

PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland Wednesday, April 10, 2013 4:30 P.M. Lake Merritt Garden Center, 666 Bellevue, Oakland, CA

Agenda

- 1. CALL TO ORDER:
- 2. <u>ROLL CALL</u>: BELCHER, DU BOIS, FINLINSON, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON, RICARDS, ROSENBLOOM, WU
- 3. <u>DISPOSITION OF MINUTES</u>: March 13, 2013 meeting minutes
- 4. SPECIAL ORDERS:
- 5. PRAC PENDING LIST:
- 6. MODIFICATIONS TO THE AGENDA:
- 7. CONSENT NEW BUSINESS:
 - A. Approval Requested from Eastside Arts Alliance Seeking Permission to have Community Non-Food/Food Vendors and to Collect Donations at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 18, 2013. The Office of Parks and Recreation received a request from Elena-Serrano, Program-Director-for-Eastside Arts Alliance, requesting permission to have community non-food and food vendors and to collect donations at the 13th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 18, 2013. The funds raised are used to cover the costs of presenting the festival, i.e., stage rental, clean-up, tables/chairs, etc.
 - B. Request from the American Foundation for Suicide Prevention to Collect Donations and Sell Event Related Items On-site at the Community Out of the Darkness Walk at Lakeside Park on Saturday, October 19, 2013. The Office of Parks and Recreation has received a request from the American Foundation for Suicide Prevention (AFSP), a 501c(3) non-profit foundation, to collect donations and sell t-shirts and other event related items on-site at the Community Out of the Darkness Walk to be held at Lakeside Park on Saturday, October 19, 2013. Proceeds from the event will go towards suicide prevention and awareness.

8. NEW BUSINESS:

- A. Public Work Agency Requests Recommendation of the Design and Implementation of the Durant Mini Park Improvement Project. Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Durant Mini Park Improvement project funded by Proposition 84 Statewide Park Program Grant. The project includes improvements to the approximately 0.32 acre park located on 29th Street near Martin Luther King Jr. Way in West Oakland.
- B. Request for the Parks & Recreation Advisory Commission to Approve the Sale of Tickets and Collection of Participation Fees for the Mac Daddy of Oakland (Quebradita) Dance Group Competition. MacDaddy of Oakland (Quebradita) Dance group, a local cultural dance organization, has submitted a request to the Office of Parks and Recreation, Ira Jinkins Recreation Center to collect participant and entry fees at their, April 20th Dance Competition to be held at Ira Jinkins Recreation Center. The fees collected go toward coverage of the various costs associated with putting on the event (i.e. facility rental, DJ, video coverage of event, security, purchase of trophies etc.).
- C. Request for the Parks and Recreation Advisory Commission Approval of Solicitation of Entrance Fee, Food Concessions, and Sales of Alcoholic Beverages for Burger Boogaloo 2 Day Concert Event at Mosswood Park Amphitheater. Burger Boogaloo is a 2 day music festival held at Mosswood Park Amphitheater on July 6-7, 2013. This is the third year of this annual event, and its first with Oakland Parks and Recreation. In previous years Burger Boogaloo events have sold over 1,000 tickets per weekend and have provided fun entertainment for music fans of all ages. Burger Boogaloo is requesting the approval of the solicitation of an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage fees.
- D. Request Approval of the Installation of the Leona Heights Kiosk Interpretive Signage and Trash Receptacles. The purpose of this report is to purpose the Friends of Leona Heights Park Improvement Project to the Parks & Recreation Advisory Committee. The improvement project would include the installation of an interpretive sign with two seating benches and the placement of four garbage cans within the park. Our group is dedicated to preserving, maintaining, and educating people about the Leona Heights Park.
- E. Request for Approval to Dedicate a Bench and Plaque in the Morcom Rose
 Garden in Honor of Gina De Sousa. Ms. Gina DeSousa contacted the Office of
 Parks and Recreation regarding the installation of a bench at the Morcom Rose
 Garden in honor of herself. The bench has been placed in the Florentine Garden
 which is located in the upper exhibit area near the pathway leading to Oakland
 Avenue. The bench is placed facing the interior of the garden in the bump out
 between existing McKee and Lisherness benches (see location on Exhibit A). Ms. De
 Sousa will procure the dedication plaque and provide it to the Public Works Agency
 (PWA) for installation.

- 9. CONDITIONAL USE PERMITS:
- 10. COMMUNICATIONS:
- 11. PRAC COMMITTEE REPORT:
- 12. ADVISORY COUNCIL REPORTS:
- 13. <u>UNFINISHED BUSINESS</u>:
- 14. COUNCIL REFERRALS:
- 15. OPEN FORUM:
- 16. DIRECTOR'S REPORT:
 - 1. Snow Park Dog Park Update
 - 2. Budget Recap from April 2nd City Council Meeting
- 17. ANNOUNCEMENTS:
- 18. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening devise, 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, May 8, 2013, 4:30 p.m. Lakeside Garden Center 666 Bellevue Ave, Oakland, CA



PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland Wednesday, March 13, 2013 4:30 P.M. Lake Merritt Garden Center, 666 Bellevue, Oakland, CA

Minutes

1. CALL TO ORDER:

A meeting of the Parks and Recreation Advisory Commission was held on Wednesday, March 13, 2013 at the Lake Merritt Garden Center located at 666 Bellevue, Oakland, CA. Commissioner /Chair Miller convened the meeting at 4:35 p.m. Audree V. Jones-Taylor, Director of the Office of Parks and Recreation conducted the roll call:

ROLL CALL:

Present:

DU BOIS, FINLINSON, FLORES, KADERA-REDMOND, MARSHALL, MILLER,

RICARDS, ROSENBLOOM, WU

Excused:

BELCHER, FLORES, PETERSON,

Staff:

Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Gail McMillon, Robert Zahn

3. **DISPOSITION OF MINUTES**:

February 13, 2013 meeting minutes

MOTION: Commissioner Miller entertained a motion to approve the February 13, 2013 meeting minutes. Moved by: Commissioner Marshall Seconded by: Commissioner Ricards,

Motion: Passed

4. SPECIAL ORDERS:

None

5. PRAC PENDING LIST:

None

6. MODIFICATIONS TO THE AGENDA:

Announcement - Some Commissioners will leave the meeting at 6:00pm

7. CONSENT NEW BUSINESS:

None

8. NEW BUSINESS:

A. Request to Deny Appeal by David Roberts and Allow Sequoyah Home Owners Association To Remove Three (3) Liquidambar Trees On The Property Located At 109 and 117 Thousand Oaks Street, Oakland, California. The staff report for Item 8A was presented by Robert Zahn for the Tree Services Division. The Parks and Recreation Advisory Commission received a request from the Tree Services Division to deny the appeal by David Roberts to retain cited in his appeal dated February 3, 2013. On December 21, 2012, the Tree Services Division approved a tree removal application to remove 26 trees growing in the common area of the Sequoyah Heights Home Owners Association (HOA). The HOA provided a landscape plan which showed the locations for replacement trees. Several trees proposed for removal grow in close proximity to existing structures. The tree removal permit was submitted by Baefsky and Associates, Environmental Landscape Consulting and Contracting. The consultant submitted the tree removal application at the request of Walsh Property Management and the HOA Board of Directors. The Tree Services approved a tree removal application on January 28, 2013. Their approval was based upon Chapter 12,.36.050(A)(4), "To pursue accepted, professional practices of forestry or landscape design. Submission of a landscape plan acceptable to the Director of Public Works shall constitute compliance with the criterion." Thereafter, a landscape plan was submitted and approved.

Homer owner, David Roberts, reported that trees 21, 22 and 23 slated for removal do not pose a public safety threat and that removal could be avoided by the implementing the same standard management practice as have been preformed for the past 30 years.

According to Tree Division staff, the HOA was made aware of the PRAC meeting, but was not represented.

MOTION: Commissioner Miller entertained a motion-to-uphold-the-appeal-by-David Roberts to retain the three trees. Moved by: Commissioner Wu Seconded by: Commissioner Ricards Motion: Opposed: Commissioner Finlinson Motion: Passed

B. Request from Carl B. Munck Elementary School's PTA for Permission to Collect Funds On-site From Donated Items and Ticket Door Sales During A Fundraising Silent Auction Event at Joaquin Miller Community Center on Saturday, April 6, 2013. This staff report for this item was presented by Gail McMillon. The Parks and Recreation Advisory Commission received a request from the Carl B. Munck Elementary School PTA, a non-profit organization under the PTA California Congress of Parents, Teachers & Students Inc. The organization requested permission to collect funds from ticket sales and donated items during their fundraiser and silent auction event at Joaquin Miller Community Center on Saturday, April 6, 2013. Tickets will also be sold before the event date. Funds raised will be used to continue to provide the Carl B. Munck community with programs and events.

MOTION: Commissioner Miller entertained a motion to approve the Carl B. Munck Elementary School PTA's request to collect funds from ticket sales and other revenue from their fundraiser and silent auction event on April 6, 2013. **Moved by:** Commissioner Finlinson **Seconded by:** Commissioner Kedera-Redmond, **Motion: Passed**

C. An Informational Report On The Condition Of The City's Parks.

The Parks and Recreation Advisory Commission reviewed the information report submitted by the Oakland Parks and Recreation Coalition. The report detailed the results of the survey by the coalition on the condition of Oakland parks and was presented by Susan Montauk. The Power Point presentation included specific topics including: park maintenance staffing and priority shifts as related to budgetary constraints; the condition of hardscapes, signage, furniture, play structures and play areas; the condition of restrooms; irrigation; maintenance equipment and ground and lawn damage created by gophers.

MOTION: Commissioner Miller entertained a motion to accept the informational report on the State of Maintenance in Oakland Parks. Moved by: Commissioner Finlinson Seconded by: Commissioner Du Bois, Motion: Passed Unanimous

9. CONDITIONAL USE PERMITS:

None

10. COMMUNICATIONS:

None

11. PRAC COMMITTEE REPORT:

Public Safety Committee – Commissioner Kedera-Redmond:

- Met with Director Jones-Taylor to discuss public safety issues related to OPR
- Attended a town hall meeting with Councilmember Noel Gallo (District 5) participated in discussions on issues regarding programs, lighting, signage and being informed about rules and regulations in the parks and the importance of attending council meetings.
- 53 Neighborhood Crime Prevention Councils (NCPC's) located throughout Oakland.
 Information and the locations of these meeting can be found online.
- Commissioner Kedera Redmond attempted to attend the City's Public Safety Commission meeting on March 12th and was unable to gain access.

12. ADVISORY COUNCIL REPORTS:

None

13. UNFINISHED BUSINESS:

None

14. COUNCIL REFERRALS:

15. OPEN FORUM:

None

16. DIRECTOR'S REPORT:

Director Jones-Taylor referenced an email received from a resident in opposition to the proposed Snow Park dog play area. ODOG sent research information to the PRAC Ad Hoc Dog Committee and requested the information be included in the committee's policy and decision making policies.

The Director reminded the Commission of upcoming City Council budget meetings and the importance of their presence. General information was shared regarding budget funding and compared OPR's GPF resource to federal and state funding to DHS and Library's voter passed Measure Q.

17. ANNOUNCEMENTS:

- 700 Special Interest filling is due.
- A Taste of Spring will be held on May 2 and catered by the Digital Arts Culinary Academy (DACA)

18. ADJOURNMENT:

The meeting was adjourned at 6:37pm

Respectfully submitted,

Secretary

Diane Boyd Recording Secretary

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Next Meeting:

Wednesday, May 8, 2013, 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 Reservation Supervisor

DATE:

April 10, 2013

SUBJECT:

Approval Requested from Eastside Arts Alliance Seeking Permission to have

Community Non-Food/Food Vendors and to Collect Donations at the Malcolm X

Jazz Festival at San Antonio Park on Saturday, May 18, 2013

SUMMARY

The Office of Parks and Recreation received a request from Elena Serrano, Program Director for Eastside Arts Alliance, requesting permission to have community non-food and food vendors and to collect donations at the 13th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 18, 2013. The funds raised are used to cover the costs of presenting the festival, i.e., stage rental, clean-up, tables/chairs, etc.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation. The organization is paying the fees associated with the rental.

BACKGROUND

This is the 13th year that Eastside Arts Alliance (ESAA), has held the Malcolm X Jazz Festival at San Antonio Park. The last event was held on May 19, 2012. The event is free to the community. Many of the vendors were community-based organizations and local community artists who offered arts and crafts items for sale.

Attached is the 2012 Post Event Report. There were approximately 1000 people in attendance. ESAA had 10 arts and craft vendors and 3 food vendors and they collected \$200 from donations.

The ESAA is expecting to have 10 to 15 arts & crafts vendors and 5 to 7 food vendors at this year's event. The fee for the vendors to obtain a table to participate in the event will be \$75 for craft vendors and \$125 for food vendors. The Malcolm X Jazz Arts Festival is dedicated to bringing the community together and building unity. The event also allows the ESAA the exposure of support and services to the residents in the San Antonio district.

Parks and Recreation Advisory Commission April 11, 2013

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for permission to have community non-food and food vendors and to collect donations at the 13th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 18, 2013. Elena Serrano is aware that additional permits are required by the vendors and Eastside Arts Alliance provided their request is granted.

Respectfully submitted,

Gail McMillon Central Reservation Supervisor

Attachments: Exhibit A - ESAA Request Letter

Exhibit B – Reservation Request Exhibit C – 2012 Post Event Report

EASTSIDE ARTS ALLIANCE EASTSIDE CULTURAL CENTER

Oakland Parks and Recreation Advisory Commission

February 26, 2013

Dear Members of the Committee:

I am writing on behalf of EastSide Arts Alliance. We would like to request a permission to have arts and crafts and food vendors for our 13th annual *Malcolm X JazzArts Festival*. This annual festival has taken place in San Antonio Park and has been consistently a successful free community event. The festival is scheduled to take place on Saturday, May 18, 2013.

We would like to be able to have community vendors selling cultural products at the festival. This has been an ongoing tradition where community residents are able to sell handcrafted arts and food that represent their respective cultures. We are expecting to have 10-15 arts vendors and 5-7 food vendors. We charge a very reasonable fee for the table (\$75 crafts and \$125 food). The funds are used to cover the costs of presenting the festival (stage rental, clean-up, tables/chairs, etc). We also always go through the proper procedures for food sales, obtaining health permits from Alameda County.

The festival is free to the community and has always been a full day of wonderful jazz, community news, and information. It is one of the few times that the San Antonio community comes out for a full day of healthy, positive interactions. We are also requesting permission to solicit donations for the festival. The total costs to EastSide Arts Alliance for this free festival is over \$55,000. Each year the festival is support by a variety of funders including The City of Oakland Cultural Arts Department, The National Endowment for the Arts and The William and Flora Hewlett Foundation. We raise about \$200 from donations solicited at the park to cover costs of the festival:

We look forward to having another very successful community event and hope we will have your support.

If you have any additional questions please do not hesitate to contact me.

Sincerely

Hena Serrano

Program Director, Eastside Arts Alliance

Office phone: 510-533-6629 Cell phone: 510-508-9173

elenas@mindspring.com

Central Reservations Unit

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

(510) 238-3187



Eastside Arts Alliance P.O. Box 17008 Oakland, CA 94601

Reservation Request

Status: In-Process

Customer Type: Non-Profit

Authorized Agent: Elena Serrano

Work: (510) 533-6629 Home:

Malcolm X Jazz Festival Attendance: 1000		San Antonio Park			San Antonio Park 1705 E 19th Street Cakland CA 94606			
EVENT NAME		FACILITY			CENTER			
			RES					
03/25/2013 Gail McMillon	9004738	\$2330.00	\$0.00	\$0.00		\$1000.00	05/21/2013	\$1330.00
				I David Control of State of St	STATE OF THE PARTY			
IDATE/USER	REQUEST:	TOHARGES	DISCOUNT	TIAXES	REFUNDS & CREDITS	PAYMENTS	IREQUEST EXPIRES	BALANCE IDUE

Type: Park Special Event

HRS

14

Saturday - 5/18/2013

DATES RESERVED

07:00 AM to 09:00 PM

Total Number of Dates: 1

Total Number of Hours: 14

NOTES:

Event Time: 11 am to 7 pm

PRAC Approval required for permission to have non-food and food vendors and to collect on-site donations.

ADDITIONAL PERMITS REQUIRED:

~OAKLAND POLICE DEPARTMENT SPECIAL EVENT PERMIT

~CERTIFICATE OF INSURANCE (NAMING THE CITY OF OAKLAND AS AN ADDITIONAL INSURED)

~CHARITABLE SOLICITATION PERMIT - CITY ADMINISTRATOR'S OFFICE - (510) 238-3294

~TRASH BINS/RECYCLING BINS - WASTE MANAGEMENT - (510) 613-8700

~ONE-TIME EVENT RECYCLING - RECOLOGY - (510) 267-0852 OR CALIFORNIA WAST SOLUTION - (510) 836-6200

~PORTABLE RESTROOMS

		CHAR					
CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY.	TAX	TOTAL CHARGED	DISCOUNTED/ PAID	BALANCE DUE
CRU Park Use Permit Fee	San Antonio Park - Malcolm X	\$30.00	6.00	\$0.00	\$180.00	\$0.00	\$180.00
CRU Permit Processing	Jazz Festival San Antonio Park - Malcolm X	\$30.00	1.00	\$0.00 ·	\$30.00	\$0.00	\$30.00
Fee CRU Sound Permit Fee	Jazz Festival San Antonio Park - Malcolm X	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Deposit (Rentals)	Jazz Festival San Antońio Park - Malcolm X	\$1000.00	1.00	\$0.00	\$1000.00	\$1000.00	\$0.00
Park Special Event Fee	Jazz Festival San Antonio Park - Malcolm X Jazz-Festival	\$127.50	8.00	\$0.00	\$1020.00	\$0.00	\$1020.00



POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date, 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: 12th Annual Malcolm X JazzArts Festival

Location of Event: San Antonio Park

Date/Hours of Event: Saturday, May 19, 2012 Permit No. 26060

Contact Person: Elena Serrano

Phone No. 510-508-9173

Contact Person Address: c/o EastSide Arts Alliance PO Box 17008, Oakland, CA 94601

Is this a first time event at this location?

Yes (No) If no, when was the event held previously?

We have held the festival in San Antonio Park every year from 1999-2012.

1. Were Facility Rental/Set-up fees waived?

Yes

No

Not Applicable

2. Check other permits required for event? OPD Special Events Permit

OPD Special Events Permit
Charitable Solicitations Permit

Food Handler's Permit
Certificate of Insurance

Seller's Permit Other – Please list

II ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 1000

2. Were registration or donation fees collected on-site for the event? Yes No Not Applicable

3. If yes, how many people registered? _____ How many people made donations? 20-30

4. What was the cost for registration? \$0

5. How much money was collected on site for registration fees? \$0

6. How much money was collected on site for donations? \$200

POST EVENT	REPORT ((Continued)
Page 2		į.

III.	VENDOR	INFORMATION
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List all Vendors who particip Were all vendors in complian Of no, why not?	ated at the even	nt? Yes	No	
me of Vendor(s) (Attach litional sheets if necessary)	Non- Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
		^		1

Name of Vendor(s) (Attach additional sheets if necessary)

For Profit Orgz'n?

Profit or Food (Describe)

Permit Y/N

Permit Y/N

IV. COMMENTS

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

This was the 12th year EastSide Arts Alliance presented this festival. Each year has been very successful with great music and enthusiastic community audiences. All ages come to the festival – very multigenerational, and representing the diversity of the neighborhood. We are happy to be able to offer this annual event FREE to the San Antonio community. We do not anticipate making any changes but continuing to work hard to ensure that our community is well served.

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

	·
Each year we lobby to have something better done with the neighborhood and would love to have doors on the bathro	ne toilets at the park. We all live in this soms stalls year round.
Sy Xumo	Date: 2/26/13
Submitted by: Elem Se	wava
Approved by: Approved by: Approved by:	Date: 3 5 2013
Comments: DR Will Meet w PWA Staff	24 about the stalls in the
restroom.	

PRAC - POST EVENT REPORT Malcolm X JazzArts Festival 2012 VENDOR LIST

- 1. Achebe's Incense for profit community vendor incense, candles –
- 2. Panache for profit community vendor soaps
- 3. Melanin/Danny King for profit community vendor paintings
- 4. I Love Being Black for profit community vendor t-shirts
- 5. Malia Movement Company non-profit dance company t-shirts
- 6. One Love Works for profit community vendor t-shirts, candles, artwork, prints
- 7. Cato Creations for profit community vendor greeting cards, jewelry
- 8. AK Press/Freedom Archives non-profit organization books
- 9. Tolee Designs for profit community vendor jewelry
- 10. African Artist Alliance non profit arts organization paintings, posters, greeting cards
- 11. A Taste of Africa for profit African Food
- 12. Uncle Willie's BBQ: for profit BBQ chicken, sausages
- 13. Endless Summer Sweets: for profit desserts

ALL CRAFT VENDORS HAD SELLER'S PERMITS AND ALL FOOD VENDRS HAD REQUIRED HEALTH PERMITS.

Community Based Organizations (all non profit organizations) – just information tables – no vending:

- 1. Youth Together
- 2. PEERS/TAY Initiative
- 3. Ella Baker Center
- 4. La Clinica de la Raza
- 5. Critical Resistance
- 6. International Black Women's Society
- 7. Urban Services YMCA
- 8. BOP

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:

April 10, 2013

SUBJECT:

Request from the American Foundation for Suicide Prevention to Collect

Donations and Sell Event Related Items On-site at the Community Out of the

Darkness Walk at Lakeside Park on Saturday, October 19, 2013

SUMMARY

The Office of Parks and Recreation has received a request from the American Foundation for Suicide Prevention (AFSP), a 501c(3) non-profit foundation, to collect donations and sell t-shirts and other event related items on-site at the Community Out of the Darkness Walk to be held at Lakeside Park on Saturday, October 19, 2013. Proceeds from the event will go towards suicide prevention and awareness.

FISCAL IMPACT

There will be no fiscal impact on the Office of Parks and Recreation. The organization is paying all fees associated with the rental.

BACKGROUND

The AFSP is a national This is the AFSP's fifth year hosting the event at Lakeside Park. organization with a local office in Berkeley California. The AFSP request has come before the Commission in previous years and was granted approval to collect donations and sell event-related merchandise. In 2012, there were 277 people in attendance. The AFSP collected \$2,960 on-site by donations only. Attached is the 2012 Post Event Report.

The event will consist of participants representing survivors of suicide, who have collected sponsorship donations for the education and distribution of information about suicide awareness and prevention. One hundred percent of the proceeds will benefit the prevention and education about suicide with fifty percent of the funds retained locally for the Alameda County Crisis support and the local chapter of the AFSP.

Parks and Recreation Advisory Commission April 11, 2013

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the American Foundation for Suicide Prevention to collect sponsorship donations and sell event-related items at the Community Out of the Darkness Walk at Lakeside Park on Saturday, October 19, 2013.

Respectfully submitted,

Gail McMillon Central Reservations Supervisor

Attachments: Exhibit A - AFSP Request Letter

Exhibit B – Facility Permit-In-Process Exhibit C – 2012 Post Event Report

Exhibit D – Non-Profit Status



January 20, 2013

To Whom It May Concern:

This is a request from the American Foundation for Suicide Prevention, a nonprofit organization, for permission host a walk-a-thon on Saturday October 19, 2013 from 6am to 9am and to collect donations and sell T-shirts and other event-related merchandise at Lakeside Park preceding a walk around Lake Merritt. 100% of the proceeds from this event will benefit the prevention and education about suicide with 50% of the funds retained locally for crisis support in the Bay Area and the local chapter of the American Foundation for Suicide Prevention, a 501(c)(3) non-profit foundation.

This is planned to be the fifth Community Out of the Darkness Walk in the East Bay following the same event held at this location in 2009, 2010, 2011 and 2012. The event will consist of participants representing survivors of suicide, who have collected sponsorship donations for the education and distribution of information about suicide awareness and prevention. Participants would check-in, receive a T-shirt and then listen to guest speakers. Some registration will occur on site with voluntary donations collected. After a short introduction to the event, they will walk together around the Lake and will be greeted at completion with brochures and certificates of completion.

This event is open to the public. The sole purpose of this event is to raise funds for suicide prevention and awareness.

Please do not hesitate to contact me at the number below or my co-chair, Alanna Coyote, at 206-987-2114 with any additional questions.

Sincerely,

Teresa Ferguson

Co-Chair

Oaklandwalk@aol.com

510-832-5606

Cell 510-292-5211

Central Reservations Unit

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

(510) 238-3187



American Foundation for Suicide 120 Wall Street, 22nd Floor New York, NY 10005

Facility Permit

Status: Approved

Customer Type: Non-Profit

Authorized Agent: Teresa Ferguson

Work: (510) 832-5606 Home: (510) 843-3082

DATE/USER	PERMITINUMBER	GHARGES -	DISCOUNT	Ţ/AXŒS	REFUNDS&. GREDITS	(PAYMENTS)	NEXT PAYMENT DUE	BALANGE DUE
03/19/2013 Zermaine Thomas	27902	\$620.00	\$0.00	\$0.00	\$0.00	\$620.00	N/A	\$0.00
			RES					

CENTER **FACILITY EVENT NAME**

Walk-A-Thon (Fundraiser)

Attendance: 290 Type: Park Run/Walk Lakeside Park Pergola

Lakeside Park Lake Merritt

Oakland, CA 94610

DATES RESERVED

06:00-AM-to-11:00-AM-Saturday - 10/19/2013-

Total Number of Hours: 5 Total Number of Dates: 1

NOTES:

PRAC Approval required for permission to collect donations and sell event-related items on-site.

HRS

START TIME/PREP TIME: 6:00AM-7:00AM ACTUAL EVENT TIME: 7:00AM-10:00AM END TIME/CLEANUP TIME: 10:00AM-11:00AM

ADDITIONAL PERMITS REQUIRED:

~OAKLAND POLICE DEPARTMENT SPECIAL EVENT PERMIT

~CERTIFICATE OF INSURANCE (NAMING THE CITY OF OAKLAND AS AN ADDITIONAL INSURED)

~CHARITABLE SOLICITATION PERMIT - CITY ADMINISTRATOR'S OFFICE - (510) 238-3294

~TRASH BINS/RECYCLING BINS - WASTE MANAGEMENT - (510) 613-8700

~ONE-TIME EVENT RECYCLING - RECOLOGY - (510) 267-0852 OR CALIFORNIA WAST SOLUTION - (510) 836-6200

~PORTABLE RESTROOMS

		CHAR	(CES)				
CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/ PAID	BALANCE DUE
ORU Permit Processing	Lakeside Park Pergola -	\$30.00	1.00	\$0.00	\$30.00	\$30.00	\$0.00
Fee CRU Sound Permit Fee	Walk-A-Thon (Fundraiser) Lakeside Park Pergola -	\$50.00	1.00	\$0.00	\$50.00	\$50.00	\$0.00
Deposit (Parks)	Walk-A-Thon (Fundraiser) Lakeside Park Pergola -	\$300.00	1.00	\$0.00	\$300.00	\$300.00	\$0.00
Park Use Permit Fees	Walk-A-Thon (Fundraiser) Lakeside Park Pergola - Walk-A-Thon (Fundraiser)	\$48.00	5.00	\$0.00	\$240.00	\$240.00	. \$0.00



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: American Foundation for Suicide Prevention
Location of Event: Lake side Park Pergola
Location of Event:
Date/Hours of Event: 10/20/2012 6am - 1/am Permit No. 25570
Contact Person: Teresa Ferguson Phone No. 570 832-5606
100 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Contact Person Address: 1041 Alvian do Rd Berkeley CA 94705
Is this a first time event at this location? Yes No If no, when was the event held previously?
2009, 2010, 2011
1. Were Facility Rental/Set-up fees waived? □ Yes \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
2. Check other permits required for event? ▼I OPD Special Events Permit
M OPD Special Dyons I offine
Charitable Solicitations Permit , Certificate of Insurance
II. ATTENDANCE INFORMATION
117
1. Total number in attendance: 2// 2. Were registration fees collected on-site for the event? Yes No lowations only
2 There (charge) have many people registered?
4 What was the cost for registration? Du dona for 8/1/2 1/2
5. How much money was collected on site for registration fees?

TIT VENDOR INFORMATION

<u>'</u>				
arne of Vendor(s) (Attach ditional sheets if necessary)	Non- Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
N/A		·		<u> </u>
	<u>.</u>			
List ways in which the Appl additional sheets, if necessar change of hours, etc.)	y): (For example:	changes or addition	al vendors, location,	off.
10se to set	p AME	OF 641	%	
List any problems, concerns, event turned out? (Attach add	ditional sheets, if r	ts about your satisfactecessary):	etion in the way the	Sona!
				/
	9 / 201	Date	:: <u> 8 0</u>	20/2

INTERNAL REVENUE BERVICE DISTRICT DIRECTOR G.P.O. BOX 1690 BROOKLYN: NY 11202

Nov 19 1991

AMERICAN BUICIDE FOUNDATION 1045 PARK AVENUE NEW YORK, NY 10028 Employer Identification Number:
13-3873829
Contact Person:
FRED HYMOWITZ
Contact Telephone Number:
(718) 780-6114

Our Letter Dated: July 5, 1987 Addendem Applies: NO

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Oranters and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However: If you lose your section 509(a)(1) status, a granter or contributor may not rely on this determination if he or she was in part responsible for: or was aware of: the act or fallure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

As of January 1, 1984, you are ||ab|s for taxes under the Federal
Insurance Contributions Act (social Security taxes) on remuneration of \$100
or more you pay to each of your employees during a calendar year. You are
not !!able for the tax imposed under the Federal Unemployment Tax Act (FUTA).

You are required to file Form 990 only If your gross receipts each year are normally more than \$25,000. For guidence in determining whether your gross receipts are "normally" more than \$26,000; see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed later unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or E percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

AMERICAN SUICIDE FOUNDATION

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the parson whose name and telephone number are shown above.

Sincerely yours

Eugene D. Alexander District Director INTERNAL REVENUE SERVICE DISTRICT DIRECTOR P. O. BOX 2508 CINCINNATI. OH 45201

Dates

JAN 1 7 2 - 1/1/8

AMFRICAN FOUNDATON FOR SUICIDE PREVENTION 120 WALL ST - 32 FLOOR NEW YORK: NY 10005-4001

Employer Identification Number: 13-3393329

DLN:

318012067

Contact Person:

MORR!S PITTINSKY

Contact Telephone Number:

(-181 488-2349

Date of Exemption;

198701

Internal Revenue Code Section 501(c)(03)

Dear Applicant:

Thank you for submitting the information shown on the enclosure. We made it a part of your file.

The changes indicated do not adversely affect your exempt status and exemption letter issued to you continues in effect.

Please let us know about any future change in the character, purpose. method of operation. name or address of your organization. This is a requirement for retaining your exempt status.

Thank you for your cooperation. .

Sincerely yours.

District Director

AMERICAN FOUNDATON FOR SUICIDE

Item Changed

From

Τo

Name Change

American Suicide Foundation American Poundation for Suicide Prevention

CITY OF OAKLAND Interoffice Memorandum



Office of Parks and Recreation

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Denise Louie, CIP Coordinator

Project Delivery Division, Public Works Agency

DATE:

April 10, 2013

SUBJECT:

Public Work Agency Requests Recommendation of the Design and

Implementation of the Durant Mini Park Improvement Project

SUMMARY

Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Durant Mini Park Improvement project funded by Proposition 84 Statewide Park Program Grant. The project includes improvements to the approximately 0.32 acre park located on 29th Street near Martin Luther King Jr. Way in West Oakland. The project adds a new tot lot for 2-5 year olds, adult/senior exercise area and amphitheatre/community gathering area and renovates the playground for 6-12 year olds, the picnic area and enlarges the community garden. The project also improves lighting and security, addresses storm water runoff and beautifies the park with public art.

FISCAL IMPACT

The renovated park will require long-term maintenance based on the above listed play elements. Litter removal and graffiti abatement are routine maintenance tasks. The new landscaping and trees will require irrigation, weeding and pruning. The rubber safety surfacing at the play areas has a life expectancy between 7-10 years depending on the level of use, and it has a significant future replacement cost. The new community garden will require periodic repair and maintenance by City staff though this may be mitigated by the community's continued commitment to maintain the garden. The new play equipment (consisting of separate play equipment for 6-12 years olds and 2-5 years olds) will require annual inspections, maintenance and repair as necessary.

Landscape maintenance is funded by the Landscape and Lighting Assessment District (Fund 2310) and Comprehensive Cleanup (Fund 1720). Park lighting, graffiti abatement and playground repairs are funded by the internal Facilities Fund (Fund 4400). The estimated annual cost of maintenance is \$20,000. No additional funding has been identified to maintain the new park amenities.

The estimated construction cost is \$650,000. The improvements are funded by Prop 84, the 2006 Safe Drinking Water Bond Act.

Parks and Recreation Advisory Commission April 10, 2013

PROJECT DESCRIPTION

Durant Mini Park is located at 675 29th Street, Oakland, California 94609, in the West Oakland district of the City of Oakland. As part of the Prop 84 competitive grant application process, outreach and many meetings with community groups were conducted culminating in the grant proposal concept plan. Because West Oakland has very little useable park space per capita, residents and park users developed a plan that would bring an "Oasis" into their neighborhood as well as accommodate community events. The project scope consists of:

- Adding a tot lot for 2-5 year olds
- Adding exercise equipment
- Adding an amphitheatre/focal area for community events
- Renovating the picnic area
- Improving lighting for security
- Securing the site in off-park hours with fencing
- Expanding/improving the existing thriving and popular community garden
- Improving landscaping and irrigation control for sustainability
- Regrading berms that interfere with visibility

BACKGROUND

The desire to improve Durant Mini Park has a decade-long history within the community. Residents united to deter the criminal activity that prevented the community from using the park. They stood vigilant of the park, including regular trash pickup, creation of the existing community garden and at times, literally, standing guard at the sidewalk to deter negative activity.

In July 2011, the City applied for the Round 2 grant of Prop 84 Statewide Park Program Grant, administered by the State Department of Parks and Recreation for the Durant Mini Park. A series of meetings with the community and Neighborhood Crime Prevention Council Beat 6x were conducted to develop the concept plan that was submitted and that successfully secured the funding to complete the design and construction.

RECOMMENDATION

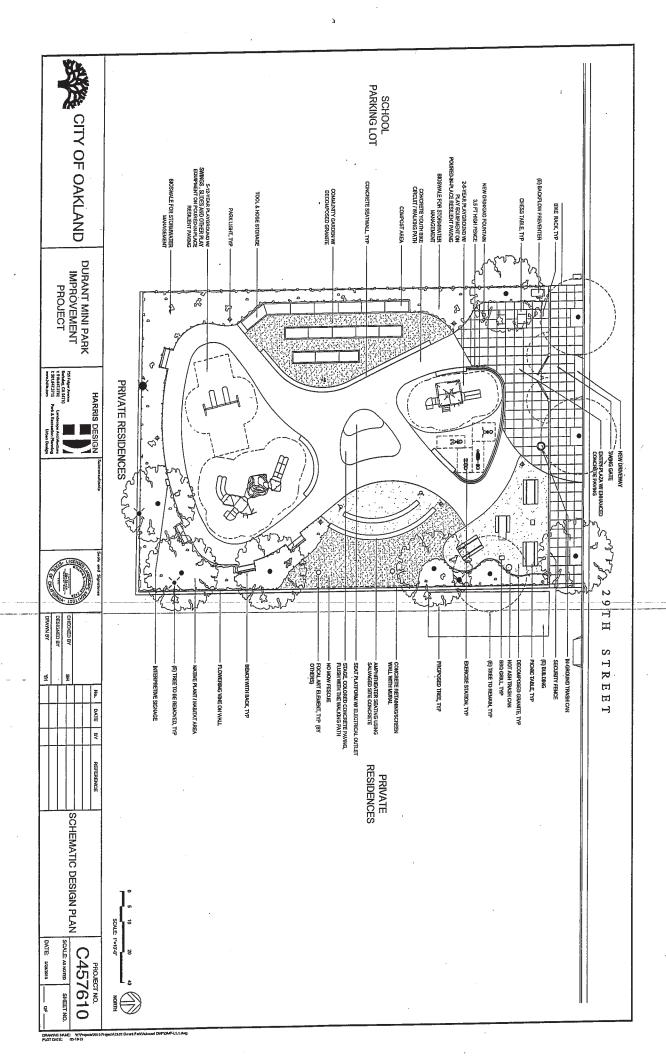
Staff recommends that the Parks and Recreation Advisory Commission endorse the Durant Mini Park Improvement Project and recommend approval to the Planning Commission for the Design Review application.

Respectfully submitted,

Denise Louie, CIP Coordinator

Public Works Agency, Project Delivery Division

Attachment: Exhibit A – Site Plan



CITY OF OAKLAND





Office of Parks and Recreation

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Donté Watson

DATE:

3/22/13

SUBJECT:

Request for the Parks & Recreation Advisory Commission to Approve the Sale

of Tickets and Collection of Participation Fees for the Mac Daddy of Oakland

(Quebradita) Dance Group Competition

SUMMARY

MacDaddy of Oakland (Quebradita) Dance group, a local cultural dance organization, has submitted a request to the Office of Parks and Recreation, Ira Jinkins Recreation Center to collect participant and entry fees at their, April 20th Dance Competition to be held at Ira Jinkins Recreation Center. The fees collected go toward coverage of the various costs associated with putting on the event (i.e. facility rental, DJ, video coverage of event, security, purchase of trophies etc.).

FISCAL IMPACT

If this event is allowed to proceed as planned, there would be a positive fiscal impact of approximately \$1,800.00 in revenue to our organization (Ira Jinkins', 1820 account).

PROJECT DESCRIPTION

MacDaddy of Oakland (Quebradita) Dance group is one of the foremost groups in the Bay area practicing this popular style of Mexican dance called, Quebradita. Their events are family oriented cultural events that attract participants, and spectators from all age groups, ranging from elementary aged children to adults. These events are not only recreational, but an opportunity for culture to be passed on from one generation to the next, and also an opportunity for this culture to be shared with the larger community. Furthermore, many participants in these dance competitions/exhibitions are members of the Oakland community that have been forced to travel to surrounding communities for lack of a suitable location for their events to take place in Oakland.

BACKGROUND

Quebradita is style of dance that is very popular in the Mexican state of Jalisco. Furthermore, many individuals with roots in that region now living in the U.S., have carried on this tradition in the U.S. As a result this form of dance has seen growing popularity in the Mexican-American/Latino community here in the U.S. This style is extremely popular in Chicago, Illinois, and is gaining lots of momentum in the Bay Area. Many practitioners of Quebradita have had to the opportunity to perform for City of Oakland dignitaries such as, Councilmember Ignacio de la Fuente, and Mayor Jean Quan, to name a few.

RECOMMENDATION

Staff recommends that MacDaddy of Oakland (Quebradita) Dance group's request to collect fees at the dance competition be approved by the Park and Recreation Advisory Board.

Respectfully submitted,

Donté Watson Recreation Center Director

Attachments: Exhibit A - Copy of Liability Insurance for the event

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 03/20/2013

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER. IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s). CONTACT Mass Merchandising Underwriting PHONE: 1-260-459-5502 FAX: (A/C, No): K&K Insurance Group, Inc. 1-800-328-2317 (A/C, No. Ext): 1712 Magnavox Way -MAIL info@eventinsurance-kk.com ADDRESS Fort Wayne IN 46804 NAIC# INSURER(S) AFFORDING COVERAGE 23787 Nationwide Mutual Insurance Company INSURER A: INSURER B: INSURED INSURER C: EDUARDO SANCHEZ INSURER D: 7115 WELD ST INSURER E: OAKLAND, CA 94621 A Member of the Sports, Leisure & Entertainment RPG INSURER F: REVISION NUMBER: **CERTIFICATE NUMBER: W00285367** ITHIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. COVERAGES NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS POLICY EXP ADDL SUBR INSR WVD POLICY EFF LIMITS POLICY NUMBER (MM/DD/YY) (MM/DD/YY) TYPE OF INSURANCE \$1,000,000 04/23/2013 EACH OCCURRENCE 6BRPG0000005346900 04/19/2013 GENERAL LIABILITY Α 12:01 AM EDT 12:01 AM DAMAGE TO RENTED \$300,000 COMMERCIAL GENERAL LIABILITY PREMISES (Ea occurrence) \$5,000 MED EXP (Any one person) CLAIMS-MADE X OCCUR \$1,000,000 PERSONAL & ADV INJURY GENERAL AGGREGATE \$5,000,000 PRODUCTS-COMP/OP AGG \$1,000,000 GEN'L AGGREGATE LIMIT APPLIES PER: PROFESSIONAL LIABILITY POLICY PROJECT LEGAL LIAB TO PARTICIPANTS COMBINED SINGLE LIMIT AUTOMOBILE LIABILITY (Ea Accident) BODILY INJURY (Per person) ANY AUTO BODILY INJURY (Per accident) SCHEDULED AUTOS ALL OWNED AUTOS PROPERTY DAMAGE NON-OWNED (Per accident) HIRED AUTOS AUTOS Not provided while in Hawaii EACH OCCURRENCE OCCUR UMBRELLA LIAB AGGREGATE CLAIMS-MADE **EXCESS LIAB** DED RETENTION WC STATU OTHER WORKERS COMPENSATION TORY LIMITS AND EMPLOYERS' LIABILITY Y/N E.L. EACH ACCIDENT ANY PROPRIETORSHIP/PARTNER/ EXECUTIVE OFFICER/MEMBER E.L. DISEASE - EA EMPLOYEE N/A EXCLUDED? (Mandatory in NH) E.L. DISEASE - POLICY LIMIT If yes, describe under
DESCRIPTION OF OPERATIONS below PRIMARY MEDICAL MEDICAL PAYMENTS FOR PARTICIPANTS EXCESS MEDICAL DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, If more space is required) Event Name: MACDADDYS' QUEBRADITA; Event Date: 04/19/2013 to 04/22/2013; # of attendees: 400 Event Location: 9175 EDES AVE, OAKLAND, California 94603 Host liquor liability is included if the Named Insured is not required to obtain a license/permit to serve or furnish alcoholic beverages (with or without a charge) The certificate holder is added as an additional insured, but only with respect to the liability arising out of the operations of the insured named above. CANCELLATION CITY OF OAKLAND, OFFICE OF PARKS & RECREATION, IRA JINKINS SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE CERTIFICATE HOLDER THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE RECREATION CENTER WITH THE POLICY PROVISIONS. 9175 EDES AVE AUTHORIZED REPRESENTATIVE OAKLAND, CA 94603 Scott Mu

Coverage is only extended to U.S. events and activities.

(Owner/Lessor of Premises)

** NOTICE TO TEXAS INSUREDS: The Insurer for the purchasing group may not be subject to all the insurance laws and regulations of the State of Texas © 1988-2010 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD ACORD 25 (2010/05)

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 03/20/2013

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AUTHORIZED REPRESENTATIVE

Scott he



CITY OF OAKLAND Interoffice Memorandum

Office of Parks and Recreation

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM: DATE:

Elena Bermeo April 10, 2013

SUBJECT:

Request for the Parks and Recreation Advisory Commission Approval of

Solicitation of Entrance Fee, Food Concessions, and Sales of Alcoholic Beverages for Burger Boogaloo 2 Day Concert Event at Mosswood Park Amphitheater.

SUMMARY

Burger Boogaloo is a 2 day music festival held at Mosswood Park Amphitheater on July 6-7, 2013. This is the third year of this annual event, and its first with Oakland Parks and Recreation. In previous years Burger Boogaloo events have sold over 1,000 tickets per weekend and have provided fun entertainment for music fans of all ages. Burger Boogaloo is requesting the approval of the solicitation of an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage fees. In addition Burger Boogaloo is requesting the approval of sales of food concessions and alcoholic beverages. Best Beverage Catering Company will be contracted to facilitate all management and security of alcohol sales. Best Beverage Catering is reputable company that has managed such events as Outside Lands Music festival and Treasure Island Music festival in San Francisco. Burger Boogaloo has also secured National Construction Rentals to provide full fencing around perimeter of event, as well as, a secured designated alcohol zone. Local food concessions will be provided by Oakland merchants including Evert & Jones BBQ, Taco Oaxaca, and Souley Vegan.

FISCAL IMPACT

Mosswood-will-provide 3-staff to help-monitor and supervise this event for a total impact of \$784. Burger Boogaloo will provide funds for lighting, sound, equipment, advertising, staffing, and security. Mosswood will benefit in the collection approximately \$5,000 for rental usage toward our 1820 fund.

PROJECT DESCRIPTION

Burger Boogaloo goal is to showcase local musicians and to create positive and creative events in the San Francisco Bay Area. This festival is supported by Eastbay Express, SF Guardian and small merchants. This event will be held at Mosswood Amphitheater from 12pm-9pm on July 6 and 7. If successful Burger Boogaloo hopes to make this an annual event with Oakland Parks and Recreation

BACKGROUND

Burger Boogaloo was organized by Marc Ribak and Amy Caver, with the help of Sean Borhman of Fullerton, CA's Burger Records. Burger records features a lineup of over 100 fantastic Rock/Pop music acts. Of these acts, about 15-20 will be chosen to perform at this year's summer event. A new website is currently being created for this year's Burger Boogaloo, but in the meantime, information on Burger Records can be found at(www.burgerrecords.org)

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for the Burger Boogaloo approval of an entrance fee and both the solicitation of food and alcohol. Mosswood hopes to continue on a path of providing safe and secured community events in a positive environment.

Respectfully submitted,

Elena Bermeo Recreation Center Director -Mosswood

Attachments: Exhibit A- Event layout and map of concessions

Exhibit B- Best Beverage Catering proposal

Exhibit C- Vendors Information

FVENT PROPOSAL:

Dear Parks and Recreation Advisory Commission,

Marc Ribak Productions would like to propose a concert event called the Burger Boogaloo to take place at the Mosswood Park Amphitheatre in Oakland CA, July 6-7, 2013. This is the third year of the annual event, but the first year the event and its sponsors will be working with Parks and Recreation to organize a community-based gathering involving local businesses. The previous two Burger Boogaloo events have each been a huge success, selling over 1,000 tickets per weekend and have provided fun entertainment for music fans of all ages.

Since its conception, the Burger Boogaloo has been organized by Marc Ribak and Amy Carver, with the help of Sean Borhman of Fullerton, CA's Burger Records. Burger Records features a lineup of over 100 fantastic Rock/Pop music acts. Of these acts, about 15-20 will be chosen to perform at this year's summertime event. A new website is currently being created for this year's Burger Boogaloo, but in the meantime, information on Burger Records can be found at (www.burgerrecords.org).

Oakland, CA's Mosswood Park is located less than a quarter mile away from MacArthur BART station. The park is 100+ years old and features a historic outdoor amphitheatre. This is where the proposed event would take place during the hours of Noon-9pm on July 6th and 7th of 2013.

The preparation involved with an event of this nature is massive. Pro Audio, lighting, fencing, security, staffing, catering, vendors, recycling, waste removal, portable restrooms, washing facilities, permits and entertainment acts are just a few of the things needed to make this event possible.

In order to properly prepare for this event, we would like to request to collect funds for advance ticket sales, on-site ticket sales, as well as food and beverage sales. This will enable us to recoup the costs of the proposed two-day \$40,000+ budget and enable us to benefit financially as well. The collection of funds will make it possible for us to continue to support Oakland Parks and the Bay Area's thriving music-and-arts-community-for-years-to-come.

If this proposed event is approved, Marc Ribak Productions will strive to provide the Oakland community with a fresh, fun, safe and unique music experience for participants of all ages to enjoy.

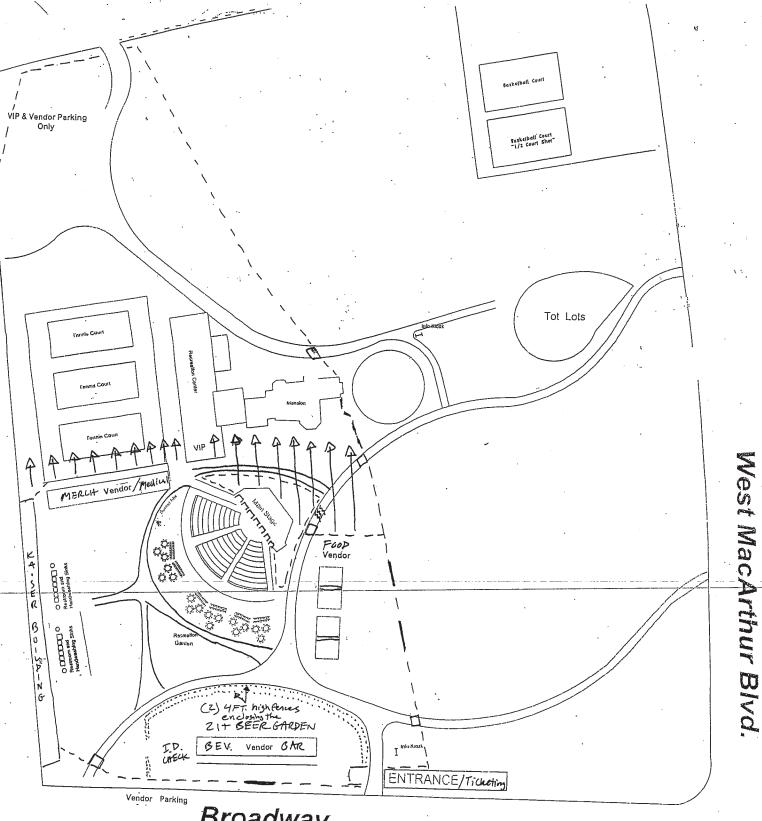
Can't wait to see you in July! Let's Boogaloo!

Sincerely,

Marc Ribak

(510) 282-8504 marc.ribak1@gmail.com Marc Ribak Productions LLC LLC Entity ID # 201305810039 Employer ID Number (E.I.N.) 37-1718144 Oakland Business Tax Certificate Account # 28037563

Burger Boogaloo 2013 www.burgerrecords.org



Broadway

KEY PATT HWAY 4FT HIGH FENCING GFT HIGH FENCING PATHWAY GATES STAGE BARRICADES \sqcap 333

CRACKED CONCRETE ON PATHWAY (AREA NOT OPEN TO THE PUBLIC)

DDAA PRODUCTION AREA ONLY

Vendors Infos

Souley Vegan (Oakland CA) - Tamearra (owner) - souleyvegan@aol.com (510) 922-1615
http://souleyvegan.com/About.html
http://souleyvegan.com/Catering.html

Sabrosa Coffee (Oakland CA) - Catherine Ann (owner) - catherineamacken@gmail.com (510) 452-7963 http://oaklandlocal.com/posts/2012/08/community-focused-subrosa-coffee-celebrates-third-anniversary-its-unique-flavor-sunday

Evert & Jones BBQ (Oakland CA) (510)-663-2350 eandjbbq@gmail.com http://www.eandjbbq.com/index.php http://www.thecampanil.com/everett-and-jones-bbq-comes-home-to-the-laurel/

Taco Oaxaca (Oakland CA) Yolanda (owner) (510) 246-9012 http://www.eastbayexpress.com/oakland/taco-hunting/Content?oid=2917082



BBC will provide the proper General Liability insurance and Liquor Liability insurance (BBC has limits of 10 million dollars on each).

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CITY OF OAKLAND Interoffice Memorandum



Office of Parks and Recreation

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Stephanie Benavidez, Supervising Naturalist

DATE:

April 10, 2013

SUBJECT:

Request Approval of the Installation of the Leona Heights Kiosk Interpretive

Signage and Trash Receptacles

SUMMARY

The purpose of this report is to purpose the Friends of Leona Heights Park Improvement Project to the Parks & Recreation Advisory Committee. The improvement project would include the installation of an interpretive sign with two seating benches and the placement of four garbage cans within the park. Our group is dedicated to preserving, maintaining, and educating people about the Leona Heights Park.

FISCAL IMPACT

• One-time costs -

One-time costs would be from the implementation and installation of the project. Although currently the entire funding has been awarded to the project from the Alameda County Resource Conservation District (ACRCD).

Sustained annual costs

Sustained annuals costs will be incurred but by our understanding they would be nominal. The only sustained annual cost that we can project would be the cost of public works picking up garbage from the pickup site. We currently use the biannual events of Earth Day and Creek to Bay Day to complete this garbage pickup. We are unsure how to appropriately calculate this cost.

Matching costs

We are planning to complete our project with funds that were given to us by ACRCD, but matching funds would be greatly appreciated and would enhance our project even further. We have many ideas that we have had to shy from because the cost of implementing them would be outside of our budget.

Anticipated revenues and requisite account codes, as applicable (fund, org. account, project) None that we can foresee.

Overhead costs or costs disallowed by the funding source

• Total funding identified to date, with major funding sources, and total projected budget, if the report is related to a long-term effort or project.

PROJECT DESCRIPTION

Purpose:

To create an educational, attractive, and noticeable interpretive sight at the upper entrance to the

PRAC – Date Report is Going to PRAC

Item 8D

Leona Heights park across the street from Merritt College. To place a few trash receptacles in key locations within the park to prevent a large amount of trash from making its way into Horseshoe Creek.

Goals:

Interpretive sign goals:

Information:

o A place where visitors can view a map of the park.

o A place to find postings about upcoming Oakland City Parks and Recreation events.

O A place to find information about how to become involved with KOB volunteering efforts like adopt-a-spot.

Education

o A place to read about the local history of Leona Heights.

O A place to learn of area flora and fauna.

o A place to discover how valuable our creeks and green spaces are to our city.

Gain visibility for the park:

O The same interpretive sign would also announce the presence of the park at its upper boundaries. As of now many people drive by not knowing what a wonderful place they are passing by. Even when we have conducted our past events even local residents discover the park for the first time.

Seating:

O Two small comfortable benches to accompany the sign.

Offering a place to enjoy the wonderful vista of the redwood canyon of Leona Heights.

Dog poo bag dispensary and trash can:

O A place where visitors can obtain a pet waste bag and have a proper place for disposal.

The park is extremely popular with the park and with that popularity comes a lot of poop.

Goals for the trash cans: Litter Prevention & Collection:

- O Because critical areas of the park are in dire need of litter collection our goal is to install a few trash cans in key locations to help prevent a large amount of trash from entering our watershed.
- o To collect pet waste and prevent diseases from spreading to our native animals.

o Protection of the Horseshoe Creek and the rest of the Lion Creek watershed.

Community members and groups served:

We feel that many community members are going to be served by this project. First local residents that have the closest relationship to the park gain amenities that would enhance their park. They would learn more of their neighborhoods history which is deeply tied to Oakland's entrepreneurial roots. They would gain the feeling that the Leona Heights park is not forgotten.

Merritt College students would gain an educational interpretive site to begin hikes and learn of the local flora and fauna or the unique geologic occurrences within the park such as the Leona Rhyolite formation. Some the faculty at Merritt College already utilize the park as a teaching tool.

All residents will benefit from the project for all the latter reasons but also because the watershed will be more protected. Having cleaner waterways leading to cleaner bays will always be to the benefit of everyone. Also the park will become that more noticeable and easy to find. Offering place where it is easy to park and access the park. Learn briefly of the journey ahead then begin an invigorating walk through one of Oakland's true treasures.

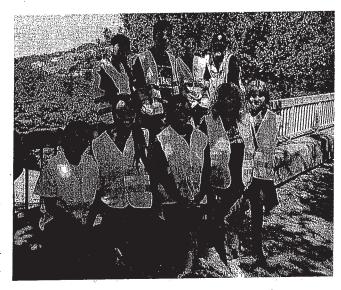
Location

The site is located at 12500 Campus Drive across the street from the Merritt College campus situated at the very top of the Lion Creek watershed and within the Leona Heights neighborhood.

Implementation plan
Development of interpretive material
Collect documents, testimonies, images, and
information about the local history.

We have for months been reading and talking to people about the history of the area. The more we discover the more passionate we become about this project.

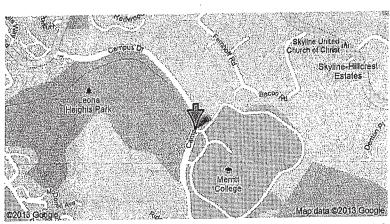
Plan for ongoing operation or maintenance To remove trash from receptacles when needed and place them at an agreed location so that public works can pick them up. We have already discussed this



with Martin Matarrese and he agreed with our plan. Over the last three years we have removed hundreds of documented pounds of garbage from the park. Through our efforts we have seen a significant drop in the amount of trash we have to pick up off the hillsides. We mainly attribute this to our outreach efforts and the pilot can we tested over the last year and a half

We would also maintain the upkeep and cleanliness of the interpretive sign. We would also like to place interpretive brochures printed from our own funds for visitors to take on an interpretive walk that we are developing.

We are a very small group of dedicated individuals and the more we work on this park over the years the more others become interested in taking part. Thus we feel that if our project were to come to fruition we would only foster more community spirit. In our opinion this would only strengthen our ability to maintain our future efforts.



PRAC - Date Report is Going to PRAC

Item 8D

Evaluation methods

A requirement of the grant that we have been awarded will be to evaluate the success of our project. We plan to question local residents about their opinion before and after the implantation of the project. Also to use ongoing observations made by Merritt College students and Friends of Leona Heights Park on the effectiveness of the trash cans.

BACKGROUND

Leona Heights Park is an absolute gem within the Oakland Park system. There the public has the opportunity to walk and enjoy some very best natural East Bay land that the city parks have to offer. The centerpiece of the park is Horseshoe Creek which runs its course through the park eventually leading to Lion Creek. Surrounding the creek are magnificent redwoods, one of which is the oldest known redwood in the east bay hills. Also surrounding the park is a colorful history of how natural resources are used, restored and then preserved. Our mission with this project is to continue that history and preserve the beauty that resides in Leona Heights.

We are a small group of dedicated citizens that volunteers to keep Leona Heights Park clean, safe, protected and beautiful. Over the last three years our efforts have been successful in removing hundreds of pounds of garbage, upkeep of trail ways, repairing of foot-bridges, and removal of non-natives. Within this year we were encouraged by Mrs. Bryn Samuel to apply for a grant through the Alameda Resource Conservation District to acquire funds to aid our effort.

We proposed to them the idea of two interpretive signs for the park and placement of garbage cans within the park. When we began this process we had very little knowledge about how to work with agencies, committees and public works departments. It wasn't until recently did we learn that we would have meet with the PRAC before we could proceed. As they say, hindsight is 20/20 and this step is absolutely essential to the success of the project. Here

<u>RECOMMENDATION</u>

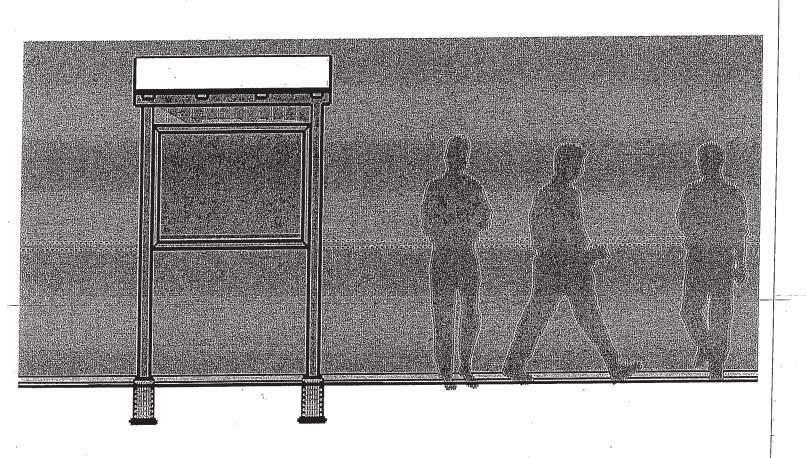
Staff recommends the installation of the Leona Heights Kiosk interpretive signage and trash receptacles.

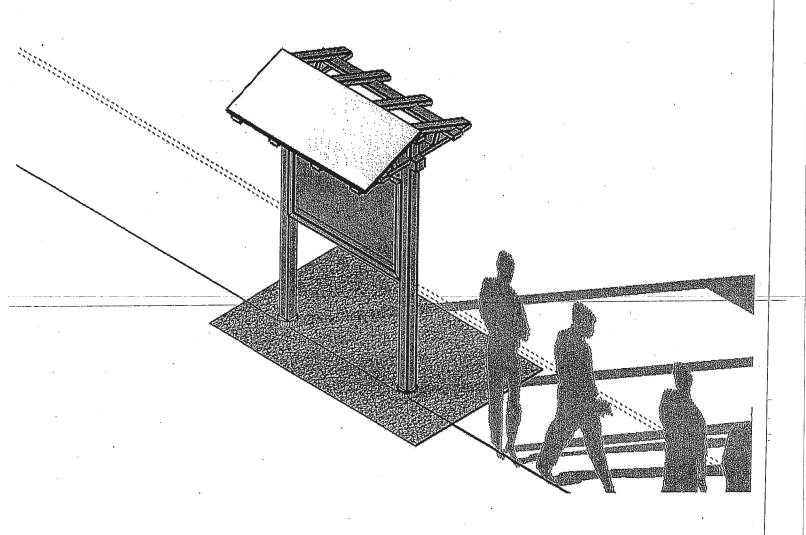
Attachments: Exhibit A - Design specifications

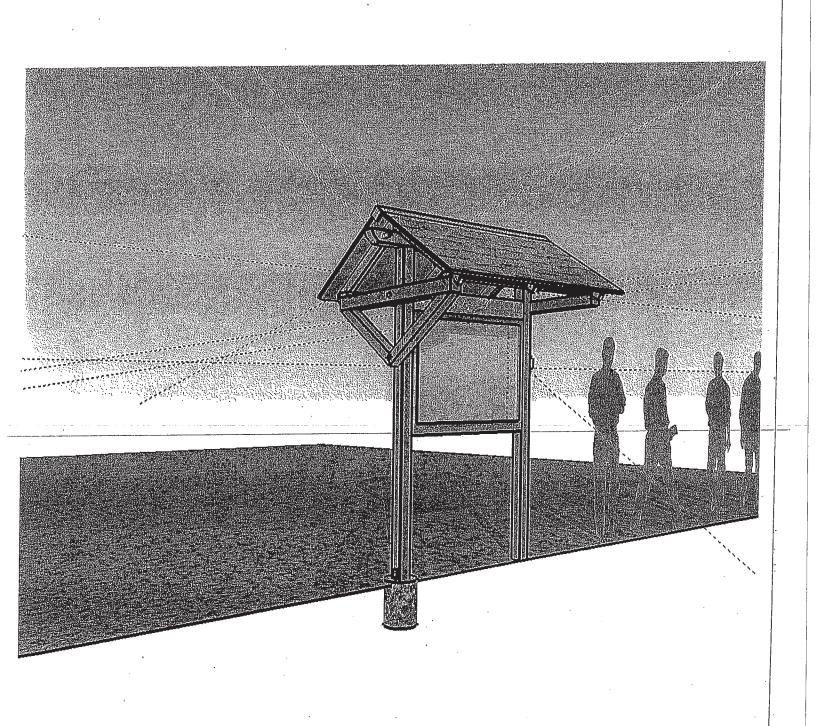
Exhibit B – (example) Property Map with Proposed Improvements

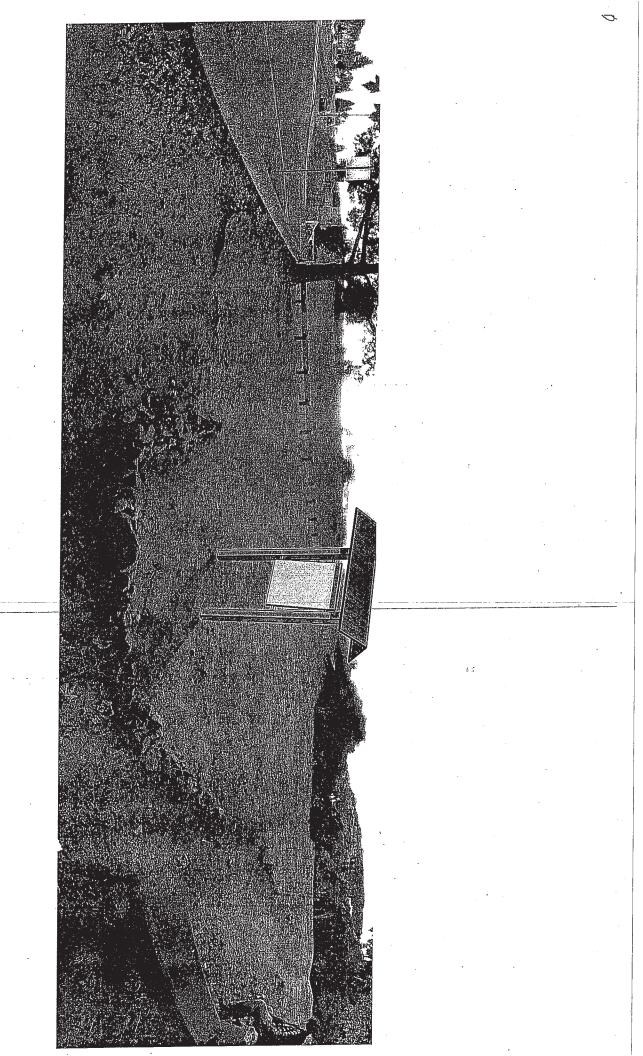
Exhibit C-Trashcan placements

Exhibit D – (example) Leona Heights an Educational Resource



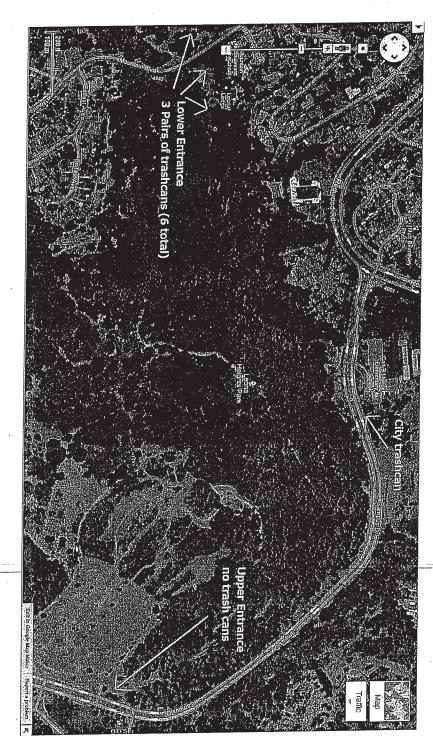


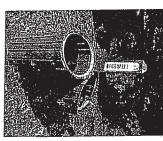


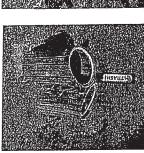


Trashcan Placement for Leona Heights Park.

Exhibit C





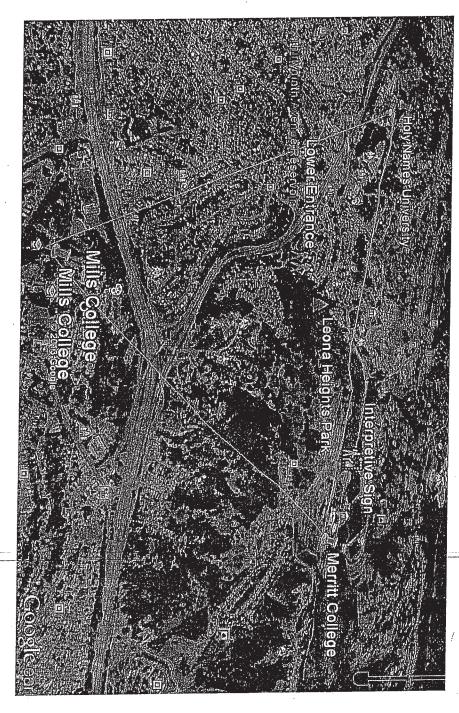




There are three pairs of trashcans located at the lower entrance of the park (4444 Mountain Blvd.). This does not include the trash cans that are located at the Leona Lodge. We request that the committee recommend that one pair of these cans be relocated to the upper entrance (across from Merritt College).

eona Heights an Educational Resource

Exhibit D



educational resource. Merritt College, Mills College, and Holy Names University. Also den Pre-school are in the immediate area. The park is an educational opportunity and Skyline High School, Frick Middle School, Carl B. Munck &Laurel Elementary, and Tilresource for all of these institutions and residents Leona Heights situated in the middle of three major colleges in Oakland is an excellent

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:

April 10, 2013

SUBJECT:

Request for Approval to Dedicate a Bench and Plaque in the Morcom Rose

Garden in Honor of Gina De Sousa

SUMMARY

Ms. Gina DeSousa contacted the Office of Parks and Recreation regarding the installation of a bench at the Morcom Rose Garden in honor of herself. The bench has been placed in the Florentine Garden which is located in the upper exhibit area near the pathway leading to Oakland Avenue. The bench is placed facing the interior of the garden in the bump out between existing McKee and Lisherness benches (see location on Exhibit A). Ms. De Sousa will procure the dedication plaque and provide it to the Public Works Agency (PWA) for installation.

FISCAL IMPACT

There is no negative fiscal impact to the Office of Parks and Recreation. The donor has funded the \$740 cost for the installation of the bench.

BACKGROUND

Ms. DeSousa has lived in Oakland for many years and has had an office one block from the Morcom Rose Garden on Grand Avenue since 1988. She started as a social worker in 1981 to 1995 and is now a physical therapist. Ms. DeSousa enjoys the Morcom Rose Garden and visits the site regularly. Because Ms. De Sousa has worked down the street and the special meaning and spiritual the garden brings to her, Ms. De Sousa would like to have the bench and plaque placed at the site in her honor.

The dedication plaque will read as follows:

In Loving Memory of Gina De Sousa, LCSW A Wonderful Therapist

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request to dedicate a bench and plaque in the Morcom Rose Garden in honor of Gina De Sousa.

Respectfully submitted,

Gail McMillon

Central Reservations Supervisor

Attachments: Exhibit A – Map

