



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, April 10, 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, April 10, 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 Oakland Parks and Recreation conducted the roll call:

2. ROLL CALL:

Present: Du Bois, Kadera-Redmond, Marshall, Miller, Peterson, Ricards, Rosenbloom, Wu

Expected: Flores (4:53pm) and Finlinson (4:55pm)

Excused: Belcher

City Staff: Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Gail McMillon, Denise Louie, Donte Watson, Elena Bermeo, Stephanie Benavidez

3. DISPOSITION OF MINUTES:

March 13, 2013 meeting minutes

MOTION: Commissioner Miller entertained a motion to approve the March 13, 2013 meeting minutes. **Moved by:** Commissioner Ricards, **Seconded by:** Commissioner Kadera-Redmond, **Abstained:** Commissioner Peterson – Not present on 3/13, **Motion: Passed**

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 Parks and Recreation Advisory Commission reviewed a request from Elena Serrano, Program Director for Eastside Arts Alliance. The organization requested permission to collect donations and to have community non-food and food vendors at the 13th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 18, 2013. The funds raised will be used to cover the costs of producing the festival.

- 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 Parks and Recreation Advisory Commission reviewed a request from the American Foundation for Suicide Prevention (AFSP), a 501c(3) non-profit foundation. The Foundation requested permission to collect donations, sell t-shirts and other event related items at the Community Out of the Darkness Walk at Lakeside Park on Saturday, October 19, 2013. The proceeds from the event will benefit the organization's goal of raising suicide awareness and prevention.

MOTION: Commissioner Miller entertained a motion to approve Consent New Business Items 7A and 7B. **Moved by:** Commissioner Marshall, **Seconded by:** Commissioner Wu, **Abstained:** Finlinson – Arrived at the vote **Motion: Passed**

8. **NEW BUSINESS:**

- A. **Public Work Agency Requests Recommendation of the Design and Implementation of the Durant Mini Park Improvement Project.** Denise Louie from the Public Works Agency (PWA) presented the staff report for this item. The Parks and Recreation Advisory Commission reviewed this request for 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. Highlights for the proposed project include: improved lighting and security for the area; a tot lot for 2 -5 year olds, an exercise area for adults and seniors; improved irrigation control for sustainability and landscaping and an amphitheatre for community events. Community members and residents near the Durant Mini Park spoke in support of the project and their involvement in maintaining the park to prevent criminal activity. Other elements of the project include regrading berms to improve visibility and the installation of fencing to secure the park during off hours. The design of the fencing has yet to be determined, but will be structured for visibility throughout. The estimated annual cost of maintenance is \$20,000. No additional funding has been identified to maintain the new park amenities though some elements may require long-term maintenance.

MOTION: Commissioner Miller entertained a motion to approval the design and implementation of the Durant Mini Park Improvement project. **Moved by:** Commissioner Peterson **Seconded by:** Commissioner Marshall, **Motion: Passed**

- B. **Request the Parks & Recreation Advisory Commission to Approve the Sale of Tickets and Collection of Participant Fees for the Mac Daddy of Oakland (Quebradita) Dance Group Competition.** Donte Watson from the Ira Jinkins Recreation Center provided the staff report for Item 8B. The Parks and Recreation Advisory Commission reviewed a request from Mac Daddy of Oakland (Quebradita) Dance group, a local cultural dance organization, to collect participant and entry fees at their April 20, 2013 Dance Competition scheduled to be held at the Ira Jinkins Recreation Center. The fees collected will be used to cover costs associated with the production of the event which include; the facility rental, DJ and video coverage, security, trophies, etc. The doors open at 1pm and the event starts at 3pm. Event organizers expect 400 to 500 attendees and a projected \$1,800 in proceeds to be provided to the Ira Jinkins Recreation Center. Quebradita is a popular Mexican dance form promoted by MacDaddy of Oakland.

Their events are family oriented and attract participants and audience members through the Bay Area including, San Jose, San Francisco, Hayward and as far away as Chicago. Staff and the organizer were reminded to provide Post Event Report for the November 2012 competition and this event.

MOTION: Commissioner Miller entertained a motion to approval the collection of participant fees, entry fees and ticket sales at the April 20, 2013 MacDaddy of Oakland Dance Competition. **Moved by:** Commissioner Marshall **Seconded by:** Commissioner Finlinson **Motion: Passed - Unanimous**

C. **Request for the Parks and Recreation Advisory Commissions Approval of Solicitation of Entrance Fee, Food Concessions, and Sales of Alcoholic Beverages for Burger**

Boogaloo 2-Day Concert Event at Mosswood Park Amphitheater. Elena Bermeo presented the staff report on Item 8C to the. The Parks and Recreation Advisory Commission reviewed a request from Burger Boogaloo to collect entry fees and to sell alcoholic beverages and provide food concessions at their 2-day music festival scheduled to be held at Mosswood Park Amphitheater on July 6-7, 2013. This will be their third year hosting this event, and its first in the City of Oakland. 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. Proceeds will be used to cover musicians', fees, equipment, marketing, staffing, facility usage fees at an approximate \$5,000 and other related production costs. The projected budget for the event is \$40,000+. Marc Ribak of Burger Records and one of the event organizers will feature 15 to 20 of his 100 Rock/Pop acts to perform this year. 1K people are expected each day. Tickets sales will be stopped at 1,500. The event will be opened to the public from 12pm to 9pm. Security for the event will be posted on the perimeter, entrance, amphitheater and other interior locations. The security detail will not be armed and consists of a combination of trained security personnel and other event staff Best Beverage Catering Company will be contracted to facilitate al management and security of alcohol sales. Best Beverage Catering is a reputable company that has managed the Outside Lands Music Festival and the Treasure Island Music Festival in San Francisco. Best Beverage carries \$10mil in liability insurance. Burger Boogaloo has also secured National Construction Rentals to provide fencing around the perimeter of the event, including a secured designated alcohol zone. Local food concessions will be provided by Oakland merchants including Evert & Jones BBQ, Taco Oaxaca, and Souley Vegan. The event organizer was informed that insurance certificate holders need also name the City of Oakland as an additional insured.

Marc Ribak brought the event to Oakland for the convenience of managing the project from his home in the East Bay and the location of Mosswood, its amenities and its location to BART and public transportation.

The Commission requested that the fence line depicted in the schematic provided be moved behind the Mosswood Recreation Center thereby allowing the community accesses to the building. The organizer also agreed that the park will be restored to and cleaned at the end of each day of the festival and more community outreach will made to the surrounding area including Kaiser. Director Jones-Taylor emphasized the importance of providing family friendly lyrics. Commissioner Ricards encouraged Marc Ribak to connect with local Oakland talent and youth to participate in the concert.

MOTION: Commissioner Miller entertained a motion to approve the collection of entry fees, alcoholic beverage sales and the provision of food concessions at the July 6-7, 2013 Burger Boogaloo 2-Day Concert event at Mosswood Park Amphitheater. This approval is subject to following all specifications in the staff report in addition to the requested fencing modifications. **Moved by:** Commissioner Finlinson **Seconded by:** Commissioner Ricards
Motion: Passed - Unanimous

- D. **Request Approval of the Installation of the Leona Heights Kiosk Interpretive Signage and Trash Receptacles.** Stephanie Benavidez Provided the staff report for Item 8D. The Parks and Recreation Advisory Commission reviewed a request for the approval of the installation of the Leona Heights Kiosk Interpretive Signage. The Friends of Leona Heights Park Improvement Project is dedicated to preserving, maintaining, and educating people about the Leona Heights Park. 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. Entire funding for the project was awarded by the Alameda County Resource Conservation District (ACRCD). Trash pickup by PWA was the only sustained cost cited by staff. Although benches were included in the initial project proposal, they were withdrawn due to the budget constraints. The Commission and staff were concerned about the reference to dogs in the park and suggested that it will send a mixed message to the public. Staff will remove the reference and include it in an information brochure.

MOTION: Commissioner Miller entertained a motion to approve the installation of the Leona Heights Kiosk Interpretive Signage and Trash Receptacles. **Moved by:** Commissioner Kadera-Redmond **Seconded by:** Commissioner Finlinson **Motion: Passed - Unanimous**

- E. **Request for Approval to Dedicate a Bench and Plaque in the Morcom Rose Garden in Honor of Gina De Sousa.** Gail McMillon provided the staff report for Item 8E. The Parks and Recreation Commission reviewed a request from Ms. Gina DeSousa seeking approval for a plaque installed on a bench in the Morcom Rose Garden in honor of herself. The bench is located in the Florentine Garden in the upper exhibit area near the pathway leading to Oakland Avenue. The bench faces 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. Ms. De Sousa was not present nor represented. Her requested inscription is as follows:

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

Commission members and staff discussed the request by Ms. De Sousa to have a bench dedicated to her. The discussion also included language for inscriptions, setting impactful trends, establishing guidelines for future requests, and the City's purpose of

offering places of dedication to the public. The Commission suggested that staff invite Ms. De Sousa to attend the next meeting in order to give them the opportunity to clarify her request and to discuss possible options for the wording of the inscription on the plaque. Since Ms. De Sousa is still living, the Commission suggested that a plaque in "dedication "to her would be more appropriate.

MOTION: Commissioner Miller entertained a motion for Ms. De Sousa to attend the next Commission meeting and for the Commission to establish guidelines/criteria for bench dedications. **Moved by:** Commissioner Peterson **Seconded by:** Commissioner Wu, **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:

16. DIRECTOR'S REPORT:

Snow Park Dog Park Update:

Director Jones-Taylor notified the Commission that community members may address the PRAC on May 8th regarding the Snow Park Dog Play Area proposal. Plans are being made to explore a fence free dog play area. The Commission was reminded that OPR and PWA's Project Delivery staff were hosting a Snow Park Design community meeting in the Lake Merritt Ebell Room following the Commission meeting at 6:30pm.

Budget Recap from April 2nd City Council Meeting:

Director Jones-Taylor informed the Commission that Oakland Parks and Recreation presented its budget recommendations to the City Council on April 17th. In the initial presentation the department offered no give-backs or reductions. Mayor Quan met with the Director to discuss the pending cuts and has been supportive in maintaining an acceptable level of services.

17. ANNOUNCEMENTS:

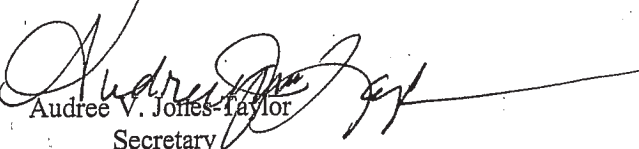
Ken Lupoff from Friends of Oakland Parks and Recreation announced the May 2nd Taste of Spring event to be held at the Lake Merritt Garden Center.

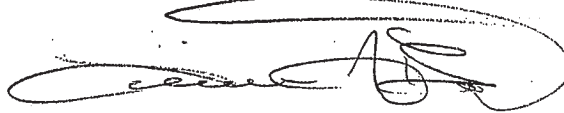
Commissioner Flores announced the upcoming 3rd Annual Music in the Park concert. The date of the concert will be announced at a subsequent meeting.

18. ADJOURNMENT:

The meeting adjourned at 6:32pm.

Respectfully submitted,


Audree V. Jones-Taylor
Secretary



Diane Boyd
Recording Secretary

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, May 8, 2013, 4:30 p.m.***
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA