



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, April 9, 2014
Lake Merritt Garden, 666 Bellevue Avenue
4:30pm
Agenda

1. CALL TO ORDER:
2. ROLL CALL:
BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON,
ROSENBLOOM, SELNA, WU
3. DISPOSITION OF MINUTES:
March 12, 2014 Minutes
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
 - PRAC Liaisons
 - PRAC Committees: Recap Status of Committees
 - Land Use and Planning Issues
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:
 - A. Request Approval on behalf of EastSide Arts Alliance to Collect Donations and to have Food and Non Food Vendors at their 14th Annual Malcolm X Jazz Festival on Saturday, May 17, 2014 in San Antonio Park. Oakland Parks and Recreation received a request from Elena Serrano, Program Director for EastSide Arts Alliance, for permission to have community non-food and food vendors and to collect donations at the 14th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 17, 2014. The funds raised are used to cover the costs of presenting the festival, i.e., stage rental, clean-up, tables/chairs, etc.
8. NEW BUSINESS:
 - A. Request for Approval to Dedicate a Bench to Pamela. Ms. Joanne Fedeyko contacted the City requesting that a bench be dedicated to honor her co-worker and good friend Pamela Wright. The desired bench location is in front of the Edoff Memorial Band Stand in Lakeside Park. The specific bench faces the lake and is one of the new benches that ring the circle of grass. The plaque installation process is in accordance with the Public Works Agency construction requirements.

B. INFORMATIONAL REPORT CONSIDERATION OF NAMING POLICY FOR PARKS, RENOVATING & BUILDING FACILITIES AND EXPANDING PROGRAMS FOR THE 21ST CENTURY.

The Oakland Parks and Recreation Department (OPR) is requesting that the Parks and Recreation Advisory Commission (PRAC) consider amending the existing Naming Policy, to include the opportunity for corporations, and the philanthropic to make financial contributions towards the renovation and update of facilities, buildings, landscape areas, programs, and other related Park and Recreation assets, in return for naming rights for a designated time period to the City of Oakland.

C. Request for the Parks and Recreation Advisory Commission to Approve the On-Site Sale of Tickets, and Collection of Participation Fees for Dance Competition.

MacDaddy of Oakland (Quebradita) Dance group, a local cultural dance organization, has submitted a request to Oakland Parks and Recreation, Ira Jinkins Recreation Center to collect participant and entry fees at their, April 26, 2014 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.).

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:

- Annual parks tour
- Connecting through play
- OPR's brochure
- City Administrator
- Taste of Spring
- Director's graduation

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, May 14, 2014, 4:30 p.m.
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA*



PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, March 12, 2014

Lake Merritt Garden, 666 Bellevue Avenue

4:30pm

Minutes

1. CALL TO ORDER:

4:38pm

2. ROLL CALL:

Present: Belcher, Flores, Kadera-Redmond, Marshall, Miller, Rosenbloom,

Arrivals: Peterson (4:45)

Excused: Du Bois, Wu

Staff: Audree Jones-Taylor, Dana Riley, Diane Boyd, Gail McMillon, Dana Banks, Ed Manasse, Elois Thornton, Elena Bermeo, Gail McMillon

3. DISPOSITION OF MINUTES:

February 8, 2014 Minutes

Motion: Commissioner Miller entertained a motion to insert “and the Ethics Committee” after “City Attorney’s Office” on page 2 at Item D (1) and so approve the February 12, 2014 meeting minutes. **Moved by:** Commissioner Kadera-Redmond: **Second by:** Belcher
Abstained: Commissioner Flores: **Motion Passed**

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

- PRAC Liaisons moved to the April 9th agenda
- PRAC Committees: Recap Status of Committees moved to the April 9th agenda
- City Slickers Farm Update:
The gazebo at City Slicker Farms was removed, but the area continues to cause problems for the local community. The Executive Director will be asked to return to PRAC and address the lack of staffing and business operations. The contract has not been executed.
- Land Use and Planning Issues moved to the April 9th agenda

6. MODIFICATIONS TO THE AGENDA:

Motion: Commissioner Miller entertained a motion to move; Item 5 after Open Forum; Item 9A before Item 8A, and to pull item 8D (non-profit representative not present) **Moved by** Commissioner Belcher: **Second by** Commissioner Marshall: **Abstained:** Commissioner Peterson **Motion Passed**

Motion: Commissioner Miller entertained a second motion to modify the agenda and move Item 16B Public Safety, before Item 9A **Moved by:** Commissioner Kadera-Redmond: **Second by:** Belcher **Motion Passed**

7. CONSENT NEW BUSINESS:

- A. Request Approval from the Parks and Recreation Advisory Commission to Collect Registration Fees Receive Donations and Serve and Sell Alcoholic Beverages and Food, at the 5th Annual Oakland Running Festival Marathon at Snow Park on Sunday, March 23, 2014. Oakland Parks and Recreation received a request from Gene Brtalik, Oakland Running Festival Race Director, for permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site at the Oakland Running Festival Marathon to be held at Snow Park on Sunday, March 23, 2014. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.
- B. Request Approval From the Parks and Recreation Advisory Commission to Collect On-site Registration Fees and Receive Donations at the Rhodes Race 5k Run/Walk to Benefit the Leukemia and Lymphoma Society at Lakeside Park on Sunday, April 14, 2013. The Office of Parks and Recreation has received a request from Ms. Claire Blaney for permission to collect on-site registration/donation fees for the Rhodes Race 5K Walk/Run at Lakeside Park on Sunday, April 13, 2014, to benefit the Leukemia and Lymphoma Society (LLS). The fees are donated to the LLS. The minimum registration/donation fee is \$20 per person.

Motion: Commissioner Miller entertained a motion to approve Consent New Business Items 7A and 7. **Moved by:** Commissioner Marshall **Second by:** Commissioner Belcher **Motion Passed**

8. NEW BUSINESS:

- A. Request the Parks and Recreation Advisory Commission Provide Comments and Recommendations on the Draft West Oakland Specific Plan and Associated Draft Environmental Impact Report on Aspects Related to Parks and Public Open Space. The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A presented by Ed Manasse from the Planning and Building Department. Published in January 2014, the Draft West Oakland Specific Plan (Draft Plan) is the culmination of a comprehensive community engagement and planning effort over the last 2½ years. It is a planning tool that will help shape the future of West Oakland over the next 20-25 years, and as such, presents an extraordinary opportunity to guide the area in a direction that improves the quality of life for existing and future residents. The Draft Plan is designed to support existing businesses and industry, while encouraging new jobs and services. The public comment period for the Environmental Impact Report (EIR) will be open until March 17, 2014. Approximately 90 community meetings were held.

Speaker: West Oakland School Teacher

West Oakland students have had to move out of Oakland due to the increased rent. Concerned that gentrification will change "the game" for everyone as has happened in San Francisco and current residents will not benefit from the plan, only those moving in. The speaker suggested that planners should focus on employment, schools and public safety. There is not enough concrete language in the plan for employment of local residents or to keep housing affordable.

Commissioner's Comments:

Housing must remain affordable.

The addition of 5K new home in the plan with no new open space is a cause for concern.

The Commission confirmed that there would be no net loss of actual open space associated with the project.

The City must increase efforts to improve existing parks and prioritize these projects once the plan is approved.

New developments within 5 miles of a park should require developers to provide a face lift to that site.

Any and all developments must include green/open and publically accessible space with plans for maintenance.

If the public owned property, it could be zoned open space as a placeholder with the hope to expand and develop green space.

Planning and Building staff will verify that the triangle of land near the Nabisco Plant is not publicly owned.

Director Jones-Taylor noted that several parks were not included in the report or designated as open space. They include the West Oakland Youth Center, McClymonds, 25th Street Mini Park, Durant Mini Park. Planning and Building staff will follow-up with OPR to review a list of parks/sites to be included in the plan.

The Chair also addressed the issue of non-open space designated parks in West Oakland and suggested that they be rezoned. In addition, he suggested the City consider adding roof-top gardens, dog parks and community gardens in future new development projects.

Motion: Commissioner Miller entertained a motion to accept the Draft West Oakland Specific Plan Information Report **Moved by:** Commissioner Selna **Second by:** Commissioner Peterson **Motion Passed**

B. Request the Parks and Recreation Advisory Commission Approve the Solicitation of Entrance Fees, Food Concessions, and Sales of Alcoholic Beverages for the Burger Boogaloo 2 Annual - 2 Day Concert Event at Mosswood Park Amphitheater, July 5 and 6, 2014. The Parks and Recreation Advisory Commission reviewed the staff report for Item 8B presented by Elena Bermeo. This is Burger Boogaloo's 2nd annual 2 day music festival held at Mosswood Park Amphitheater on July 5-6, 2014. Last year's Burger Boogaloo event at Mosswood Park hosted over 2,000 patrons and visitors. The event organizer is requesting the approval of the sales for an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage. In addition, Burger Boogaloo is requesting the approval of sales of food concessions and alcoholic beverages. Approximately 2,000 attend the Saturday event in 2013 and another 1500 on Sunday. The Fire Marshall has limited the capacity of the area to 2,000 attendees.

Motion: Commissioner Miller entertained a motion to approve the request for solicitation of entrance fees, food concessions, and sales of alcoholic beverages for the Burger Boogaloo 2nd Annual - 2 Day concert event at Mosswood Park Amphitheater, on July 5th and 6th, 2014.

Moved by: Commissioner Belcher **Second by:** Commissioner Peterson **Motion Passed**

C. Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Funds from the Sale of Raffle Tickets, Art Objects and Donations at Lakeside Park for the Walk with Clausen House Event on Saturday, October 11, 2014. The Parks and Recreation Advisory Commission reviewed the staff report for Item 8C presented by Gail McMillon. Clausen House, a non-profit organization, requested permission to collect funds through the sale of raffle tickets, art pieces and donations at their "Walk with Clausen House" event at Lakeside Park, on Saturday, October 11, 2014. All proceeds raised from the Walk Event will support Clausen House. Clausen House was founded in 1967 as a charitable 501 c3 organization which provides housing, wellness services and advocacy for developmentally disabled adults in Oakland and the greater Bay Area.

Motion: Commissioner Miller entertained a motion to approve the request to collect funds through the sale of raffle tickets, art pieces and donations at their "Walk with Clausen Huse" event at Lakeside Park on Saturday, October 11, 2014. **Moved by:** Commissioner Belcher **Second by:** Commissioner Flores **Motion Passed**

D. Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Fundraising Donations for the Adult Congenital Heart Walk at Lakeside Park on Saturday, June 28, 2014. The Office of Parks and Recreation received a request from the Adult Congenital Heart Association, a non-profit organization, for permission to collect money on-site from fundraising efforts of the participants of the walk at the Congenital Heart Walk event at Lakeside Park on Saturday, June 28, 2014. The proceeds from the fundraising event will be used to support two national organizations that are dedicated to fighting Congenital Heart Disease, the Adult Congenital Heart Association and The Children's Heart Foundation

The requesting organization's representative did not attend the commission meeting. Item 8D was pulled from the agenda.

9. CONDITIONAL USE PERMITS:

A. Oakland Public Work Department Requests the Parks and Recreation Advisory Commission Review and Accept the Design of the Measure DD – Bellevue Avenue Improvement Project and Recommend the Minor Conditional Use Permit for Approval.

The Parks and Recreation Commission reviewed the staff report presented by Dana Banks from the Oakland Public Works Agency (OPW). Staff from the (PWA) and Oakland Parks and Recreation requested approval of the design and implementation of the Lakeside Park - Bellevue Avenue Improvement Project. The associated Conditional Use and Creek permits are pending. The project consists of improvements to Bellevue Avenue from the park entry at Grand Avenue, through the park to Perkins Street, including pavement overlay, parking layout revisions, the conversion of one drive lane to a bicycle lane, drainage modifications, and access controls.

Plans also include the addition of swing gates, upgrades to the kiosk and ADA parking. Removal of trees is not required to complete this project. There are possibly other improvements to be made at Lakeside Park; however, no timeline has been established.

Motion: Commissioner Miller entertained a motion to approve the design of the Bellevue Avenue Improvement Project and recommended approval to the Planning commission for the conditional Use Permit. **Moved by:** Commissioner Selna **Second by:** Commissioner Peterson **Motion Passed**

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

None

12. ADVISORY COUNCIL REPORTS:

Commissioner Kadera-Redmond

- Connected with Studio One on Facebook
- Has made plans to meet with the Dunsmuir Hellman Historic Estate Manager
- Has not been successful contacting staff regarding camp registration and to promote programs

Commissioner Miller entered Commissioner Du Bois' report into the record

- Went to Montclair in February and talked about the Public Safety Plan
- Met with staff at Redwood Heights and the Oakland Zoo

13. UNFINISHED BUSINESS:

None

14. COUNCIL REFERRALS:

None

15. OPEN FORUM:

None

16. DIRECTOR'S REPORT:

- State of the City Address – On behalf of Mayor Quan Director Jones-Taylor delivered an apology to the Commission for not acknowledging them at the State of the City Address.
- Public Safety Action Plan – Joe Devries from Neighborhood Services address the Commission “Safer Plan for a Safer Oakland” is a work in progress. Staff will be holding a community meeting at Castlemont High School on Saturday, March 15th, from 10am to 12:30pm. He will return to PRAC in April or May to follow-up on the Commission’s progress on their comments for the safety plan.

Regarding the Public Safety Action Plan, Commissioner Kadera-Redmond attended the 1st public meeting and reported that it was very dysfunctional. Organizing staff reported that the dysfunction was caused by a planned action to disrupt the meeting.

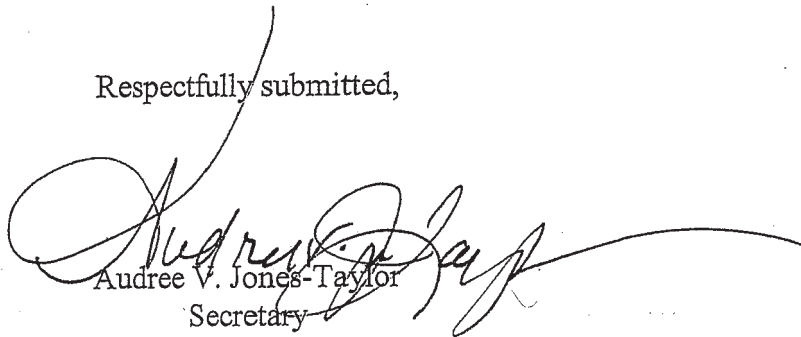
17. ANNOUNCEMENTS:

The PRAC annual parks tour was scheduled for Saturday, April 11, 2014

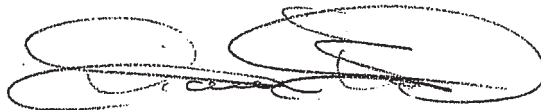
18. ADJOURNMENT: 6:49pm

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.

Respectfully submitted,



Audree V. Jones-Taylor
Secretary



Diane Boyd
Recording Secretary

Next Meeting:

*Wednesday, May 14, 2014, 4:30 p.m.
Lakeside Garden Center*

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Central Reservation Supervisor
DATE: April 9, 2014
SUBJECT: Request Approval on behalf of EastSide Arts Alliance to Collect Donations and to have Food and Non Food Vendors at their 14th Annual Malcolm X Jazz Festival on Saturday, May 17, 2014 in San Antonio Park.

SUMMARY

Oakland Parks and Recreation received a request from Elena Serrano, Program Director for EastSide Arts Alliance, for permission to have community non-food and food vendors and to collect donations at the 14th Annual Malcolm X Jazz Festival at San Antonio Park on Saturday, May 17, 2014. 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 a positive fiscal impact on Oakland Parks and Recreation. Eastside Arts Alliance pays the deposit; the rental and sound fees are paid through the City of Oakland Cultural Arts and Marketing Department's Cultural Funding Program.

BACKGROUND

This is the 14th year that EastSide Arts Alliance (ESAA), has held the Malcolm X Jazz Festival at San Antonio Park. The last event was held on May 18, 2013 and is free to the community. Many of the participating vendors were community-based organizations and local community artists who offered arts and crafts items for sale.

Attached are the 2013 Post Event Report and Vendor List. There were approximately 1000 people in attendance. ESAA had 15 arts and craft vendors and 7 food vendors. ESAA 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 9, 2014

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve Eastside Arts Alliance request to collect donations and to have food and non-food vendors at their 14th Annual Malcolm X Jazz Festival on Saturday, May 17, 2014 in San Antonio Park.

Elena Serrano, Program Director, is aware that additional permits will be required by the vendors and EastSide Arts Alliance, provided their request is granted.

Respectfully submitted,

Gail McMillon
Central Reservation Supervisor

Attachments: Exhibit A – EastSide Arts Alliance Request Letter
Exhibit B – 2013 Post Event Report and Vendor List
Exhibit C – Rental Application

EASTSIDE ARTS ALLIANCE

Oakland Parks and Recreation Advisory Commission

March 19, 2014

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 14th 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 17, 2014.

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,



Elena Serrano

Program Director, Eastside Arts Alliance

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

elenas@mindspring.com

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: 13th Annual Malcolm X JazzArts Festival

Location of Event: San Antonio Park

Date/Hours of Event: Saturday, May 18, 2013 Permit No. 28316

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 Food Handler's Permit Seller's Permit
 Charitable Solicitations Permit Certificate of Insurance 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? 719 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

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
PLEASE SEE ATTACHED SHEET				

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.)

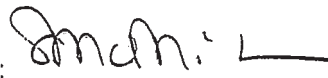
This was the 13th year EastSide Arts Alliance presented this festival. Each year has been very successful with great music and enthusiastic community audiences. All ages come to the festival – very multigenerational, and representing the diversity of the neighborhood. We are happy to be able to offer 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 toilets at the park. We all live in this neighborhood and would love to have doors on the bathrooms stalls year round.

Submitted by: Elena Serrano

Date: March 7, 2014

Approved by: 
(OPR Staff)

Date: 3/19/2014

Comments: _____

Malcolm X JazzArts Festival
Saturday, May 18, 2013
San Antonio Park

VENDOR LIST

1. Liberation Ink - tote bags
2. Nancy Cart - greeting cards
3. Oakland Surf Club - t-shirts
4. Wata Waty - t-shirts
5. Aduke African Imports - African art
6. Douglass Allen Stewart - Arts & Crafts
7. Because I'm Black - t-shirts
8. Woody Johnson - sculpture
9. Kwahuumba Earthwerks - art
10. Alouba - jewelry
11. Claude Lockhart - photography
12. Bee Line - jewelry
13. Estilo Clothing - artists prints
14. Ayana Ivery Designs - aprons
15. Earth Majesty - jewelry

FOOD VENDOR LIST (all are required to have Alameda County Health Permit)

1. A Taste of Africa - confirmed
2. Uncle Willie's BBQ - confirmed
3. Endless Summer Sweets - confirmed
4. Food Truck - Tacos - To be decided
5. Lumpia - to be confirmed
6. Farmer's Market vendor - produce & pies
7. Rosa's Tamales - to be decided



Rental Application

ATTENTION: Gail McMillon

Date of Application: 3/19/14

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

Name of Business/Organization: Eastside Arts Alliance
 Address: 2277 International Blvd Oakland, CA 94606
Street Address City Zip Code

Name of Contact Person: Elena Serrano
 Phone Number: 510-508-9173 Fax Number: _____ E-mail: elenas@mindspring.com
 Mailing Address: PO Box 17008 Oakland, CA 94601
Street Address City Zip Code

Facility/Park Name: San Antonio Park

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: Saturday, May 17, 2014

Time In/Prep 7:00am Event Time 11am - 7pm Cleanup/Time Out 8:00pm

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitzvah, etc.) Jazz Festival

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No
 Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)
live band, musical instruments, microphones

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 1000 Approximate # of Adults 700 # of Teens 200 # of Children/Infants 100

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
NONE

Will you require a caterer for your event? Yes No
 If yes, are you choosing a caterer from OPR's Approved Caterer's List? Yes No NA
 Name of Approved Caterer: _____
 If not using an OPR Approved Caterer, provide name of non-approved caterer: _____
 (Opt-Out Fee - See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)
 Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.
 For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) $\frac{\$30}{\text{Hourly Rate}} \times 5 = \150	(7) Alcoholic Beverage Fee = <u>NA</u>
(2) $\frac{\$127.50}{\text{Hourly Rate}} \times 8 = \1020	(8) Administrative Service Fee = <u>-</u>
(3) Permit Processing Fee = <u>\$30</u>	(9) Caterer Opt Out Fee = <u>-</u>
(4) Deposit = <u>\$1000</u>	(10) Sound Use Fee = <u>\$100</u>
(5) Setup/Teardown = <u>-</u>	(11) Other Charges = <u>-</u>
(6) Kitchen = <u>-</u>	

All Fees Paid through City of Oakland Festival Fund

TOTAL: \$ 2300.00 Less Advance Minimum Payment of \$ 1000.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 1300.00
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: _____ Check #: Type of Credit Card: Visa or MasterCard: _____
 (See attached Authorization for Credit Card Payment Form)

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

APPLICANT SIGNATURE [Signature] DATE 3/19/14
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Dana Riley
DATE: April 9, 2014
SUBJECT: Request for Approval to Dedicate a Bench to Pamela Wright

SUMMARY

Ms. Joanne Fedeyko contacted the City requesting that a bench be dedicated to honor her co-worker and good friend Pamela Wright. The desired bench location is in front of the Edoff Memorial Band Stand in Lakeside Park. The specific bench faces the lake and is one of the new benches that ring the circle of grass. The plaque installation process is in accordance with the Public Works Agency construction requirements. The dedication plaque will read:

In loving memory of Pamela Wright
Devoted Mother, Sister, Friend and Angel
November 27, 1955 – February 17, 2013

FISCAL IMPACT

Ms. Fedeyko has made a donation in the amount of \$1,000 to the Friends of Oakland Parks and Recreation to have the plaque purchased and installed.

BACKGROUND

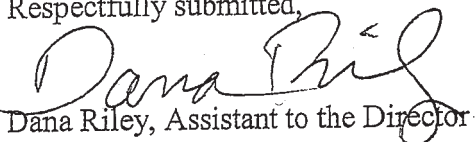
Pamela Wright grew up in Oakland and has been described as a woman that lived her life looking for the best in people. Pamela was suffering from leukemia and needed a stem cell replacement surgery. Joanne held a fundraiser to raise money to pay for the treatment, when unfortunately Pamela caught Pneumonia and passed away very suddenly. Joanne and friends decided that as the family didn't want a burial, the funds raised would be used to memorialize Pam by covering cremation costs, donate to the hospital where she was treated, and dedicate a bench in her name.

The memorial bench provides a place for Pam to leave her mark on this world. She touched so many people with her brilliant smile, embrace and attitude, it only seemed right that her friends and family have a place to remember her.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request to dedicate a bench to Pamela Wright.

Respectfully submitted,


Dana Riley, Assistant to the Director

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Audree V. Jones-Taylor
DATE: April 9, 2014
SUBJECT: **INFORMATIONAL REPORT CONSIDERATION NAMING POLICY FOR PARKS, RENOVATING & BUILDING FACILITIES AND EXPANDING PROGRAMS FOR THE 21ST CENTURY**

SUMMARY

The Oakland Parks and Recreation Department (OPR) is requesting that the Parks and Recreation Advisory Commission (PRAC) consider amending the existing Naming Policy, to include the opportunity for corporations, and the philanthropic to make financial contributions towards the renovation and update of facilities, buildings, landscape areas, programs, and other related Park and Recreation assets, in return for naming rights for a designated time period to the City of Oakland.

A variety of naming opportunities are available enabling the support of various exciting projects. Naming opportunities will be available for individual features like those listed below. Legacy naming opportunities for the 21st Century will also be available. Legacy giving is the number one form of giving in the United States today, surpassing even estate considerations. Legacy endowment monies are typically utilized for capital projects funding with a replacement and enhancement endowment, for existing facilities with a replacement and enhancement endowment, and in a few instances for endowing general operating expenses of strategic programs.

As part of the naming Policy OPR is adamant about the need to be cautious of the acceptance of gifts and contributions that are not aligned with the spirit of the department, names with connotations that by contemporary community standards are derogatory or offensive will not be considered.

FISCAL IMPACT

Since this is informational only a detail estimate of potential revenue is not included. However, naming of facilities, buildings, landscape areas, benches, rooms programs, and other related Park and Recreation assets, in return for private sector monies donated to OPR or to the Friends of Oakland Parks and Recreation on behalf of the City has the potential to realize significant revenue. A successful naming program can also help avoid increased taxation or higher user fees.

PROJECT DESCRIPTION

The City of Oakland Parks and Recreation Department shall utilize the Friends of Oakland Parks and Recreation to solicit endowments and sponsorships. The City of Oakland Parks and Recreation Department will provide the Friends a list of priority programs and facilities with financial considerations for naming on an annual basis. These priorities will be reflective of a master plan annually reviewed by the Oakland Parks and Recreation Advisory Commission.

The Parks and Recreation Advisory Commission and the Department shall establish the terms of the naming agreements, including necessary gifting amounts, length of memorialization, management of funds and plaque locations and size.

The City of Oakland Parks and Recreation Department will have final approval on all "naming", including wording of plaques, press releases, and any and all factors and details of the facilities or program naming.

The existing protocol that has been adopted by City Council is not addressed as part of this request. It is the desire of the Director that the existing policy be reviewed and modified to address the operational and financial needs of OPR.

The goal of this informational report is to bring awareness to PRAC regarding the untapped resources available to the City with the expectations that this information is merged with the current sub-committees' work regarding the revisions and update of the current policy with the anticipation that PRAC includes the revised and amended policy as part of their annual report to Council in May for full adoption.

BACKGROUND

In 1987 the City of Oakland City Council passed Resolution No. 65024 approving and adopting a procedure for designating official names for municipal (public) facilities in the City of Oakland.

Within this Resolution the City Council has directed that an official procedure be established for designating official names for public facilities in the City of Oakland, in addition Council gave PRAC authority to initiate and or receive all request and forward to the Rules and Procedures/Legislative Committee including request by:

1. Individuals and public policy
2. Clubs, civic groups, or neighborhood organizations:
3. Public agencies or governmental entities

In 2011, PRAC began addressing the current policy and recognized limitations, and challenges with the current policy and began to review the inconsistencies regarding the naming of benches or other small request.

In 2013 during the PRAC retreat a subcommittee was formed to begin to address and amend the policy to better align and to clarify the criteria for accepting a request.

In 2013 OPR in partnership with FOPR kicked off a major fundraiser for the Curt Flood Complex. As part of this endeavor we are soliciting donors to contribute to the 1.7 million dollar project.

In 2014 FOPR approached OPR for the purpose of requesting support to seek naming rights for several parks to support maintenance and minor repairs.

RECOMMENDATION

This is an informational report so no action is required- however, the City of Oakland Parks and Recreation Department wants to be clear that OPR shall utilize the Friends of Oakland Parks and Recreation to solicit endowments and sponsorships. The City of Oakland Parks and Recreation Department will provide FOPR a priority list of programs and facilities with financial considerations for naming on an annual basis. These priorities will be reflective of a master plan annually reviewed by the Oakland Parks and Recreation Advisory Commission. Please be aware that FOPR is also working on recommendations that they would like to be included in the policy. In addition OPR endorses that the naming rights sub-committee include a member from the Friends board be a part of the committee.

Respectfully submitted,

Audree V. Jones-Taylor
Director

Attachments:

Exhibit A – Policy on Naming Policy for Parks, Renovating & Building Facilities and
Expanding Programs for the 21st Century

**City of Oakland
Parks and Recreation Department**

**NAMING POLICY FOR PARKS, RENOVATING & BUILDING FACILITIES AND
EXPANDING PROGRAMS FOR THE 21ST CENTURY**

The following proposed new naming policy for the City of Oakland Parks and Recreation Department (OPR) is consistent with the existing criteria of Oakland Park and Recreation Advisory Commission (PRAC) and is aligned with the intent of the partnership with Friends of Oakland Parks and Recreation (FOPR) operating document between the City of Oakland for the Park and Recreation Department.

1. The City of Oakland through its Parks and Recreation Department has and in the future intends to authorize the “naming” of certain parks, facilities, buildings, rooms, landscape areas, benches and programs (Facilities). As approved by the Park and Recreation Advisory Commission (PRAC) to reduce the impact to the General Purpose Fund.
2. The City of Oakland Parks and Recreation Department may utilize the Friends Oakland Parks and Recreation (FOPR) to solicit naming of certain facilities and programs.
3. The City of Oakland Parks and Recreation Advisory Commission shall establish the terms of the naming agreements, including necessary gifting amounts, length of memorialization, management of funds and plaque locations and size.
4. PRAC, OPR and FOPR philosophically and by policy will not name any asset without the necessary monetary gift or in-kind services that equals the value of \$25,000 or more.
5. Facilities that have been given a commemorative name will not be available for naming rights.
6. Names with connotations that by contemporary community standards are derogatory or offensive will not be considered.
7. Naming rights carry no power of direction, or implied power of direction, to the City on matters of appointment of persons, City policy, or any other government process.
8. The City of Oakland Parks and Recreation Department intends to establish a “Oakland Wall of Fame” in recognition of individuals and organizations that have been instrumental in the development of Oakland and its Parks and Recreation facilities and programs and who have exercised extraordinary commitment to the City of Oakland. This Wall of Fame will be located in a prominent area of the city and the individuals and organizations honored will not necessarily be required to have given assets to the City of Oakland Parks and Recreation Department or community. This will allow the department to honor volunteers and in-kind significant donations of organizations and companies.

9. The City of Oakland Parks and Recreation Department shall utilize the Friends of Oakland Parks and Recreation to solicit endowments and sponsorships. The City of Oakland Parks and Recreation Department will provide the Friends a priority list of programs and facilities with financial considerations for naming on an annual basis. These priorities will be reflective of a master plan annually reviewed by the Oakland Parks and Recreation Advisory Commission.
10. The City of Oakland Parks and Recreation Department will have final approval on all "naming", including wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.

CONDITIONS OF GIFT ACCEPTANCE:

As criteria for donors PRAC should consider the following recommendation as part of the amendment in accepting gifts:

Advise donors that any restrictive terms and conditions they attach to gifts for the City's Parks and Recreation Department are subject to the City's Parks and Recreation Department and PRAC'S approval.

Ensure that gifts designated for specific purposes are in compliance with the City of Oakland and the City's Parks and Recreation Department's master plans, vision, mission and philosophy.

Ensure that the City's Parks and Recreation Department's naming policies and procedures are adhered to as delineated in the PRAC Manual.

Ensure that gifts are promptly reported to and approved for acceptance by the City in accordance with any of the City's Parks and Recreation Department policies and delegations of authority.

Coordinate their funding goals, programs and campaigns with the City's Parks and Recreation Department and PRAC.

Any gift, grant, or contract that includes a financial or contractual obligation binding upon the City must have prior concurrence in writing from the City Council or its designee.

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Donté Watson, Recreation Center Director
DATE: March, 18, 2014
SUBJECT: Request for the Parks and Recreation Advisory Commission to Approve the On-Site Sale of Tickets, and Collection of Participation Fees for Dance Competition

SUMMARY

MacDaddy of Oakland (Quebradita) Dance group, a local cultural dance organization, has submitted a request to Oakland Parks and Recreation, Ira Jenkins Recreation Center to collect participant and entry fees at their, April 26, 2014 Dance Competition to be held at Ira Jenkins 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 \$1,700.00 in rental fee revenue to the Ira Jenkins Recreation Center self-sustaining 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 also an opportunity for culture to be passed on from one generation to the next, and 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.

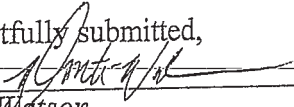
BACKGROUND

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 the opportunity to perform for City of Oakland dignitaries such as, (former) Councilmember Ignacio de la Fuente, and Mayor Jean Quan, to name a few. The upcoming event would be the third such event to be held at Ira Jenkins Recreation Center by this group.

RECOMMENDATION

Staff recommends that MacDaddy of Oakland (Quebradita) Dance Group's request to collect fees on-site be approved by the Park and Recreation Advisory Commission, in relation to their event to be held at the Ira Jenkins Recreation Center on April 26th, 2014.

Respectfully submitted,


Donté Watson
Recreation Center Director

Attachment A- Letter from Event Organizer
Attachemnt B- Previous Post Event Reports (2)

Eduardo Sanchez
Event Organizer
Mac Daddy Quebradita Dance Group
7115 Weld St.
Oakland, CA. 94621
March 20, 2014

To Whom it Concerns:

We have again chosen Ira Jenkins Recreation Center to host our next Quebradita Dance Competition, April 26th, 2014. If this event were approved, it would be our third event at Ira Jenkins Recreation Center. All past events were successful and without problems.

Purpose: We hold the dance competitions as a way to offer positive alternatives to young people and to keep them away from the violence and drugs. Quebradita has given all the opportunity to have focus on something healthy and something that builds confidence and self respect. Furthermore, all events foster family relationships, and cultural exchange, as they are multi generational, and multi ethnic events.

As in past, we plan to sale tickets the day of the event to walk-up event spectators. The proceeds of these sales cover the cost of the DJ, facility rental, security, insurance, trophies etc.

We hope that the Parks and Recreation Advisory Commission will approve us for this event.

Sincerely,



Eduardo Sanchez
Event Organizer

POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

I. GENERAL INFORMATION

Name of Event: Quebradita Dance Competition

Location of Event: Ira Jinkins Recreation Center

Date/Hours of Event: 4/20/13, 12pm to 12am Permit No. 27610

Event Contact Name: Eduardo Sanchez Phone No. 510-385-4805
395

Event Contact Address: 7115 Weld St., Oakland 94621

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

10/6/12, Permit #26048

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?
- | | | |
|---|--|---------------------|
| OPD Special Events Permit <input checked="" type="checkbox"/> | Food Handler's Permit | Seller's Permit |
| Charitable Solicitations Permit | Certificate of Insurance <input checked="" type="checkbox"/> | Other - Please list |

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: Approx. 280
2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
3. If yes, how many people registered? 225 How many people made donations? 100+
4. What was the cost for registration? \$10 or \$20 /person, 11yrs & up (10 and under FREE)
5. How much was collected on site from registration fees? \$3375+
6. How much was collected on site from donations? \$300.00
7. How much was collected on site from other fees? N/A

III. VENDOR INFORMATION

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

Were all vendors in compliance per agreement? Yes No

If 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

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.)

Applicant expressed that event went well, and would maintain the event "as-is" for the future.

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

By all accounts the event went well and was void of problems as related to applicants or patrons.

Submitted by: [Signature] Date: 5/30/13

Approved by: _____ Date: _____
(OPR Staff)

Comments: _____

POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

I. GENERAL INFORMATION

Name of Event: Quebradita Dance Competition

Location of Event: Ira Jenkins Recreation Center

Date/Hours of Event: Oct. 6, 2012, 12p - 12a Permit No. 26048

Event Contact Name: Jose Martinez, or Eduardo Sanchez Phone No. _____
(978-1945) (395-4805)

Event Contact Address: 2619 26th Ave., Oakland 94601

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

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?
 OPD Special Events Permit Food Handler's Permit Seller's Permit
 Charitable Solicitations Permit Certificate of Insurance Other - Please list

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 350+
2. Were registration fees, donations or other fees collected on-site? Yes No
Not Applicable
3. If yes, how many people registered? 250+ How many people made donations? ~~100~~ approx. 100
4. What was the cost for registration? ~~\$10 or \$20~~ \$15/person if up (10yrs & under FREE)
5. How much was collected on site from registration fees? \$3,750+
6. How much was collected on site from donations? N/A 300.00
7. How much was collected on site from other fees? N/A

III. VENDOR INFORMATION

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

Were all vendors in compliance per agreement? Yes No

If 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

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.)

N/A

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

The Dance Competition went well and was without any problems.

Submitted by: Donte Watson

Date: 11/9/12

Approved by: _____
(OPR Staff)

Date: _____

Comments: _____