

PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland, California
Wednesday, November 14, 2007
Lakeside Park Garden Center, Oakland

MINUTES

1. CALL TO ORDER:

A regular meeting of the Parks and Recreation Advisory Commission was held on Wednesday, November 14, 2007 at Lakeside Park Garden Center, 666 Bellevue in Oakland, California. Commissioner Taylor convened the meeting at 4:35 p.m. Audree V. Jones-Taylor, Secretary to the Commission, conducted roll call. A quorum was present.

2. ROLL CALL:

Present: Valerie Abad, Osagie Enabulele, Michael Hammock, Howard Matis, Junaid Mohiuddin, Susan Montauk, Brad Ricards, Jeffrey Taylor, Matthew Webb, Calvin Wong

Absent: none

Staff Present: Audree V. Jones-Taylor, Marguerite Hinrichs, Melvin Landry, Gail McMillon, Catherine Payne, Andrea Thompson-Lewis, Kip Walsh

Guests: Judi Bank, James Birchall, Randi Gerson, Steve Harker, J. Hillmer, Chris Kent, Bill Patterson, K. Smulevitz

3. DISPOSITION OF MINUTES:

A. Minutes September 12, 2007 meeting:

MOTION: Commissioner Ricards moved approval. Commissioner Enabulele seconded the motion. There were 2 abstentions. the motion passed.

4. SPECIAL ORDERS:

A. Marguerite Hinrichs, Special Events Marketing Coordinator, gave a staff update for the department. Sunday's In The Redwoods concert series was a success. We had in excess of 2,300 participants at the last concert. We have welcomed lots of new users to the Parks and Recreation activities. We have ongoing Parks for Peace celebrations that will last throughout 2008. The last Parks for Peace celebration was at Poplar Recreation Center and it had lots of media coverage. The Oakland Tribune did a documentary on the Parks for Peace celebration. Our next Parks for Peace celebration will be at Bushrod Park on January 12, 2008 and would like to encourage all of the commissioners to attend.

We have some exciting adult enrichment courses starting up. We have seen enormous success in our L.I.F.E Enrichment and Fitness, Notary 101 and Loan Signing Agents courses. OPR will be conducting Cardio Groove courses on December 3, 2007 as well as Chicago Stepping dance classes in January. CORE Emergency training courses will begin in January as well as the Play day Dining course coming soon. Marguerite is also the department's representative for the Mayor's Holiday Toy Drive and is currently accepting donations from groups as well as individuals.

The Office of Parks and Recreation will be conducting the annual Flag Football Bowl Tournament this Sunday, November 18, 2007. The Jr. Golf Recognition breakfast will be held

on Saturday, December 8, 2007. OPR will also be involved with the Holiday Parade. All recreation centers will participate in the Holiday Parade on December 3, 2007. On December 9, 2007 we will be conducting our Annual Winter Festival where children will perform dance as well as music sets. OPR will be offering Holiday Caroling at Lake Merritt for the cost of \$5 per person during the second and third weeks of December.

- B. Steve Harker, President Touchstone Golf, gave a presentation on the status of Lake Chabot Golf Course. A lot has transpired in the last 6 months. The second National Golf Foundation Survey has been conducted and reviewed. Our golf market position is the lower daily fee position; our plan is to pull the golfers from the middle daily as well as the lower middle daily fee position. Our initial focus now is in quality, community, service and value. We have made significant improvements in some categories such as scenery and aesthetics of course, pace of play, overall course value, friendliness and service of staff, overall experience, condition of greens as well as overall course conditions. The key business drivers for FY07/08 are people, quality product, guest acquisition and retention, community outreach, food and beverage, revenue management and guest feedback.

As part of our community outreach the Oakland City Junior Open was held on June 29, 2007, we had 195 youths participate. The 2007 Annual Lake Chabot Golf Club Family Day and Golf Tournament were held on August 26, 2007, we had 70 golfers participate. On October 13, 2007 we conducted a field trip with at risk youth with learning disabilities from Oakland Technical High School, three students participated and a second field trip is in the planning stages. We had 67 golfers participate in our Halloween "Monster Ball" golf tournament this year and 12 of the golfers were youth. We will be conducting our Holiday party for our local neighbors, golf club members and the community on December 15th. We have a lot of great upcoming events in 2008 such as: "Jazz on the Green", a community jazz concert, the Oakland City Amateur Championship, a fundraiser hosted by OPR to benefit the 2008 U.S. Youth Games in Oakland, our 2nd Annual Easter Egg Hunt and Community golf clinics hosted by OPR, Women in Golf Day as well as National Youth Game Golf Competition.

We have made considerable golf course and facility improvements. The irrigation improvements gives us a consistent green turf, we rebuilt the three worst tees on Par-3, fencing and course markings, installed new sod on forward tee, renovated waste bunker, removed several dead trees and 47 stumps. Our current focus is on playability (aerification, seeding and mowing), development of drainage plan, golf cart maintenance, additional irrigation improvements and plan as well as water fountains and stumps.

Financially the golf course is doing very well. From May through September we are ahead by \$75,000 in revenue and to date we are \$163,000 ahead of the plan and 4,000 ahead in rounds. Our budget for 2008 is \$1.6 million in revenue with a net from operations of \$12,000.

Commissioner Matis requested that, upon entering the golf course, that residency be determined by use of a map of Oakland residents. Many Oakland residents who live near the Berkeley boarder have a Berkeley postal address.

5. **DETERMINATION OF SCHEDULE—OUTSTANDING AGENDA ITEMS:**
6. **MODIFICATIONS TO THE AGENDA:** Items 12 moved up to #7.

7. **COMMUNICATIONS:**

- The field at Carter Middle School is in the process of being converted into a playing field by volunteers from the community.

8. **PRAC COMMITTEE REPORTS:**

- Commissioner Mohiuddin gave a brief report on the NRPA Congress that he attended in September in Indianapolis with OPR staff. He had an opportunity to sit in on several sessions such as, Dog Park Design, Artificial Turf, Governs and Practices, etc. for Commissioners. His general observation is that the parks in Oakland resemble parks all over the country and in many cases we struggle with the same issues. The Congress was a great source of education and he encourages all commissioners to attend a conference if they have not done so.

9. **ADVISORY COUNCIL REPORTS:**

- Commissioner Ricards met with the Bushrod Advisory Council and he would like to promote preparation of food at all of the recreation centers. The Bushrod Advisory Council is also going to be adopting families for the Thanksgiving holidays.

10. **CONDITIONAL USE PERMITS:**

11. **UNFINISHED BUSINESS:**

12. **NEW BUSINESS:**

- A. Request Confirmation that Construction Documents for Fox Square (formerly known as “Uptown Park”) are Consistent with Approved Plans: Catherine Payne, Planning, gave a brief report. Staff recommends that the Parks and Recreation Advisory Commission confirm that the changes to Fox Square shown in the Revised Plan, dated October 2, 2007, are a refinement, and not a substantive change, to the approved plans dated March 1, 2006; and that, as such, are not subject to a revision to the existing Planned Unit Development permit. Since approval of the original design there has been some revisions. The applicant has received permission from the planning commission.

MOTION: Commissioner Taylor moved approval. Commissioner Hammock seconded the motion, there were 5 yes votes, 2 no votes and 2 abstentions, the motion failed.

- B. Request Approval of a Memorial Plaque on a Bench at Joaquin Miller Park Sunset Trail: Gail McMillon, OPR Central Reservations, gave a brief report. Mr. Fraeyman approached the City to pay for a bench on a trail near Joaquin Miller Park’s Sunset Trail located near his home on Castle Park Way. Mr. Fraeyman paid for the bench and the installation. The bench was installed in late August or early September, by the Public Works Agency staff. Staff recommends the Park and Recreation Advisory Commission approve the request from Mr. Fraeyman to install a memorial plaque, in memory of his late wife, on a bench near the Joaquin Miller Park Sunset Trail under the guidance of the Public Works Agency.

MOTION: Commissioner Taylor moved approval. Commissioner Wong seconded the motion, which passed unanimously.

- C. Informational Report on the Status of City Stables: Kip Walsh, Assistant to the Director of Parks and Recreation, gave a brief report on the status of City Stables. OPR will be issuing a RFP for a concessionaire and programming. We have funding available in the amount of \$515,000 that we need to use within the next 15 months or we will lose it to the State. Kip has received numerous inquiries from stable operators who have shown interest in running programs at City Stables. Several City Council members were excited about the upcoming changes at City Stables and have forwarded this issue to the City Council.
- D. Flea Markets: This item was withdrawn.
- E. Parks and Recreation Advisory Commission Meeting Locations: The remainder of the PRAC meeting locations for 2007 will be held at the Lakeside Park Garden Center. The commission will hold off on visiting the different locations for now. Field trips will be scheduled in the future to visit all 24 of the recreation centers.
- F. Naming of the Ira Jenkins Recreation Center Hard Ball Field in honor of Joe Morgan: Melvin Landry, acting Sports General Recreation Supervisor, gave a report. Joe Morgan has played for several Major League Baseball teams ending his career with the Oakland A's. Joe has been a definite supporter to the Office of Parks and Recreation for several years. He has supported the Oakland Athletic League to help keep sports in high schools in Oakland. Staff recommends the Parks and Recreation Advisory Commission approve the acceptance of the project and the renaming of the Ira Jenkins Hard Ball Field at Ira Jenkins Recreation Center to "Joe Morgan Field".

Bill Patterson, former PRAC Commissioner, spoke on behalf of renaming the Hard Ball Field. Mr. Patterson would like to encourage PRAC to consider the request.

MOTION: Commissioner Hammock moved approval. Commissioner Abad seconded the motion, which passed unanimously.

Commissioner Webb left the meeting and gave the gavel to Commissioner Taylor to Chair the remainder of the meeting.

13. **COUNCIL REFERRALS:**

14. **DIRECTOR'S REPORT:**

The Director of Parks and Recreation would like to beg forgiveness from PRAC for the Flea Market that was held at FM Smith Recreation Center in September without PRAC approval. Audree Jones-Taylor made an administrative approval to approve the flea market without coming before PRAC. The issue has been straightened out since then and all further reservations will go through Central Reservations.

The Office of Parks and Recreation has been celebrating Parks for Peace. The events are being held on the second Saturdays of the month from August 2007 until September 2008 with the exception of December 2007. The next Parks for Peace dedication will be at Bushrod Park on January 12, 2008 from 11:00 – 2:00pm. The Parks for Peace dedication at Carmen Flores was held on October 13, 2007 and it was very influential. We dedicated a tree in honor of Tomas Melero-Smith, an OPR

staff member who was murdered. We are committed to taking back our parks. Community turn out has been good at all of the events.

The Joe Morgan celebration is being held on Thursday, November 15, 2007 at the Oakland Airport Hilton at 6:00pm. Tickets are already sold out. Audree Jones-Taylor will be working the room looking for funding.

It is critical that we have a retreat either the 2nd or 3rd weekend in March 2008. Get your available dates to Andrea Thompson-Lewis so that she can schedule the retreat. We have an opportunity to advise. We have to pay attention to the item that is before us. When PRAC fails to come together as a group we lose credibility.

15. OPEN FORUM:

- Commissioner Matis will give staff a list of his concerns for the fields and staff will address those concerns and prepare a report for the next Parks and Recreation Advisory Commission.
- Commissioner Montauk gave a report on the Oakland Parks Coalition Annual survey. They survey over 70 parks in the city to determine the conditions of the parks. Teams go out and survey several parks each. We also did an advanced survey for special stewards and parks. All of the data gets tabulated in a report to present to the Life Enrichment Agency committee that goes to all of the City Council members. This is the only user survey the city has for park maintenance. Commissioner Montauk will present the results of the survey at the December Parks and Recreation Advisory Commission meeting. Friends of the Office of Parks and Recreation will publish the full report on their website oaklandparks.org.
- Commissioner Ricards gave a brief report on the commission of boards statewide. Last year Audree Jones-Taylor was nominated and accepted the award for the OPC. Applications are being accepted until November 30, 2007. Commissioner Ricards would like for Audree Jones-Taylor to nominate someone from her staff that she feels would be a good candidate as well as asking the commissioners to consider nominating a commissioner for Outstanding Commissioner. The commissioners have decided to nominate Commissioner Webb for Outstanding Commissioner.
- Commissioner Taylor would like to commend the Office of Parks and Recreation on its Parks for Peace events.

16. ANNOUNCEMENTS:

17. ADJOURNMENT: The meeting adjourned at 6:55 pm.

Respectfully submitted,

Audree V. Jones-Taylor
Secretary

Andrea Thompson-Lewis
Recording Secretary