is girls' sports and activities, engaging them in OPR programs. OPR staff currently are pursuing grants from Oakland Fund for Children and Youth to expand programs at centers and school sites. OPR is also working with Team Up for Youth who gave \$50,000 to the City for programs which emphasize the importance of girls' activities. Also, this April through June OPR will be hosting play days, one in each council district, where youth will have the opportunity to play soccer, golf, tennis, etc., and experience a variety of activities.

- B. Budget Overview presentation: Ms. Jones-Taylor gave the draft OPR Budget Overview presentation and requested the Commission's input. The draft presentation contained several slides, including the OPR Mission Statement, 2003-05 budget allocations, the value and benefits of OPR, Oakland's resources, health and fitness benefits, environment, social and community benefits, economic benefits, recreation center assessments, graphs showing rankings for each recreation center and council district, other revenue, recreation totals, 2005-07 budget at \$16 million baseline, 2005-07 goals and objectives, what's new at OPR, Radical Roving Recreation, recognizing the problems (crime statistics by council district), overall correlation to recreation and crime, solutions for recapturing troubled youth, how OPR will help handle the City's \$30 million deficit, cost cutting/meeting needs, OPR Central Reservations/rental facilities, contracts, Cultural Arts, self-sustaining programs, camps, and more.

The Commission questioned the very low numbers shown for the youth and teens served through sports programs in 2004 (slide12). This is both a RecWare inputting issue as well as low participation. It was suggested that the slide include a modifier about the RecWare inputting.

PRAC requested to see the revised Budget Overview when ready.

15. **OPEN FORUM:**
16. **ANNOUNCEMENTS:**
17. **ADJOURNMENT:** Meeting adjourned at 6:30 p.m.

Respectfully submitted,

Audree V. Jones-Taylor
Secretary

Mary Perisic
Recording Secretary