

PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland, California
Wednesday, April 11, 2007
Jack London Aquatic Center, Oakland

MINUTES

1. CALL TO ORDER:

A regular meeting of the Parks and Recreation Advisory Commission was held on Wednesday, April 12, 2007 at the Jack London Aquatic Center (JLAC), 115 Embarcadero, Oakland, California. Chairperson Webb convened the meeting at 4:40 p.m. Audree V. Jones-Taylor, Secretary to the Commission, conducted roll call. A quorum was present.

2. ROLL CALL:

Present: Osagie Enabulele, Michael Hammock, Howard Matis, Junaid Mohiuddin, Susan Montauk, Brad Ricards, Jeffrey Taylor, Matthew Webb, Calvin Wong
Absent: Valerie Abad, Holly McClure
Staff Present: Audree V. Jones-Taylor, Gail McMillon, Melvin Landry, Deb Spaulding, Mary Perisic
Guests: Hosts: DeDe Birch, Executive Director of JLAC, and Wil Hobbs, President of JLAC Board; Beth Strachan, Elena Serrano, Doris Peeler-Brown, Terrence Cole

3. DISPOSITION OF MINUTES:

A. Minutes March 14, 2007 meeting:

MOTION: Commissioner Enabulele moved approval. Commissioner Montauk seconded the motion, which passed unanimously.

4. SPECIAL ORDERS:

5. DETERMINATION OF SCHEDULE—OUTSTANDING AGENDA ITEMS:

PRAC requested an update on City Stables for the May 9, 2007 meeting.

6. MODIFICATIONS TO THE AGENDA: Item 12 moved up, with 12E at the top.

7. COMMUNICATIONS:

8. PRAC COMMITTEE REPORTS:

9. ADVISORY COUNCIL REPORTS:

- A. Montclair Golf Course Advisory Council: Commissioner Montauk gave a report. The newly reformed MGC Advisory Council had its first meeting on March 28. The Advisory Council has representation from Council District 4, a MCG patron, the Concessionaire, PRAC and OPR. At the meeting they reviewed the bylaws. They will be meeting once a month. The primary purpose of the Advisory Council is to ensure that the Concessionaire is holding to the contract.
- B. Redwood Heights Advisory Council: Commissioner Montauk attended the Redwood Heights Advisory Council meeting. They discussed a tree root buckling the asphalt, which staff have been trying to have that repaired for one and a half years.

10. **CONDITIONAL USE PERMITS:**

11. **UNFINISHED BUSINESS:**

12. **NEW BUSINESS:**

- A. Jack London Aquatic Center (JLAC) update: Mr. Wil Hobbs, President of JLAC, Inc., gave a report. JLAC is a non-profit organization formed in 1994. In 1997 City Council authorized JLAC, Inc. to design and build the aquatic center. In October of 2000 the building was dedicated. The funding for the building came primarily from Measure K, the Port of Oakland, the Coastal Conservancy and grants from the Waterfront Plaza Hotel. In January of 2002 the City contracted with JLAC, Inc. to manage and operate the center. The management agreement has three three-year terms and the second term is coming to the end. JLAC has submitted a request to extend the agreement.

The City allocates \$180,000 to JLAC per year to manage and operate the center, of which \$10,000 is set aside for programs. (Total program expenditures for program operations and equipment for FY 2005-06 was \$131,950.) The annual budget is \$400,000. Under the agreement, one of the boat bays is dedicated to City programs. JLAC has recently hired a fund development person and held its first private donor event in October 2006 where they raised \$15,000, and they are planning another donor event in October 2007.

JLAC now includes swimming instruction with their girls rowing program, offered at no cost, at OPR's Temescal Pool. They are particularly proud of the junior rowing program for girls from Oakland public schools. The rowing programs are transformational experiences, helping girls recognize that they have the capability to learn and accomplish anything. For many girls it is their first time participating in a sport. JLAC offers kayaking and rowing as part of physical education classes for Oakland public schools. JLAC has collaborative partnerships with many organizations, including Life Academy whose goal is to provide kayaking lessons to all 9th graders, and three high schools to provide physical education classes. JLAC began its field trip program in February, and is a destination for youth groups. JLAC outreaches to Oakland youth through Oakland public schools and community youth groups.

JLAC could serve 3,000 participants in their programs per year, at optimum level. The challenge is to overcome the limiting factor of transportation, which JLAC hopes to accomplish through the new field trip program. Transportation to JLAC is a challenge, and public transit is inadequate. With a grant from Team Up for Youth they acquired two vans, which have allowed them to provide programs to a greater number of youth. However, there is still a need for transportation services to help JLAC provide programs for more young people.

Commissioner Webb commended JLAC, Inc. for doing an exemplary job running the Aquatic Center.

- B. Request from the Breast Cancer Fund for permission to collect registration fees and sell event-related merchandise at their annual fundraising bike ride at Lakeside Park on Sunday, September 16, 2007: Ms. Gail McMillon gave a report. This will be the fifth year that the Breast Cancer Fund has held an event at Lakeside Park and all previous events went well. Staff recommends approval. Ms. Beth Strachan, Director of Development, spoke on behalf of the Breast Cancer Fund. She will have OPR listed as a co-sponsor of the event, as requested by Commissioner Ricards.

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

- C. Request from Jackson Entertainment and Sports Productions for permission to sell tickets and have vendors at a concert at Woodminster Amphitheater on Saturday, June 2, 2007: Ms. McMillon gave a report. There was no representation from Jackson Entertainment. OPR staff have been meeting with Jackson Entertainment. Mr. Jackson presented concerts at Woodminster Amphitheater in 1989, and wants to bring cultural events back to Oakland. Staff recommends PRAC approval of on-site ticket sales and vendors. Jackson Entertainment will have pre-event ticket sales as well. Producers Associates who produces the Woodminster Summer Musical Series is aware of the event. The Joaquin Miller Dog Play Area will be closed two weeks prior for clean up.

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

- D. Budget Presentation: Ms. Deb Spaulding, OPR Fiscal Manager, gave a brief overview of OPR's budget proposal for fiscal year 2007-09. The budget reflects City Council's goals to reduce crime and ensure public safety for every Oakland neighborhood, to ensure that all Oakland children through seniors have an opportunity to be successful and to improve efficiency and responsiveness to our residents.

All departments will be required to reduce their budgets by 2.5% or increase their revenue. OPR has been successful in coming up with a number of proposals for revenue enhancements, through greater use of our enterprise facilities, hosting tennis tournaments and private instruction, contract renegotiations, adult contract classes, additional summer camps, cultural arts event fund raisers and increased marketing. Facility rental revenue goes into the City's general purpose fund. Commissioner Matis requested a copy of OPR's revenue showing each category, which will be provided at the next meeting.

The budget is prepared with the understanding that the LLAD was not increased. The City Administrator's Office is working with all departments to try to figure out how to fill the \$6.2 million deficit. Ballfields and parks could be affected by the LLAD deficit. The Public Works Agency is looking into closing 33 of the park restrooms and closing parks that are not adjacent to recreation facilities. There may be support for a new measure. Through the Community Focus Groups, OPR is helping people understand the problem and how important it is for them to support a measure. OPR's ballfields and most programs do not pay for themselves. Director Jones-Taylor advised that it would be good if the Commissioners come to the City Council budget hearings when this is being addressed and to speak on behalf of OPR.

- E. Ballfield Fee Rates: Commissioner Webb provided background on this item. At the February 2007 PRAC meeting, staff presented the ballfield fee rates from the City's Master Fee Schedule, and comparisons from other Bay Area cities. There were questions about Oakland's fees being fairly assessed; therefore, this item was continued for further discussion.

Melvin Landry, Acting Recreation General Supervisor for OPR Sports Unit, provided further information on fees. He advised that OPR does not charge youth for any games but there is a

charge for tournaments. Adults pay for all games and tournaments. Mr. Landry provided a copy of the field rates sheet. Commissioner Matis had questions about the symmetry of the youth and adult fees and expressed concern that OPR does not provide services, such as lining, as other cities in the area do. Mr. Landry responded that the City provides services to those groups who cannot provide the services for themselves. Director Jones-Taylor asked Commissioner Matis if he is concerned about the way the Fee Schedule is written or about the adult fees. Commissioner Matis stated that the fees should be symmetrical. Director Jones-Taylor advised that there is a tremendous amount of use of the fields and OPR cannot lower the cost or subsidize adult leagues. Mr. Landry clarified that most adult practices are one hour for \$30, and adult games are two hours for \$60. OPR staff are working the leagues to come up with a way to help pay for field maintenance. Commissioner Webb recommended that the fee information be clarified further to avoid misunderstandings, and that the Master Fee Schedule be made crystal clear. He advised Commissioner Matis that if this item is brought back to PRAC in the future that he provide evidence that he is being charged differently than what the Master Fee Schedule states.

13. **COUNCIL REFERRALS:**

14. **DIRECTOR'S REPORT:** Director Jones-Taylor stated that the Community Focus Group meetings have been going well and our point is getting across. Mr. Jim Carr, consultant, is doing an excellent job in getting the community to understand the value of parks and the partnership for maintenance. PRAC's attendance is greatly appreciated. Commissioner Ricards thanked Director Jones-Taylor for making the effort to make these meeting happen. They are a good opportunity to outreach to the community.

The Lake Chabot Golf Course grand reopening was a great event and very well attended.

Director Jones-Taylor thanked Commissioner Enabulele and Ricards for attending the CPRS District III Awards Banquet.

15. **OPEN FORUM:**

- Commissioner Webb stated that it is time to start planning for the annual PRAC get-together at the Woodminister Amphitheater. Commissioners can set a date for the event at the May PRAC meeting.
- Elana Serano of the Eastside Arts Alliance and Cultural Center announced that they are planning the 7th annual Malcolm X Jazz Festival at San Antonio Park, scheduled for Saturday May 19th. The festival is free and open to the public. She will return to PRAC in May to request having vendors, who will be local artists food vendors.
- Doris Peeler-Brown, of East Bay Law School, announced the Law Day Conference 2007 they are planning for May 4th and 5th in Splash Pad Park. The conference is free to all students from 13-17 years of age. They have been working with the Police Department and just learned that they should have started working with OPR for a park use permit. Gail McMillon will meet with Ms. Peeler-Brown to discuss partnering opportunities, such as providing mentors for teens.

16. **ANNOUNCEMENTS:**

17. **ADJOURNMENT:** The meeting adjourned at 6:35 pm.

Respectfully submitted,

Audree V. Jones-Taylor
Secretary

Mary Perisic
Recording Secretary