



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

1. CALL TO ORDER:

4:34pm

2. ROLL CALL:

BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON,  
ROSENBLOOM, SELNA, WU

Present: Kadera-Redmond, Marshall, Miller, Peterson and Wu

Excused: Belcher, Flores and Rosenbloom

Arrivals: Dubois (4:34pm), Selna (4:38pm)

Staff: Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd and Donte' Watson

Speaker: Barry Weiss – Board President, Friends of Oakland Parks and Recreation

3. DISPOSITION OF MINUTES:

March 12, 2014 Minutes

Motion: Commissioner Miller entertained a motion to approve the March 12, 2014 meeting minutes.

Moved by: Commissioner Peterson Second by: Commissioner Marshall Abstained Commissioners  
Marshal and Wu (not present at the 3/12 meeting) Motion Passed

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

- PRAC Liaisons – Reassigned during
- PRAC Committees: Recap Status of Committees
- Land Use and Planning Issues – Move to May Agenda

6. MODIFICATIONS TO THE AGENDA:

Motion: Commissioner Miller entertained a motion to move Item 5 PRAC Pending List, after  
Item 3 Disposition of Minutes. Moved by: Commissioner Wu Second by: Commissioner Peterson.  
Motion Passed

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 14<sup>th</sup> Annual Malcolm X Jazz Festival on Saturday, May 17, 2014 in San Antonio Park. The Parks and Recreation Advisory Commission review the staff report for Item 7A presented by Gail McMillon. The EastSide Arts Alliance Director Elena Serrano requested permission from Oakland Parks and Recreation to collect donations and to have merchandise and food vendors at their 14<sup>th</sup>

Annual Malcolm X Jazz Festival scheduled to take place at San Antonio Park on Saturday, May 17, 2014. The funds collected will be used to cover the cost of producing the festival.

**Motion:** Commissioner Miller entertained a motion to approve Item 7A Consent New Business. **Moved by:** Commissioner Wu **Second by:** Commissioner Du Bois. **Motion Passed**

8. NEW BUSINESS:

- A. Request for Approval to Dedicate a Bench to Pamela. The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A presented by Dana Riley. 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. Funds were posted to the Friends of Parks and Recreation for future maintenance and repairs.

Commissioner Selna arrived.

Motion: Commissioner Miller entertained a motion to approve the staff recommendation to dedicate a bench to Pamela Wright. The plaque will read:

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

**Moved by:** Commissioner Peterson **Second by:** Commissioner Marshall **Abstained**  
Commissioner Selna **Motion Passed**

- B. INFORMATIONAL REPORT CONSIDERATION OF NAMING POLICY FOR PARKS, RENOVATING & BUILDING FACILITIES AND EXPANDING PROGRAMS FOR THE 21<sup>ST</sup> CENTURY. The Parks and Recreation Advisory Commission (PRAC) reviewed the informational staff report presented by Director Audree V. Jones-Taylor. The Oakland Parks and Recreation Department (OPR) requested that the (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.

OPR conducted a major fundraising campaign for the renovation to the Curt Flood Sports Complex. Businesses from corporate America were invited to participate in exchange for legacy naming rights. The City of Oakland's position on the subject has been not to sign over the naming rights of area ball fields. Without a set policy, OPR is losing funding opportunities necessary to facilitate costly upgrades, renovations, repairs and ongoing maintenance needed to maintain City assets in the department. A policy is also needed for

receiving in-kind donations. FOPR will work with OPR to solicit sponsorships and endowments on behalf of the City of Oakland and work from a list of priority programs and facilities.

OPR is firm in its position that privatization of City of Oakland Parks and Recreation assets is not its goal for seeking a set policy for naming rights. In addition, it is imperative 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. The naming rights policy issue will be open for public input and presented to City Council.

After introductions by Director Jones-Taylor, (FOPR) Board President Barry Weiss made a brief presentation on the Naming Policy.

Barry Weiss informed the Commission that the demand for use of parks and park facilities are raising and funding for maintenance is receding. To address the issue, policies for corporate and the private sector are needed. Legacy Naming has surpassed estate giving and grants. Legacy naming should not be changed, but can be, e.g., Curt Flood Complex Presented by (name of corporation or funder).

City Council and the PRAC would approve the naming policy which should meet contemporary standards and which protect the City while seeking funding. Commemorative names would not be changed. Several cities that have used this model were cited. They including: San Carlos, Modesto, Windsor, Pigeon Forge, TN, Pittsburg, PA and Miamisburg, OH. Mr. Weiss indicated that he would like to sit on the Naming Policy Committee.

**Commission Comments:**

Monies received will be kept separate from the General Purpose Fund or OPR's baseline.

OPR's objective is to renovate, upgrade and increase the maintenance of its current ball fields and facilities, not to acquire more.

The Naming Rights Committee will review the City's current policies and will meet before the next PRAC meeting.

Distinctions should be made between commemorative donors and company or corporations seeking recognition for their contributions. Rules need to be established for each group.

Naming approval should remain within the Park and Recreation Advisory Commission.

**Motion:** Commissioner Miller entertained a motion to accept the Item 8B Informational Report. **Moved by:** Commissioner Selna Second by: Commissioner Du Bois. **Motion Passed**

- 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. The Parks and Recreation Advisory Commission reviewed the staff report for Item 8C presented by Donte' Watson. MacDaddy of Oakland (Quebradita) Dance group, a local cultural dance

organization, 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.).

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow the MacDaddy of Oakland Dance Group to collect on-site fees at their April 26<sup>th</sup> event scheduled to be held at Ira Jinkins Recreations Center. **Moved by:** Commissioner Marshall  
**Second by:** Commissioner Peterson. Motion Passed

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

Commissioner Selna:

Temescal Pool is very popular good access during the week and too full the past weekend.

11. PRAC COMMITTEE REPORT:

Commissioner Kadera-Redmond

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

- Annual parks tour:  
The tour is scheduled to take place at the Oakland Zoo on Saturday, April 12<sup>th</sup>.
- Connecting Through Play: Adult Recess  
This first time event is scheduled to take place on Thursday, May 22, on Frank H. Ogawa Plaza from 11 am to 2pm.
- OPR's brochure:  
The OPR programs brochure will be made available in early May. PRAC will have a page.
- City Administrator:  
Interim City Administrator Fred Blackwell will be leaving the City mid-June to become the Director of the San Francisco Foundation. Former City Administrator Henry Gardener has been selected to be the Interim City Administrator and will fill the post until the end of the calendar year.
- Taste of Spring:  
The Taste of Spring will take place on Thursday May 8<sup>th</sup>, from 5:30pm to 8:30pm in the Rotunda Building, 300 Frank H. Ogawa Plaza
- Director's graduation:  
Director Jones-Taylor will complete her course work with St. Mary's College on April 25<sup>th</sup> and will receive her Master's Degree in Leadership of the Arts at her graduation on May 25<sup>th</sup>.

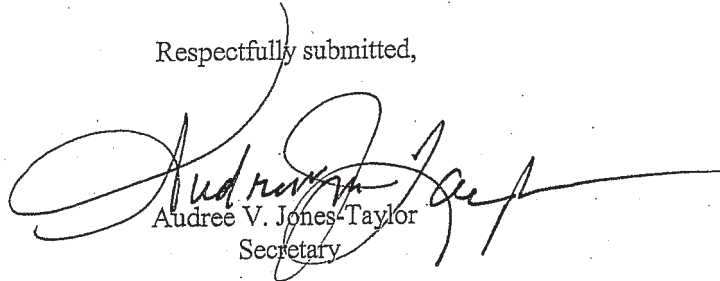
17. ANNOUNCEMENTS:

Commissioner Miller announced that the American Planning Association will be holding its 2015 State Conference in Oakland. Approximately 2000 urban planners are expected to be in attendance and will include Lake Merritt in their discussions.

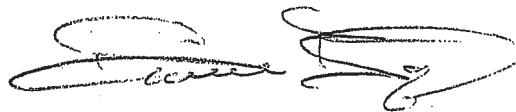
18. ADJOURNMENT:

6:23pm.

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