



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, June 13 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 May 9, 2012
4. SPECIAL ORDERS:
None
5. PRAC PENDING LIST:
None
6. MODIFICATIONS TO THE AGENDA:
None
7. CONSENT NEW BUSINESS:
 - A. Request Approval for the Friends of Faith Inc. to Collect Registration Fees and Allow Vendors to Sell Event Related Items at the Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 25, 2012. The Office of Parks and Recreation has received a request from the Friends of Faith, Inc. (FOFI), a non-profit organization, seeking permission to collect registration and vendor sales at the 8th Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 25, 2012. The funds raised will help provide health services support to breast cancer survivors and to share information about the importance of early detection. The 2011 Post Event Report is attached.
 - B. Request Permission to Allow the United Negro College Fund Inc. to Collect On-site Donations at the 28th Annual Walk-a-thon and Health Education Fair at Lakeside Park on Saturday, October 6, 2012. The Office of Parks and Recreation has received a request from the United Negro College Fund, Inc., a non-profit organization, to collect donations at the 28th Annual Walk-a-thon and Health Education Fair at Lakeside Park on Saturday, October 6, 2012. Participants in the Walk for Education help to raise funds for minority students seeking to fulfill their educational dreams. A Post Event Report is attached from the 2011 event held at Lakeside Park.

8. NEW BUSINESS:

- A. **Request for Approval to Dedicate a Bench Located on the Path of the Morcome Rose Garden in Honor of Jack and Julie O'Hara.** Elizabeth O'Hara contacted the City requesting approval to install a new bench on the pathway of the Morcom Amphitheater of Roses (see location on Exhibit A) dedicated to honor Jack and Julie O'Hara. The desired bench faces the center of the upper exhibit area leading to Oakland Ave. The dedication will be accomplished by installing a new park bench with a 12" x 4" memorial plaque. The bench installation will be carried out by the Public Works Agency.
- B. **Request Approval of the Design and Implementation of the Measure DD - Lakeside Green Streets Project (Snow Park, 20th, Harrison and Lakeside Dr.).** Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Measure DD - Lakeside Green Streets Project (Snow Park, 20th, Harrison and Lakeside Dr.) The project includes improvements to Snow Park and the park area along Lake Merritt from 19th Avenue to Grand Avenue. These improvements are associated with roadway improvements along Harrison Street and Lakeside Drive from 19th Avenue to Grand Avenue and a complete reconfiguration of the 20th, Harrison St., Lakeside Drive intersection.
- C. **Request for the Parks and Recreation Advisory Commission to Allow Carmen Flores Recreation Center and Advisory Committee to Fundraise at the 2nd Annual Carmen Flores Day of Music in the Park on Sunday, August 26, 2012 at Josie de la Cruz Park.** The City of Oakland Office of Parks and Recreation's Carmen Flores Recreation Center at Josie de la Cruz Park will host its 2nd Annual Carmen Flores Day of Music in the Park on Sunday August 26, 2012 from 11:00-7:00pm at Josie de la Cruz Park. Funds collected will pay for any overhead cost of the event and the majority of the funds will go towards scholarships. The Scholarships will be made available to children and youth who wish to participate in our programs but do not have the funds.
- D. **Request Permission to Allow from Fantainment Corporation to Collect Payment for Onsite Ticket Sales, Donations, Event Raffle and Silent Auction at the Joaquin Miller Community Center on Saturday, July 28, 2012.** The Office of Parks and Recreation has received a request from Fantainment Corporation, a non-profit organization, seeking permission to collect payment for on-site ticket sales, donations, event raffle tickets, and host a silent auction at the Fantainment First Annual Fundraiser on Saturday, July 28, 2012 at Joaquin Miller Community Center. The funds raised will be used to fund the Fantainment Corporation Career Resource Center and annual scholarship program.
- E. **Request Approval to Allow Children's Fairyland to Collect On-site Donations, Raffle Tickets and Sell Small Items and Allow Oaklandish to Sell Oakland Civic Pride-oriented Merchandise and Hire Two Local Breweries and a Winery to Sell Beer and Wine at he the Lake Merritt Sailboat House Clubroom on Sunday, August 26, 2012.** The funds raised for Children's Fairyland will help Fairyland meet their financial goals this year as well as maintain their commitment to offering low-cost, family fun events. The funds raised for Oaklandish will help support their ongoing calendar of free public events and the Oaklandish Innovators grant program.

- F. Request Approval to Allow the Lake Merritt Rowing Club to Hire Outside Food and Drink Vendors to Sell Consumable Products and to Allow the Lake Merritt Rowing Club to Sell Food and Beer in the Sailboat House Clubroom during the Rowing Regatta Event at Lakeside Park on Sunday, July 1, 2012. The Office of Parks and Recreation has received a request from the Lake Merritt Rowing Club (LMRC), a non-profit organization, seeking permission to allow outside food vendors at the Rowing Regatta on Sunday, July 1, 2012 at Lakeside Park. The LMRC is also asking permission to sell food and beer in the Sailboat House Clubroom. The rowing regatta is sponsored by the United States Rowing Association and conducted by the Lake Merritt Rowing Club.

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

A. Update on the merger

B. Attitudinal Healing Connection – McClymonds Neighborhood Park

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, July 11, 2012; 4:30 p.m.
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, May 9, 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, May 9, 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:

BELCHAR, DU BOIS, FINLINSON, HAMMOCK, KADERA-REDMOND, MARSHALL, MILLER, RICARDS, ROSENBLOOM.

Late Arrival: Peterson

Excused: Wu

Staff in attendance: Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd, Karis Griffin, Assistant City Administrator Fred Blackwell and Arturo Sanchez.

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 Ricards: **Motion Passed**

4. SPECIAL ORDERS:

None

5. PRAC PENDING LIST:

None

6. MODIFICATIONS TO THE AGENDA:

Motion: Commissioner Miller entertained a motion to Move Item 16 above Item 7.

Moved by: Commissioner Belcher: **Seconded by:** Commissioner Hammock: **Motion Passed**

Directors Report (Item 16)

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

Director Jones-Taylor introduced Assistant City Administrator Fred Blackwell who provided the Commission with an update on the City's effort to merge the Office of Parks and Recreation OPR, the Department of Human Services DHS and the Neighborhood Services Division NSD.

Mr. Blackwell reported that the Office of the City Administrator decided to approach the merge by looking at ways to better deliver services to the community at the neighborhood level. It was acknowledged that the three departments are supported by different funding sources, but in some instances provide services the same customer. Commissioners were informed that the PRAC would be contacted either by the City Administrator's Office or Management Partners, the City's consultant on the merge, to discuss the process and provide recommendations. The City Administrators Office also plans to hold stakeholder and community meetings before making any changes. The office is committed to engaging everyone in the process. The Commission was assured that OPR would not lose its identity.

Commission Comments:

It was determined that the timeframe for implementation would take place July 1 with other phases taking place in September 2012, but the proposed structure is not in place. Mr. Blackwell informed that the merger will not affect the PRAC or the way it operates. Further meetings can be scheduled to stay on top of the merger. The Commission requested a fact sheet or handout outlining the process and effort.

Public Comments:

One speaker commented that the Office of Parks and Recreation is unique and management of the oldest wildlife refuge in the country. Concern was raised regarding the oversight of Measure WW as it is related to the Oakland Zoo. It was stated that the NSD should be returned to its former position under the management of the Oakland Police Department OPD, while another suggested the possibility that the NSD would lose its capacity to deliver services effectively to the community under OPD. Further comments included that the merge would create more bureaucracy and affect the quality of life in neighborhoods.

Commissioner Miller read a statement from the Friends of Parks and Recreation.

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.

Motion: Commissioner Miller entertained a motion to approve the Consent New Business item. **Moved by:** Commissioner Hammock, **Seconded by:** Commissioner Finlinson:

Motion Passed

8. NEW BUSINESS:

- A. The East Bay AIDS Walk Requests Permission to Collect On-Site Registration Fees and Donations for the Walkathon Fundraiser at Lakeside Park on Saturday, June 16, 2012. The staff report was presented by Gail McMillon. The Office of Parks and Recreation received a request from East Bay AIDS Walk for permission to collect registration fees and donations during their walkathon fundraiser event on Saturday, June 16, 2012 at Lakeside Park. The money raised will go 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. The purpose of the event is to support efforts to reduce new HIV infections and to help those already infected by the virus.

Motion: Commissioner Miller entertained a motion to approve the staff recommendation to grant the request from The East Bay AIDS Walk to collect registration fees and donations on-site during their walkathon at Lakeside Park on Saturday, June 16, 2012. **Moved by:** Commissioner Peterson, **Seconded by:** Commissioner Marshall: **Motion Passed**

- B. The Ella Baker Center for Human Rights Requests 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. This report was presented by Gail McMillon. The Ella Baker Center for Human Rights, a non-profit organization, contacted the Office of Parks and Recreation and ask permission to have five mobile food vending trucks and an up to an addition five t-shirt and other event related goods vendors at the Community Gathering Event at Snow Park on Saturday, July 28, 2012. The Ella Baker Center has planned 30 projects this year; some will take place in Oakland Parks.

Motion: Commissioner Miller entertained a motion to approve the recommendation to allow the Ella Baker Center for Human Rights to have five Mobile Food Vending Trucks and up to an additional five vendors to sell event related goods at the Community Gathering at Snow Park on Saturday, July 28, 2012. **Moved by:** Commissioner Belcher, **Seconded by:** Commissioner Hammock: **Motion Passed**

- C. 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 Scared 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. Karis Griffin presented this report to the Commission. 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 26th Street, directly across from McClymonds High School (see attachments). Attitudinal Healing

Connection 'AHC' 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. 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 to the future. The McClymonds Neighborhood Park 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.

Commission Comments:

It was determined that a design plan and a Minor Use Permit for the project were necessary. A fiscal impact report and review of the grant was also requested. Concerned was raised regarding the 20 year lease requirement purportedly outlined in the grant.

Motion: Commissioner Miller entertained a motion to continue the item and recommended that Attitudinal Healing Connection continue to work with staff and resubmit the project report. **Moved by:** Commissioner Hammock, **Seconded by:** Commissioner Peterson:
Abstention: Commissioner Finlinson: **Motion Passed**

D. 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.

Dana Riley presented the staff report on Item 8D. 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. The signs are graffiti and weather resistant and vandalism proof. FROG raised nearly \$500,000 in private donations from the community over the years to support the various improvements to the park.

Commission Comments:

OPR's logo requested to be placed on the proposed signage. It was determined that the signage material was not conducive to the inclusion of braille.

Motion: Commissioner Miller entertained a motion that with the addition of the City of Oakland, Office of Parks and Recreation's logo to the way-finding may 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..
Moved by: Commissioner Peterson **Seconded by:** Commissioner Hammock **Abstentions:** Commissioners Ricards and Belcher: **Motion Passed**

9. CONDITIONAL USE PERMITS:

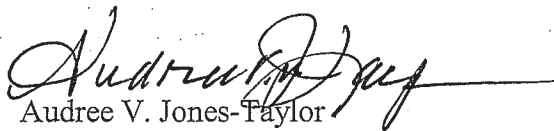
- 10. COMMUNICATIONS:
- 11. PRAC COMMITTEE REPORT:
- 12. ADVISORY COUNCIL REPORTS:
- 13. UNFINISHED BUSINESS:
- 14. COUNCIL REFERRALS:
- 15. OPEN FORUM:

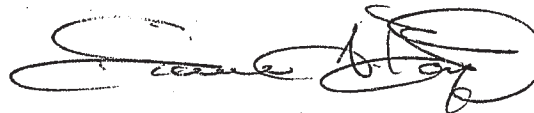
A community member requested that parking fees be waived for citizens attending PRAC meetings at the Lakeside Garden Center.

- 16. DIRECTOR'S REPORT:
Item 16 was moved above Item 7 – Merger Discussion
- 17. ANNOUNCEMENTS:
- 18. ADJOURNMENT:

The meeting was adjourned at 7:05pm

Respectfully submitted,


Audree V. Jones-Taylor
Secretary


Diane L. Boyd
Recording Secretary

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Next Meeting: *Wednesday, July 11, 2012; 4:30 p.m.*
 Lakeside Garden Center
 666 Bellevue Ave, Oakland, CA

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Central Reservations Supervisor
DATE: June 13, 2012
SUBJECT: **Request Approval for the Friends of Faith Inc. to Collect Registration Fees and Allow Vendors to Sell Event Related Items at the Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 25, 2012.**

SUMMARY

The Office of Parks and Recreation has received a request from the Friends of Faith, Inc. (FOFI), a non-profit organization, seeking permission to collect registration and vendor sales at the 8th Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 25, 2012. The funds raised will help provide health services support to breast cancer survivors and to share information about the importance of early detection. The 2011 Post Event Report is attached.

FISCAL IMPACT

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

BACKGROUND

The Friends of Faith, Inc. was founded in 1997 as a non-profit organization dedicated to providing financial assistance and health support services to low income and underserved women who are battling breast cancer.

This is the eighth year of the Faith Fancher Breast Cancer Challenge event and the fifth year hosting the event at Lakeside Park. The Friends of Faith, Inc. hosted a walk/run at Lakeside Park in 2005 and 2008 through 2011. Their requests have come before the commission in 2008 through 2011 and were granted approval.

The collection of registration/entry fees will be \$40.00 per person and will go towards the support of women and men in the community who are underinsured and underserved that are battling cancer. They will have up to 20 vendor tables that the FOFI will charge \$100 per table for profit vendors and \$75.00 per table for non-profit vendors to participate. The vendors will be selling wares and gift baskets and some will provide information to the public.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Friends of Faith, Inc. request for permission to collect registration fees and allow vendor sales at Lakeside Park for the 8th Annual Faith Fancher Breast Cancer Challenge Walk/Run on Saturday, August 25, 2012.

Respectfully submitted,

Gail McMillon
Reservation Supervisor

Attachments: Exhibit A – Friends of Faith, Inc. Request Letter
Exhibit B – 2011 Post Event Report
Exhibit C – Friends of Faith, Inc. 501c3 Non-profit Status
Exhibit D – Facility Rental Pending Permit



Friends of Faith, Inc.

418 30th St., Suite B

Oakland, CA 94609

510.834.4142

www.faithfancher.org

May 17, 2012

Parks and Recreation Advisory Commission
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

Dear Parks and Recreation Advisory Commission:

In 1997, the late KTVU News Reporter Faith Fancher (1950-2003) founded Friends of Faith, a 501c3 nonprofit organization dedicated to providing critical financial assistance and health support services to low income and underserved women who are battling breast cancer. Since its inception, FOF has raised and donated more than \$1M to women with breast cancer and to local grassroots organizations.

Annually, Friends of Faith hosts its signature Faith Fancher Breast Cancer Challenge; a 5K Walk/Run at Lake Merritt. Each year the Faith Fancher Breast Cancer Challenge is garnering more support and at this year's walk we anticipate having a larger number of participants, several vendors and multiple onsite registrations. Therefore, we request approval to collect funds from the above named sources.

Funds from the Faith Fancher Breast Cancer Challenge are used to provide health services support to breast cancer survivors and to share information about the importance of early detection. In addition, FOF provides emergency cash grants of up to \$600 to help breast cancer patients who have reached the limits of their resources.

These one-time grants which no other agency provides – are earmarked for basic needs such as food, utilities, and rent, and are often a lifeline for women who have lost their jobs and insurance during their fight against breast cancer. The grants are provided through the East Bay Breast Cancer Emergency Fund, a unique program established by Faith Fancher shortly before her death in 2003.

Friends of Faith would like to thank the Parks and Recreation Advisory Commission for your consideration of our proposal.

Sincerely,


Ceola J. Richardson

Office Administrator,
Friends of Faith, Inc.

Enclosure: (1) IRS Acceptance Letter – 51c3 Tax Exempt



CITY of OAKLAND
OFFICE of PARKS & RECREATION

POST EVENT REPORT

Please complete and return the Post Event Report to the Office of Parks and Recreation, Central Reservations Unit, Attention: Central Reservations Supervisor, 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612.

I. GENERAL INFORMATION

Name of Event: Friends of Faith Inc - 8th Annual Breast Cancer Challenge - Walk/Run

Location of Event: Lake Merritt, Oakland

Date/Hours of Event: 8/20/11 - 9-12 noon Permit No. 23636

Contact Person: Geola Richardson Phone No. 834-2122

Contact Person Address: 418 30th Street, Oakland, CA 94609

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

8-21-2010

1. Were Facility Rental/Set-up fees waived? Yes No

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

II. ATTENDANCE INFORMATION

1. Total number in attendance: 745

2. Were registration fees collected on-site for the event? Yes No

3. If yes (above), how many people registered? 178

4. What was the cost for registration? \$35

5. How much money was collected on site for registration fees? \$6,230.00

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
Sisters Easy Food	Profit		Attire	Y
Head over Heels Athletics	Non Profit	N/A	N/A	Y
Sisters network Solano County	Non Profit	N/A	N/A	Y
California Breast Cancer Research Prog.	Non Profit	N/A	N/A	Y

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.)

Attract more participants in the walk, sponsors and vendors. Further on outreach efforts.

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

Overall, very satisfied. There is always the opportunity to grow and become better.

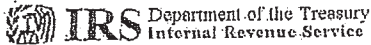
Submitted by: Cecily Reg

Date: 5-18-2012

Approved by: McMinn
(OPR Staff)

Date: 5-23-2012

Comments: Submission of report received in 2012. To provide next report for 2012 within 30 days after event.



OGDEN UT 84201-0038

In reply refer to: 0441986857
Jan. 18, 2011 LTR 4168C E0
94-3307705 000000 00

00028789
BODC: TE

FRIENDS OF FAITH
418 30TH ST STE B
OAKLAND CA 94609-3309



013690

Employer Identification Number: 94-3307705
Person to Contact: D BRIDGEWATER
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Jan. 06, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in MARCH 2000.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: June 13, 2012
SUBJECT: Request Permission to Allow the United Negro College Fund Inc. to Collect On-site Donations at the 28th Annual Walk-a-thon and Health Education Fair at Lakeside Park on Saturday, October 6, 2012

SUMMARY

The Office of Parks and Recreation has received a request from the United Negro College Fund, Inc., a non-profit organization, to collect donations at the 28th Annual Walk-a-thon and Health Education Fair at Lakeside Park on Saturday, October 6, 2012. Participants in the Walk for Education help to raise funds for minority students seeking to fulfill their educational dreams. A Post Event Report is attached from the 2011 event held at Lakeside Park.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation. The United Negro College Fund, Inc. is paying all rental fees associated with the event.

BACKGROUND

The United Negro College Fund, Inc. (UNCF) has held a Walk-a-thon and Health and Education Fair at Lakeside Park for many years. The UNCF request has come before the Parks and Recreation Advisory Commission for the last seven years and has been approved for collection of donations and pledges. The event draws approximately 450 people who participate in a 5K walk that is followed by lunch, entertainment, a drawing and a Health Education Fair

For sixty eight (68) years, the UNCF has provided funding to support 38 private, historically black colleges and universities and financial assistance to over 55,000 students nationwide who attend the schools.

Parks and Recreation Advisory Commission
June 13, 2012

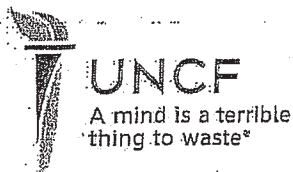
RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the United Negro College Fund Inc.'s request for collection of donations at the UNCF's 28th Annual Walk-a-thon and Health and Education Fair at Lakeside Park on Saturday, October 6, 2012. The UNCF is aware of additional permits that are required provided their request to collect donations and pledges is granted.

Respectfully submitted,

Gail McMillon
Reservation Supervisor

Attachments: Exhibit A – UNCF Request Letter
Exhibit B – Post Event Report
Exhibit C – UNCF 501c3 Non-profit Status
Exhibit D – Park Use Application



United Negro College Fund, Inc.
220 Montgomery Street
Suite 1120
San Francisco, CA 94104
T 415 956 1018
F 415 956 1862
www.UNCF.org

March 29, 2012

Dr. Michael L. Lomax
President and CEO

Frederick D. Patterson
Founder

COLLEGES & UNIVERSITIES

- Allan University
Columbia, SC
- Benedict College
Columbia, SC
- Bennett College
Greensboro, NC
- Bethune-Cookman University
Daytona Beach, FL
- Coflin University
Orangeburg, SC
- Clark Atlanta University
Atlanta, GA
- Dillard University
New Orleans, LA
- Edward Waters College
Jacksonville, FL
- Fisk University
Nashville, TN
- Florida Memorial University
Miami, FL
- Huston-Tillotson University
Austin, TX
- Interdenominational
Theological Center
Atlanta, GA
- Jarvis Christian College
Hawkins, TX
- Johnson C. Smith University
Charlotte, NC
- Lane College
Jackson, TN
- LeMoine-Dwen College
Memphis, TN
- Livingstone College
Salisbury, NC
- Miles College
Birmingham, AL
- Morehouse College
Atlanta, GA
- Morris College
Sumter, SC
- Dakwood University
Huntsville, AL
- Paine College
Augusta, GA
- Paul Quinn College
Dallas, TX
- Philander-Smith College
Little Rock, AR
- Rust College
Holly Springs, MS
- Saint Augustine's College
Raleigh, NC
- Saint Paul's College
Lawrenceville, VA
- Shaw University
Raleigh, NC
- Spelman College
Atlanta, GA
- Stillman College
Tuscaloosa, AL
- Talladega College
Talladega, AL
- Texas College
Tyler, TX
- Tougaloo College
Tougaloo, MS
- Tuskegee University
Tuskegee, AL
- Virginia Union University
Richmond, VA
- Voorhees College
Dennmar, SC
- Wilberforce University
Wilberforce, OH
- Wiley College
Marshall, TX
- Xavier University
New Orleans, LA

Parks & Recreation Advisory Commission
City of Oakland
c/o Central Reservations Unit - Zermaine Thomas
250 Frank Ogawa Plaza, Suite # 330
Oakland, CA 94612

Dear Advisory Commission:

Now entering its 28th year, UNCF/Northern California Walk for Education event on Saturday, October 6, 2012 draws approximately 450 people representing Bay Area Companies, public agencies, youth and community-based organizations to participate in a 5K walk followed by lunch, entertainment, a drawing and a Health Education fair for both sponsors and participating agencies to promote goods and services to walk participants. Sponsors will participate in an awards ceremony during the pre-Walk program. The event begins with registration at 8 AM, the Walk at 9 AM and the Education Fair/lunch goes from 10 AM to approximately 12 noon.

We are requesting permission from the Commission to collect donations from participants the day of the Walk. UNCF has a website to obtain donations; however, for non-Internet users, we need to have the option of physically turning in donations available. We have successfully managed this process in the past due in large part to securing an offsite location to handle monies and security presence with our accounting team at the event.

For 68 years, UNCF has provided funding to support 38 private, historically black colleges and universities and financial assistance to the over 55,000 students nationwide who attend them. UNCF member colleges have consistently provided quality, affordable education to students who face significant financial challenges. The lack of financial resources is the principal barrier for many UNCF member college students striving to obtain a college education. Participants in the Walk for Education help to raise funds for minority student endeavoring to fulfill their educational dreams.

Thank you for your consideration,

Celeste C. Stanley
Development Director
UNCF/Northern California



POST EVENT REPORT

Please complete and return the Post Event Report to the Office of Parks and Recreation, Central Reservation Unit, Attention: Central Reservations Supervisor, 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland CA 94612.

I. GENERAL INFORMATION

Name of Event: UNCF WALK FOR EDUCATION

Location of Event: LAKE MERRITT PARK, OAKLAND

Date/Hours of Event: Saturday, September 17, 2011
(Date for 2012: October 6, 2012)

Permit No. 33754

Contact Person (Celeste Stanley) Monica Sudduth

Phone No. 415-956-1018

Contact Person Address: 220 Montgomery Street, Suite 1120 San Francisco, CA 94104

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

SEPTEMBER 17, 2011 and September 25, 2010

1. Were Facility Rental/Set-up fees waived? Yes No

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

II. ATTENDANCE INFORMATION

1. Total number in attendance: 400

2. Were registration fees collected on-site for the event? Yes No

3. If yes (above), how many people registered?

4. What was the cost for registration? _____

5. How much money was collected on site for registration fees? _____

III. VENDOR INFORMATION

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

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
Safeway	Sponsor/for profit	Packaged sandwiches and bottled beverages (UNCF obtained Ala Co. Food Permit)	N/A	N/A

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.)

The parking lot adjacent to the sailboat house is used to kick off our event. There are Parks and Rec vehicles that are not removed despite requests to relocate them. Also, yachting club members are not apprised of the use of the parking lot and we often have to ask them to park curbside in the morning using our own cones. It is difficult to keep the gates closed to prevent cars from entering the driveway. Clarification on the hours in which fees will be collected should be communicated to event organizers who assemble a team of volunteers and use delivery trucks before 7:00am to set up for the event.

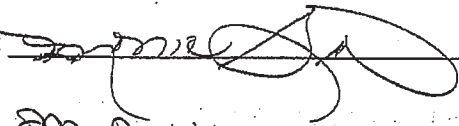
We would like to use the electrical outlet in the Sailboat house to support audio equipment and microphone at the event in the morning 8:30am until 9:30 am. We understand we may incur an additional fee; however, it is worth it to us. I'm not sure why we were not able to be accommodated last year.

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

POST EVENT REPORT (Continued)

Page 3

Submitted by:



Date:

05/30/12

Approved by:

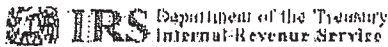
Amelium
(OPR Staff)

Date:

5/30/2012

Comments:

Post Event Report received late. Will have representative, Termaine Thomas follow up on comments. Group could not use the Sailboat House last year due to a wedding reception scheduled very early in the day.



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248464840

May 09, 2011 LTR 4168C ED 052011

13-1624241 000000 00

00018727

BODC: TE

UNITED NEGRO COLLEGE FUND INC
8260 WILLOW OAKS CORP DR
FAIRFAX VA 22031

2599

Employer Identification Number: 13-1624241
Person to Contact: Mrs. Dudley
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 28, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in OCTOBER 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2105, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248464840

May 09, 2011 LTR 4168C E0

13-1624241 000000 00

00018728

UNITED NEGRO COLLEGE FUND INC
8260 WILLOW OAKS CDRP DR
FAIRFAX VA 22031

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



S. A. Martin, Operations Manager
Accounts Management Operations

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



Central Reservations Unit
PH: (510) 238-3187 Fax: (510) 238-2397

Park Use Rental Application

ATTENTION:

Application Date: 1.25.2012

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

OFFICE USE ONLY
REQ. No. RWP. No. 2522 Received By/Date CE-1/23/12 Approved By/Date Issued By/Date
Police Special Events Permit Required? Yes No If required, Special Events Permit due to OPR by

Application on behalf of: (Group, Individual, Organization) UNCF (United Negro College Fund)
* Address: 220 Montgomery St Suite 1120 City: San Francisco State: CA Zip: 94104

Individual responsible for event: Name: Celeste Colbert Stanley Address: 3132 Market St Unit B
City: Oakland State: CA Zip: 94608 Email: celeste.stanley@uncf.org

Home #: N/A Work #: (415) 956-1018 Fax #: (415) 956-1862 Cell #: (925) 878-1884

To use (Name of Park): Lakeside Park Location (Area/s): Sailboat House Parking lot / Bandstand

On the following date(s): October 6, 2012 General Public Allowed: Yes No Number of Participants: 450

Between the hours of: (Start Time/Setup) 6:00 am (Actual Event Time) from 8:am to 12:pm (End Time/Cleanup) 2:00 pm

Type of Event/Purpose (be specific, i.e., Picnic, Walk/Run, Entertainment, Family Reunion, Rally, etc.):
Walk-a-thon and Health Education Fair

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner is prohibited in any way.

Sound Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. jumpers, musical instruments, live band, cd player, amplifiers, microphones, etc.):
D. J.

Will food be served? Yes No (If yes, please list type(s) of food to be served): Sandwiches, fresh fruit and water

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE.
None

Fees: (Picnic & Related Events Fee) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.
(Special Event Fee) A non-refundable permit processing fee of \$30 will be added to each application.

Permit Processing Fee: \$30 Rent: \$2118 Deposit: \$500

Sound Use: \$100 Other Fees: Parking, 15 cars = \$75.00

Total of ALL Fees PLUS Deposit: \$2823

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

CANCELLATION FEES:

61 days or more notice:	Forfeit 1/2 Deposit
31 to 60 days notice:	Forfeit Deposit
30 days 11 days notice:	Forfeit Deposit PLUS 1/2 Rental Fee
40 days or less notice:	Forfeit All Fees

Check Amount: \$ Check #: Cash:

Type of Credit Card (Visa or MasterCard Only): Credit Card #: Expiration Date:

I authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or MasterCard for my reservation at Lakeside Park on 10.6.2012 (Amount to be Charged)

Celeste Stanley (Signature Required) Celeste Stanley (Print Name) 12D13 (Driver License #/Expiration Date)

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION? (See next page)
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM: Mark Hall, Office of Parks and Recreation

DATE: June 13, 2012

SUBJECT: Request for Approval to Dedicate a Bench Located on the Path of the Morcome Rose Garden in Honor of Jack and Julie O'Hara

SUMMARY

Elizabeth O'Hara contacted the City requesting approval to install a new bench on the pathway of the Morcom Amphitheater of Roses (see location on Exhibit A) dedicated to honor Jack and Julie O'Hara. The desired bench faces the center of the upper exhibit area leading to Oakland Ave. The dedication will be accomplished by installing a new park bench with a 12" x 4" memorial plaque. The bench installation will be carried out by the Public Works Agency.

FISCAL IMPACT

There is no fiscal impact to the Office of Parks and Recreation. The O'Hara family is prepared to fund the \$740 cost of installation in addition to support with maintenance of the plaque.

BACKGROUND

Jack and Julie O'Hara resided on Vernon Street from 1959 until their respective deaths in 2007 and 2006. They were good neighbors to the Rose Garden which was a source of their pride and was featured in several important family occasions. Julie O'Hara helped organize a surprise party at the Rose Garden for veteran rosarian Easter Pezzatii upon his retirement in 1977 from the Rose Garden, which showed the pride and flavor of the era and is an example of the appreciation and affection the O'Haras held for the garden and the wonderful gardeners who have made it thrive (see Exhibit B).

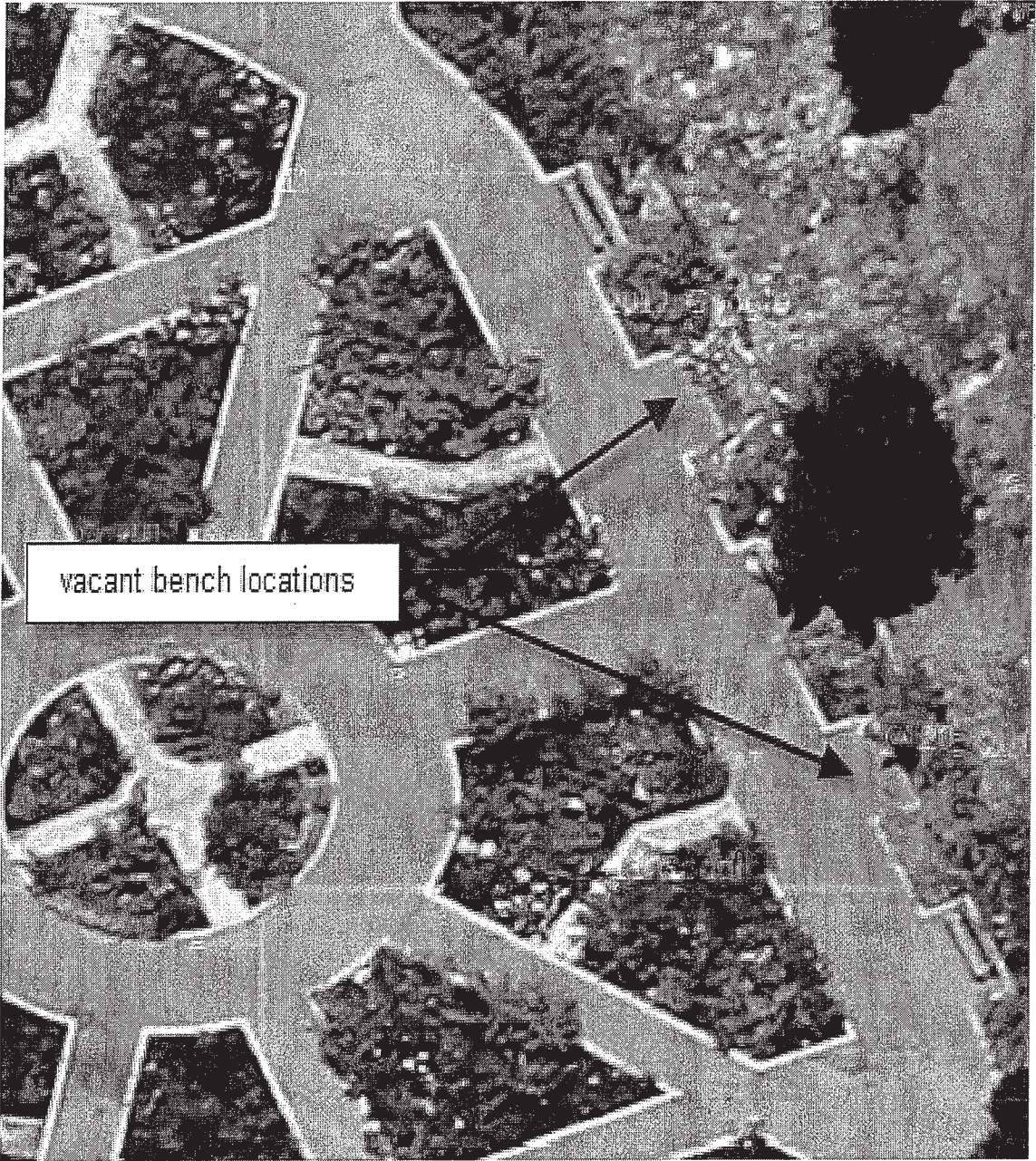
RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request to dedicate a bench located on the pathway of the Morcom Amphitheater of Roses in honor of Jack and Julie O'Hara.

Respectfully submitted,

Mark Hall, Office of Parks and Recreation

Exhibit B – Jack and Julie O’Hara memorial bench location



Burton Weber
Office of Parks and Recreation
1520 Lakeside Drive
Oakland, California 94612
273-3091
June 30, 1977

FOR IMMEDIATE RELEASE

ROSARIAN PEZZATTI HAS A PARTY

Everything came up roses for Easter Pezzatti - and everyone else had a bloomin' good time - on Wednesday, June 29, in Oakland's world-recognized Morcom Amphitheater of Roses.

That's the day when neighbors from many of the surrounding streets threw a surprise party for the veteran rosarian on the eve of his retirement from the Oakland Office of Parks and Recreation.

Perhaps the sentiment of the day was best summarized in the closing words of a Certificate of Unlimited Appreciation, signed by dozens of well-wishers - "... we thank Easter Pezzatti and publicly proclaim him a cherished neighbor."

It all began when Mrs. Julia O'Hara of Vernon Street heard that Pezzatti was hanging up his pruning shears after 30 years with the Park Department - 23 of them in the Rose Garden.

"I walk around the garden everyday and say 'Thank you, God,' "she said, "And I thought it would be nice to say thanks to Easter, too, for all he had done to create that beauty."

She called Mayor John H. Reading, and was referred to Arnold Norte, park foreman in charge of the Rose Garden and a co-worker with Pezzatti for many years.

Norte said he was taking Pezzatti to lunch on Wednesday anyway - and they agreed it would be fun to have a surprise party waiting for Pezzatti when he came back.

Norte suggested that Mrs. O'Hara check with Mrs. Dorothy Hundt of Jean Street, whose home is almost at the entrance to the Rose Garden. She did - and found that the neighbors down that way were planning something special, too, including the certificate and a magnum of champagne.

(MORE)

From that point, things really blossomed. Neighbors and friends from Olive and Kingston Streets soon were involved in the plans. And the East Bay Rose Society, which has supported the garden since its beginning, was on board with many members who have long worked with the Rose Garden staff and neighbors.

Cake and coffee were set up in the gazebo alongside the garden's reflecting pool (now empty in the drought crisis), looking up the water-less cascade toward the exquisite Floribunda Garden, flanked by the double row of pink Pride of Oakland roses which Pezzatti and his recently retired boss, longtime head rosarian George Shiraki, developed.

There were a few speeches, and lots of easy chatting. Dr. Charles Vernon Covell, who conceived the idea for the Rose Garden back in 1932, was there - and Ed and Darley Lisherness and Ellen Leloy, also past presidents of the Rose Society, joined its current leader, Helen Myers, and other members in making arrangements for the refreshments.

Also on hand, of course, were the honoree's co-workers, John McDowell and Andy Acuros, along with Norte and Park Supervisor Phil Denoncourt (another of his former colleagues there) and the Park Department's top man, Park Services Manager Charles Weatherton.

"It's impossible to replace a dedicated man like Easter," the latter said. "But, in a sense, the whole garden is a tribute to him --- and his spirit will certainly endure among all of those who work here and among the friends who honored him in this program."

As the certificate put it in its tribute to one "who has enriched our lives and our neighborhood - Easter didn't 'promise' us a Rose Garden; he delivered.

(MORE)

"For his many years of dedicated care," it continued, "for his ever-genial welcome and for his kind tolerance of our children as they too grew in his garden, we thank him."

It was an unprecedented salute to a city gardener by the citizens whom he served. Surrounded by the 8000 rose bushes which he has tended so faithfully, immersed in the fragrance of blooms and friendship, he harvested a crop of memories to match those which he has provided for countless visitors to his beloved garden over nearly a quarter-century.

#####



Easter Pezzatti admired blooms in the garden with (from left) Helen Myers, president of East Bay Rose Society, Julia O'Hara, Dorothy Hundt and Darley Lisherness.

Rousing Rosarian

Send-Off

Easter Pezzatti was honored Wednesday, June 29, in Oakland's world-recognized Morcom Amphitheater of Roses, when neighbors from many of the surrounding streets threw a surprise party for the veteran rosarian on the eve of his retirement from the Oakland Office of Parks and Recreation.

It all began when Mrs. Julia O'Hara of Vernon Street heard that Pezzatti was hanging up his pruning shears after 30 years with the Park Department, 23 of them in the Rose Garden.

She called Mayor John H. Reading, and was referred to Arnold Norte, park foreman in charge of the Rose Garden at

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From that point, neighbors and friends from Olive and Kingston Streets soon were involved in the plans. And the East Bay Rose Society, which has supported the garden since its beginning, was on board from the beginning, was on board with many members who have

long worked with the Rose Garden staff and neighbors.

Cake and coffee were set up in the gazebo alongside the garden's reflecting pool (now empty in the drought crisis), looking up the water-less cascade toward the exquisite Floribunda Garden, flanked by the double row of pink Pride of Oakland roses which Pezzatti and his recently retired boss, longtime head rosarian George Shiraki, developed.

It was an unprecedented salute to a city gardener by the citizens whom he served. Surrounded by the 8,000 rose bushes which he has tended so faithfully, immersed in the fragrance of blooms and friendship, he harvested a crop of memories to match those which he has provided for countless visitors to his beloved garden over nearly a quarter-century.

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM: Ali Schwarz, CIP Coordinator, Project Delivery Division, Public Works Agency, City of Oakland

DATE: June 18, 2012

SUBJECT: Request Approval of the Design and Implementation of the Measure DD - Lakeside Green Streets Project (Snow Park, 20th, Harrison and Lakeside Dr.)

SUMMARY

Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Measure DD - Lakeside Green Streets Project (Snow Park, 20th, Harrison and Lakeside Dr.) The project includes improvements to Snow Park and the park area along Lake Merritt from 19th Avenue to Grand Avenue. These improvements are associated with roadway improvements along Harrison Street and Lakeside Drive from 19th Avenue to Grand Avenue and a complete reconfiguration of the 20th, Harrison St., Lakeside Drive intersection.

FISCAL IMPACT

There will be no fiscal impact on the Office of Parks and Recreation. The estimated construction cost is \$6,500,000. The improvements are funded by Measure DD.

PROJECT DESCRIPTION

The Lakeside Green Street Project is a 14.3-acre Low Impact Development (LID) project located on the west shore of Lake Merritt in Oakland. The project expands the existing park area along the Lake and provides an improved pathway along the Lake. Lawn and impervious surfaces are converted to drought tolerant, native plants, pedestrian pathways, and a pervious running trail along the Lake. The project will reduce roadway surface, including the removal of a portion of 20th St., re-align and narrow Lakeside Dr. to calm traffic and improve pedestrian access. Harrison St., adjacent to the Lake, is narrowed by 10' to utilize existing right of way for landscaping and rain gardens to capture storm water runoff before it enters into the Lake. Additionally, bike lanes will be added on Harrison St. and Lakeside Dr.

The removal of the 20th St. connection to Lakeside Dr. increases the size of Snow Park. The removal of roadway will transform the space into a pedestrian promenade with permeable paving, planters, canopy trees, site furnishings and a storm water garden accessible to park users and pedestrians through a native California landscape.

Parks and Recreation Advisory Commission
February 11, 2004

The project will also install interpretive signs with environmental themes such as the importance of storm water treatment, Bay Friendly and native plant landscaping, and the Lake Merritt's Wildlife Refuge.

The project has been vetted and received support from a variety of public processes, community meetings, and collaborations with the following organizations: Measure DD Coalition, Oakland Park and Recreation Advisory Council, the Uptown Business Dist., Stopwaste.Org, the Lake Merritt Institute and the Alameda County Clean Water Program. The project will be Bay Friendly rated.

BACKGROUND

In November 2002 the voters of Oakland passed a bond measure known as Measure DD – The Oakland Trust for Clean Water and Safe Parks. This \$198 million bond will fund a variety of projects related to clean water and parks, including the Lakeside Green Streets project.

Most significantly, the project is identified in the Lake Merritt Master Plan and the Oakland's General Plan and furthers the goals of both plans - to increase open space adjacent to Lake Merritt; improve pedestrian access to the Lake; enlarge Snow Park; improve Pedestrian/Bicycle access around Lake Merritt; improve storm water quality adjacent to Lake Merritt.

An EIR for the project has been completed. It was certified on April 1, 2008, and a Notice of Determination was filed on April 3, 2008. State Clearinghouse #2006122048. The EIR was titled Measure DD Implementation Project, and includes a project-level analysis of all projects funded by local bond Measure DD. An updated traffic analysis was performed in 2010, and this information, which included no new or significant impacts, is being included in an Addendum to the EIR. The Addendum will be presented to the City's Planning Commission in spring of 2013.

RECOMMENDATION

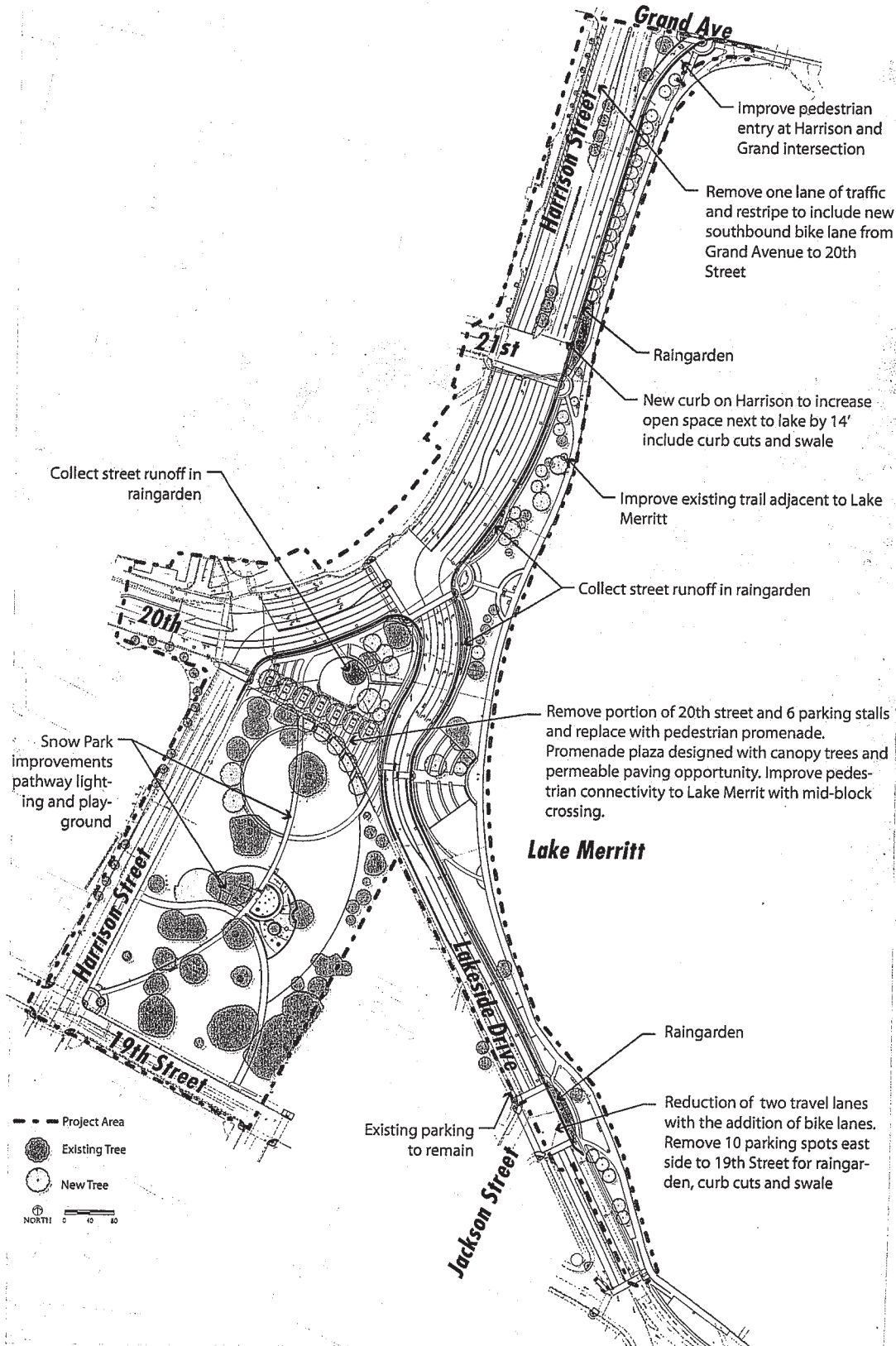
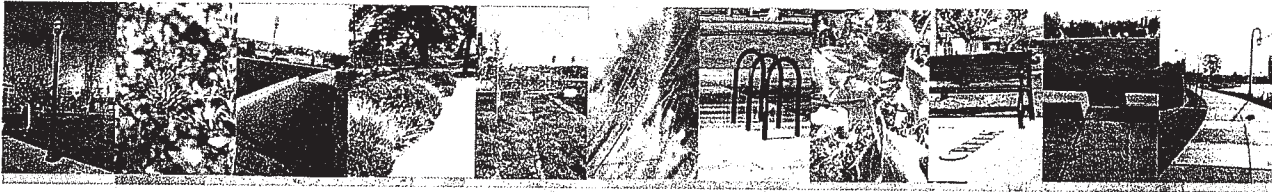
Staff recommends that the Parks and Recreation Advisory Commission endorse the Lakeside Green Streets Project and recommend approval to the Planning Commission for the Design Review application.

Respectfully submitted,

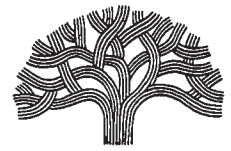
Ali Schwarz
CIP Coordinator
Public Works Agency
Project Delivery Division

Attachments: Exhibit A – Site Plan
Exhibit B -

City of Oakland LAKESIDE GREEN STREET PROJECT



CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Marcelina Sanchez, Center Director
DATE: June 13, 2012
SUBJECT: Request for the Parks and Recreation Advisory Commission to Allow Carmen Flores Recreation Center and Advisory Committee to Fundraise at the 2nd Annual Carmen Flores Day of Music in the Park on Sunday, August 26, 2012 at Josie de la Cruz Park

SUMMARY

The City of Oakland Office of Parks and Recreation's Carmen Flores Recreation Center at Josie de la Cruz Park will host its 2nd Annual Carmen Flores Day of Music in the Park on Sunday August 26, 2012 from 11:00-7:00pm at Josie de la Cruz Park. Funds collected will pay for any overhead cost of the event and the majority of the funds will go towards scholarships. The Scholarships will be made available to children and youth who wish to participate in our programs but do not have the funds.

The Carmen Flores Day of Music in the Park is an annual event where we bring the community together to enjoy live music, entertainment, food, arts, crafts and a kid's fun zone. Last year we hosted the event in October and the weather was wonderful. We drew a crowd of over 400 families to the park. It was a peaceful event where people were dancing and kids were laughing and enjoying the festivities. The event was inspired and put together by the Flores family in honor of their mother Carmen Flores who was an activist here in the Fruitvale community.

PROJECT DESCRIPTION

This year's event we plan to host food and art vendors who will pay for a spot in the park to sell their food and goods. (See attached map of events proposed layout) We will have two stages, one main stage for all our adult bands and another for our youth bands and entertainment. There will be a percussion booth, jumpers, crafts, and face painting. We will serve the Oakland community and beyond. We plan to bring over 500 families out this year to enjoy our festivities.

FISCAL IMPACT

At our 1st Annual Carmen Flores Day of Music in the Park last year the all of the musicians donated their time for the event and everything was free of charge. This year we plan to have local restaurants and artists to participate by paying for a spot in the park to sell their food and merchandise. We plan to have a total of ten food booths and up to a total of sixteen local artist set up tables in the park.

We anticipate collecting a total of \$ 1,500.00 from the food booths if possible and a total of \$1,600.00 for local artist's booths. These funds totaling \$2,100.00 will be deposited into the Friends of Parks and Recreation Acct for future use for program scholarships.

We anticipate collecting a total of \$ 1,500.00 from the food booths if possible and a total of \$1,600.00 for local artist's booths. These funds totaling \$2,100.00 will be deposited into the Friends of Parks and Recreation Acct for future use for program scholarships.

A total of \$500.00 will be spent on the sound system for the day.

RECOMMENDATION

Staff at the Carmen Flores Recreation Center and Josie de la Cruz Park recommends that the Park and Recreation Advisory Commission approve this request to fundraise at our 2nd Annual Carmen Flores Day of Music in the Park to provide program scholarships funds for our youth in Oakland.

Respectfully submitted,



Marcelina Sanchez
Center Director

Attachments: Exhibit A – Proposed layout of map

Office of Parks and Recreation

[Redacted]
[Redacted]

Phone Numbers: 510-238-3791

510-238-3896

Fax Number: 510-238-2346

**CITY OF OAKLAND,
Office of Parks
and Recreation**

Fax

To: Diane Boyd From: Marcelina Sanchez

Fax: 8227 Pages: 02 includes cover

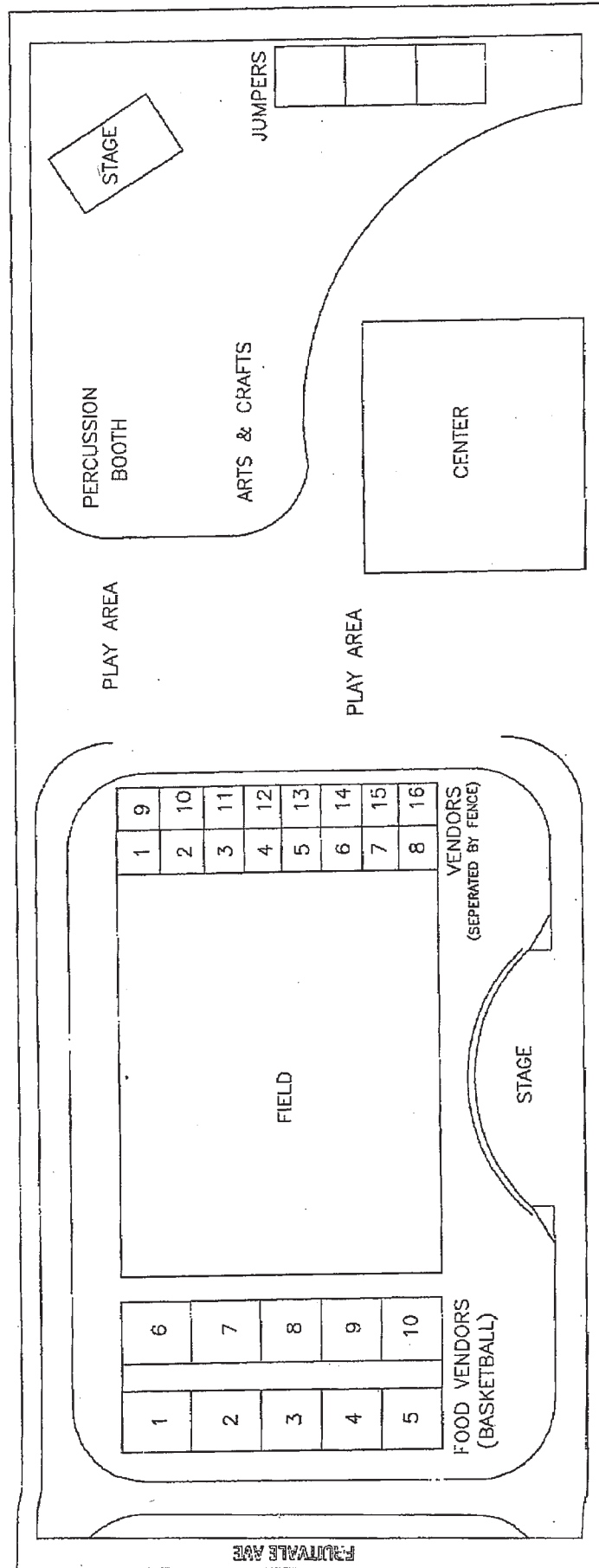
Phone: 535-5631 Date: 6/5/12

Re: _____ CC: _____

- Urgent For Review Please Comment Please Reply Please Recycle

● Comments:

CARMEN FLORES RECREATION CENTER DAY OF MUSIC LAYOUT



CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Central Reservations Supervisor
DATE: June 13, 2012
SUBJECT: Request Permission to Allow from Fantainment Corporation to Collect Payment for Onsite Ticket Sales, Donations, Event Raffle and Silent Auction at the Joaquin Miller Community Center on Saturday, July 28, 2012

SUMMARY

The Office of Parks and Recreation has received a request from Fantainment Corporation, a non-profit organization, seeking permission to collect payment for on-site ticket sales, donations, event raffle tickets, and host a silent auction at the Fantainment First Annual Fundraiser on Saturday, July 28, 2012 at Joaquin Miller Community Center. The funds raised will be used to fund the Fantainment Corporation Career Resource Center and annual scholarship program.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation. The Fantainment Corporation is paying all rental fees associated with the event.

BACKGROUND

Fantainment Corporation was established in 2005 to provide greater opportunity to inner-city youth with the development and management of the Career Resource Center (CRC) and the CRC annual scholarship program. The CRC will contain a career library, career counselors, computer lab, multipurpose room, and various other amenities and resources instrumental in career building skills.

The organization is a grassroots group, located in Berkeley, California. The primary function of the CRC is to provide individuals with the guidance, tools and resources for them to establish short and long term goals, and to make a positive decision about their future.

This is Fantainment Corporation's first request with the Office of Parks and Recreation. The organization wants to produce the event to provide an opportunity to unite the community in the City of Oakland and the Bay Area and raise funding for the organization. The event will feature guest speakers, presentations, dining and music entertainment.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Fantainment Corporation request for permission to collect on-site ticket sales and donations, event raffle tickets and host a silent auction at Joaquin Miller Community Center on Saturday, July 28, 2012. The Fantainment Corporation is aware of additional permits that are required provided their request is granted.

Respectfully submitted,

Gail McMillon
Reservation Supervisor

Attachments: Exhibit A – Fantainment Corporation Request Letter
Exhibit B – Fantainment Corporation Goals and Event Schedule
Exhibit C – Fantainment Corporation Overview of Event
Exhibit D – Fantainment Corporation 501c3 Non-profit Status
Exhibit E – Facility Rental Application



1467 Stannage Avenue, Berkeley, CA. 94702
- Dedicated to the Development of Our Youth -

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

Re: Event - July 28, 2012 - "Fantainment Annual Fund Raiser Kick Off"
Presentation to Parks and Recreation Advisory Commission

Dear Parks and Recreation Advisory Commission:

On July 28, 2012, Fantainment Corporation will kick off its first annual "Fantainment Annual Fund Raiser", an event "Dedicated To The Development Of Our Youth". The event will feature an evening of live musicians, guest speakers and fine dining, will attract a multitude of businesses, educational institutions, celebrities and professionals from both the City of Oakland and the Bay Area.

The Fantainment Corporation wants to produce this event to provide an opportunity to unite our community in the City of Oakland and the Bay Area and raise much needed funding for the organization. To date we have self-funded our programming and outreach efforts. This annual event will place an emphasis on family and community of all races and ages reinforcing pride, caring, awareness, and knowledge. Our overall goal is to introduce Fantainment Corporation and its benefits to Oakland and the greater bay area.

FANTAINMENT CORPORATION - HISTORY

The Fantainment Corporation is a 501(C)(3) non-profit organization, established in 2005 to provide greater opportunity to inner-city youth with the development and management of a unique facility called the Career Resource Center (CRC) and its annual scholarship program. The Career Resource Center (CRC) will contain a career library, career counselors, computer lab, multi-purpose room, and various other amenities and resources instrumental in career building skills. The primary function of the CRC is to provide individuals with the guidance, tools and resources for them to establish short and long term goals, and to make a positive decision about their future. It is designed to be a sanctuary for inner-city youth, giving them an alternative form of after school activities and supplemental education.

The Fantainment Corporation is a grassroots group, located in Berkeley, California. We are a collection of individuals that strongly believe that education is the most important building block for the development of our youth. We also believe that entertainment is the best outsource for cultural and social growth for our youth. Thus, we combined these two elements to create a unique organization dedicated to the development of our youth.

Vision

We want to provide low-income communities with an answer to the "Lost Child" by providing a solution that can truly help these in need with career guidance and developmental resources. We want to provide inner-city children with the resources and funding that can allow them to find themselves and to develop their God-given skills and talents.

Fantainment Corporation Objectives

The primary objectives of the Fantainment Corporation include:

- Developing and managing the Career Resource Center (CRC)
- Managing a progressive scholarship program that encourages and provides a financial gateway for at-risk youth to continue their educational and future endeavors.



1467 Stannage Avenue, Berkeley, CA. 94702

"Dedicated to the Development of Our Youth"

▪ Establishing and managing educational, housing and career institutions that will continue to promote and foster positive progression for inner-city youth.



1467 Stannage Avenue, Berkeley, CA. 94702

Dedicated to the Development of Our Youth!

Goals

The immediate goals of the Fantainment Corporation include:

- Provide Career and Educational Support Services for at least 100 At-Risk Youth in the next year
- Continue to partner with other Community Based and Social Service Programs to that support Youth within Northern Alameda County
- Successfully Execute the "Fantainment Annual Fundraiser Kick Off" by July 2012
- Secure our new business location by August 2012
- Fully Fund Operational Budget by December 2012

EVENT SCHEDULE:

3-4 PM	MEET AND GREET
4-5 PM	FANTAINMENT CORPORATION VIDEO SHOWING/SILENT AUCTION
5-5:30 PM	FANTAINMENT CORPORATION OVERVIEW - BY Mr. Keith Jordan, Founder
5:30-6 PM	GUEST SPEAKER: Mr. Keith Jackson, CEO, Dynamic Solutions
6-7 PM	DINNER
7-9 PM	LIVE ENTERTAINMENT, Mindy Canter Group (Flautist) & DJ Anthony Harley
9-10 PM	GUEST DEPARTURE
10-11 PM	CLEAN-UP

SOURCES OF INCOME - EVENING OF JULY 28, 2012

- EVENT TICKET SALES - at Site
- EVENT RAFFLE
- DIRECT DONATIONS
- SILENT AUCTION ITEMS

100% of the event proceeds will go directly to Fantainment Corporation's programming and operations which serve youth within Oakland and Berkeley. We appreciate the opportunity to have access to Joaquin Miller Community Center for this important event. If you have any questions, please feel free to contact us.

Respectfully Yours,

Keith J Jordan

Keith J Jordan
Chief Executive Officer, Co-Founder

A. Overview

"Fantainment Annual Fund Raiser" Kick Off

"Fantainment Annual Fund Raiser" Kick Off event will feature a spectacular and inspiring evening of Guest Speakers, Presentations, Dining, and Music Entertainment. The "Fantainment Annual Fund Raiser" will take place on July 28, 2012 at the Joaquin Miller Community Center in Oakland CA.

Special guests will arrive via pre-arranged transportation to the venue. The Fantainment Corporation staff will greet guests and offer assistance throughout the evening.

Once inside, an extraordinary experience awaits. The "Fantainment Annual Fund Raiser" will feature headlining entertainment including, high energy, soulful stew of blues and jazz flute, seven Grammy Award nominee Flautist, **Minty Canter**.

The event will be hosted by renowned comedian **Mo Jones**, and DJ by **Anthony Harley**. Performers and Host have already been contacted and have been secured for the event, based on their time availability when financing is achieved.



Minty Canter



Up for consideration for 7 Grammy Nominations.

Minty Canter's ability to play many styles and articulate with genuine mastery is the cornerstone of her appeal. Her blend of blues, jazz, funk, and soul is rhythmically infectious and has been widely acclaimed.

It is really a treat to experience such a passionate, soulful performer, as she mixes musical genres with grace and ease. The listener can immediately hear the joy in her playing no matter the genre being presented.

Moore "Mo" Jones, (affectionately known as Mo) is a rising comedic performer unlike any other. A native of Oakland, California, Jones credits his mother for his quick timing and wild sense of humor. With his stand-up comedy on the fast track and his ability to capture and audience, he is recognized by fans and critics alike as one of the up and coming comedians to watch.

MO Jones has appeared on stage alongside some of today's hottest comedians Mike Epps, Katt Williams, George Wallace, John Witherspoon, Tracy Morgan, Earthquake, and a host of others. He has made appearances on BET'S Comic View.





Fantainment Corporation

1467 Stannage Avenue

Berkeley, CA. 94702

Phone: Keith J Jordan (510) 967-6471

Phone: Ronny Johnson (510) 851-2724

Email: fantainment@fantainment.org

Website: www.fantainment.org



**Event Presentation to City of Oakland
Parks and Recreation Advisory Commission**

“Fantainment Annual Fund Raiser” Kick Off
“Dedicated to the Development of Our Youth”

Date: July 28, 2012

Location: Joaquin Miller Community Center

Time: 3:00 - 9:00 PM

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

DEPARTMENT OF THE TREASURY

Date: MAR 05 2009

FANTAINMENT CORPORATION
1467 STANNAGE AVE
BERKELEY, CA 94702

Employer Identification Number:
20-0268775
DIN:
17053344367028
Contact Person:
FELICIA JOHNSON ID# 31287
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
April 6, 2004
Contribution Deductibility:
Yes
Addendum Applies:
No

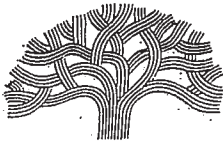
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities; for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)



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

CITY OF OAKLAND

Central Reservations Unit
PH (510) 238-3187 Fax (510) 238-2397

Facility Rental Application

ATTENTION:

Application Date: _____

*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

OFFICE USE ONLY
REQ. No. _____ RWP No. 26016 Received By/Date DA-5/7/2012 Receipt No. _____

Application on behalf of: (Group, Individual, Organization) FANTAINMENT CORPORATION

Address: 1467 STANNAGE AVENUE City: BERKELEY State: CA Zip: 94702

Individual responsible for event: Name: KEITH J. JORDAN *Address: 1925 13TH AVE Apt 104

City: OAKLAND State: CA Zip: 94606 Email: KJORDAN@FANTAINMENT.ORG

Home #: 510-479-7544 Work #: 510-967-6471 Fax #: 510-479-7544 Cell #: 510-866-9372

Facility Use: (Name of Facility): JOAQUIN MILLER COMMUNITY CENTER On the following date(s): July 28, 2012

Number of Participants (Total): 150+ Approximate # of Adults: 150+ # of Teens: 0 # of Children/Infants: 0

Between the hours of: (Time in/Prep) 12pm (Actual Event Time) from 3pm to 10pm (Cleanup/Time Out) 10pm-11pm

Type of Event/Purpose (be specific; i.e., Wedding, Receptions, Meetings, Birthday Party, Banquet, etc.): FANTAINMENT ANNUAL FUND ROSTER General Public Allowed: Yes No

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any way is prohibited in any way.

Sound Application: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. musical instruments, live band, cd player, amplifiers, microphones, etc.): MUSICAL INSTRUMENTS, LIVE BAND, AMPLIFIERS, MICROPHONES, DJ

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE:

NONE

Notes: (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Rent: ENTIRE BUILDING \$250 X Number of Hours: 11 = Total Rent: \$2750 + \$125 kitchen

Setup/Teardown Fee: \$300.00 (2) Alcoholic Beverage Fee: \$195.00 Other Fees: \$25.00 Fireplace

Deposit: \$600.00

Total of ALL Fees PLUS Deposit: \$4605.00 \$3945

Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.

CANCELLATION FEES: 61 days or more notice: Forfeit 1/2 Deposit
31 to 60 days notice: Forfeit Deposit
30 days to 11 days notice: Forfeit Deposit PLUS 1/2 Rental Fee
10 days or less notice: Forfeit All Fees

Check Amount: \$ _____ Check #: _____ Cash: _____

Type of Credit Card (Visa or Master Card only) VISA Credit Card #: _____ Expiration Date: _____

I authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card for the minimum rental requirement (rental and deposit) \$: 600.00 or the total fees \$: _____ for my reservation at:

JOAQUIN MILLER COMMUNITY CENTER July 28, 2012 (Facility) (Event Date)

Signature Required: Keith J. Jordan (Print Name)

(Driver License #/Expiration Date) 3/28/15

ATTENTION

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?

CITY OF OAKLAND
Interoffice Memorandum

Office of Parks and Recreation



TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Central Reservations Supervisor
DATE: June 13, 2012
SUBJECT: Request Approval to Allow Children's Fairyland to Collect On-site Donations, Raffle Tickets and Sell Small Items and Allow Oaklandish to Sell Oakland Civic Pride-oriented Merchandise and Hire Two Local Breweries and a Winery to Sell Beer and Wine at he the Lake Merritt Sailboat House Clubroom on Sunday, August 26, 2012

SUMMARY

The Office of Parks and Recreation received a request from Oaklandish and Children's Fairyland seeking permission to allow Children's Fairyland to collect on-site donations, raffle tickets and sell small items and allow Oaklandish to sell Oakland civic pride-oriented merchandise and hire two local breweries and a winery to sell beer and wine at the Lake Merritt Sailboat House Clubroom on Sunday, August 26, 2012. The funds raised for Children's Fairyland will help Fairyland meet their financial goals this year as well as maintain their commitment to offering low-cost, family fun events. The funds raised for Oaklandish will help support their ongoing calendar of free public events and the Oaklandish Innovators grant program.

FISCAL IMPACT

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

BACKGROUND

Oaklandish hosted a similar event in 2009 during the Radio Regatta Event in which they were granted approval by the Parks and Recreation Advisory Commission to collect money from a Silent Auction and collect donations and sell Oaklandish apparel at the Lake Merritt Sailboat House. This year, Oaklandish and Children's Fairyland have partnered to host the 4th Annual Radio Regatta at Lake Merritt/Lakeside Park and the Lake Merritt Sailboat House Clubroom. The event will consist of a variety of community inspired activities that will include live music by local DJ's, beer and wine from two local breweries and winery, free pontoon and gondola rides, and half-price boat rentals. Oaklandish has collaborated with the Boating Center to provide half-priced boat rentals.

Children's Fairyland, a non-profit organization, has been delighting children and their parents with whimsical storybook sets, gentle rides, friendly animals, wonder-filled puppet shows, and inspired live entertainment since 1950.

Oaklandish is an organization that was introduced to help support ongoing calendar of free public events and the Oaklandish Innovators grant program.

During the regatta event, Children's Fairyland will offer free literature about the parks' various events and programs offered. They would like to sell a variety of small items and raffle tickets in order to raise money for the park. The raffle tickets will be for sale throughout the event and the winner will be notified via email.

Oaklandish would like to be present with their Oakland Mobile Operations Rig and Booth in order to be able to offer for sale the Oakland civic pride-oriented merchandise. Oaklandish donates at least 10% of all gear proceeds to programs and individuals who are doing pioneering work in Oakland. Linden St. Brewery and Urban Legends Cellars will be donating various kegs of locally produced beer and wine. Guests twenty-one years and older will be asked to pay a charitable donation of \$5-\$20 (sliding scale) for the beer and wine. A portion of the donations will go to cover the costs of the event and any remainder will be split between Children's Fairyland and Oaklandish.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Oaklandish and Children's Fairyland request for permission to collect payment for on-site donations, raffle tickets and sell small items at Lakeside Park and for Oaklandish to sell Oakland civic pride-oriented merchandise and have two local breweries and winery sell beer and wine at the 4th Annual Radio Regatta on Sunday, August 26, 2012 at Lakeside Park and the Lake Merritt Sailboat House Clubroom. Oaklandish is aware of additional permits that are required provided their request is granted.

Respectfully submitted,

Gail McMillon
Reservation Supervisor

Attachments: Exhibit A – Oaklandish Request Letter
Exhibit B – Children's Fairyland 501c3 Non-profit Status
Exhibit C – Facility Rental Application



OAKLANDISH

May 18, 2012

**Parks and Recreation Advisory Commission
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612**

Dear PRAC:

Fairyland and Oaklandish will be hosting the 4th Annual Radio Regatta at the Lake Merritt Boat House this coming August. The event will consist of a variety of community inspired activities that are geared towards celebrating all of the fun that Oakland has to offer. The activities will include live music by local DJ's, beer and wine served from local breweries and wineries, free pontoon and gondola rides, and half-price boat rentals.

Fairyland will be hosting an area at the event designed to highlight the many wonderful attributes of Oakland's beloved storybook theme park. They will offer free literature about the park's various events and programs offered. In addition, they would like to sell a variety of small items and raffle tickets in order to raise money for the park. Raffle tickets will be for sale throughout the event and the winner will be notified via email.

Oaklandish would also like to be present with their Oaklandish Mobile Operations Rig and Booth in order to be able to offer Oakland civic pride-oriented merchandise for sale. Oaklandish donates at least 10% of all gear proceeds to programs and individuals who are doing pioneering work in Oakland.

Linden St Brewery and Urban Legends Cellars will be donating various kegs of locally produced beer and wine. Guests will have ID's checked at entry and, in order to receive a wrist band indicating that they are over twenty-one years of age, they will be asked to pay a charitable donation of \$5-\$20 (sliding scale). A portion of the donations will go to cover the costs of the event and any remainder will be split between Children's Fairyland and Oaklandish.

Here is some background information on both Children's Fairyland and Oaklandish:

Children's Fairyland:

Since 1950, Children's Fairyland has been delighting children and their parents with whimsical storybook sets, gentle rides, friendly animals, wonder-filled puppet shows, and inspired live entertainment. In order to keep admission fees low and subsidize fees for children who otherwise wouldn't be able to visit the park, Fairyland depends on the various opportunities to acquire donations



OAKLANDISH

from members of the community. Radio Regatta will help Fairyland meet their financial goals this year as well as maintain their commitment to offering low-cost, family-fun events.

Oaklandish:

After years of public art, the Oaklandish brand of apparel was introduced to help support our ongoing calendar of free public events and the Oaklandish Innovators grant program. The civic pride-oriented merchandise is meant to spread "Local Love" while promoting awareness of our mission at large.

Oaklandish is committed to encouraging the continuation of Oakland's "trailblazers' legacy," where trends are created and boundaries are redefined. 2012 marks the sixth year of annual grants given to organizations that are doing pioneering work in our community. These funds are meant to offer recognition and support of programs that exemplify the values of innovation and progress in all areas of civic life, including arts, education, technology, and business.

Thank you for taking the time to go over our request. We look forward to hearing from you soon.

Best,

Natalie Nadimi
Sales, Community, Events.
Natalie@oaklandish.com
510-717-7006

Attachment N

RECEIVED JAN 09 2004

Internal Revenue Service

Date: January 5, 2004

Oakland Children's Fairyland, Inc.
% C.J. Hirschfield
699 Bellevue Ave.
Oakland, CA 94610-5055

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Delores Gaskins 31-07428
Customer Service Specialist

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

94-3209054

Dear Sir or Madam:

This is in response to your request of January 5, 2004, regarding your organization's tax-exempt status.

In January 1995 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

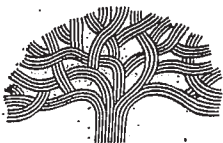
This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.



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

CITY OF OAKLAND

Central Reservations Unit
PH (510) 238-3187 Fax (510) 238-2397

Facility Rental Application

ATTENTION:

Application Date: _____

*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

OFFICE USE ONLY
REQ. No. _____ RWP No. 26101 Received By/Date 27 5/18/2012 Receipt No. _____

Application on behalf of: (Group, Individual, Organization) Oaklandish

Address: 1440 Broadway #210 City: Oakland State: CA Zip: 94612

Individual responsible for event: Name: Natalie Nadiumi Address: 5755 Ullente St

City: Oakland State: CA Zip: 94601 Email: Natalie@oaklandish.com

Home #: 510-717-7006 Work #: 510-652-7490 Fax #: 510-315-3242 Cell #: 510-717-7006

Propose use (Name of Facility): Lake Merritt Sailing Club House On the following date(s): Aug 26 2012

Number of Participants (Total): 500 Approximate # of Adults: 450 # of Teens: _____ # of Children/Infants: _____

Event between the hours of: (Time in/Prep) 10:30am (Actual Event Time) from: 12 to: 5 (Cleanup/Time Out) 6:30

Type of Event/Purpose (be specific; i.e., Wedding, Receptions, Meetings, Birthday Party, Banquet, etc.): Radio Regatta w/ Fairland Celebrate Oakland & great work by local

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner is prohibited in any way. non profits

Sound Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. musical instruments, live band, cd player, amplifiers, microphones, etc.): DS, PA Speakers

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE:

Fees: (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Rent: \$ 95 X Number of Hours: 8 = Total Rent 760

Setup/Teardown Fee: 150 Alcoholic Beverage Fee: 125 Other Fees: _____

Deposit: 300

Total of ALL Fees PLUS Deposit: 1335

Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.

CANCELLATION FEES:
61 days or more notice: Forfeit 1/2 Deposit
31 to 60 days notice: Forfeit Deposit
30 days to 11 days notice: Forfeit Deposit PLUS 1/2 Rental Fee
10 days or less notice: Forfeit All Fees

Check Amount: \$ _____ Check #: _____ Cash: _____

Type of Credit Card (Visa or Master Card only) Visa Credit Card #: _____ Expiration Date: 02/15

I authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card for the minimum rental requirement (rental and deposit) \$ _____ or the total fees \$ 1335 for my reservation at

at boat house on Aug 26 2012

Signature (Required): Natalie Nadiumi (Print Name) exp 11/23/13 (Driver License #/Expiration Date)

ATTENTION

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?



CITY OF OAKLAND
Interoffice Memorandum

Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon
DATE: June 13, 2012
SUBJECT: Request Approval to Allow the Lake Merritt Rowing Club to Hire Outside Food and Drink Vendors to Sell Consumable Products and to Allow the Lake Merritt Rowing Club to Sell Food and Beer in the Sailboat House Clubroom during the Rowing Regatta Event at Lakeside Park on Sunday, July 1, 2012

SUMMARY

The Office of Parks and Recreation has received a request from the Lake Merritt Rowing Club (LMRC), a non-profit organization, seeking permission to allow an outside food vendors at the Rowing Regatta on Sunday, July 1, 2012 at Lakeside Park. The LMRC is also asking permission to sell food and beer in the Sailboat House Clubroom. The rowing regatta is sponsored by the United States Rowing Association and conducted by the Lake Merritt Rowing Club.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation. The Lake Merritt Rowing Club is paying all rental fees associated with the event.

BACKGROUND

Since 2007, the Lake Merritt Rowing Club (LMRC) has held the regattas yearly at the surrounding areas near the Lake Merritt Sailboat House within Lakeside Park. The event is a major regional championship for the United States Rowing Association and attracts rowers from throughout the western states that include California, Oregon, Washington, Colorado and Texas.

The LMRC was granted approval last year to allow an outside vendor to offer basic food for sale. The LMRC is once again requesting permission for an outside vendor to be allowed to sale food and drink items that would include prepared sandwiches, fresh fruit, bagels with cream cheese, bottled and fresh fruit drinks, soft drinks, coffee and snacks. The LMRC has not yet determined the outside vendor.

If the LMRC rent the Sailboat House Clubroom, food and beer sales would take place in the building. If the LMRC does not rent the Sailboat House Clubroom food sales would take place in the paved area between the Sailboat House Clubroom and the outside boating classrooms. Beer sales will not be authorized outside.

Parks and Recreation Advisory Commission

June 13, 2012

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Lake Merritt Rowing Club for permission to allow an outside food vendor to sell food and drink items at Lakeside Park and for the Lake Merritt Rowing Club to sell food and beer in the Sailboat House Clubroom provided all required permits are obtained.

Respectfully submitted,

Gail McMillon

Reservation Supervisor

Attachments: Exhibit A – Lake Merritt Rowing Club Request Letter
Exhibit B – Lake Merritt Rowing Club 501c3 Non-profit Status
Exhibit C – Park Use Application

To: Director, Oakland Parks and Recreation
Parks and Recreation Advisory Commission

From: Lake Merritt Rowing Club

Re: Request for vending permit

A rowing regatta, the Southwest Regional Championships, is scheduled for Sunday, July 1, 2012 on Lake Merritt. The regatta is sponsored by the US Rowing Association (USRA), and will be conducted by the Lake Merritt Rowing Club (LMRC), a non-profit organization.

The regatta will be held in the surrounding area of the Sailboat House on Bellevue Avenue in Lakeside Park. LMRC has held yearly regattas at this same location since 2007. This event is a major regional championship for the USRA, and attracts rowers from throughout the western states, including California, Oregon, Washington, Colorado and Texas. A reservation request for use of the areas adjacent to the Sailboat House has been granted by the Parks Department.

In previous years, the Club (with Advisory Commission approval) has offered basic food items for sale. Last year, the Club was granted the ability to allow an outside vendor to do this, since we had found that our Club lacks the resources to do it properly. For this year, we would like to request that an outside vendor be allowed to sale these items as we requested in 2011. The vendor is yet to be determined, as are the exact types of food. However, food would likely include such items as the following: prepared sandwiches, fresh fruit, bagels w/cream cheese, bottled and fresh fruit drinks, soft drinks, coffee, and snacks (chips, etc).

We are also requesting permission for food to be sold inside the Sailboat House (if LMRC decides to reserve space). If this cannot be done, food sales would take place in the paved area between the Sailboat House and the classrooms.

We would also like to request permission for beer to be sold inside the Sailboat House, assuming that food vending is permitted there.

Sincerely,
Stephanie K. Kavrakis for LMRC

Email: stephanie.k.kavrakis@accenture.com
Phone: (516) 815-6151

Non-Profit 501c cent

(IRS Non-Profit statement)

Internal Revenue Service

District
Director

LAKE MERRITT ROWING CLUB, INC.
P.O. BOX 1046
OAKLAND, CA 94604-1046

Department of the Treasury

300 N. Los Angeles Street, MS 7043
Los Angeles, CA 90012

Person to Contact:
L BARRAGAN
Telephone Number:
(213) 894-2336
Refer Reply to:
EO(1209)97

Date:
DECEMBER 15, 1997
EIN: 94-6103108

Dear Taxpayer:

This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal income tax in MAY 1963 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of Code, because it is an organization described in Section 509(a)(2).

The exempt status for the determination letter issued in MAY 1963 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,



Disclosure Assistant

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



Central Reservations Unit
PH (510) 238-3187 Fax (510) 238-2397

Facility Rental Application

Original 2/7/12
revised 4/5/12

ATTENTION:

Application Date: _____

*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

OFFICE USE ONLY
REQ No. _____ RWP No. 25348 Received By/Date 2/27/2012 Receipt No. _____

Application on behalf of: (Group, Individual, Organization) Lake Merritt Rowing Club

* Address: 1520 Lakeside Dr City: Oakland State: CA Zip 94612

Individual responsible for event: Name: Stephanie Kavarakis *Address: 260 Park View Terr Apt #1

City: Oakland State: CA Zip 94610 Email: stephanie.k.kavarakis@accenture.com

Home #: _____ Work #: _____ Fax #: _____ Cell#: 510-815-6151

To use (Name of Facility): Lakeside Park On the following date(s): June 30th - July 1st
(only parking) (event + parking)

Number of Participants (Total): 250 Approximate # of Adults 250 # of Teens _____ # of Children/Infants _____

Between the hours of: (Time in/Prep) 6AM (Actual Event Time) from 8AM to 5PM (Cleanup/Time Out) 6PM
July 1st

Type of Event/Purpose (be specific; i.e., Wedding, Receptions, Meetings, Birthday Party, Banquet, etc.) General Public Allowed: Yes No

Rowing Regatta on Lake Merritt

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner is prohibited in any way.

Sound Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. musical instruments, live band, cd player, amplifiers, microphones, etc.)
Amplifier, loud speaker, microphone (only Sunday)

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE.
We require 28 parking signs for lakeside park and 28 signs for grass side. In addition we would like to

Fees: (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.) reserve parking

Rent: 40 X Number of Hours 12 X2 Areas = Total Rent 960 for event

Setup/Teardown Fee: 0 Alcoholic Beverage Fee: 0 Other Fees: 1710 Parking

Deposit: 250 Total of ALL Fees PLUS Deposit: 3183.12
183.12 signs
50 sound use fee
30 permit processing fee

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

CANCELLATION FEES: 61 days or more notice: Forfeit 1/2 Deposit
31 to 60 days notice: Forfeit Deposit
30 days to 11 days notice: Forfeit Deposit PLUS 1/2 Rental Fee
10 days or less notice: Forfeit All Fees
Requesting from organization.

Check Amount: \$ _____ Check #: _____ Cash: _____

Type of Credit Card (Visa or Master Card only) _____ Credit Card # (last 4 digits) _____ Expiration Date: _____

I Authorize the Office of Parks and Recreation to charge my Visa or Master Card for the minimum payment requirement (rental and deposit) \$ _____ or the total fees \$ _____ for my reservation at:

_____ on _____
(Facility) (Event Date)

Stephanie Kavarakis Stephanie Kavarakis
(Signature Required) (Print Name) (Driver License #/Expiration Date)

ATTENTION

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?