



PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, May 14, 2014

Lake Merritt Garden, 666 Bellevue Avenue

4:30pm

Minutes

1. CALL TO ORDER: 4:35pm

2. ROLL CALL:

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

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

Excused: Du Bois, Rosenbloom

Arrivals: Peterson (4:37pm), Wu (4:40pm)

Staff: Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd, Frederick Morris, Melvin Landry, Mark Hall and Donte` Watson

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

3. DISPOSITION OF MINUTES:

April 9, 2014

Motion: Commissioner Miller entertained a motion to approve the April 9, 2014 meeting minutes.

Moved by: Commissioner Kadera-Redmond **Second by:** Commissioner Belcher **Motion Passed**

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

7. CONSENT NEW BUSINESS:

None

8. NEW BUSINESS:

A. Land use and zoning

Chairman Miller made a presentation and overview of Open Space Conservation and Recreation (OSCAR), the City's official document which provides directions for the management of open land, natural resources, and parks in Oakland. As part of the General Plan, OSCAR provides zoning regulations on what can and cannot be done on property. Commissioner Miller asserted that parks classifications and categories need to be updated.

OSCAR is available for review on the City Planning Departments website and a copy can be borrowed from Director Jones-Taylor.

B. Naming Rights

Naming policies should be broad to include routine requests such as bench dedications to three (3) tiered corporate sponsorships.

Director Jones-Taylor and OPR's Capital Improvements coordinator, Mark Hall are working with the City Administrator's office to streamline the Gift in Place process.

The subcommittee will research naming rights policies and protocols of cities across the country with a possible presentation to the full commission before the summer break.

Director Jones-Taylor recommended that Commissioner Peterson ask Commissioner Rosenbloom to join the subcommittee and provide his planning expertise and support.

The committee would like to work with the Friends of Parks and Recreation (FOPR).

The Naming Rights subcommittee: Commissioner's Peterson (lead) Belcher and Marshall.

Commissioner will schedule a meeting with Director Jones-Taylor.

C. Park Safety

The Commission relay feedback on park/public safety to Joe Devries of the Neighborhood Services Division.

Commissioner Kadera-Redmond continues to attend town hall meetings as an opportunity to speak up on behalf of Oakland Parks and Recreation's role as a partner in addressing issues of public safety. The Commissioner reported that OPR's is not invited to the conversation on public safety in the town hall process and its role and potential partnership in the solution is not always recognized by authorities. Cameras are needed at recreation centers and cooperation from OPW to improve lighting, signage, removal of weeds and graffiti is required. A comprehensive plan and solution through programming, funding and youth employment is necessary.

The Commission suggested the Park Safety be placed on the town hall meeting agendas.

Commissioner Miller pointed to OSCAR to aid in the discussion regarding park safety.

The Public Safety subcommittee will meet to have a discussion OPR's November focus groups agenda.

Commissioner Belcher suggested Joe Devries be invited back to PRAC.

D. Annual Report

Chair Miller provided the commission with copies of the Draft Annual Report and requested the members review and make comments in preparation for the final draft which will be

presented at the June 11th, at which time he will seek approval to move the item to the Life Enrichment Committee in July. The Commission should look for an email on the subject for the Chair.

9. CONDITIONAL USE PERMITS:

None

10. COMMUNICATIONS:

Commissioner Kadera-Redmond – Attended Intimate Evening Planning Meeting and Mayor's Town Hall

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

Commissioner Belcher – Attended the Studio One Advisory Committee Open House

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

Director Jones-Taylor provided the Commission with an update on the Matier and Ross and Chip Johnson press coverage regarding the gift-in-place at Bushrod.

The Bushrod Field renovation project concept was developed without consultation with Oakland Parks and Recreation. The Oakland Athletics (Oakland A's) and North Oakland/South Oakland Little League (NOLL/SOLL) approached OPR on February 25, 2014 with a proposal to make improvements to the Bushrod Field via a gift-in-place of \$50,000.00 and requested sign off on the project happen within 10 working days the groundbreaking on March 17th. The 10 day deadline was not met as the proposal stalled in a department other than Parks and Recreation. An extension was granted until April 25, 2014.

Performance and payment bonds were needed; however OPR learned that NOLL/SOLL extended the scope of work beyond that which was originally offered by the Oakland A's. The scope of work included reducing the size of the regulation size field to little league standards, thereby displacing 5000 other users and granting exclusive use to NOLL/SOLL.

Councilmember Kaplan has scheduled a meeting with OPR staff and Oakland A's on May 28th to discuss the project. OPR remains concerned that NOLL/SOLL does not understand that the department cannot grant them exclusive use.

OPR staff members Frederick Morris – Adult Sports, Mark Hall – Capital Improvements and Melvin Landry – Citywide Sports provided the commission with information regarding the project.

NOLL/SOLL is currently permitted to use Jefferson Field, a little league regulation size field which is also under-utilized. OPR spoke to the league over 18 months ago about the department's adopt-a-park program, and suggested they could adopt Jefferson and call it their home field. The offer was extended again two weeks ago. To date, OPR has not received a response from NOLL/SOLL.

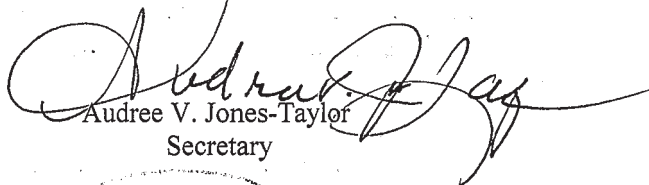
17. ANNOUNCEMENTS: 6:32pm

18. ADJOURNMENT:

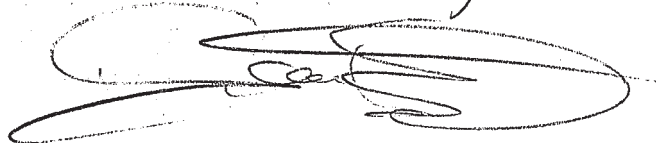
This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the *Office of Parks and Recreation at (510) 238-7532* or **TDD (510) 615-5883** at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

Next Meeting: **Wednesday, June 11, 2014, 4:30 p.m.**
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA

Respectfully submitted,



Audree V. Jones-Taylor
Secretary



Diane Boyd
Recording Secretary