

**PARKS AND RECREATION ADVISORY COMMISSION**  
**Retreat**  
**Saturday, October 23, 2004**  
**Jack London Aquatic Center, Oakland, CA**

Present: Valerie Abad, Rosa Linda Armendariz, Larry Magid, Brad Ricards,  
Mario Juarez, Ben Tate, Mary Ellen Tong, Matthew Webb  
Absent: Alex Hahn, Theresa Nelson, Jeffery Taylor

### **Highlights of Retreat**

#### Attendance

It is important that we serve the community by being ready to begin the meetings at the start time, 4:30 pm, especially when there is a full agenda and people are waiting.

#### Policy on Fee Waivers and Co-sponsorships

- Community Access Grant program - As per City Council, 11/99, OPR could give up to \$70,000 worth of access grants.
- OPR staff to provide listing of all groups that pay their fees and a list of those that are waived.
- How to distribute the \$70,000 fairly.
- What is the justification of the \$70,000.
- What is the policy on unpaid fees
- Budget – Fees and hard costs for staffing.
- PRAC has authority to waive fees.
- There should be some type of application for a fee waiver so that PRAC can determine who is eligible, including OPR guidelines, financial status of organization.
- What does it mean when we partner with another organization?
- The number one job of OPR is to see that there are programs. We need to put money towards programs first before we spend money on fee waivers.
- We need to look at ways to get more money for the department.
- Collection of unpaid fees. Problem when the group was endorsed by Council. The City's Revenue Department should handle collection of unpaid fees.
- Staff will return with a report on recommendations as it relates to policy of fee waivers. Costs, report on what we budgeted in the past, recommendation of CBOs and neighborhood councils.

#### Selling in Parks

- The Oakland Municipal Code does not allow for selling in parks, with the exception of special events with PRAC approval to sell items related to the event, hand made arts and crafts, and food. The problem is enforcement of the policy.
- Montclair Lions Club is an on-going partner with the Montclair Recreation Center. Half of the money earned at the flea market goes back to the center.
- There should be an application that asks what they are going to sell on the day of the event.

- The Rangers can check the event for items being sold, shut down the event if they are selling items not approved. Also, OPR can keep the deposit. Hold the permit holders accountable.
- If permit holder is allowed to sell in the park they should not be given a fee waiver.
- What is the basis that we give permission for the sale of wares in parks?
- The clearer we make the process and criteria, the easier it is to enforce the policy.
- Staff will prepare recommendations for December meeting.

### Tree Preservation Ordinance

- The City of Oakland adopted the Protected Tree Ordinance to help save certain species of trees in Oakland, including trees on private property. If a tree poses a threat to person or property then that is justification for removing the tree.
- The PRAC is the final word on tree appeals, to remove or not remove a protected tree. The PRAC Tree Committee does an evaluation of the tree and listens to the staff justification and the applicant. Then it goes to full PRAC for a public hearing and vote.
- PRAC needs six affirmative votes to carry a motion. In the past we would have a motion to approve staff's recommendation to remove or to save a tree, and the motion would fail due to a lack of six affirmative votes. By implication, that means that that staff's recommendation could not be sustained. The previous Tree Committee decided to state the motions to the negative so that six affirmative votes would be required to overrule staff's recommendation.
- Staff should research tree maintenance alternatives for low income people to maintain their trees.
- The Tree Division was formerly under OPR but is now under Public Works Agency. The Tree Ordinance indicates that OPR is the responsible agency and PRAC as the responsible Commission. OPR Director asked for PRAC's recommendation as to changing the Ordinance so that tree appeals are signed off by PWA. PRAC still wants to review all resident tree appeals.

### Naming of Parks and Recreation Facilities

- Under the current Resolution #65024 on Designating Official Names of Facilities, if a person has given significantly to the community, a facility may be named after that person while living. It was the recommendation of a PRAC ad hoc committee to change the policy so that it only apply to memorials. The question is whether we want to reevaluate the policy or to leave it as is. The Commission wants to leave it as is.

### Advisory Councils

- The PRAC acts as liaison to the OPR Advisory Councils.
- Before the last OPR Administration, Advisory Councils were valued and needed, were able to make decisions, raise money and decide how to spend money. The last administration changed that and the advisory councils felt they had no purpose.
- OPR is in the process of re-establishing the advisory councils for each facility. All facilities must have an active Advisory Council, which includes youth, and a Teen Council. It is a part of staff's Performance Plan to develop and work with Advisory Councils.
- Advisory Councils role will be to insure that staff provide for the needs of the community.

- After the first of the year the OPR Director will conduct ongoing training for staff on the development of an Advisory Council.
- PRAC liaison provides leadership to Advisory Councils. PRAC has the responsibility to make sure the Advisory Council meetings are being run appropriately.
- This is a way for PRAC to be relevant in the City, to become visible and be involved in the community, and help to make a difference. Acting as a liaison gives Commissioners a hands-on understanding of what is going on in the parks and recreation centers.
- OPR Director recommends that:
  1. PRAC concentrate on the centers that were rated lowest, Bushrod, Tassafaronga, Allendale, Golden Gate, and Franklin.
  2. PRAC members be a contact person, not necessary having to go to all the meetings.
  3. PRAC should participate in the training of staff.

#### PRAC Committees

- PRAC Standing Committees were reviewed and new members added. New Committee list to be distributed.

#### What PRAC can do to improve quality of the parks

- PRAC is a conduit between the community, OPR and the City Council. PRAC can conduct public hearings, make recommendations to OPR, the City Administrator and the City Council.
- The OPR Director needs PRAC to make a commitment to assist in helping move OPR forward and to come to the City Council meetings to speak on behalf of OPR.
- Suggestion: Tangible things that PRAC can do to improve parks – focus on one park for six months or a year as a model of what we can do.

#### California Park and Recreation Society (CPRS) Conference

- March 2005, in Sacramento.
- OPR can pay for registration for the Commissioners who would like to attend.

#### Round Table Associates

- OPR will be hosting the National Round Table Associates Forum for Recreation, Parks and Conservation, April 24-28. Peter Harnick and Charles Jordan are speakers being requested to be on the panel regarding urban parks.

#### National Recreation and Park Association (NRPA)

- Health Summer, May 19, 2005
- Conference

#### Next Retreat

- March 2005