



PARKS AND RECREATION ADVISORY COMMISSION  
City of Oakland  
Wednesday, May 9, 2012 4:30 P.M.  
Lakeside Garden Center, 666 Bellevue Avenue, Oakland, CA

Agenda

1. CALL TO ORDER:
2. ROLL CALL:  
BELCHAR, DU BOIS, FINLINSON, HAMMOCK, KADERA-REDMOND, MARSHALL,  
MILLER, PETERSON, RICARDS, ROSENBLOOM, WU,
3. DISPOSITION OF MINUTES:
  - A. Minutes of April 11, 2012
4. SPECIAL ORDERS:  
None
5. PRAC PENDING LIST:  
None
6. MODIFICATIONS TO THE AGENDA:  
None
7. CONSENT NEW BUSINESS:
  - A. Request from Piedmont Yarn & Apparel for Permission to Allow Vendors at the Oakland Fiber and Textile Festival on Sunday, July 8, 2012 at Splash Pad Park. The Office of Parks and Recreation has received a request from Piedmont Yarn & Apparel for permission to allow vendors at the Oakland Fiber and Textile Festival on Sunday, July 8, 2012 at Splash Pad Park. The event is being sponsored to give vendors the opportunity to sell mostly handmade merchandise to the public and to give demonstrations on carding, spinning, knitting, crochet, sewing/quilting and weaving.
8. NEW BUSINESS:
  - A. Request from East Bay AIDS Walk for Permission to Collect On-Site Registration Fees and Donations for the Walkathon Fundraiser at Lakeside Park on Saturday, June 16, 2012. The Office of Parks and Recreation received a request from East Bay AIDS Walk for permission to collect registration fees and donations at their registration table during their walkathon fundraiser event on Saturday, June 16, 2012 at Lakeside Park. The money raised goes directly to non-profit organizations who participate in the East Bay AIDS Walk to support the programs and services in Alameda and Contra Costa Counties. Their purpose is support efforts to reduce new HIV infections, and to help those already infected by the virus.

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

A. Update on the merger of the Office of Parks and Recreation, Department of Human Services and the Neighborhood Services Division.

17. ANNOUNCEMENTS:

18. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the *Office of Parks and Recreation at (510) 238-7532* or TDD (510) 615-5883 at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

*Next Meeting:*

*Wednesday, June 13, 2012; 4:30 p.m.*

*Lakeside Garden Center*

*666 Bellevue Ave, Oakland, CA*



PARKS AND RECREATION ADVISORY COMMISSION  
City of Oakland  
Wednesday, April 11, 2012 4:30 P.M.  
Lakeside Garden Center, 666 Bellevue Avenue, Oakland, CA

**Minutes**

1. CALL TO ORDER:

A meeting of the Parks and Recreation Advisory Commission was held on Wednesday, April 11, 2012 at the Lakeside Garden Center located at 666 Bellevue Avenue. Commissioner/Chair Miller convened the meeting at 4:30pm. Audree V. Jones-Taylor, OPR Director, conducted the roll call:

2. ROLL CALL:

DU BOIS, FINLINSON, HAMMOCK, MARSHALL, MILLER, PETERSON, RICARDS, ROSENBLOOM, WU,

**Absent:** Belcher

**Excused:** Kadera-Redmond

**Staff in Attendance:** Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd, Peter Collier, Stephanie Benavidez, Elena Bermeo and Mark Hall

3. DISPOSITION OF MINUTES:

A. Minutes of April 11, 2012

**Motion:** Commissioner Miller entertained a motion to approve the April 11, 2012 meeting minutes.

**Moved by:** Commissioner Hammock, **Seconded by:** Commissioner Finlinson: **Motion Passed**

4. SPECIAL ORDERS:

**None**

5. PRAC PENDING LIST:

**None**

6. MODIFICATIONS TO THE AGENDA:

**None**

7. CONSENT NEW BUSINESS:

A. **Request from Eastside Arts Alliance for Permission to Have Community Non-Food and Food Vendors at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 19, 2012.** The Office of Parks and Recreation received a request from Elena Serrano, Program Director for Eastside Arts Alliance, for permission to have community artists and craftspeople sell crafts and food vendors at the 12<sup>th</sup> Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 19, 2012. The funds raised are used to cover the costs of presenting the festival, i.e., stage rental, clean-up, tables/chairs, etc.

**Motion:** Commissioner Miller entertained a motion to approve staff recommendation to give Eastside Arts Alliance permission to have non-food and food vendors at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 19, 2012. **Moved by:** Commissioner Hammock, **Seconded by:** Commissioner Finlinson: **Motion Passed**

8. NEW BUSINESS:

- A. **Request from MetWest High School for Permission to Collect Donations at their Benefit Luncheon to be Held at the Lake Merritt Sailboat House on Friday, April 20, 2012.** The report was presented by Gail McMillon from the Office of Parks and Recreation – OPR. OPR received a request from MetWest High School for permission to collect donations at their Benefit Luncheon scheduled to be held on Friday, April 20, 2012 at the Lake Merritt Sailboat House. Donations will go into the MetWest account governed by the Oakland Schools Fund, a non-profit organization benefiting the public schools of Oakland. MetWest has partnered with approximately 500 businesses, local hospitals community organizations and other establishments to foster mentorship and internship relationships between adults and students participants. The Superintendent of Oakland Schools, MetWest High mentors and the school principal are expected to speak on the day of the event. Spoken word performances by students are also planned.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation that would grant MetWest High School permission to collect donations at their Benefit Luncheon to be held at the Lake Merritt Sailboat House on Friday, April 20, 2011.

**Moved by:** Commissioner Finlinson, **Seconded by:** Commissioner Hammock: **Motion Passed**

- B. **Request Approval for the Installation of Temporary Birdhouses in Mosswood Park as Part of an Environmental, Educational Youth Program and If Deemed Successful by the Office of Parks and Recreation the Expansion of the Program to Additional Recreation Sites.** Dana Riley presented the staff report for this item. The Flux Foundation, a 501(c)3 nonprofit comprised of a diverse community of public artists, local architects, educators, and engaged families that share the goal to bring community together approached the Office of Parks and Recreation (OPR) with a request to install a maximum of three temporary birdhouses in Mosswood Park as part of the TweetHaus OAK project. TweetHaus OAK project is a pilot environmental, educational collaboration with Park Day School located at 360 42<sup>nd</sup> Street in Oakland and consists of third grade students learning environmental design and ecology through the making of birdhouses, specifically Western Bluebird nestboxes. OPR sees this project as an educational, environmental project with potential for further community outreach and education. The temporary boxes will be installed by mid April and removed by August giving the species time to lay and hatch their eggs and for fledglings to leave the nest.

**Motion:** Commissioner Miller entertained a motion to approve the installation of temporary birdhouses in Mosswood Park as part of an environmental, educational youth program and if deemed successful by the Office of Parks and Recreation the expansion of the program to additional recreation sites. **Moved by:** Commissioner Wu, **Seconded by:** Commissioner Marshall: **Motion Passed**

9. CONDITIONAL USE PERMITS:

A. Requesting Approval of Design and Implementation of a Youth Kitchen Garden at Brookdale Park and a Recommendation on the Project's Minor Conditional Use Permit.

Peter Collier Community Gardening Program Coordinator from the Office of Parks and Recreation (OPR) presented the report for Item 9A. On March 24<sup>th</sup>, 2011, OPR's Community Gardening Program was officially awarded \$12,150 in Community Development Block Grant (CDBG) funds for the purpose of adding a youth kitchen garden to Brookdale Park located at 2535 High Street, in District 4. Due to the Federal Government's significant cuts in the CDBG program, this amount was later reduced to \$9,387. The Community Gardening Coordinator and the Brookdale /Discovery Supervisor and the Public Works Agency have worked in partnership to develop a design plan and layout for the incoming garden. The garden has been designed to be solely utilized by the youth being served at the Recreation Center, as well as the nearby Discover Center. A Minor Conditional Use Permit has been submitted with the Planning Department. The community was noticed and signage posted at the site on March 23<sup>rd</sup> inviting feedback for tonight's meeting. OPR's uniformly designed signs will be utilized for the project. It was determined that the kitchen garden will not be fenced off and will cover approximately 1000 square feet behind the property.

**Motion:** Commissioner Miller entertained a motion to approve the design and implementation of the Youth Kitchen Garden at Brookdale Park and recommendation to the Planning Commission approval of the Minor-Conditional Use Permit. **Moved by:** Commissioner Peterson, **Seconded by:** Commissioner Wu: **Motion Passed**

B. Requesting Approval of Design and Implementation of a Community Garden at Allendale Park and a Recommendation on the Project's Minor Conditional Use Permit.

Peter Collier Community Gardening Program Coordinator from the Office of Parks and Recreation (OPR) presented the report for Item 9B. On March 24<sup>th</sup>, 2011, OPR's Community Gardening Program was officially awarded \$12,150 in Community Development Block Grant (CDBG) funds for the purpose of adding a garden to Allendale Park (3711 Suter Street, off 35<sup>th</sup> Avenue, near the Laurel in District 4). Due to the Federal Government's significant cuts in the CDBG program, this amount was later reduced to \$9,387. The Community Gardening Coordinator and the Allendale Recreation Center Program Director and the Public Works Agency have worked in partnership to develop a design plan and layout for the incoming garden. The project will cover approximately 3000 square feet within an area currently maintained as a lawn. A Minor Conditional Use Permit has been submitted with the Planning Department. The community was noticed and signage posted at the site on March 23<sup>rd</sup> by the Planning Department and OPR inviting feedback for tonight's meeting. Two meetings were held.

**Motion:** Commissioner Miller entertained a motion to approve the design and implementation of the Community Garden at Allendale Park and recommendation to the Planning Commission approval of the Minor Conditional Use Permit. **Moved by:** Commissioner Hammock, **Seconded by:** Commissioner Peterson: **Motion Passed**

10. COMMUNICATIONS:

There was a discussion regarding community access to Bushrod Park and procedures for opening and closing the park. Director Jones-Taylor will review the process with staff.

11. PRAC COMMITTEE REPORT:

The Mobile Vending Sub-Committee Announced a tentative meeting for April 18<sup>th</sup>.

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

A. Easter Egg Hunt Activities:

Director Jones-Taylor shared the success of OPR's ten Easter Egg Hunts. Approximately 7000 children and families participated in Easter Egg Hunt activities hosted at recreation centers including the Dunsmuir Hellman Historic Estate and the Lake Chabot Golf Course. Activities included family picnics, music, dance, face painting and high-spirited egg hunts enjoyed by tots to teens

B. Introduction – Robert Davila, Fiscal and Administrative:

Director Jones-Taylor introduced OPR's new Fiscal and Administrative Supervisor to the Commission. Robert Davila has worked with the department through his 10 1/2 years with the City of Oakland. Robert was welcomed and congratulated by the Commission.

C. Review Committee and Liaison Assignments:


Director Jones-Taylor and Dana Riley reviewed and assigned committee liaisons to recreation centers and citywide programs. The revised lists will be made available at the next Commission meeting.

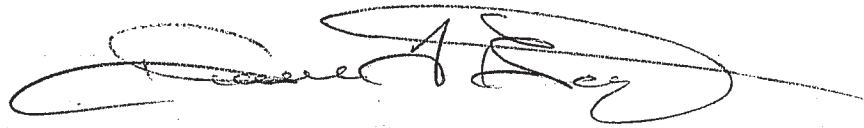
17. ANNOUNCEMENTS:

18. ADJOURNMENT:


The meeting adjourned at 6:20pm.

Respectfully submitted,

  
Audree V. Jones-Taylor  
Secretary



Diane L. Boyd  
Recording Secretary

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*Next Meeting:*                      *Wednesday, June 13, 2012; 4:30 p.m.*  
*Lakeside Garden Center*  
*666 Bellevue Ave, Oakland, CA*

**CITY OF OAKLAND**

Interoffice Memorandum

**Office of Parks and Recreation**



CITY OF OAKLAND

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Reservation Supervisor  
**DATE:** May 9, 2012  
**SUBJECT:** **Request from Piedmont Yarn & Apparel for Permission to Allow Vendors at the Oakland Fiber and Textile Festival on Sunday, July 8, 2012 at Splash Pad Park**

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SUMMARY

The Office of Parks and Recreation has received a request from the Piedmont Yarn & Apparel for permission to allow vendors at the Oakland Fiber and Textile Festival on Sunday, July 8, 2012 at Splash Pad Park. The event is being sponsored to give the opportunity to host vendors that will sell mostly handmade merchandise to the public and to give hand-on demonstrations in carding, spinning, knitting, crochet, sewing/quilting and weaving.

FISCAL IMPACT

There will be no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

This is the Piedmont Yarn & Apparel's (PYA) third year hosting the event at Splash Pad Park. In 2011, the PYA had 26 booths doing hands-on demonstrations and lessons in addition to selling their merchandise and 6 make and take tables that were managed by guilds and volunteers.

Attached is the Post Event Report from 2011, the 2011 Festival budget and this year's estimated budget for the Festival. The PYA is estimating 32 vendors to sell merchandise this year at a charge of \$100-\$125 per vendor. They estimate 8 booths for guilds and non-profit organizations at a charge of \$50 per booth.

A check in the amount of \$132.00 was received in the Central Reservations Unit from last year's event and forwarded to the Friends of Oakland Parks and Recreation as a donation.



Parks and Recreation Advisory Commission  
May 9, 2012

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Piedmont Yarn and Apparel to allow vendors at the Oakland Fiber and Textile Festival on Sunday, July 8, 2012 at Splash Pad Park. Staff also recommends that the Piedmont Yarn and Apparel provide a donation to the Friends of Parks and Recreation from the 2012 Festival budget.

Respectfully submitted,

Gail McMillon  
Reservation Supervisor

Attachments: Exhibit A – Request Letter  
Exhibit B – Park Use Application  
Exhibit C – 2011 Post Event Report  
Exhibit D – 2011 Budget Report  
Exhibit E – 2012 Estimated Budget Report

Piedmont Yarn & Apparel  
4171 Piedmont Avenue, Suite 102  
Oakland, CA 94611  
510-595-9595

February 18<sup>th</sup> 2012

Dear Sirs/Madams,

The last two years we were granted the opportunity to host the very first Oakland Fiber & Textile Festival at the Splash Pad Park by Grand Lake Theater here in Oakland. It was a great success and we would like to repeat the event again this summer.

Our proposal for the second Oakland Fiber & Textile Festival for your consideration is as follows:

- Our proposed date this year is Sunday, July 8<sup>th</sup>, 2012, from 10am to 5pm
- That the Festival will, as last year, be given the opportunity to host vendors selling mostly hand-made merchandise to the public (all vendors will display California Resale Licenses and City of Oakland Business Licenses or Special Event Permits in accordance with the law), besides giving hand-on demonstrations.
- That, in addition, guilds, non-profit organizations and volunteers will provide hand-on demonstrations and lessons to the public in the fiber and textile crafts.
- That acoustic and low amplified music (jazz, folk or classic) will be allowed at the Festival.

We will provide the City of Oakland with all the required payments and documents in due time for the Festival; including Liability Insurance, Special Event Permit approved by OPD, portable toilet facilities and proper clean-up after the event, and any other requirements set forth by the City.

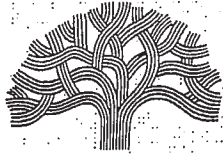
At the Festival last year we had <sup>26</sup>~~19~~ booths doing hands-on demonstrations and lessons besides selling their merchandise, and 6 make-and-take tables managed by guilds and volunteers. The crafts we provided demonstrations in were: carding, spinning, knitting, crochet, sewing/quilting and weaving. We estimate that several hundred people showed up during the course of the Festival, and many have expressed that they would like to return to this year's Festival. We also provided information about local merchant at our welcome booth (where to find food and drinks etc.)

Please review last year's Festival budget with a check for Friends of Oakland Parks (see attachment 1). And please review this year's estimated budget for the Festival (see attachment 2). It is based on a lower booth fee but a larger number of vendors. Other budgetary numbers are taken from last year's budget with a 5-10% price increase.

Thank you for your consideration and continuous support of the art and crafts in Oakland.

Sincerely,

Bente Petersen and Lou Grantham



CITY OF OAKLAND

### Office of Parks and Recreation Post Event Report

Please complete and return the Post Event Report not more than 30 days after event date, to the Office of Parks and Recreation, Central Reservations Unit, Attention: Central Reservations Supervisor; 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor; Suite 3330, Oakland, CA 94612.

#### I. GENERAL INFORMATION

Name of Event: OAKLAND FIBER + TEXTILE FESTIVAL

Location of Event: SPLASH PAD PARK

Date/Hours of Event: SUNDAY, JULY 10<sup>th</sup> 2011 Permit No. 23905  
10-6

Contact Person: BENTE PETERSEN Phone No: 510.595.9595

Contact Person Address: 4171 PIEDMONT AVENUE #102 OAKLAND  
CA 94611

Is this a first time event at this location?  Yes  No If no, when was the event held previously?

SUNDAY, JUNE 27<sup>th</sup>, 2010, 10-4

1. Were Facility Rental/Set-up fees waived?  Yes  No  Not Applicable

2. Check other permits required for event?

- OPD Special Events Permit
- Food Handler's Permit
- Seller's Permit
- Charitable Solicitations Permit
- Certificate of Insurance
- Other - Please list

~~NO ANSWER~~

#### II. ATTENDANCE INFORMATION

1. Total number in attendance: UP TO 500

2. Were registration fees collected on-site (day of event) for the event?  Yes  No

3. If yes, how many people registered on-site?

4. What was the cost for registration? SEE SEPARATE INFO SHEET

5. How much money was collected on site for registration fees? SEE SEPARATE INFO SHEET

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement?  Yes  No

Of no, why not? \_\_\_\_\_

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
SEE SEPARATE SHEET FILED AT THE TIME				

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

THIS DOES NOT REALLY CONCERN THE PARK & REC.

BUT IF WOULD BE GREAT IF THE PROCESS

WAS A BIT MORE STREAMLINED. I DON'T QUITE

UNDERSTAND THE QUESTION... IF PARK & REC. WAS PUTTING ON THE EVENT IT WOULD BE MORE VAID.

List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

AGAIN - I THINK IT WOULD BE GREAT IF THE

PROCESS WITHIN PARK & REC WAS STREAMLINED A

BIT MORE

Submitted by: \_\_\_\_\_

Date: 3/29/2012

Approved by: \_\_\_\_\_

Date: 4/24/2012

Comments: \_\_\_\_\_

Will meet with Ms. Petersen to discuss the comments on streamlining the process.

Budget for the second Oakland Fiber & Textile Festival

Date: Sunday, July 10<sup>nd</sup>, 2011, from 10am to 6pm

26 Vendors selling merchandise:	\$2775.00
5 Guilds and non-profit organizations	\$250.00
<b>Total income:</b>	<b>\$3025.00</b>

Expenses:

Rental of Splash Pad Park	\$1000.00
Music Permit	\$ 25.00
Application Fee	\$ 20.00
Insurance	\$ 538.00
Portable Toilet Facilities	\$ 175.00
"Young Strong Guys"	\$230.00
Advertising (we would like to make posters this year)	\$ 350.00
Mail outs/Office Supplies	\$ 75.00
Supplies for educational make-and-take tables	\$ 200.00
Website	\$ 200.00
Refreshments for the volunteers	\$ 80.00
<b>Total expenses:</b>	<b>\$2843.00</b>
To be donated to "Friends of Oakland Parks"	\$ 132.00

We had less vendors than expected, partially due to cancellations after the Termacal Street Fair was rescheduled; and less guilds chose to have a booth but opted to volunteer in the make-and-take booth instead.

Estimated budget for the second Oakland Fiber & Textile Festival

Date: Sunday, July 8<sup>nd</sup>, from 10am to 5pm

Vendors selling merchandise:

We estimate 32 @ \$100-125 vendors this year \$3600.00

Guilds and non-profit organizations

We estimate 8 booths @ \$50 this year \$ 400.00

Total income: \$4000.00

Expenses:

Rental of Splash Pad Park \$ 892.50

Fundraiser Surcharge \$ 500.00

Music Permit \$ 50.00

Application Fee \$ 30.00

Insurance \$ 750.00

Portable Toilet Facilities \$ 250.00

"Young Strong Guys" \$ 250.00

Advertising \$ 500.00

Mail outs/Office Supplies \$ 75.00

Supplies for educational make-and-take tables \$ 400.00

Website \$ 200.00

Refreshments for the volunteers \$ 80.00

Total expenses: \$3942.50

To be donated to "Friends of Oakland Parks" \$ 57.50

An after the Festival revised budget will be furnished with the Post Event Report and the check to "Friends of Oakland Parks" within 30 days of the event itself.

# Central Reservations Unit

250 Frank H. Ogawa Plaza Ste 3330  
Oakland, CA 94612

(510) 238-3187

Piedmont Yarn & Apparel  
4171 Piedmont Avenue  
Oakland, CA 94611

Customer Type: Private

Authorized Agent: Bente V. Petersen

Work: (510) 595-9595 Home: (510) 482-4117



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

## Reservation Request

Status: In-Process

DATE/USER	REQUEST NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	REQUEST EXPIRES	BALANCE DUE
03/27/2012 Armando Aguilera	9004432	\$1972.50	\$0.00	\$0.00	\$0.00	\$500.00	07/09/2012	\$1472.50

### RESERVATIONS

EVENT NAME	FACILITY	CENTER
Oakland Fiber & Textile Festival Type: Special	Splash Pad Park	Splash Pad Park Grand Ave/Lakepark Oakland, CA 94610

DATES RESERVED	HRS
Sunday - 7/8/2012	10:00 AM to 05:00 PM 7

Total Number of Dates: 1 Total Number of Hours: 7

NOTES: This event may require additional permits.  
Request received for permission to allow vendors at the event. Report to be submitted on the May 9, 2012 PRAC agenda.

### CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
CRU Administrative Service Fee	Splash Pad Park - Oakland Fiber & Textile Festival	\$30.00	1.00	\$0.00	\$30.00	\$0.00	\$30.00
CRU Sound Permit Fee	Splash Pad Park - Oakland Fiber & Textile Festival	\$50.00	1.00	\$0.00	\$50.00	\$0.00	\$50.00
Deposit (Parks)	Splash Pad Park - Oakland Fiber & Textile Festival	\$500.00	1.00	\$0.00	\$500.00	\$500.00	\$0.00
Fundraising-Vendor-Event Surcharge	Splash Pad Park - Oakland Fiber & Textile Festival	\$1.00	500.00	\$0.00	\$500.00	\$0.00	\$500.00
Park Special Event Fee	Splash Pad Park - Oakland Fiber & Textile Festival	\$127.50	7.00	\$0.00	\$892.50	\$0.00	\$892.50

### PAYMENTS AND REFUNDS

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
1014390.032	04/24/2012	Deposit (Parks)	Splash Pad Park - Oakland Fiber & Textile Festival	\$500.00

**CITY OF OAKLAND**

Interoffice Memorandum

**Office of Parks and Recreation**



CITY OF OAKLAND

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservations Supervisor  
**DATE:** May 9, 2012  
**SUBJECT:** Request from East Bay AIDS Walk for Permission to Collect On-Site Registration Fees and Donations for the Walkathon Fundraiser at Lakeside Park on Saturday, June 16, 2012

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SUMMARY

The Office of Parks and Recreation received a request from East Bay AIDS Walk for permission to collect registration fees and donations at their registration table during their walkathon fundraiser event on Saturday, June 16, 2012 at Lakeside Park. The money raised goes directly to non-profit organizations who participate in East Bay AIDS Walk to support the programs and services they provide in Alameda County and Contra Costa Counties in efforts to reduce new HIV infections, and to help those already infected by the virus.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

The East Bay AIDS Walk was originally organized in 2005 with the intent to provide funding to local HIV/AIDS Service Organizations, Community-Based organizations and Faith Based Organizations, who provide HIV education, testing, and treatment in the East Bay Area.

The East Bay AIDS Walk held an event at Lakeside Park in 2008 and 2011. A Post Event Report was provided to the organization for their 2011 event but has not been submitted by the organization due to a staff change of the event coordinator.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from East Bay AIDS Walk to collect registration fees on-site and donations during their walkathon at Lakeside Park on Saturday, June 16, 2012. The contact person is aware that additional permits may be required for this event provided the request is granted.

Respectfully submitted,

Gail McMillon  
Reservation Supervisor

Attachments: Exhibit A – Request Letter  
Exhibit B – RecWare Pending Facility Permit





September 19, 2011

Office of Parks and Recreation  
250 Frank H. Ogawa Plaza Suite #3330  
Oakland, CA 94612

Dear Park and Recreation Advisory Committee;

The East Bay AIDS Walk would like to submit a letter of intent for our 20<sup>12</sup> Walk to raise funds towards a cure of HIV/AIDS.

The East Bay AIDS Walk is a grassroots effort that developed in response to the increasing new HIV infections in San Francisco East Bay area and decreasing public funding for HIV/AIDS.

The EBAW was originally organized in 2005 with the intent to provide funding to local HIV/AIDS community-based organizations in the East Bay Area. 100% of the funds raised by our walkers go directly to non-profit organizations who participated in the EBAW to support the programs and services they provide in Alameda and Contra Costa Counties in efforts to reduce new HIV infections, and to help those already infected by the virus.

The East Bay AIDS Walk of 2008 was held at Lake Merritt. We would like to return by holding the 2012 East Bay AIDS Walk at Lake Merritt on June 16, 2012.

In the pass the East Bay Aids Walk was sponsored by Starbucks, Gilead, Flowers Heritage Foundation, Walgreens, Get Screened Oakland, Farmacia Remedios, and the Alameda County Office of AIDS Administration.



## Benefiting Agencies

The East Bay AIDS Walk donates 100% of its funds to faith-based and community organizations that are working in the East Bay to fight and prevent the spread of HIV/AIDS. East Bay AIDS Walk supports the following with financial assistance through YOUR donations:

CAL-PEP  
Children's Hospital HIV Program  
EBCRS - Positively Speaking  
Grupo Fremont VIP  
LifeLong Medical Care  
ACMC (Alameda County Medical Center)  
HIV Education and Prevention Project of Alameda County  
Allen Temple Baptist Church  
APEB (AIDS Project East Bay)  
Bay Area Black in the Life  
East Bay AIDS Center  
Friends of Ugandan Orphans  
East Bay Community Law Center  
Art of Living Foundation  
WORLD

Sincerely,

Gloria Cox Crowell  
East Bay AIDS Foundation

# Central Reservations Unit

250 Frank H. Ogawa Plaza Ste 3330  
Oakland, CA 94612

(510) 238-3187

East Bay AIDS Walk  
P.O. Box 43726  
Oakland, CA 94624



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

## Facility Permit

Status: Cancelled

Customer Type: City OPR

Authorized Agent: Deanna Roberts

Work: (510) 654-5335 Home: (510) 393-9011

DATE/USER	PERMIT NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	NEXT PAYMENT DUE	BALANCE DUE
12/14/2011 Zermaine Thomas	23767	\$2482.50	\$0.00	\$0.00	\$0.00	\$0.00	N/A	\$2482.50

### RESERVATIONS

EVENT NAME	FACILITY	CENTER
EAST BAY AIDS WALK Attendance: 450 Type: Park Run/Walk	Lakeside Park Bandstand	Lakeside Park Lake Merritt Oakland, CA 94610

DATES RESERVED	HRS
Saturday - 6/16/2012 06:00 AM to 03:30 PM	9.5

Total Number of Dates: 1 Total Number of Hours: 9.5

NOTES: Request received for permission to collect registration fees and donations on-site. Report to be submitted on the May 9, 2012 PRAC agenda.  
Alternate Contact Person: Glora Cox Crowell

Type: Park Run/Walk

EVENT NAME	FACILITY	CENTER
EAST BAY AIDS WALK Attendance: 450 Type: Park Run/Walk	Lakeside Park Near Bandstand	Lakeside Park Lake Merritt Oakland, CA 94610

DATES RESERVED	HRS
Saturday - 6/16/2012 06:00 AM to 03:30 PM	9.5

Total Number of Dates: 1

Total Number of Hours: 9.5

NOTES:

**CHARGES**

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
CRU Park Use Permit Fee	Lakeside Park Bandstand - EAST BAY AIDS WALK	\$30.00	1.00	\$0.00	\$30.00	\$0.00	\$30.00
CRU Sound Permit Fee	Lakeside Park Bandstand - EAST BAY AIDS WALK	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Deposit (Parks)	Lakeside Park Bandstand - EAST BAY AIDS WALK	\$500.00	1.00	\$0.00	\$500.00	\$0.00	\$500.00
Park Run/Walk Fee	Lakeside Park Bandstand - EAST BAY AIDS WALK	\$130.00	9.50	\$0.00	\$1235.00	\$0.00	\$1235.00
CRU Park Use Permit Fee	Lakeside Park Near Bandstand - EAST BAY AIDS WALK	\$65.00	9.50	\$0.00	\$617.50	\$0.00	\$617.50

**PAYMENTS AND REFUNDS**

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
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**ADDITIONAL CUSTOMER INFORMATION**

Company Phone 1: (510) 238-3187

**DISCLAIMERS**

SOUND AMPLIFICATION-OMC 12.64.120: No loudspeaker shall be permitted to be placed in a public park within three hundred feet (300') of any residential structure. In no event shall the permit holder cause amplified sound to exceed eighty decibels (80 dB) at any boundary of the park in which amplified sound is being produced.

Please be aware of residents living nearby. Should there be a complain(s) regarding the sound level, permit holder will be expected to lower the volume as instructed by the Oakland Police Department (OPD), OPR or authorized CITY representative. Failure to turn the sound level down or off by the designated time may result in closure of the event by the OPD, OPR or authorized CITY representative and forfeiture of deposit paid.

SELLING WARES, GAMING, OBSCENITY-OMC 12.64.080: It is unlawful for any person to sell or offer for sale any goods, wares, merchandise, foods, confections, refreshments or other article within any public park, public building or public grounds in the city. No gaming shall be allowed in said parks, buildings or grounds, nor any obscene or indecent act performed therein.

1) Permits are issued and authorized by the Central Reservations Supervisor, or the Director of Office of Parks and Recreation or their authorized representatives.

2) The permit holder is responsible and will be charged for any damages, including, but not limited to:

- a) damages to landscaping;
- b) failure by the group to clean up after the event and properly dispose of all trash and other debris generated by the event;
- c) any other unusual repairs or cleanup expense incurred by the Office of Parks and Recreation beyond routine park maintenance. In the event that damages are incurred, the deposit will be held and/or the permit holder shall reimburse the City of Oakland for necessary repairs and excessive cleanup.
- d) damages occasioned by the activity whether on or to public or private property.

Claims exceeding amount of deposit must be paid within 10 days after notification to the City of Oakland, Office of Parks and Recreation.

If no deposit was collected prior to the event, reimbursement for the Administrative Services Fee and any claims for repairs and excessive cleanup must be paid within 10 days after notification to the City of Oakland, Office of Parks and Recreation.

3) Events must start and end on time. Staying beyond the scheduled time will result in the deposit being withheld and/or additional fees being charged to the permit holder.

4) The following activities are prohibited in all City of Oakland parks: use of drugs, fighting, or gambling.

5) Alcohol consumption is prohibited unless a special permit is obtained and submitted to the Office of Parks and Recreation at least 30 days prior to the event.

**CITY OF OAKLAND**

Interoffice Memorandum

**Office of Parks and Recreation**



CITY OF OAKLAND

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Reservation Supervisor  
**DATE:** May 9, 2012  
**SUBJECT:** Request from Ella Baker Center for Human Rights for Permission to Have Mobile Food Vending Trucks and Other Vendors to Sell T-Shirts and Event Related Goods at Snow Park on Saturday, July 28, 2012

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SUMMARY

The Office of Parks and Recreation has received a request from the Ella Baker Center for Human Rights, a non-profit organization, for permission to have five Mobile Food Vending Trucks and up to five vendors that will sell t-shirts and event related goods at a Community Gathering Event at Snow Park on Saturday, July 28, 2012.

FISCAL IMPACT

There will be no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

This is the Ella Baker Center for Human Rights' (EBCHR) second year hosting the event at a Parks and Recreation facility. They hosted a community event at Mosswood Park in 2011 that brought together over 300 Oakland residents.

The event is designed to bring the Oakland community together through community service work that demonstrates pride and ownership in the city, as a way for creating a vibrant Oakland. The EBCHR would like to make food available to volunteers by having five mobile food trucks during the event. They are also interested in supporting Oakland's local economy by allowing community members to provide information and/or sell goods in the form of t-shirts.

EBCHR is working with the City Administrator's Office to obtain all necessary permits for the five Mobile Food Truck Vendors. Other permits are required to allow vendors on-site.

Parks and Recreation Advisory Commission  
May 9, 2012

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request for the Ella Baker Center for Human Rights for permission to have five Mobile Food Vending Trucks and up to five vendors to sell t-shirts and event related goods at the Community Gathering Event at Snow Park on Saturday, July 28, 2012.

Respectfully submitted,

Gail McMillon  
Reservation Supervisor

Attachments: Exhibit A – Request Letter  
Exhibit B – Non-Profit Status  
Exhibit C – RecWare Pending Facility Permit



**ELLA BAKER  
CENTER for  
HUMAN RIGHTS**

She led. So can you.

March 5, 2012

Ella Baker Center for Human Rights  
1970 Broadway Ave, Suite 450  
Oakland, CA 94612

To Whom It May Concern,

My name is Tara Ramanathan and I am the Volunteer Coordinator for the Ella Baker Center for Human Rights. The Ella Baker Center is named for an unsung hero of the civil rights movement who inspired and guided emerging leaders. We build on her legacy by giving people opportunities and skills to work together to strengthen our communities so that all of us can thrive. The Ella Baker Center motivates and mobilizes leaders to work on a variety of initiatives that bring peace, justice and opportunity to our communities.

I am writing to request a Sales Permit for Ella Baker Center's annual event, Throw Down for the Town: The Oakland Service Festival. This event is designed to bring our Oakland community together through community service work that demonstrates pride and ownership in our city, as a way for creating a vibrant Oakland. Like Miss Ella Jo Baker, we believe that when people have the knowledge, inspiration and solutions they need to address the challenges they face, they can make a difference. On August 13, 2011, this successful event brought together over 300 Oakland residents volunteering at 25 community service projects throughout the day in Oakland, culminating with a festival at Mosswood Park. The service projects included everything from working on community gardens at schools and neighborhoods to street cleanups, organizing youth libraries and much more. You can view pictures here. This year, our event will be taking place on July 28<sup>th</sup>, with a celebratory festival at Snow Park.

We would like to make food available to volunteers at the Snow Park festival, after concluding their volunteer work. We will have, at most, 5 food trucks selling food throughout the festival from 2-5pm. The food truck vendors will keep their profits for the day. We are also interested in supporting Oakland's local economy, by allowing community members to share and/or sell their information and goods with festival participants. Vendors will also keep all of their profits for the day. The broader Oakland community will benefit from the work being done and the opportunity to build relationships and make connections with their neighbors. This event also provides us the opportunity to support small local businesses, like Oakland's growing food truck movement. Since our event is on July 28<sup>th</sup>, we are hoping to get on your April meeting agenda. Please let me know if you need any further information. I look forward to hearing from you.

Best,  
Tara Ramanathan

RECEIVED  
JUN 7 2003  
HCA & Co.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 27 2003

ELLA BAKER CENTER FOR HUMAN RIGHTS  
IN CALIFORNIA  
C/O E C AHIRUONYE  
855 MARKET ST STE 2160  
SAN FRANCISCO, CA 94105

Employer Identification Number:  
94-3252069  
DLN:  
17053081732023  
Contact Person:  
ERIC J BERTELSAN ID# 31322  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
170 (b) (1) (A) (vi)

Dear Applicant:

Our letter dated September 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,

Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

RECEIVED  
JUL - 7 2003  
HCA & Co.

Letter 1050 (DO/CO)



# Central Reservations Unit

250 Frank H. Ogawa Plaza Ste 3330  
Oakland, CA 94612

(510) 238-3187



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

Ella Baker Center for Human Rights  
1970 Broadway Suite 450  
Oakland, CA 94612

## Facility Permit

Status: Approved

Customer Type: Non-Profit

Authorized Agent: Nwamaka Agbo

Work: (510) 285-8221 Home: (805) 234-3145

DATE/USER	PERMIT NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	NEXT PAYMENT DUE	BALANCE DUE
02/09/2012 Cathryn Cornelius	25376	\$530.00	\$0.00	\$0.00	\$0.00	\$530.00	N/A	\$0.00

### RESERVATIONS

EVENT NAME	FACILITY	CENTER
Community Gathering-Citywide Day of Type: Park Special Event	Snow Park	Snow Park 19th St/Harrison St Oakland, CA 94612

DATES RESERVED	HRS
Saturday - 7/28/2012 09:00 AM to 07:00 PM	10

Total Number of Dates: 1 Total Number of Hours: 10

**NOTES:** Permit pending. Request received for permission to have 5 mobile food vendor trucks and up to 5 vendors. Report to be submitted on the May 9, 2012 PRAC agenda.

\*\*\*ATTENTION\*\*\* PLEASE READ AND ADHERE TO ATTACHED DISCLAIMERS

2/29/2012: NON-PROFIT CERTIFICATE 501C3 ON FILE - NON-PROFIT ORGANIZATION RECEIVED 25 PERCENT OFF RENTAL FEE PER MASTER FEE SCHEDULE-zit

100-299 IN ATTENDANCE

SOUND USE: INSTRUMENTS, LIVE BAND, AMP, MICROPHONES

START TIME/PREP TIME: 9:00AM - 10:00AM  
ACTUAL EVENT TIME: 10:00AM - 6:00PM  
END TIME/CLEANUP TIME: 6:00PM - 7:00PM

### CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
CRU Park Use Permit Fee	Snow Park - Community Gathering-Citywide Day of Svc	\$30.00	1.00	\$0.00	\$30.00	\$30.00	\$0.00
CRU Sound Permit Fee	Snow Park - Community Gathering-Citywide Day of Svc	\$100.00	1.00	\$0.00	\$100.00	\$100.00	\$0.00
Deposit (Rentals)	Snow Park - Community Gathering-Citywide Day of Svc	\$300.00	1.00	\$0.00	\$300.00	\$300.00	\$0.00
Park Special Event Fee	Snow Park - Community Gathering-Citywide Day of Svc	\$10.00	10.00	\$0.00	\$100.00	\$100.00	\$0.00

**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Karis Griffin, Recreation Supervisor  
**DATE:** April 23, 2012

**SUBJECT: Request for Change in Use of McClymonds Neighborhood Park. Attitudinal Healing Connections, a (501) (c) (3), Would Like to Apply in Partnerships with the Office of Parks and Recreation - OPR to the TKF Foundation for a \$500,000 Grant to Create 'Open Spaces Sacred Places'. The Program Seeks to Generate Research that May Help Encourage Decision-Makers to Support Contemplative Green Spaces as a Public Investment and Essential Civic Amenity. Grants will be Awarded from a Total Funding Pool of \$5 Million to Cross-Disciplinary Teams that Conceptualize, Plan, Design, and Implement a Physical Space; Conduct Associated Research Studies; and Disseminate Findings. The Grant Requires a Lease of the Park Space.**

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SUMMARY

Attitudinal Healing Connection is an Oakland based non-profit, partnering with Alameda County, Oakland Unified School District and McClymonds High School specifically for this venture. The request is for shared use of McClymonds Neighborhood Park, located at the corner of 26<sup>th</sup> Street, directly across from McClymonds High School (see attachments). Attitudinal Healing Connection 'AHC' is known for their workshops, trainings and programs based around healing circles and conflict resolution, would like to create a Healing Space in a public space and this is a 'change in use'. The Healing Space is a collaborative effort led by Attitudinal Healing Connection, Inc. and other community-based organizations deeply embedded in the social, cultural and environmental fabric of West Oakland. Their goal is to provide a potent, self-guided, alluring natural space that can help bring a fragmented community together to heal social and individual traumas. The projects intent is to acknowledge and transform the West Oakland history of conquest and pollution. The programming will encourage letting go, forgiveness and closure to turn the tide from the past future. The space would continue to be a public space. The one time grant, would require that a lease be in place for the park for 20 years.

FISCAL IMPACT

OPR does not anticipate any extra maintenance costs for the Community Garden. The Attitudinal Healing Connection, Inc 'AHC', has agreed to sponsor the Healing Space for the community. This includes all cost for cleaning litter and all tools required for community use and the daily maintenance of the healing space.

BACKGROUND

In 2011, AHC convened a few key stakeholders in the West Oakland community about the need to create a healing space. The space would allow the community to acknowledge a specific space in its past and present condition, while it serves as a catalyst for change, healing and resolution for the city and specifically West Oakland. The formal name, Open Spaces Sacred Spaces: The Healing power of Nature provides national awards through the TKF Foundation for integrated research and design projects. It is the hope from the founders that the RFP inspires applicants to work with colleagues from a range of disciplines to think openly, design creatively, study deeply,

and share broadly with others what can be learned from the transformational power of nature, which is why Attitudinal Healing Connections approached the Office of Parks and Recreation.

### KEY ISSUES

A key issue in regards to the healing space would be the safety and upkeep of the public park. Attitudinal Healing Connection, Inc. has agreed to convene its partners and community members to support the upkeep of the space. AHC is organizing to survey the community for support.

The park sits on the South Side of McClymonds High School (see attachment a). The park space is approximately 4500 to 5000 square and is surrounded by residents and the high school. The healing space will serve several purposes and would enhance the immediate community. As a current partner with McClymonds High School, AHC will encourage and conduct programming so that the administration, teachers and students take ownership and use the park space.

The upkeep of the park is of concern and funding needs to be secured for the upkeep on a regular basis. AHC, has agreed to work with OPR and all other partners including the community, in the upkeep of the healing space and to make sure resources are made available for park upkeep. Along with the local school using the space for classes, as an open public sacred space, citizens from all areas of Oakland will be encouraged to visit the healing space throughout the year. AHC has committed to developing groups to help keep the healing space looking fresh and inviting to all.

### RECOMMENDATION

Staff recommends the Park and Recreation Advisory Commission endorse the **Request for change in use of McClymonds Neighborhood Park**, for shared use for 'Open Spaces Sacred Places' grant, also known as the 'Healing Space' at McClymonds Neighborhood Park. The Office of Parks and Recreation has introduced healing circles at our recreation centers and parks to combat bullying and violence for the past 8 years. This park lines up with our past and present work with youth and adults throughout the city. This collaboration, will allow us to dedicate one of a park to peace and non-violence and bring resources and funding to revitalize and modernize our parks, as well as create a community friendly environment dedicated to healing and resolution. OPR will be able to encourage its citizens' to come together in this healing space that not only heals them and their families but will also promote green space survival.

<http://www.opensacred.org.grants> ...”The TKF grant program seeks to generate research that may help encourage decision-makers to support contemplative green spaces as a public investment and essential civic amenity “...

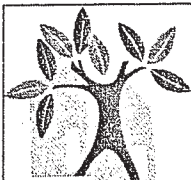
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Fred Morris  
Sports and Field Coordinator  
Office of Parks and Recreation

Attachments:

1. Picture of Park
2. TKF Foundation Grant Information Page

For questions please contact Fred Morris, Sports and Field Coordinator, (510) 238- 3494 office or (510) 867-0711 cell.



## Alliance for Community Trees

TREE BY TREE STREET BY STREET

This page has been formatted to save paper when printed.



## TKF Foundation Open Spaces Sacred Places Grants

Deadline: December 15, 2011

The TKF Foundation has announced the creation of the Open Spaces Sacred Places (OSSP) National Awards Program. The program seeks to generate research that may help encourage decision-makers to support contemplative green spaces as a public investment and essential civic amenity. Grants will be awarded from a total funding pool of \$5 million to cross-disciplinary teams that conceptualize, plan, design, and implement a physical space; conduct associated research studies; and disseminate findings.

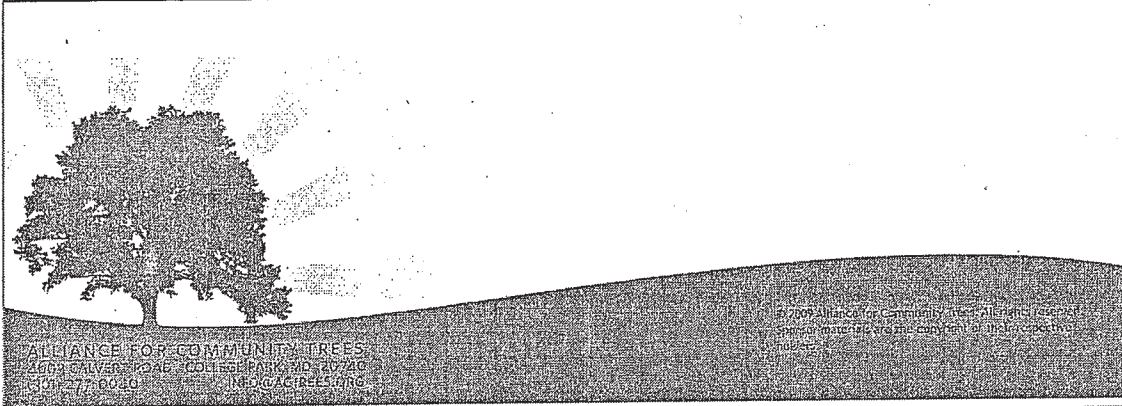
In advance of the regular deadline (June 30, 2012), the foundation has issued a Request for Planning Grant Proposals, an optional first-phase grant opportunity that will provide funding to teams for a planning period.

Applicants may apply for a planning grant of up to \$50,000. Up to ten planning grants will be awarded to enable recipients to assess needs and resources, forge necessary community and institutional relationships, build capacity and assemble robust project teams, and develop site and research design approaches.

Eligible applicants are 501(c)(3) tax-exempt charitable organizations that are classified as public charities and not as private foundations. Projects must have both an institutional and a community-based partner.

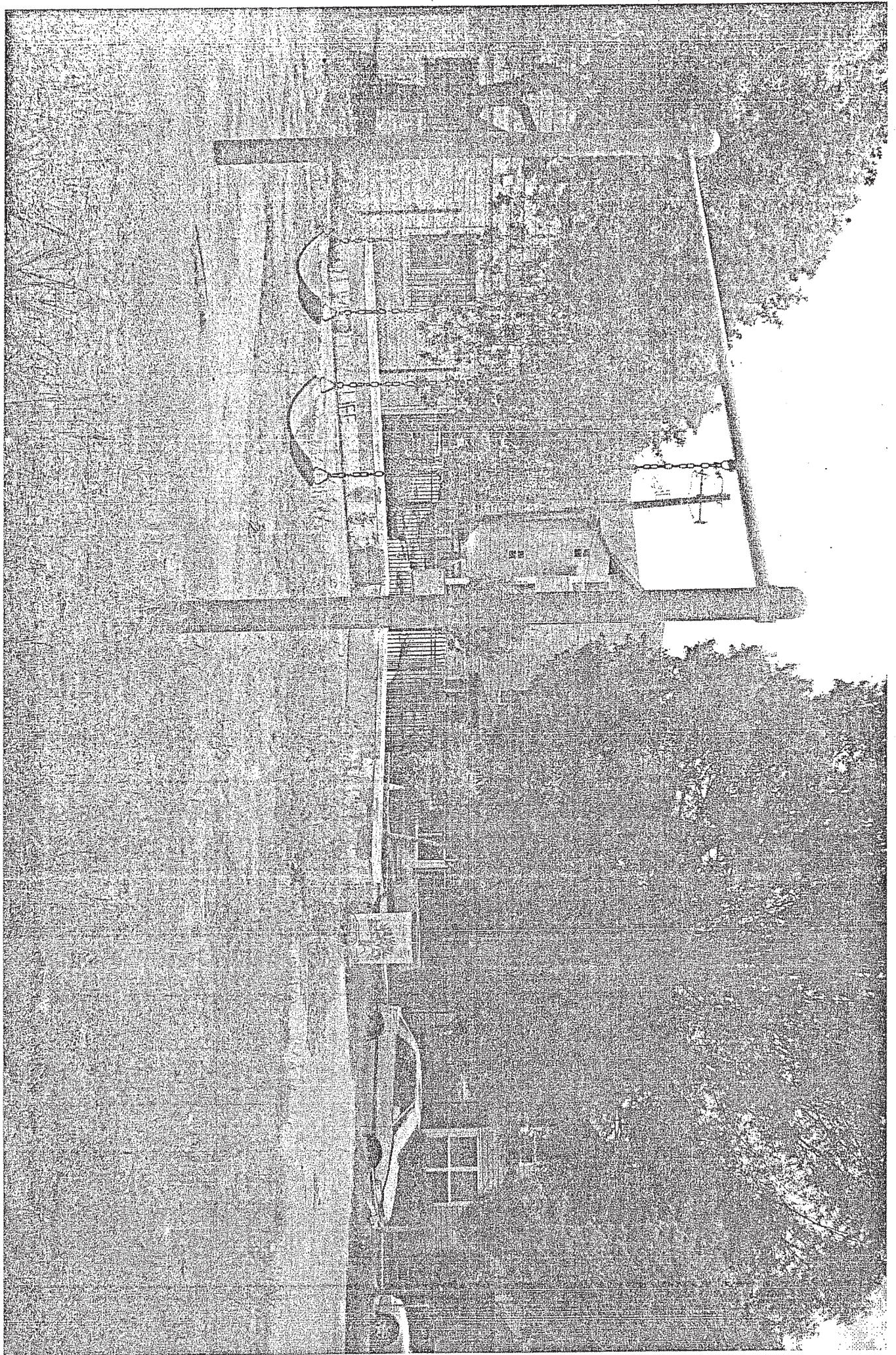
### Related Resource:

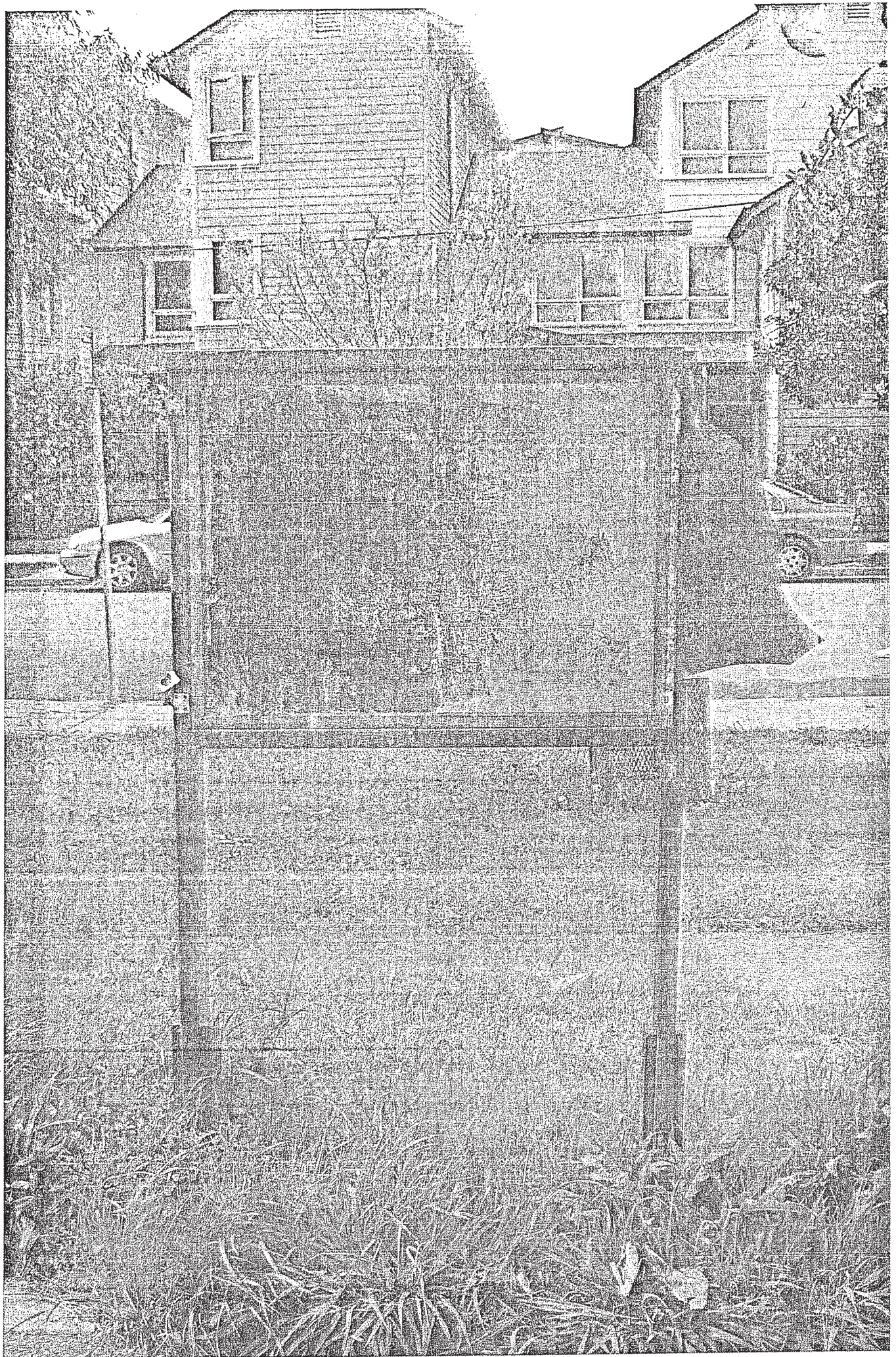
[TKF Foundation Grant- Open Spaces Sacred Places](#)

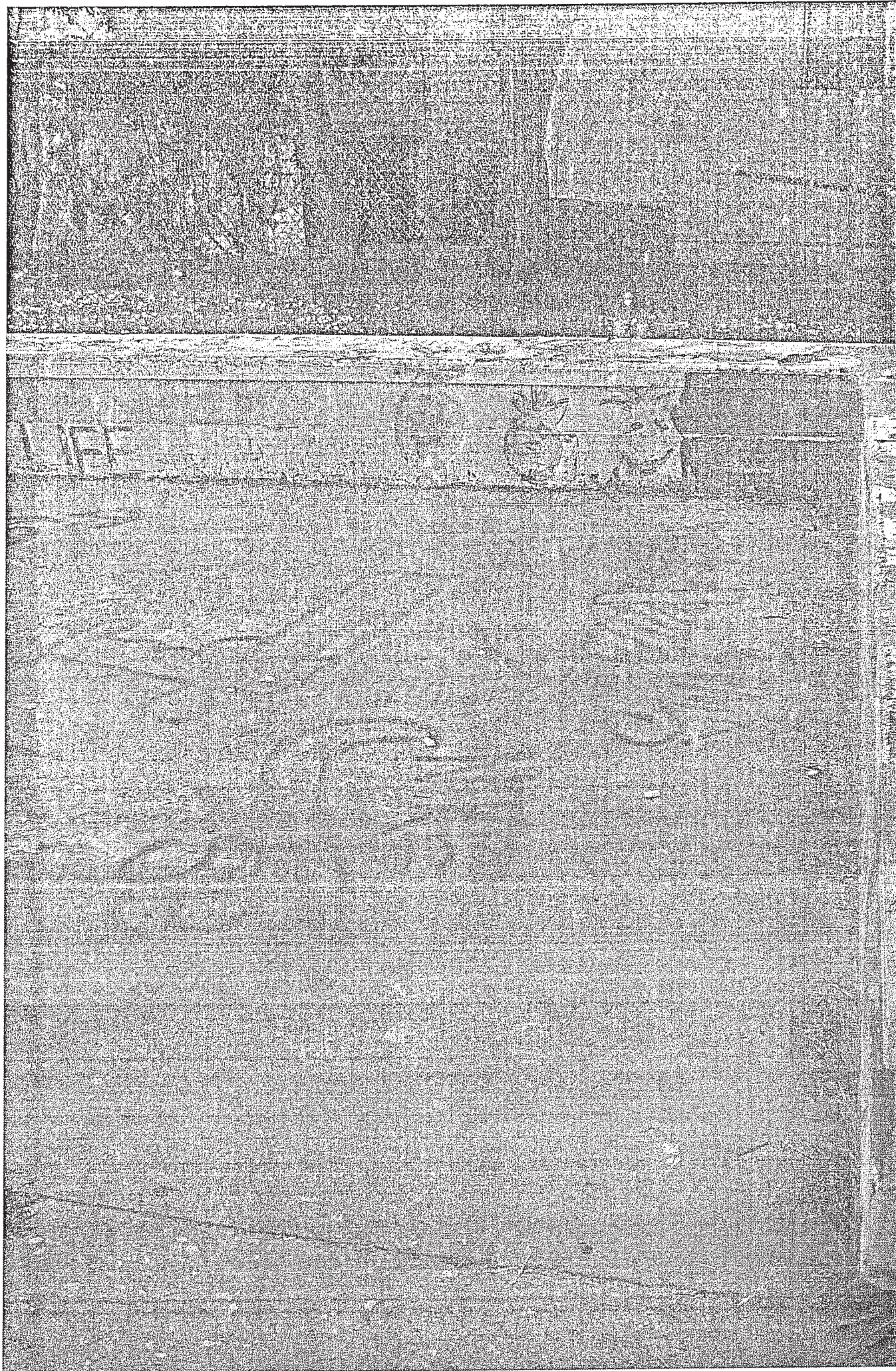


ALLIANCE FOR COMMUNITY TREES  
1609 CALVERT ROAD, COLLEGE PARK, MD 20740  
301-277-0020 INFO@ACTREES.ORG

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**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Dana Riley, Assistant to the Director  
**DATE:** May 9, 2012  
**SUBJECT:** Request Approval for the Design and Installation of a Signage Program at the Rockridge-Temescal Greenbelt consisting of Hardy Park, Redondo Park, and Connecting Pathways and Amenities

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SUMMARY

In 2001, the Friends of Rockridge-Temescal Greenbelt (FROG) were fortunate to have the Commission's support for the design of this innovative greenbelt park, organized along the spine of Temescal Creek, and for the community-built play structure. More than 1,300 volunteers worked together over 10 days to build the play structure, and the park itself has been completed in three phases. Phase one was built (with support from the Friends of Oakland Parks and Recreation) in 2001, phase two in 2006, and the third phase, the long-awaited new bathroom, in 2011. Today, hundreds of adults and children enjoy the park each day, and the nearby farmer's market on Sunday mornings at the Claremont Depart of Motor Vehicles has added to the attractiveness of this area and its intensive use by the community.

FROG raised nearly \$500,000 in private donations from the community over the years to support the various improvements to the park, as well as hundreds of thousands of dollars of donated materials.

FROG is before the Commission to request approval of the design and installation for signage recognizing the individuals, small businesses, foundations and public agencies that helped to make this park possible. The signage program consists of:

- Three larger donor signs (20' x 36") to be installed on the kiosk in Hardy Park near the large play structure.
- Brushed stainless steel plaques to be installed on four picnic tables and 12 benches throughout the greenbelt.
- An inscribed stone bolder approximately 15" square at the Butterfly Park
- One way-finding map sign (20" x 36") to orientate visitors to the park to be installed at the kiosk in Hardy Park

Descriptions of the signage program are more thoroughly described in the attached report and exhibits.

RECOMMENDATION

Staff recommends that with the addition of the City of Oakland, Office of Parks and Recreation's logo to the way-finding map sign, the Commission approve the design and installation of the signage program at the Rockridge-Temescal Greenbelt consisting of Hardy Park, Redondo Park and connecting pathways and amenities.

Respectfully submitted,

Dana Riley  
Assistant to the Director, Office of Parks and Recreation

Attachments: Exhibit A – Signage Program Report and Attachments