

**PARKS AND RECREATION ADVISORY COMMISSION**  
**City of Oakland, California**  
**Wednesday, March 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, March 14, 2007 at the Lakeside Park Garden Center, 666 Bellevue Avenue, Oakland, California. Chairperson Webb 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, Holly McClure, Junaid Mohiuddin, Susan Montauk, Brad Ricards, Jeffrey Taylor, Matthew Webb, Calvin Wong

Absent: Michael Hammock, Howard Matis

Staff Present: Audree V. Jones-Taylor, Carol Misseldine, Mary Perisic

Guests: Adam Harrington, Reva Kidd, Carlos Castellanos, Jerry Henderson, Deborah Carney, Muslimah Mohammed

**3. DISPOSITION OF MINUTES:**

A. Minutes February 14, 2007 meeting:

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

**4. SPECIAL ORDERS:**

Director Audree Jones-Taylor introduced the new OPR staff:

- Bill Conway, Program Director – Tennis
- George Henderson, Program Director - Radical Roving Recreation
- Sarah Herbelin, Program Director – Boating
- Dante Watson, Program Director - San Antonio Recreation Center
- Marguerite Hinrichs, Special Events and Marketing Coordinator

**5. DETERMINATION OF SCHEDULE—OUTSTANDING AGENDA ITEMS:**

- The Montclair Golf Course Concessionaire update will be May 2007.

**6. MODIFICATIONS TO THE AGENDA:** Item 12 moved up.

**7. COMMUNICATIONS:**

**8. PRAC COMMITTEE REPORTS:**

California Park and Recreation Society Conference - Commissioner Ricards reported on the CPRS Conference, which was held in Sacramento March 8-10. He attended many informative educational sessions and assisted in leading a session. Commissioner Ricards stated that foundations can provide viable sources of funding to help solve problems such as youth obesity. There are billions of dollars available to be donated and some of this funding can come to Oakland. He asked if OPR is capitalizing on the available benefits, if are we getting our benefactors to give back, and how do we

truly know that we are meeting their needs. Commissioner Webb suggested that these questions be discussed at the next PRAC retreat. Commissioner Wong also attended the conference and found it to be informative and very helpful as a new commissioner.

Commissioner Enabulele attended a meeting of the Scotlan Center. They are planning a ceremony for Joe Morgan in October. He was also involved on the planning committee for a Black History Month celebration organized by NAS International, and Director Jones-Taylor spoke at that event.

9. **ADVISORY COUNCIL REPORTS:**

10. **CONDITIONAL USE PERMITS:**

11. **UNFINISHED BUSINESS:**

12. **NEW BUSINESS:**

- A. Oakland's Sustainability Programs- presentation by Carol Misseldine, Sustainability Director: Ms. Misseldine spoke on the highlights of the 2006 Annual Report on Sustainability, which was included in the agenda packet. In 1998 City Council passed the Sustainable Development Initiative. Since then there have been only part-time or half time staff working on that effort (San Francisco has 80 staff as a comparison). However, Oakland was ranked 5<sup>th</sup> in the nation in 2006 in sustainability. Recent and current initiatives include:

Energy – Oakland is working with the City of Berkeley and Emeryville to purchase power locally (Community Choice Aggregation). Oakland can get 50% renewable energy vs. PG&E, which is 20%. The cost could be 1-5% lower. The power would be available, but not mandatory, to all residents and businesses in Oakland.

Green Building – In 2005 Ms. Misseldine authored, and City Council adopted, a green building initiative mandating that developers meet a fairly high standard of green building, LEED (Leadership in Energy and Environmental Design) Silver. Several other cities are making it mandatory to make all private development green. Buildings are responsible for about 45% of greenhouse gas emissions; therefore green buildings will play a big role in slowing down climate change. Between now and the year 2025, three-fourths of the buildings will be built or renovated. With green building standards we will be able to make a huge difference in cutting back on greenhouse gas emissions. We are promoting green building through incentives. If a developer agrees to achieve LEED Silver standard we will fast track them through the permit process; we do public relations to highlight developers, we provide connections to a lot of free energy efficiency services, and if a developer beats Title 24, the City's energy efficiency standard, by 15% they will receive \$150,000.

Solid Waste – Last year Oakland passed a resolution which adopted a zero waste goal by 2020 and a strategic plan to get there. Oakland is leading the State in promoting Extended Producer Responsibility (EPR) whereby the manufacturers takes its product back at the end of its useful life, rather than burdening local governments with its disposal. In 2006 Washington State became the first state to pass EPR legislation for electronic waste. Oakland has also banned styrofoam and is working on a plastic bag ban, both of which do not decompose. The Ocean Protection Council is calling on cities to provide disincentives for single use plastic containers. Most plastics are not recycled. Oakland is emphasizing outreach to educate the public on the need to use reuseable bags instead of plastic or paper. Oakland's goal is to have zero waste by 2020.

If the Sustainability Program continues under the new administration, Oakland needs to focus on green building, on producer responsibility and manufacturer take back, and plastics.

Commissioner Ricards asked how can we lower energy costs at our recreation facilities. Ms. Misseldine responded that the City's energy expert is Scott Wentworth who is working to save energy at City facilities, and she will contact him to convey our interest. Director Jones-Taylor stated that OPR has been working with Scott Wentworth to make our facilities more energy efficient, using funding from an energy settlement. We are looking at making improvements in lighting and with swimming pool heating. We are also making electrical efficiency improvements at the Lake Chabot Golf Course, and are working with the Public Works Agency to explore the possibilities of making other efficiency improvements.

Commissioner Enabulele stated that he would like to see more outreach to the construction industry to make them more aware of sustainability options. Ms. Misseldine agreed that more outreach is needed, and added that Council has approved a construction and demolition ordinance which mandates that 50% of the construction waste be diverted from the landfill.

Commissioner Mohiuddin is pleased to see the progress in Oakland. He asked if she has been involved in any of the task forces convened by the Mayor. Ms. Misseldine advised there is a Sustainability and Task Force and that the summaries from the task force were great and she fully supports them. Commissioner Mohiuddin stated that there is a huge investment in California for clean technology, especially in the Bay Area, and that there is an emergence of green technology companies coming on line that Oakland can work with.

Ms. Misseldine would be interested in collaborating with recreation staff to do outreach Zero Waste events at recreation facilities. Commissioner Webb stated on behalf of OPR that we will work with Ms. Misseldine on having Zero Waste events, and invited her to come back in twelve months for another presentation.

- B. Request for approval of Memorial Plaque and Bench to be placed in Montclair Park: Mr. Adam Harrington spoke regarding his request in memory of his brother, Douglas M. Harrington. Montclair Park was one of his favorite places. The bench model was recommended by the Public Works Agency, and Mr. Harrington will pay for the full cost of the bench and installation by PWA. They will have a small ceremony at the park after the bench is installed. Commissioner Ricards requested that the bench be made wheelchair accessible, with space next to the bench. There was discussion regarding the thickness of the materials used for recycled plastic benches, with concern that 2 inch thickness might sag. Rich Delmore of PWA advised Mr. Harrington that the six foot 2 inch thin bench tends not to sag. Commissioners agreed that PWA had the expertise and they were confident that the above concern would be addressed.

**MOTION: Commissioner Taylor moved approval. Commissioner Ricards amended the motion to add that the bench be complaint with all codes and ADA standards. Commissioner Enabulele seconded the motion, which passed unanimously.**

- C. Parks Hours for 1) Peralta Hacienda Historical Park, 2) Lions Creek Park and 3) Willow Park: Director Jones-Taylor gave a report. Standard hours at parks are from dusk to 10:00pm.

However, for security reasons, it is requested that PRAC set the hours for these three parks from dawn to dusk. The park hours are not posted and new signage will be needed.

**Commissioner Abad moved approval. Commissioner Taylor seconded the motion, which passed unanimously.**

**12. COUNCIL REFERRALS:**

**14. DIRECTOR'S REPORT:**

Director Jones-Taylor reported that the City of Oakland was quite successful at the CPRS Conference. We received recognition for achievement for our National Recreation and Park Month brochure.

The new 2007 Spring/Summer brochure was distributed. Director Jones-Taylor pointed out the Community Focus Group (CFG) meeting dates which are being held in each of the City Council Districts and for each city-wide program. The purpose of the CFG meetings is to discuss recreation programs and park maintenance in each district. Commissioners volunteered to attend the meetings. (Note: A separate e-mail was sent to the Commission with the CFG meeting schedule and PRAC attendance.)

The National Recreation and Park Association Health and Livability Summit is being held in Atlanta, Georgia in April. Commissioner Enabulele will attend, along with four OPR staff.

Mr. Bill Patterson, former Commissioner, will be looking at PRAC to play a major role in a fund raiser event honoring Joe Morgan, to take place in October 2007. More information forthcoming.

The Lake Chabot Golf Course grand opening and Easter Egg Hunt will be Saturday, April 7. Director Jones-Taylor advised that the focus for the grand opening will be first time golfers who are new to LCGC. The regular golfers will also be there. The Commissioner should be at the Golf Course at 9:00am for the program.

Radical Wheels, a family event, will be all day on Saturday, March 31, starting at 9:00 am at the Oakland Coliseum, and will feature a go-kart track, skateboard ramps and remote control care arena.

The LIFE Adult Fitness Program, one of OPR's new adult contract classes, is taking place at the Sailbout House. Several staff are taking the class.

OPR's budget presentation is March 15, 2007. We are seeking alternative funding from other sources. OPR is responsible for coming up with \$297,000 worth of cuts or new revenue. We are not recommending any staffing cuts, and expanding revenue opportunities, especially adult classes. We believe that we can bring in this additional money. Commissioner Ricards asked if OPR could require that leagues pay a maintenance fee for each player for use of the fields. Director Jones-Taylor advised that OPR is researching this.

**15. OPEN FORUM:**

Commissioner Ricards presented the CAPRCBM (California Association of Park and Recreation Commissions and Board Members) Award for Outstanding Service Organization to the Oakland Parks Coalition. Director Jones-Taylor, who was a co-founder of OPC in 2001, attended the

CAPRCBM Banquet and accepted the award. Director Jones-Taylor then presented the award to Commissioner Montauk, President of the OPC.

Ms. Muslimah Mohammed of Innovations in Art spoke regarding their proposed Moonlight Movies in the Park series, which would be free to the public. Ms. Mohammed will work with Ms. McMillon, Supervisor of OPR Central Reservations. The proposed sites would be Verdesse Carter, DeFremery, Mosswood and Redwood Heights. She will seek PRAC endorsement at a future meeting.

Ms. Deborah Carney, cousin of Tyrone Carney, spoke. Tyrone Carney was the first person in Sobrante Park to be killed in the Viet Nam war. The City honored Mr. Carney with a memorial and named the park after him. She asked if there is anything that can be done to re-open the park, which has been closed for several years. Director Jones-Taylor advised that currently there is support in the community to re-open the park. There have been several community meetings hosted by Councilmember Reid regarding improvements to Sobrante Park in general. Commissioner Webb invited Ms. Carney to attend a future PRAC meeting in Council District 7.

Commissioner Taylor recently attended an At Risk Youth Conference in Georgia. After learning what other cities are doing, he commended OPR for being a leader in working with at risk youth.

Commissioner Taylor expressed concern that so many youth stop at local liquor stores on their way to school and buy unhealthy foods. Commissioner Webb advised that the City is working with many stores to get them to open up at 9:00am, after youth are already in school. Commissioner Mohiuddin stated that Oakland should pay attention to the increase obesity and diabetes and that it is the responsibility of parents to provide values that teach good eating habits and a healthy lifestyle. Commissioner Enabulele encouraged OPR to have healthy lifestyle events for youth in the parks. Director Jones-Taylor stated that recently Rainbow Center held a "Five-a-Day Health Plan" event focusing on good nutrition, in partnership with the County of Alameda and Acts Full Gospel Church of God in Christ. The County will be applying for funding from the State of California. Campbell Village has a community garden for youth in the Radical Roving Recreation program. The youth also prepare a nutritious meal for the Dinner at Six program.

16. **ANNOUNCEMENTS:**

17. **ADJOURNMENT:** The meeting adjourned at 6:38 pm.

Respectfully submitted,

Audree V. Jones-Taylor  
Secretary

Mary Perisic  
Recording Secretary