



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday, September 10, 2014, 4:30 P.M.
Lakeside Park Garden Center, 666 Bellevue Avenue, Oakland, CA

Agenda

1. CALL TO ORDER:
2. ROLL CALL:
BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON, POSENBLOOM, SELNA, WU
3. DISPOSITION OF MINUTES:
August 20, 2014 meeting minutes
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:
 - A. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM THE UNITED NEGRO COLLEGE FUND INC. FOR PERMISSION TO COLLECT ON-SITE DONATIONS AT THE 29TH ANNUAL WALK-A-THON FOR EDUCATION AT LAKESIDE PARK ON SATURDAY, OCTOBER 4, 2014:**
Oakland Parks & Recreation received a request from the United Negro College Fund, Inc., a non-profit organization, to collect donations at the 29th Annual Walk-A-thon for Education at Lakeside Park on Saturday, October 4, 2014. The Walk for Education is to help raise funds for minority students endeavoring to fulfill their educational dreams.
 - B. **REQUEST FOR THE PARK AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM THE AMERICAN DIABETES ASSOCIATION FOR PERMISSION TO COLLECT ON-SITE DONATIONS AT THE STEP OUT TO STOP DIABETES 5K WALK/RUN AT SNOW PARK ON SATURDAY, OCTOBER 18, 2014:**
Oakland Parks & Recreation received a request from the American Diabetes Association, a non-profit organization, for permission to collect on-site donations at the Step Out to Stop Diabetes 5k Walk/Run event at Snow Park on Saturday, October 18, 2014. The goal for the money collected and raised will go directly towards Type 1 and Type 2 diabetes research, to provide information about ways to prevent or delay Type 2 diabetes, and to advocate for those affected by diabetes.

- C. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM PREVENTION INTERNATIONAL: NO CERVICAL CANCER FOR PERMISSION TO COLLECT REGISTRATION FEES, DONATIONS AND SELL EVENT-RELATED ITEMS ON-SITE AT LAKESIDE PARK ON SATURDAY, SEPTEMBER 21, 2013.** Oakland Parks & Recreation received a request from Prevention International: No Cervical Cancer (PINCC), a non-profit organization, for permission to collect onsite donations, registration fees and sell event-related items at their Walk for Women of Africa Walk-A-Thon on Saturday, September 20, 2014, at Lakeside Park. The funds raised will support African clinics that will benefit thousands of women by saving them from cervical cancer.
- D. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION TO COLLECT DONATIONS AND SELL EVENT RELATED ITEMS ON-SITE AT THE OUT OF THE DARKNESS WALK-A-THON AT LAKESIDE PARK ON SATURDAY, OCTOBER 18, 2014.** Oakland Parks & Recreation received a request from the American Foundation for Suicide Prevention, a non-profit organization, for permission to collect on-site donations at their Out of the Darkness Walk-A-Thon on Saturday, October 18, 2014, at Lakeside Park. The funds raised will support suicide prevention and awareness.
- E. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FOR THE BLACK COWBOY ASSOCIATION TO HAVE VENDORS AND SELL ON SATURDAY, OCTOBER 4, 2014, AT DEFREMERY PARK.** Oakland Parks and Recreation has received a request from the Oakland Black Cowboy Association, a non-profit organization, to have up to 20 vendors, on Saturday, October 4, 2014, at deFremery Park. They would also like to sell water, t-shirts and hats. Proceeds from their fundraising efforts will continue to support the organization.
- F. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO GRANT APPROVAL FOR MCCLYMONDS ACTION COMMITTEE TO HOLD THE REUNION ON SATURDAY, SEPTEMBER 27, 2014, AT DEFREMERY PARK AND TO COLLECT ON SITE DONATIONS.** Oakland Parks and Recreation has received a request from McClymonds Action Committee to have an event on Saturday, September 27, 2014, at deFremery Park. Proceeds from this event will continue to support their organization and planning for the following year's event. Attached is the Post Event Report for 2013.
- G. **REQUEST FOR PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FOR YOUTH SPEAKS ORGANIZATION TO HAVE AN EVENT (LIFE IS LIVING) WITH VENDORS AT DEFREMERY PARK, ON SATURDAY, OCTOBER 11, 2014.** Oakland Parks and Recreation has received a request for Parks and Recreation Advisory Commission to grant approval for the Life is Living Festival to have vendors at deFremery Park on Saturday, October 11, 2014. Youth Speaks has held Life is Living Festival for five years at deFremery Park. There is an effort to make this festival West Oakland's own. There are various platforms for the youth to enjoy.

8. NEW BUSINESS:

- A. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM REDWOOD HEIGHTS ELEMENTARY SCHOOL PTA FOR PERMISSION TO SELL AUCTION ITEMS, COLLECTION OF FUNDS ONSITE FOR AUCTION FUNDRAISER, TICKET SALES AT DOOR AND BEER AND WINE SALES AT THEIR SCHOOL AUCTION AT JOAQUIN MILLER COMMUNITY CENTER ON SATURDAY, NOVEMBER 15, 2014.** Oakland Parks & Recreation received a request from the Redwood Heights Elementary School PTA, a non-profit organization, for permission to sell auction items, collection of funds for auction items, and wine and beer sales. All funds collected will support the ongoing resources at Redwood Heights Elementary School.
- B. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FOR APPROVAL TO DEDICATE A TREE AND DECORATIVE BOULDER TO KARIN MASAL HURLEY.** Oakland Parks and Recreation received a request from Valerie Kalb and Jenny Greenburg representing the Temescal Masters Swim Team for approval to dedicate a tree and decorative boulder to honor their friend, teammate and long time Masters Swim Coach Karin Hurley, who passed away in 2013. The request is to plant a Strawberry Tree, Arbutus Marina is a slow growth, low water use tree that flowers and bears non-edible fruit at the west end driveway of Temescal Pool. A decorative boulder approximately 2.5' x 2.5' x 2.5 with a 8" x 10" bronze plaque will be installed at the base of the tree. The plaque will contain a mermaid design and read:
- Karin Masal Hurely, Mermaid Warrior, 1970 – 2013
Beloved swim coach, spouse, mother, friend
- C. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION HOST A PUBLIC HEARING TO REVIEW AND ACCEPT THE COLISEUM AREA SPECIFIC PLAN.** The purpose of this public hearing is to solicit comments from the Parks and Recreation Advisory Commission (PRAC) and the public on the Draft Coliseum Area Specific Plan (Draft Specific Plan) and Draft Environmental Impact Report (DEIR); and associated General Plan amendments, Planning Code amendments (text and map changes), and new Design Guidelines (Related Documents).
- D. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION CONSIDER OPEN GRILLING WITHIN DESIGNATED AREAS WITHIN THE LAKE MERRITT PARKLANDS.** The Oakland Municipal Code (12.64.030) prohibits fires in parks, except at designated barbeque locations. However, there are no designated barbeque locations within the Lake Merritt parklands. In recent years, immense use of the Lake Merritt parklands for outdoor grilling warrants a review by the Parks and Recreation Advisory Commission to review potential changes to the municipal code and define designated locations for barbeques on Lake Merritt parkland.

E. REQUEST FROM THE FRIENDS OF THE GARDENS AT LAKE MERRITT AND THE PUBLIC WORKS AGENCY FOR APPROVAL TO USE THE GARDEN CENTER AND GARDENS AT LAKE MERRITT TO FUNDRAISE AT THE AUTUMN LIGHT FESTIVAL ON FRIDAY, OCTOBER 17, 2014 & SATURDAY, OCTOBER 18, 2014.

Friends of the Gardens at Lake Merritt (FGLM) have requested use of the Lakeside Park Garden Center and the Gardens at Lake Merritt to hold a fund-raising The Autumn Light Festival event during the evening of Thursday, (Dress Rehearsal) Friday and Saturday, October 17-18, 2014. Net event receipts will entirely go to benefit improvements and publicity for the Gardens. This event has been approved by the Parks and Recreation Advisory Commission (PRAC) over the past two years, in support of the benefits these events bring to the Gardens and the City. Upstage Productions have been hired to manage this event.

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

9. UNFINISHED BUSINESS:

10. COUNCIL REFERRALS:

11. OPEN FORUM:

12. DIRECTOR'S REPORT:

- A. Update: Naming Rights
- B. Preferred and Approved Caterers

13. ANNOUNCEMENTS:

14. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call ***Oakland 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, October 8, 2014, 4:30 p.m.
Lakeside Park Garden Center
666 Bellevue Ave, Oakland, CA



PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, August 20, 2014

Lakeside Park Garden Center, 666 Bellevue Avenue

4:30pm

Minutes

1. CALL TO ORDER:

The August 20, 2014 meeting of the Parks and Recreation Advisory Commission was called to order at 4:36pm.

2. ROLL CALL:

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

Present: DuBois, Flores, Kadera-Redmond, Marshall, Miller, Peterson, Selna, Wu (Arrived at 4:51pm)

Excused: Rosenbloom, Selna

Absent: Belcher

Staff: Audree V. Jones-Taylor, Dana Riley, Zermaine Thomas, Mark Hall, Karis Griffin

Early Departure:

3. DISPOSITION OF MINUTES:

July 9, 2014

Motion: Commissioner Miller entertained a motion to approve the July 9, 2014 meeting minutes. **Moved by:** Commissioner Dubois **Second by:** Commissioner Peterson
Motion Passed.

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

7. CONSENT NEW BUSINESS:

8. NEW BUSINESS:

- A. **THE PAN AFRICAN FAMILY REUNION IS REQUESTING THE PARKS AND RECREATION ADVISORY COMMISSION APPROVAL FOR VENDORS AND ON-SITE COLLECTION OF MONEY FOR ITEMS SOLD AND DONATIONS FOR THEIR 4TH ANNUAL EVENT HELD AT MOSSWOOD PARK ON SEPTEMBER 1, 2014.** The Pan African Family Reunion (sponsored by the FRIENDS OF OAKLAND PARKS AND RECREATION) is an annual free event on September 1, 2014 from 11am to 7pm at Mosswood Park. The event attracts approximately 2000 attendees and outreaches to communities from all over the African Diaspora and all over the Bay Area, with a strong focus on Oakland and the East Bay. Pan African Family Reunion is requesting permission to allow vendors to sell services, merchandise, and food as well as collect donations (priced at between \$45 and \$160). By allowing vendor booths at the event helps to supports local entrepreneurs, artists and artisans, and non-profits as well sharing cultural distinctions within our community. Individual vendors will be collecting money on-site.

Motion: Commissioner Miller entertained a motion to approve the item and the staff recommendation to consider approval for vendors and on-site collection of money for items sold and donations for their 4th Annual Pan African Family Reunion at Mosswood Park.

Moved by: Commissioner Kadera-Redmond **Second by:** Commissioner Marshall.
Motion Passed.

9. CONDITIONAL USE PERMITS:

- A. **REQUEST THE PARK AND RECREATION ADVISORY COMMISSION RECOMMEND THE DEFREMERY SKATEBOARD PARK MINOR CONDITIONAL USE PERMIT FOR APPROVAL BY THE OAKLAND PLANNING COMMISSION.** On March 20, 2014, Levi Strauss & Company awarded a grant in the amount of \$300,000 to the Friends of Oakland and Parks and Recreation (FOPR) for the deFremery Skate Park. The grant's purpose is to underwrite the Phase I construction of a new skateboard park at deFremery Park. The new skateboard park will replace the existing park (currently constructed with used wooden ramps) with state-of-the-art concrete ramps. FOPR is the fiscal sponsor and advocate for this project, which will serve children and teenagers, from all parts of Oakland.

Motion: Commissioner Miller entertained a motion to approve the item and the staff recommendation for the DeFremery Skateboard Park minor Conditional Use Permit for approval by the Oakland Planning Commission. **Moved by:** Commissioner Peterson **Second by:** Commissioner Flores. Motion Passed.

10. COMMUNICATIONS:

Commissioner Miller announced he spoke to East Bay Express in the capacity of Open Space Conservation Area Recreation when he served as the Project Manager and not as PRAC Chair.

Commissioner Marshall wants more communication regarding when OPR is in the news (i.e. Kaboom Build at Concordia Park); Dana Riley to provide City Website link and occasional emails with links to OPR news.

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

Commissioner Miller delivered Annual Report to LEC, it was clear, concise and well received.

14. COUNCIL REFERRALS:

15. OPEN FORUM:

Ken Lupoff of Friends of OPR informed the Commission of their final summer fundraising event to be held at the Lakeside Park Garden Center, Japanese Garden.

16. DIRECTOR'S REPORT:

A. Update - Naming Rights Policy: The Director is currently seeking (3) funding streams:

- Naming Rights (Corporate or Major Donations)
- Gift in Place (currently \$50,000)
- Sponsorships/Donations.

Director is requesting City Council to authorize the City Administrator to enter into agreement to approve, accept and expend up to \$550,000, in granting PRAC the authority to oversee implementation of such gifts.

B. Curt Flood Field Funding Ceremony – September 8, 2014, at 10am: Raiders Spirit Week, Check Presentation will be presented by Local Initiative Support Corporation (LISC) who is the grantor. Renovation of the complex includes the commitment from the following:

- Raiders (Field)
- A's (Ballfield)
- Warriors (Basketball Courts)
- OUSD (upgrading Restrooms and Bleachers).

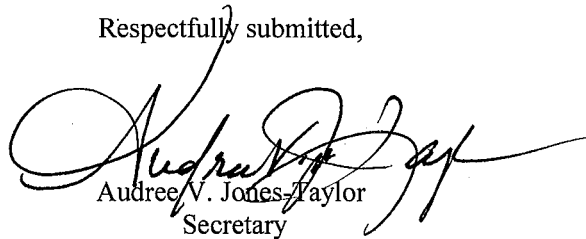
All are Commissioners are encouraged to attend.

17. ANNOUNCEMENTS:

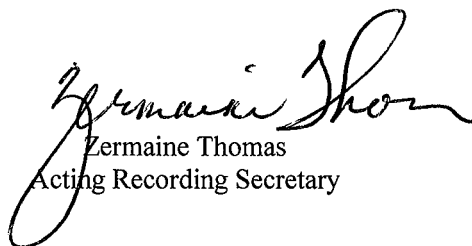
18. ADJOURNMENT:

The commission meeting was adjourned at 5:55pm.

Respectfully submitted,



Audree V. Jones-Taylor
Secretary



Zermaine Thomas
Acting 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, September 10, 2014, 4:30 p.m.***
Lakeside Park Garden Center
666 Bellevue Ave, Oakland, CA

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: September 10, 2014
SUBJECT: **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM THE UNITED NEGRO COLLEGE FUND INC. FOR PERMISSION TO COLLECT ON-SITE DONATIONS AT THE 29TH ANNUAL WALK-A-THON FOR EDUCATION AT LAKESIDE PARK ON SATURDAY, OCTOBER 4, 2014.**

SUMMARY

Oakland Parks & Recreation has received a request from the United Negro College Fund, Inc., a non-profit organization, to collect donations at the 29th Annual Walk-A-Thon for Education at Lakeside Park on Saturday, October 4, 2014. The Walk for Education helps to raise funds for minority students endeavoring to fulfill their educational dreams. There is no Post Event Report attached from last year (2013); The United Negro College Fund Inc., did not use Oakland Parks & Recreation rental space to host their event.

FISCAL IMPACT

There is no fiscal impact on Oakland Parks & Recreation. The United Negro College fund is paying all rental fees for event held at Lakeside Park.

BACKGROUND

The United Negro College Fund, Inc. (UNCF) has held its Walk-A-Thon for Education at Lakeside Park for many years. The UNCF came before the Parks and Recreation Advisory Commission for the last seven years and was approved for collection of donations and pledges. The event draws approximately 400 people who participate in a 5K walk.

For 69 years, the UNCF has provided funding to support 37 private, historically black colleges and universities and financial assistance to over 60,000 students nationwide who attend the schools.

Parks and Recreation Advisory Commission
September 10, 2014

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the United Negro College Fund Inc.'s request for collection of donations at the UNCF's 29th Annual Walk-A-Thon for Education at Lakeside Park on Saturday, October 4, 2014. The UNCF is aware of additional permits that are required provided their request to collect donations is granted.

Respectfully submitted,

Zermaine Thomas
Central Reservations Lead

Attachments: Exhibit A – UNCF Request Letter
Exhibit C – UNCF 501c3 Non-profit Status
Exhibit D – Park Use Application



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 5/5/2014

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

Name of Business/Organization: UNCF
Address: 220 Montgomery Ste 1120 SE 94104
Street Address City Zip Code
Name of Contact Person: CHERYL CHAMBERS
Phone Number: 415 956-1018 Fax Number: 415 956-1862 E-mail: cheryl.chambers@uncf.org
Mailing Address: 10825 Acalanes Del Norte 94603
Street Address City Zip Code

Facility/Park Name: LAKE SIDE PARK
Room(s)/Site(s): BANDSTAND - surroundy area

EVENT INFORMATION:

Date(s) of Event: OCT 4, 2014
Time In/Prep: 6AM Event Time: 8A - 1PM Cleanup/Time Out: 2PM

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

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.) microphones, live band.

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) 400 Approximate # of Adults 250 # of Teens 100 # of Children/Infants 50

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.

Name of Approved Caterer: _____

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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 \$45 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.

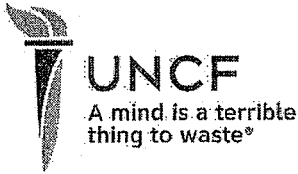
(1) <u>65</u> x <u>8</u> = <u>520</u>	(7) Alcoholic Beverage Fee = <u>-0-</u>
(2) <u>150</u> x <u>2</u> = <u>312</u> + <u>72 x 6 = 432</u>	(8) Administrative Service Fee = <u>-0-</u>
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = <u>-0-</u>
(4) Deposit = <u>500</u>	(10) Sound Use Fee = <u>100</u>
(5) Setup/Teardown = <u>-0-</u>	(11) Other Charges = <u>-0-</u>
(6) Kitchen = <u>-0-</u>	

TOTAL: \$ 1994 Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
(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 31 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 5/5/2014



United Negro College Fund, Inc.
220 Montgomery Street
Suite 1120
San Francisco, CA 94104
T 415 956 1018
F 415 956 1862
UNCF.org

Dr. Michael L. Lomax
President and CEO
Frédéric D. Patterson
Founder

COLLEGES & UNIVERSITIES

Allen University
Columbia, SC
Benedict College
Columbia, SC
Bennett College
Greensboro, NC
Bethune-Cookman University
Daytona Beach, FL
Clarin University
Orangeburg, SC
Clark Atlanta University
Atlanta, GA
Dillard University
New Orleans, LA
Edward Waters College
Jacksonville, FL
Fisk University
Nashville, TN
Florida Memorial University
Miami, FL
Houston-Tillotson University
Austin, TX
Interdenominational
Theological Center
Columbia, SC
Jarvis Christian College
Hawkins, TX
Johnson C. Smith University
Charlotte, NC
Lane College
Jackson, TN
LeMoyné-Owen College
Memphis, TN
Livingstone College
Salisbury, NC
Miles College
Birmingham, AL
Morehouse College
Atlanta, GA
Morris College
Sumner, SC
Oakwood University
Huntsville, AL
Paine College
Augusta, GA
Philander Smith College
Little Rock, AR
Rust College
Holly Springs, MS
Saint Augustine's College
Raleigh, NC
Saint Paul's College
Lawrenceville, VA
Shaw University
Raleigh, NC
Spelman College
Atlanta, GA
Stillman College
Tuscaloosa, AL
Talladega College
Talladega, AL
Texas College
Tyler, TX
Tougaloo College
Tougaloo, MS
Tuskegee University
Tuskegee, AL
Virginia Union University
Richmond, VA
 Voorhees College
Denmark, SC
Wilberforce University
Wilberforce, OH
Wiley College
Marshall, TX
Xavier University
New Orleans, LA

May 5, 2014

Parks & Recreation Advisory Commission
City of Oakland
c/o Central Reservations Unit – Zermaine Thomas
250 Frank Ogawa Plaza, Suite # 330
Oakland, CA 94612

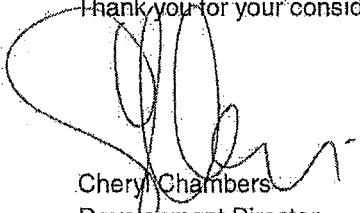
Dear Advisory Commission:

Now entering its 29th year, UNCF/Northern California Walk for Education event on Saturday, October 4, 2014 draws approximately 450 people representing Bay Area Companies, public agencies, youth and community-based organizations to participate in a 5K walk followed by lunch, entertainment, a drawing for both sponsors and participating agencies to promote goods and services to walk participants. Sponsors will participate in an awards ceremony during the pre-Walk program. The event begins with registration at 8 AM, the Walk at 9 AM and the entertainment/lunch goes from 10 AM to approximately 12 noon.

We are requesting permission from the Commission to collect donations from participants the day of the Walk. UNCF has a website to obtain donations; however, for non-Internet users, we need to have the option of physically turning in donations available. We have successfully managed this process in the past due in large part to securing an offsite location to handle monies and security presence with our accounting team at the event.

For 69 years, UNCF has provided funding to support 37 private, historically black colleges and universities and financial assistance to the over 60,000 students nationwide who attend them. UNCF member colleges have consistently provided quality, affordable education to students who face significant financial challenges. The lack of financial resources is the principal barrier for many UNCF member college students striving to obtain a college education. Participants in the Walk for Education help to raise funds for minority student endeavoring to fulfill their educational dreams.

Thank you for your consideration,



Cheryl Chambers
Development Director
UNCF/Northern California

Internal Revenue Service

Date: April 5, 2007

UNITED NEGRO COLLEGE FUND INC
% UNITED NEGRO COLLEGE FUND INC
8260 WILLOW OAKS CORPORATE DR
FAIRFAX VA 22031-4511

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Ms. Edwards 31-07427
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
13-1624241

Dear Sir or Madam:

This is in response to your request of April 5, 2007, regarding your organization's tax-exempt status.

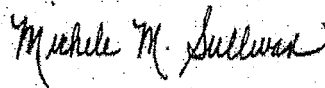
In October 2004 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations 1

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: September 10, 2014
SUBJECT: REQUEST FROM THE AMERICAN DIABETES ASSOCIATION FOR PERMISSION TO COLLECT ON-SITE DONATIONS AT THE STEP OUT TO STOP DIABETES 5K WALK/RUN AT SNOW PARK ON SATURDAY, OCTOBER 18, 2014

SUMMARY

Parks & Recreation received a request from the American Diabetes Association, a non-profit organization, for permission to collect on-site donations at the Step Out to Stop Diabetes 5k Walk/Run at Lakeside Park on Saturday, October 18, 2014. The funds collected from the donations will go directly towards Type 1 and Type 2 diabetes research, to provide information about ways to prevent or delay Type 2 diabetes, and to advocate for those affected by diabetes. A Post Event Report is attached from the 2013 event.

FISCAL IMPACT

There is no fiscal impact on Oakland Parks & Recreation. The America Diabetes Association is paying all rental fees for usage of the park space.

BACKGROUND

The American Diabetes Association (ADA) mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The American Diabetes Association (ADA) is the nation's leading non-profit organization supporting American children and adults living with Type 1, Type 2 and gestational diabetes.

The ADA hosted the Step Out to Stop Diabetes Walk in 2013 with an estimated 800 people in attendance and collected \$4000 in donations from the event. They are expecting 1000 participants at this year's event that reflect their community of local businesses, friends, family, and supporters of the ADA.

Parks and Recreation Advisory Commission
September 10, 2014

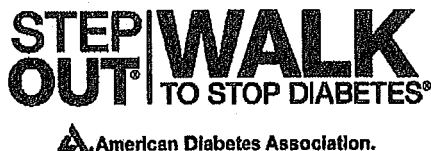
RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the American Diabetes Association's request for permission to collect on-site donations Step Out to Stop Diabetes 5K Walk/Run on Saturday, October 18, 2014 at Snow Park. The group is aware that additional permits are required provided their request is granted.

Respectfully submitted,

Zermaine Thomas
Central Reservations Lead

Attachments: Exhibit A – American Diabetes Association Request Letter
Exhibit B – 2013 Post Event Report
Exhibit C – Park Use Application



American Diabetes Association
492 9th Street, Suite 300
Oakland, CA 94607
(510) 654-4499
www.diabetes.org/stepout

The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

September 2, 2014

Dear Parks and Recreation Advisory Commission,

The American Diabetes Association will host our annual **Step Out: Walk to Stop Diabetes** on **Saturday, October 18, 2014** at Lake Merritt in Oakland. This inspirational three-mile fundraising walk honors Red Striders (walkers with diabetes) and raises funds for diabetes research, education and advocacy.

Step Out: Walk to Stop Diabetes is the American Diabetes Association's signature fundraising walk. The event has been taking place for more than 20 years and has raised more than \$175 million to Stop Diabetes! Step Out is filled with family fun activities, local entertainment, a healthy living fair, and most importantly, the company of hundreds of people who truly understand the impact of diabetes.

To raise funds for diabetes research, education, and advocacy, we would like to request to collect funds onsite the day of our event. The funds will benefit people living with diabetes, their families, the diabetes community, and help educate our local communities about diabetes.

The mission of the Association is *to prevent and cure diabetes and to improve the lives of all people affected by diabetes*. We are the nation's leading nonprofit organization supporting American children and adults living with type 1, type 2, and gestational diabetes.

The American Diabetes Association is a 501(c)(3) organization and our Tax I.D. number is 13-1623888.

For more information about our Step Out: Walk to Stop Diabetes, please visit:

diabetes.org/stepoutoakland

If you have any questions, please do not hesitate to contact me. Thank you so much for your consideration and we look forward to having your support in helping with this important cause!

Sincerely,

A handwritten signature in black ink that reads "Sherga Kong".

Sherga Kong
Associate Director,
Step Out: Walk to Stop Diabetes
(510) 654-4499, ext. 7409
skong@diabetes.org



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 Diabetes Association Step Out: Walk to Stop Diabetes

Location of Event: Snow Park

Date/Hours of Event: 10/12/2013, 7:00 a.m. – 2:00 p.m. Permit No. 28878

Contact Person: Samara Rivers Phone No. 510-654-4499 x7414

Contact Person Address: American Diabetes Association, 492 9th Street, Suite 300, Oakland, CA 94607

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

October 13, 2012

1. Were Facility Rental/Set-up fees waived? Yes No
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 INFORMATION

1. Total number in attendance: 500
2. Were registration fees collected on-site for the event? Yes No
3. If yes (above), how many people registered? 450
4. What was the cost for registration? No
5. How much money was collected on site for registration fees? \$11,500 in donations

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

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
Abvie	Profit	n/a	Vendor Information	N
Alameda Health Systems	Non-Profit	n/a	Vendor Information	N
California Beef Council	Profit	n/a	Vendor Information	N
Covered California	Non-Profit	n/a	Vendor Information	N
Farm Fresh to You	Profit	n/a	Vendor Information	N
Frontier Bites	Profit	Packaged Sample Granola Snacks	Vendor gave free packaged samples	N
1 st United Services Credit Union	Profit	n/a	Vendor Information	N
Halo Fine Confections	Profit	Packaged Sample Chocolate	Vendor gave free packaged samples	N
Novo Nordisk	Profit	n/a	Vendor Information	N
Walgreens	Profit	n/a	Vendor Information	N

IV. COMMENTS

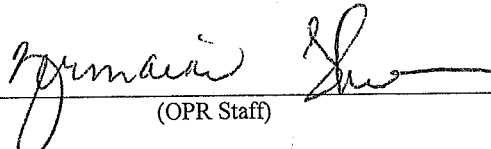
List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

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

Thank you to Zermaine Thomas for answering our questions and working with us to get all of the necessary paperwork/permits for the event. We appreciate Zermaine and all of her assistance!

Submitted by: Sherga Kong

Date: October 22, 2013

Approved by: 
(OPR Staff)

Date: 10-2-14

Comments: _____



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: Ms. Zermaine Thomas

Date of Application: Dec. 8, 2013

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

Name of Business/Organization: American Diabetes Association
Address: 492 9th Street, Suite 300 Oakland, CA 94607
Street Address City Zip Code

Name of Contact Person: SAMAYA RIVERS
Phone Number: (510) 654-4499 x714 Fax Number: (510) 893-2376 E-mail: S.RIVERS@diabetes.org
Mailing Address: SAME AS ABOVE
Street Address City Zip Code

Facility/Park Name: SNOW PARK

Room(s)/Site(s): Entire Park
(loan - 2pm)

EVENT INFORMATION:
Date(s) of Event: Saturday, Oct. 18, 2014 (Set-up on Friday, Oct. 17, 2014)

Time In/Prep: 6:00 AM - 8:00 AM Event Time: 8:00 AM - 1:30 PM Cleanup/Time Out: 1:30 - 2:00 PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Bar/Mitzvah/Bat/Mitzvah, etc.)
WALK/RUN: Step Out: Walk to Stop Diabetes

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.)
PA system, microphone, speakers

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) 800 Approximate # of Adults 650 # of Teens 100 # of Children/Infants 50

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
Set-up tents on Oct. 17th - will have security overnight

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
Name of Approved Caterer: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: We will not be using a caterer. We will serve
(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. See Attached Regulations) pre-packaged for

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 30 days or more in advance.)
Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$45 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) <u>127.50</u> x <u>4</u> = <u>510</u>	(7) Alcoholic Beverage Fee = _____
(2) <u>150.00</u> x <u>4</u> = <u>600</u>	(8) Administrative Service Fee = _____
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>1,000</u>	(10) Sound Use Fee = <u>100</u>
(5) Setup/Teardown = _____	(11) Other Charges = _____
(6) Kitchen = _____	

TOTAL: \$ 2,240 Less Advance Minimum Payment of \$ _____ BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
(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: 60 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 Sarun Kim DATE 12/8/2013
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: Zermaine Thomas, Central Reservations Lead
DATE: September 10, 2014
**SUBJECT: REQUEST FROM PREVENTION INTERNATIONAL: NO CERVICAL
CANCER FOR PERMISSION TO COLLECT REGISTRATION FEES,
DONATIONS AND SELL EVENT-RELATED ITEMS ON-SITE AT
LAKESIDE PARK ON SATURDAY, SEPTEMBER 20, 2014**

SUMMARY

Oakland Parks & Recreation received a request from Prevention International: No Cervical Cancer (PINCC), a non-profit organization, for permission to collect on-site donations, registration fees and sell event-related items at their "Walk for Women of Africa" Walkathon on Saturday, September 20, 2014, at Lakeside Park. The funds raised will support African clinics that will benefit thousands of women by saving them from cervical cancer.

FISCAL IMPACT

There is no fiscal impact on Oakland Parks & Recreation. The Prevention International: No Cervical Cancer organization will be paying all fees associated with the park rental.

BACKGROUND

The PINCC is a local based volunteer non-profit medical service and education organization that bring teams of volunteer doctors, nurses, and counselors to underserved areas around the world. They educate and train local medical personnel to perform examinations and treatment to prevent cervical cancer. In the eight year history of PINCC, they have trained over 400 staff and examined over 15,000 women.

The PINCC held a Spring Fundraising event at the Lakeside Park Garden Center in 2011. The funds raised went toward a Central America trip. PINCC has held walkathons at Lakeside Park in previous years this is their 3rd year requesting to collect funds on-site. The monies for donations collected on-site may be up to \$500, registration fees collected may be up to \$3,000 and the sale of event-related items collected may be up to \$500.

Parks and Recreation Advisory Commission
September 10, 2014

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from Prevention International: No Cervical Cancer to collect on-site donations, registration fees, and event-related items at Lakeside Park on Saturday, September 20, 2014. The applicant is aware that additional permits may be required for this event provided the request is granted.

Respectfully submitted,

Zermaine Thomas
Central Reservations Lead

Attachments: Exhibit A – Request Letter
Exhibit B – Post Event Report
Exhibit C - Rental Application
Exhibit C – Non-Profit Status



PREVENTION INTERNATIONAL: NO CERVICAL CANCER (PINCC)

P.O. Box 13081
Oakland, CA 94661
Email: admin@pincc.org

Telephone and FAX
510-452-2542
Website: www.pincc.org

June 16, 2014

Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

Dear Parks and Recreation Advisory Commission,

Prevention International: No Cervical (PINCC) needs your help to make our 6th annual "Walk for Women of Africa" walkathon a success. PINCC's mission is to create sustainable programs that prevent cervical cancer by educating women, training medical personnel, and equipping facilities in developing countries, utilizing proven, low cost, accessible technology methods. Cervical cancer is one of the most common cancer causes of death for women in Africa, even though it is the most preventable! Africa averages 25 times higher rates of cervical cancer incidence and death rates than in the United States. Worldwide, over 500,000 women are diagnosed, and more than 280,000 women die of cervical cancer, every year.

PINCC's volunteer medical staff travels two times a year to Africa and trains dozens of local doctors, nurses, and midwives on simple and low-cost cervical cancer screening and treatment. In addition, once the staff is able to carry on the treatment without supervision, we donate necessary equipment to continue the work. In our eight year history we have trained over 400 staff and examined over 15,000 women.

On September 20th, 2014, from 9 am to 12 pm, PINCC will be hosting its 6th annual "Walk for Women of Africa" walkathon at Lake Merritt, Pergola in Oakland. For six years we have held our annual walkathon at the Pergola, raising money for the sites we serve in Africa. PINCC relies on the revenue from this fundraiser to support our African clinics, benefiting thousands of women by saving them from this preventable cancer.

This year we are again requesting to collect funds on-site. Pending your approval, PINCC would like to collect donations (up to \$500), registration fees (up to \$3,000), and sell goods (up to \$500). We are requesting to collect funds onsite because every year walkers forget to send in their money before the walk and attempt to turn it in during the event. We then have to ask the walkers to mail in or drop off donations to our office, which requires weeks of follow up. Also, we would like to collect donations and sell items because often people pass by, ask about our nonprofit, want to purchase something or offer to make a donation.

Thank you for consideration and please contact me if you have any questions or comments.

Sincerely,

Kay Taylor MD
Executive Director, PINCC
kaytaylor@preventingcervicalcancer.org



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: Prevention International/No Cervical Cancer 5th Annual Walk/Run for Women of Africa
 Location of Event: Lake Merritt Park Pergola
 Date/Hours of Event: Sept 21, 2013 8-12pm Permit No. 27866
 Contact Person: Tenay Woodward Phone No. 510-452-2542
 Contact Person Address: P.O. Box 13081 Oakland, CA 94661
 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
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 INFORMATION

1. Total number in attendance: 100
2. Were registration fees collected on-site for the event? Yes No
3. If yes (above), how many people registered? 5
4. What was the cost for registration? \$25
5. How much money was collected on site for registration fees? \$125

POST EVENT REPORT (Continued)

Page 2

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

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.)

We will request additional time for our 6th Annual Walk/Run for Women of Africa on Sept 20, 2015.

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

When we arrived at the Park Pergola there were two homeless people that were sleeping when we arrived. It took 15 minutes to get them to leave. An OPR employee should do a walk through before the event begins.

Submitted by: Adreona Williams Date: 7-2-14

Approved by: _____ (OPR Staff) Date: _____

Comments: _____



Rental Application

ATTENTION: _____

Date of Application: 4-14-14

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

Name of Business/Organization: Preventing Cervical Cancer
Address: P.O. Box 13081 Oakland 94661

Name of Contact Person: Tenay Woodard

Phone Number: 510-452-2540 Fax Number: _____ E-mail: tenaywoodard@pinc.org

Mailing Address: P.O. Box 13081 Oakland 94661

Facility/Park Name: Lake Merritt

Room(s)/Site(s) Pergola

EVENT INFORMATION:

Date(s) of Event: September 20, 2014

Time In/Prep 7:30 am Event Time 9am-12pm Cleanup/Time Out 12pm-1:30pm

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

Walkathon to raise money for women to prevent cervical cancer in Africa

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.)

Microphones, CD player, amplifiers

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) 150 Approximate # of Adults 135 # of Teens 10 # of Children/Infants 5

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

Name of Approved Caterer: _____

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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) <u>40</u> x <u>6</u> = <u>\$240</u> (Hourly Rate) (# of hours)	(7) Alcoholic Beverage Fee = _____
(2) _____ x _____ = _____ (Hourly Rate) (# of hours)	(8) Administrative Service Fee = _____
(3) Permit Processing Fee = <u>\$30.00</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>\$300.00</u>	(10) Sound Use Fee = <u>\$150.00</u>
(5) Setup/Teardown = _____	(11) Other Charges = _____
(6) Kitchen = _____	

TOTAL: \$ \$620 Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____

(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: 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 _____

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

INTERNATIONAL CENTER
P. O. BOX 2508
CINCINNATI, OH 45201

Date: JUL 25 2008

PREVENTION INTERNATIONAL: NO
CERVICAL CANCER (PINGC), INC.
C/O KAY TAYLOR
1647 TRESTLE GLEN RD.
OAKLAND, CA 94610

Employer Identification Number:
30-0331861

DLN:
17053299008007

Contact Person:
MS. MEDINA ID# 52444

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
June 30

Public Charity Status:
170(b)(1)(A)(iii)

Form 990 Required:
YES

Effective Date of Exemption:
July 19, 2007

Contribution Deductibility:
YES

Addendum Applies:
NO

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: September 10, 2014
SUBJECT: REQUEST FROM THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION TO COLLECT DONATIONS AND SELL EVENT RELATED ITEMS ON-SITE AT THE OUT OF THE DARKNESS WALK AT LAKESIDE PARK ON SATURDAY, OCTOBER 18, 2014

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 Out of the Darkness Walk to be held at Lakeside Park on Saturday, October 18, 2014. 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

This is the AFSP's fifth year hosting the event at Lakeside Park. The AFSP is a national 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 2013, there were 277 people in attendance. The AFSP collected \$2,509 on-site by donations only. Attached is the 2013 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
September 10, 2014

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 Out of the Darkness Walk at Lakeside Park on Saturday, October 18, 2014.

Respectfully submitted,

Zermaine Thomas
Central Reservations Lead

Attachments: Exhibit A – AFSP Request Letter
Exhibit B – 2013 Post Event Report
Exhibit C – Rental Application
Exhibit D – Non-Profit Status

American Foundation for Suicide Prevention
Out of the DARKNESS™
COMMUNITY WALKS

February 7, 2014

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 18, 2014 from 6am to 10am and to collect donations 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 sixth Community Out of the Darkness Walk in the East Bay following the same event held at this location in 2009, 2010, 2011, 2012 and 2013. 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



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: American Foundation for Suicide Prevention Out of the Darkness Walk

Location of Event: Lakeside Park Pergola

Date/Hours of Event: 10/19/2013 6:00 am – 9 am Permit No. 27902

Contact Person: Teresa Ferguson Phone No. 510-292-5211

Contact Person Address: 1047 Alvarado Road, Berkeley, CA 94612

Is this a first time event at this location? Yes No If no, when was the event held previously? 2012, 2011, 2010. and 2009

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: 312
2. Were registration or donation fees collected on-site for the event? Yes No
 Not Applicable
3. If yes, how many people registered? 25 How many people made donations? 25
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? \$2,509

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? We do not have Vendors


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
N/A				

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.)

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

We really need to have the sprinklers not operate in the pergola area after about 4am because they overshoot onto the pavement causing the area to be VERY wet and creating problems for our setup at 6am. This year sprinklers went off even after 6:30 am which was very problematic since things that were being setup got wet. This is a BIG issue that we need to resolve for the future. __

Submitted by: Teresa Ferguson  : __10/25/2013__

Approved by:  Date: 9-2-14

Comments: _____



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 2/7/2014

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

Name of Business/Organization: American Foundation for Suicide Prevention
Address: 120 Wall St 22nd Flr New York NY 10005

Name of Contact Person: Teresa Ferguson
Phone Number: 570 292 5211 Fax Number: 570 832-2436 E-mail: OaklandWalk@aol.com
Mailing Address: 1047 Alvarado Road Oakland, CA 94705

Facility/Park Name: Lakeside Park
Room(s)/Site(s): Pergola

EVENT INFORMATION:

Date(s) of Event: Oct 18, 2014
Time In/Prep: 6 am Event Time: 6:30 am Cleanup/Time Out: 11 am

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitzvah/BatMitzvah, etc.)
Fundraising Walk to raise funds for suicide prevention + research

General Public Allowed: [X] Yes [] No Sound Amplification: [X] Yes [] No Non-Amplified Sound: [] Yes [] No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)
Microphone for speakers and recorded music

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): 300 Approximate # of Adults: 150 # of Teens: 100 # of Children/Infants: 50

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

request early Sat am sprinklers @ pergola be turned off prior to 4am (too wet)
Will you require a caterer for your event? [] Yes [X] No

If yes, are you choosing a caterer from OPR's Approved Caterer's List? [] Yes [] No

Name of Approved Caterer: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: N/A

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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.

Table with 2 columns: Item description and Amount. Includes (1) Hourly Rate x # of hours = 312, (2) Hourly Rate x # of hours = 0, (3) Permit Processing Fee = 30, (4) Deposit = 500, (5) Setup/Teardown = 0, (6) Kitchen = 0, (7) Alcoholic Beverage Fee = 0, (8) Administrative Service Fee = 95, (9) Caterer Opt Out Fee = 0, (10) Sound Use Fee = 50, (11) Other Charges = 0.

TOTAL: \$ 967.00 Less Advance Minimum Payment of \$ 500.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 467.00
(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: Visa
(See attached Authorization for Credit Card Payment Form)

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

APPLICANT SIGNATURE: [Signature] DATE: 02/07/2014

Aug. 27. 2004 10:52AM AFSP

No. 6939 P. 7

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TRE

Date: JAN 12 14 18

Employer Identification Number:
13-3393329

DIN:
318012067

Contact Person:
MORRIS FITTINSKY
Contact Telephone Number:
(718) 488-3349

Date of Exemption:
198701

Internal Revenue Code
Section 501(c)(03)

AMERICAN FOUNDATION FOR SUICIDE
PREVENTION
120 WALL ST - 22 FLOOR
NEW YORK, NY 10005-4001

Dear Applicant:

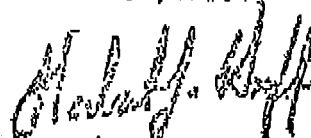
Thank you for submitting the information shown on the enclosure. We made it a part of your file.

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

Aug. 27. 2004 10:52AM AFSP

No. 6939 P. 8

-3-

AMERICAN FOUNDATON FOR SUICIDE

Item Changed

From

To

Name Change

American Suicide
Foundation

American Foundation for
Suicide Prevention

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks & Recreation

TO: Barry Miller, Chair Parks and Recreation Advisory Commission
FROM: Valorie Winn, deFremery Center Director
DATE: September 10, 2014
SUBJECT: REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FOR THE BLACK COWBOY ASSOCIATION TO HAVE VENDORS AND SELL ON SATURDAY, OCTOBER 4, 2014, AT DEFREMERY PARK.

SUMMARY

Oakland Parks and Recreation has received a request from the Oakland Black Cowboy Association, a non-profit organization, to have up to 20 vendors, on Saturday, October 4, 2014, at deFremery Park. They would also like to sell water, t-shirts and hats. Proceeds from their fundraising efforts will continue to support the organization.

FISCAL IMPACT

The event will cost the Oakland Parks & Recreation eight hours in one permanent part-time staff, and six hours for two part time staff. Fees for the event will be paid through the City of Oakland Special Events Department.

BACKGROUND

OBCA has had 39 successful parades and festivals. Horses, cars, drill teams are all strategically placed. There is anticipation by the neighbors and surrounding community of deFremery Park because this is a family friendly event that the community looks forward to annually. Traffic is controlled before the event as participants gather to line up for the parade and after the parade and during the festival. This event has always been well attended by the community. The organization has the correct committees in place to address any potential problems.

RECOMMENDATION

Staff recommends the Parks and Recreation Advisory Commission approve the request by the Oakland Black Cowboy Association to have vendors and sell on Saturday, October 4, 2014, at deFremery Park.

Respectfully submitted,

A handwritten signature in cursive script that reads "Valorie Winn".

Valorie Winn
Center Director
deFremery Recreation Center

Attachments: Exhibit A – *Letter from OBCA*

Chairman Barry Miller
Parks & Recreation Advisory Commission (PRAC)
666 Bellevue Street
Oakland, CA 94612

Dear Chairman:

The Oakland Black Cowboy Association (OBCA) is based in Oakland, California. We have been a part of this community for 40 years. The organization started in West Oakland in 1974. We are a Non-Profit organization registered with the Internal Revenue Service; our Employer Identification number is 90-0176295. In addition, we are registered and incorporated with the State of California, Secretary of the State department. Our California Corporate ID number is: C262698.

The Oakland Black Cowboy Association gives as annual parade and festival once a year in the great City of Oakland, in October, on the first Saturday of the month. We are requesting to hold this year's event on October 4, 2014. We invite and accept people to join our parade and festival for worthy community cause, educational events, family engagement, and a safe fun-filled day. We have not experience any unsafe efforts or activities during the parade in 40 years.

On our parade and festival day we provide and allow horses and ponies to participate in our parade. We welcome church organization, community groups, and schools marching bands, drill teams, fire department, police department, libraries, dance groups, car organizations, and motorcycle organizations to participate.

As the OBCA, we are also requesting permission to sell OBCA T-shirts, water, horse/pony rides, and western hats to assist us financially, to continue providing educational direction to our people in attendance. We would also like permission to have 20 vendors who sell food and/or cultural arts and crafts.

Sincerely,



Wilbert McAlister
President of OBCA

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

OCT 28 2004

OAKLAND BLACK COWBOY ASSOCIATION
10330 GREENVIEW DR
OAKLAND, CA 94605-5017

Employer Identification Number:
90-0176295

DLN:
17053252043034

Contact Person:
JOAN C KISER ID# 31217

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
12

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
June 10, 2004

Contribution Deductibility:
Yes

Advance Ruling Ending Date:
December 31, 2008

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)



Oakland Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
 Office: (510) 238-3187; Facsimile: (510) 238-2397



Rental Application

ATTENTION: _____

Date of Application: 09/02/2014

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

Name of Business/Organization: Oakland Black Cowboy Association

Business/Organization Address: P.O. Box 4889 Oakland 94605
Street Address City Zip Code

Applicant Name: Wilbert F. McAlister

Applicant Mailing Address: 10330 Greenview Dr. Oakland 94605
Street Address City Zip Code

Phone Number: 510-541-2763 Fax Number: 510-569-3835 E-mail: WILBERTFMALISTER@COMCAST.NET

Facility/Park Name: DEFREMERY PARK

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: October 4, 2014

Time In/Prep Time 8AM Actual Event Time 10AM to 5:30pm Cleanup/Time Out 6:00pm

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

ANNUAL PARADE & 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.)

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) 600 Approximate # of Adults 300 # of Teens 100 # of Children/Infants 200

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

Name of Approved Caterer: NONE

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) $\frac{\$90.00}{\text{Hourly Rate}} \times 8 \text{ (# of hours)} = \720.00

(2) _____ x _____ = N/A

(3) Permit Processing Fee = 30.00

(4) Deposit = 150.00

(5) Setup/Teardown = N/A

(6) Kitchen = N/A

(7) Alcoholic Beverage Fee = N/A

(8) Administrative Service Fee = N/A

(9) Caterer Opt Out Fee = N/A

(10) Sound Use Fee = 100.00

(11) Other Charges = N/A

TOTAL: \$1000.00 Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
 (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 Wilbert F. McAlister DATE 09/02/2014

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

American Bankers
Insurance Company of Florida

A Stock Insurance Company

8655 E. Via de Ventura
Scottsdale, AZ 85258-3321

RENEWAL OF SL-1111749-95
* 12:01 AM AT INSUREDS ADDRESS
NAMED BELOW

* DIRECT BILL *

POLICY NUMBER	POLICY PERIOD		POLICY TYPE	AGENCY	P
	FROM	TO			
SL 1111749	4/1/2014	4/1/2015	COMMERCIAL LIABILITY COVERAGE	0C99001-0225	1
YOU AS NAMED INSURED AND ADDRESS			AGENT		
OAKLAND BLACK COWBOY ASSOCIATION P.O. BOX 4889 OAKLAND, CA 94605			FREDRICKSEN INS SVCS 1600 E FLORIDA AVE STE 208 HEMET, CA 92544-8638 0225 HUB INT'L OF CA		

A2083-0886

The insured is: An Individual A Joint Venture
 A Partnership An Organization (other than a partnership or joint venture)
 A Limited Liability Company

All known exposures at the beginning of the policy period have been identified below.
 Location of all premises owned, rented occupied or controlled by the insured:

10700 MACARTHUR BLVD
ALAMEDA COUNTY
OAKLAND, CA 94605

In return for your payment of the required premium, we provide the Commercial Liability Coverage during the policy period.

	<u>Limits of Liability</u>	
Each Occurrence Limit	\$ <u>1,000,000</u>	
Medical Payments Limit	\$ <u>5,000</u>	/per person
General Aggregate Limit	\$ <u>2,000,000</u>	
Other than Products/Completed Work	\$ <u>2,000,000</u>	
Aggregate Limit Products/Completed Work	\$ <u>2,000,000</u>	
Fire Legal Liability	\$ <u>50,000</u>	/per occurrence

If this is checked _____ we do not provide coverage for Products/Completed Work, and the Each Occurrence Limit does not apply to Coverage N.

Charge for Non-Owned Auto Liability Coverage \$ NOT COVERED
 Charge for Hired Auto Liability Coverage \$ NOT COVERED

Classification	Code	Rating Basis	Rate	Premium
Riding Clubs, Prvt.	14100	VARIOUS	INCLUDED	647
Additional Insureds		VARIOUS	INCLUDED	25

CONTINUED ON NEXT PAGE

American Bankers
Insurance Company of Florida

A Stock Insurance Company

8655 E. Via de Ventura
Scottsdale, AZ 85258-3321

RENEWAL OF SL-1111749-95
* 12:01 AM AT INSUREDS ADDRESS
NAMED BELOW

* DIRECT BILL *

POLICY NUMBER	POLICY PERIOD		POLICY TYPE	AGENCY	P
	FROM	TO			
SL 1111749	4/1/2014	4/1/2015	COMMERCIAL LIABILITY COVERAGE	0C99001-0225	2
YOU AS NAMED INSURED AND ADDRESS			AGENT		
OAKLAND BLACK COWBOY ASSOCIATION P.O. BOX 4889 OAKLAND, CA 94605			FREDRICKSEN INS SVCS 1600 E FLORIDA AVE STE 208 HEMET, CA 92544-8638 0225 HUB INT'L OF CA		

A2083-0886

Classification	Code	Rating Basis	Rate	Premium
----------------	------	--------------	------	---------

Endorsements:

A2083 (0886), B8033G0809 (), CL-100 (1.0), CL-162 (1098), CL-300 (1.0), CP13000A-R0413 (), GL-100 (1.0), GL-102 (2.0), GL-202 (1.0), GL-841 (1.0), GL-844 (1.0), GL-899 (1.0), M8010G0705 (), M8027M0409-SIG (), NIP1982-R0213 ()

Comments:

Total Premium: \$ 672

COUNTERSIGNED: _____ BY _____
AUTHORIZED AGENT

AAIS

This endorsement changes the Commercial
Liability Coverages provided by this policy
-- PLEASE READ THIS CAREFULLY --

GL-841
Ed. 1.0

**ADDITIONAL INSURED
DESIGNATED PARTY**

Schedule

(The information required below may be shown on a separate schedule or supplemental Declarations.)

Designated Party: CITY OF OAKLAND

Designated Activity:

Designated Interests: OAKLAND BLACK COWBOY

The Commercial Liability Coverage is amended as follows:

DEFINITIONS

The definition of **insured** is amended to include the following:

Insured also includes the party designated in the Schedule but only with respect to liability arising out of

activities designated in the Schedule rating to:

- a. **your** operations;
- b. premises owned by or rented to **you**, or
- c. other designated interests shown in the Schedule.

GL-841 Ed 1.0

Copyright MCMXCI, American Association of Insurance Services

AAIS

This endorsement changes the Commercial Liability Coverages provided by this policy
-- PLEASE READ THIS CAREFULLY --

**ADDITIONAL INSURED
DESIGNATED PARTY**

Schedule

(The information required below may be shown on a separate schedule or supplemental Declarations.)

Designated Party: MACARTHUR BLVD ASSOCIATES AND ITS
Designated Activity: PROPERTY MANAGEMENT JAY-PHARES CORPORATION, OWNER OF PREMISES
Designated Interests: OAKLAND BLACK COWBOY

The Commercial Liability Coverage is amended as follows:

DEFINITIONS

The definition of **insured** is amended to include the following:

insured also includes the party designated in the Schedule but only with respect to liability arising out of

activities designated in the Schedule rating to:

- a. **your** operations;
- b. premises owned by or rented to **you**, or
- c. other designated interests shown in the Schedule.

AMERICAN BANKERS INSURANCE COMPANY OF FLORIDA

ENDORSEMENT

Agent: FREDRICKSEN INS SVCS
0C990-01

This endorsement, effective 04/01/14, forms a part of Policy No. SL_ 1111749

Issued to OAKLAND BLACK COWBOY

Policy Period - From: 04/01/14 To: 04/01/15

The above described policy is amended as follows:

It is agreed:

AMEND ADDITIONAL INSURED/PROPERTY OWNER:

MACARTHUR BOULEVARD ASSOCIATES AT IT'S PROPERTY MANAGEMENT, JAY-PHARES
CORPORATION
10700 MACARTHUR BLVD
OAKLAND, CA 94605

Endorsement No. 09 June 5, 2014

Countersignature Date

Premium Change: \$ NONE
 Additional Return (CR)


Agent

Revised Annual Premium: \$ 672 Prepared: 6/5/2014 By: RHINDLE

All other terms and conditions of this policy remain unchanged.

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: Oakland Black Cowboy Association Parade & Festival

Location of Event: DE FREMERY PARK 1844 St. & Adeline St.

Date/Hours of Event: 10/04/14 10am - 6pm Permit No. _____

Event Contact Name: WILBERT F. McALISTER Phone No. 510-541-2763

Event Contact Address: 10330 GREENVIEW DR. OAKLAND, CA. 94605

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

2013, 2012, 2010, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?

<input checked="" type="checkbox"/> OPD Special Events Permit	<input checked="" type="checkbox"/> Food Handler's Permit	<input type="checkbox"/> Seller's Permit
<input checked="" type="checkbox"/> Charitable Solicitations Permit	<input checked="" type="checkbox"/> Certificate of Insurance	<input type="checkbox"/> Other - Please list

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 400-600
2. Were registration fees, donations or other fees collected on-site? Yes No
 Not Applicable
3. If yes, how many people registered? 48 How many people made donations? 20
4. What was the cost for registration? 25⁰⁰
5. How much was collected on site from registration fees? 11
6. How much was collected on site from donations? \$ 215.00
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):

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
Sey Mart	For	Chicken & Fish		Y
CJ B.B.Q	For	chicken / Ribs / fish		Y
Italian ICE	For	Flavored ice shavings		Y
African Wear	For		clothing, jewelry	Y

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.)

Add more vendors

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

Submitted by: Robert M. Alister Date: _____

Approved by: _____ Date: _____
(OPR Staff)

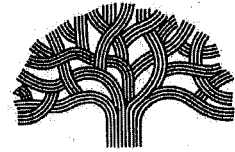
Comments: _____

BLACK COWBOY ASSOCIATION 2013

ADDITIONAL VENDOR INFORMATION

Name of Vendor(s)	Non-Profit or For Profit:	Food	Craft	Seller's Permit Y/N
Panche	For		African Artifacts	Y
Texland Gifts	For		Western Clothing, & Accessories	Y
Moma African	For		African Clothing and Jewelry	Y
Charlie Pies	For	Assorted Homemade pies		Y
Young Jewels	For	Assorted Jewelry		Y
Dorsey's Locker	For	Soul Food		Y
Hot Dog Stand	For	Hot Dogs & Buns		Y
La'Vae 4 Bows	For		Hair Accessories	Y

CITY OF OAKLAND
Interoffice Memorandum



OAKLAND PARKS & RECREATION

Oakland Parks & Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Valorie Winn, Center Director
DATE: September 10, 2014
SUBJECT: REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO GRANT APPROVAL FOR MCCLYMONDS ACTION COMMITTEE TO HOLD THE REUNION ON SATURDAY, SEPTEMBER 27, 2014, AT DEFREMERY PARK AND TO COLLECT ON SITE DONATIONS.

SUMMARY

Oakland Parks and Recreation has received a request McClymonds Action Committee to have an event on Saturday, September 27, 2014, at deFremery Park. Proceeds from this event will continue to support their organization and planning for the following year's event. Attached is the Post Event Report for 2013.

FISCAL IMPACT

The event will cost the Oakland Parks & Recreation 8 hours in full time staffing and 10 hours in part time staffing.

BACKGROUND

McClymonds has had more than 25 successful reunions at de Fremery Park. It is a time for people to reunite and rekindle old friendships with former classmates, visit their old community and family home, share family stories and have fun revisiting old memories. All class years are invited from classes of the 50's to the graduating class of 2013. This event is a large community event and many come out to support this community event. They look forward to a day of family engagement and community involvement. This event is well attended by people from all over the bay area. There are always the proper committees and volunteers to perform all duties related to an event as big as this.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the McClymonds Action Committee request for collection of donations at deFremery Park for the McClymonds Reunion event on Saturday, September 27, 2014.

Respectfully submitted,

Valorie Winn
Center Director

Attachments: Exhibit A – Post Event Report

Chairman Barry Miller
Parks & Recreation Advisory Commission (PRAC)
666 Bellevue Street
Oakland, CA 94612

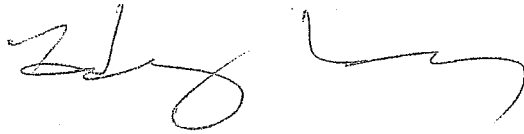
Dear Chairman:

McClymond's is hosting their annual reunion on Saturday, September 27, 2014, at de Fremery Park. This is a request to have permission to receive donations on park site during the event. There will not be any additional vendors.

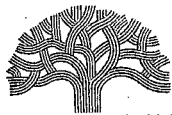
We have a set up and clean up committee as well as security for the event. In addition, we have a traffic control committee that will be on site to direct traffic.

In the past, this event has been a successful community event for alumni's to visit their home town, reacquaint with friends, and visit family. The request for donations will go toward next year's budget to continue the McClymonds annual reunion.

Sincerely,

A handwritten signature in black ink, appearing to read "Henry Linzie". The signature is fluid and cursive, with a long horizontal stroke at the end.

Henry Linzie
McClymonds Action Committee



CITY OF OAKLAND
PARKS AND RECREATION

Oakland Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: (510) 238-3187; Facsimile: (510) 238-2397



Rental Application

ATTENTION: _____ Date of Application: _____

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

Name of Business/Organization: McClymonds Action Committee
Business/Organization Address: 876 56th Street Oakland 94608
Street Address City Zip Code

Applicant Name: Henry Linzie
Applicant Mailing Address: Same
Street Address City Zip Code

Phone Number: 510 316-1662 Fax Number: — E-mail: Linzie Sr Henry@yahoo.com

Facility/Park Name: DeFremery Park
Room(s)/Site(s) ALL AREAS

EVENT INFORMATION:

Date(s) of Event: Saturday Sept 27, 2014
Time In/Prep Time 7:00am Actual Event Time 10:00 to 6:00 Cleanup/Time Out 7:00pm

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

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.)

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) _____ Approximate # of Adults _____ # of Teens _____ # of Children/Infants _____

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
Name of Approved Caterer: _____
If not using an OPR Approved Caterer, provide name of non-approved caterer: _____
(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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.)

Non-Refundable Permit Processing Fees:
Picnic & Related Events: \$15 (50+ people)
Building Rentals/Special Events (Parks): \$30

(1) $\frac{127.00}{\text{Hourly Rate}} \times \frac{12}{\text{\# of hours}} = 1,530.00$	(7) Alcoholic Beverage Fee = <u>N/A</u>
(2) _____ x _____ = _____	(8) Administrative Service Fee = <u>N/A</u>
(3) Permit Processing Fee = <u>30.00</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>1,000.00</u>	(10) Sound Use Fee = <u>100.00</u>
(5) Setup/Tear-down = <u>N/A</u>	(11) Other Charges = _____
(6) Kitchen = <u>N/A</u>	

TOTAL: \$ 2160.00 Less Advance Minimum Payment of \$ 500.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 1660.00
(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 8-20-14

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



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: McClymonds Annual Alumni Family Gathering

Location of Event: De Fremery Park

Date/Hours of Event: 9/28/13 7 AM - 7 PM Permit No. _____

Event Contact Name: Paul Fields Phone No. (510) 774-1716

Event Contact Address: Oakland, CA

Is this a "first time" event at this location? Yes No If no, when was the event held previously?
It has been at De Fremery Park for the past 20+ years

- Were Facility Rental/Set-up fees waived? Yes No Not Applicable
- Check other permits required for event?

<input type="checkbox"/> OPD Special Events Permit	<input type="checkbox"/> Food Handler's Permit	<input type="checkbox"/> Seller's Permit
<input type="checkbox"/> Charitable Solicitations Permit	<input checked="" type="checkbox"/> Certificate of Insurance	<input type="checkbox"/> Other - Please list

II. ATTENDANCE/COLLECTION OF FUNDS

- Total number in attendance: approx. 490
- Were registration fees, donations or other fees collected on-site? Yes No
 Not Applicable
- If yes, how many people registered? N/A How many people made donations? approx. 25-30
- What was the cost for registration? N/A
- How much was collected on site from registration fees? N/A
- How much was collected on site from donations? \$1340.00
- How much was collected on site from other fees? N/A

CITY OF OAKLAND
Interoffice Memorandum



OAKLAND PARKS & RECREATION

Oakland Parks & Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Valorie Winn, Center Director
DATE: September 10, 2014
SUBJECT: REQUEST FOR PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FOR YOUTH SPEAKS ORGANIZATION TO HAVE AN EVENT (LIFE IS LIVING) WITH VENDORS AT DEFREMERY PARK, ON SATURDAY, OCTOBER 11, 2014.

SUMMARY

Oakland Parks and Recreation has received a request for Parks and Recreation Advisory Commission to grant approval for the Life is Living Festival to have vendors at deFremery Park on Saturday, October 11, 2014. Youth Speaks has held Life is Living Festival for five years at deFremery Park. There is an effort to make this festival West Oakland's own. There are various platforms for the youth to enjoy. Spoken word, Food Justice, Hip Hop Dream Stage, Eco-Empowerment Health and Wellness Fair and skateboard competitions to name a few. The attendance is very high and the community looks forward to it. Proceeds from this event will continue to support Youth Speaks in the service of youth and arts in Oakland and the surrounding Bay Area.

FISCAL IMPACT

The event will cost the Oakland Parks & Recreation 8 hours in full time staffing and 8 hours in part time staffing. Revenue from this event is \$2,347.50.

BACKGROUND

Youth Speaks has had many successful festivals, in Oakland and across the nation. They are the leading non-profit presenter of spoken word, education and youth development in the country! Every event at deFremery Park has been well attended and ran superbly. This request is for vendors selling food and non food items. Youth Speaks works with the health department to make sure all food vendors are up to code and all other vendors have the required California seller's permit.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request by the Youth Speaks Organization with vendors to have an event (Life is Living) at deFremery Park on Saturday, October 11, 2014.

Respectfully submitted,

Valorie Winn
Center Director

Attachments: Exhibit A - 2013 Post Event Report

Chairman Barry Miller
Parks & Recreation Advisory Commission (PRAC)
666 Bellevue Street
Oakland, CA 94612

Dear Chairman:

This letter is an official request for use of **Defremery Park on Saturday, October 11th from 10am to 10pm**. The **8th Annual Life is Living Festival at Defremery**, will include live art, action sports, a health and wellness fair, vendors, community activists and engagement activities for an intergenerational audience. We have never had any problems in the past in pulling our coalition of artists, community activists, youth serving organizations, and larger Oakland based network together for this event. We use this Festival to highlight the incredible art and artists, particularly those of color, who live and / or work in West Oakland. We use this Festival to serve as a platform to launch many partnerships and projects including but not limited to, Reflections of Healing, Young Gifted and Black, and the Estria Foundation, all of which were started at the Life is Living Festival. We also work heavily with the Friends of Defremery, the West Oakland Public Library and KDub at Town Park to center the Festival in the life and intentions of West Oakland, and particularly Defremery Park. We have submitted an application for this year, and a report from last years' Festival. We are confident this year will be incredibly impactful for the community of West Oakland.

If you have any questions or concerns please contact me.

Sincerely,

Hodari B. Davis
National Program Director
Youth Speaks
www.youthspeaks.org
hdavis@youthspeaks.org

Executive Producer
Life is Living
www.Lifeisliving.org

510 457 5210



Oakland Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
 Office: (510) 238-3187; Facsimile: (510) 238-2397



Rental Application

ATTENTION: _____ Date of Application: _____

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

Name of Business/Organization: Youth Speaks inc. / Life is Living _____

Business/Organization Address: _____
 Street Address City Zip Code

Applicant Name: Hodari B. Davis _____

Applicant Mailing Address: 8001 Hansom Dr. _____ Oakland _____ 94605 _____
 Street Address City Zip Code

Phone Number: 510457 5210 _____ Fax Number: 415 255 9065 _____ E-mail: hdavis@youthspeaks.org _____

Facility/Park Name: Defremery Park _____

Room(s)/Site(s) All sites and rooms _____

EVENT INFORMATION:

Date(s) of Event: October 11 _____

Time In/Prep Time 5am _____ Actual Event Time 10am _____ to 9pm _____ Cleanup/Time Out 10pm _____

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

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.) _____

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) 10000 _____ Approximate # of Adults 5000 _____ # of Teens 3000 _____ # of Children/Infants 2000 _____

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

Name of Approved Caterer: _____

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)

Building Rentals/Special Events (Parks): \$30

(1) $127.50 \times 10 = 1,275.00$
 (Hourly Rate) (# of hours)

(2) _____ x _____ = _____
 (Hourly Rate) (# of hours)

(3) Permit Processing Fee = 30.00

(4) Deposit = \$ 1,000

(5) Setup/Teardown = _____

(6) Kitchen = _____

(7) Alcoholic Beverage Fee = N/A

(8) Administrative Service Fee = N/A

(9) Caterer Opt Out Fee = N/A

(10) Sound Use Fee = 100.00

(11) Other Charges = N/A

TOTAL: \$ 2,405.00 Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
 (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 Hodari B. Davis DATE 9/3/10

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

**Youth Speaks inc. Life is Living
6th Annual Life is Living Festival**

www.lifeisliving.org

October 12 2013 | Defremery Park | Oakland CA

Youth Speaks Inc. as part of our Living Word Project and in partnership with The Friends of Defremery Park, Hood Games, The Estria Foundation, Brett Cook Disney The Oakland Public Library, and others will host an 8 hour inter-disciplinary, intergenerational, eco-equity performance event at Defremery Park in West Oakland, to continue a conversation focused on empowering community. This event models **partnerships between diverse and underserved communities, green action agencies, local community groups, urban environmental activists, and the contemporary arts world.** We use this event as a catalyst to foster collaborations and partnerships throughout the year in the service of youth and arts in Oakland.

Organizing Committee:

Hodari Davis	Executive Producer	Youth Speaks Inc
Joan Osato	Line Producer	Youth Speaks Inc
Dennis Kim	Marketplace Director	Youth Speaks Inc
Marc Bamuthi Joseph	Curator / Host	YBCA in Community
Mike "Bam" / Erin Yoshi	Chief Producer Visual Arts	Estria Foundation (EIGB)
Saqib Karvall	Food Justice Zone Producer Free Breakfast Program	People's Kitchen / Grocery
Emily Butterfly	Kids Zone Coordinator	Young Oakland
Kieth "KDub" Williams	Hood Games Producer	Town Park / Hood Gmz
Brett Cook	Resident Artist	Reflections of Healing
Rob Koplowitz	Oakland Bandits President	Oakland Bandits Softball
Ashara	Pre - Festival Outreach	HUB Oakland
Chinaka Hodge	Community Liaison	West Oakland
Candice Wicks	Youth Engagement Program	Be The Change
Nick James	Marketing Director	IamNickJames
Kamel Jacot	Promotions	Ankh Marketing
Michael OcConner	Artist Booking	The New Parish
Favianna Rodriguez	Resident Artist	"Migrations"
Amy Sonnie	Teen Librarian	Oakland Public Library
Valerie Winn	Park Director	Defremery Park

To continue our community conversation and campaign about reclaiming public space, environmental education and activism, social and community ecology, and collective responsibility in a climactic era of climate change, we present the following activities at The Life is Living Festival:

- **The Estria Invitational Graffiti Battle.** Once again many of the worlds top Aerosol Artists will paint a word / mural that captures the theme of the Festival and symbolizes life. This artistic process serves as a time tracker and provides an artistic framework for participants to make connections between hip hop culture and environmental activism. Each Mural serves as an artifact of the event itself. This event was absent from last years festival, and is a key addition and ingredient to the success of the event.
- **Food Justice STEMposium:** Leading Food Justice and environmental advocates make presentations on the grounds of the Oakland Public Library. Topics include Food justice, healthy living, and Cooking. We will feature performances of poetry aimed to curb the Type 2 Diabetes epidemic in California. We have a Science fair (STEMposium) focused on the growing food movement in local schools and community programs. With the help of Peoples Kitchen will aim to feed 500 people free breakfast in the morning.

- **The Yerba Buena Center for the Arts in Community Dance Stage:** This year we are in partnership with YBCA to feature High Level Dance Performers from outside of Oakland. We will also feature our annual Africa in Oakland dance Showcase with the legendary Senegalese Drummer Cheikh Mbaye and his Sing Sing Ensemble. We are partnering with Culture Strike and legendary Bay Area Artist Favianna Rodriguez to present an art engagement project focused on stories of migration.
- **The Living Word Eco-Empowerment Health and Wellness Fair.** Local agencies are encouraged to outreach to youth and community members, including bicycle clubs, action sports groups, urban grocer coops, eco justice agencies, senior centers, and others. Attendees will be selected for their relevance to the community. In Oakland these groups include Peoples Groceries, The Crucible, the West Oakland Senior Center, Red Bike and Green, The Center for Attitudinal Healing, and many many others. Activities include a vibrant Kids Zone, a mini Film Festival, an Art Engagement Area, Health Screenings, and more.
- **The Karl Watson Sk8 Day Contest and Jam – Hood Games** once again presents this historic event at Town Park. The goal is to engage as many West Oakland youth and youth around the city who skate in a single day contest. The day is dedicated to a legendary African American Skater, to challenge the dominant narrative suggesting African American youth do not skate. The Hood Games Stage also features local artists and youth friendly performers.
- **The Living Word Stage (Main Stage)** We will hold a mid afternoon outdoor concert in the park in the midst of the public outdoor installation-in-progress activities of the graffiti showcase and Eco Empowerment Festival. Performances the Brave New Voices Bay Area Slam Team, as well as high-level local and commercial artists. This year our Headline Artists is **Black Thought from the Roots**, and local artist **Rico Pabon**. We will also have another historic performance from Oaklands own **Young Gifted and Black**.
- **The Hip Hop Dream Stage (Park Stage)** We will hold an all day jam featuring an outdoor concert, dj's and a youth Hip Hop Cipher on a stage in the middle of the park. This stage will feature **Mik Nawooj**, an Ensemble orchestra playing Hip Hop music. We will also have two of the best Beat Boxers in the world **Ready Yo and Soulati**, on this stage in the later part of the day.
- **The Oakland Bandits Girls Softball Tournament and Clinic –** In partnership with the Oakland Bandits Softball Club, Life is Living will host a friendly tournament featuring three Girls Softball teams ages 12U. These players and coaches will also provide introductory instruction to girls from the greater Oakland community who are interested in softball and girls athletics. The Clinic will feature special guests, including former high school and college players.
- **Reflections of Healing: Gallery in the Park –** In partnership with Brett Cook Dizney, this iteration of the Reflections of Healing campaign will feature the unveiling of a semi permanent installation of four Reflections Portraits, with opportunities for Festival Participants to engage with the ideas and words of the subjects through art.
- **Life is Living Marketplace –** Vendors are selected based on their products commitment to the art and culture of Oakland, and their alignment with sustainable practices. These vendors include Clothing, food, crafts, art, and a variety of other locally sourced products. Vendors pay a nominal fee to participate and have any permits and coordination handled for them. Vendors keep 100% of their profits from the day.

Contributing Sponsors: The East Bay Community Foundation, The California Wellness Foundation, The Bechtel Foundation, The Estria Foundation, Yerba Buena Center for the Arts, Youth Speaks Inc.

Life is Living Oakland

Revenue - (The Youth Speaks funds cover primarily staffing and production costs, while the Estria Foundation pays for the Grafitti Battle, flying artists in from around the country – we are dealing with limited revenue and the greatest resource we have is the will of the community to make it happen.)

Youth Speaks	\$30K	Staffing and Organizing
Estria Foundation	\$25K	Staffing and Organizing
East Bay Community Foundation	\$25K	General Support
Yerba Buena Center for the Arts	\$ 5K	Dance Stage
Miscellaneous Funding	\$ 5K	Food Justice, Hip Hop Stage, Kids Zone, ..etc.

Total **\$90K**

Expenses

Staffing	\$40K
Artists	\$25K
Staging / Production	\$15K
Fees and Management	\$ 5K

Total Expense **\$85K**

2012 POST EVENT REPORT

GENERAL INFORMATION:

Name Of Event: The Life is Living Festival
Location of Event: Defremery Park, West Oakland
Date/Hours of the Event: October 11, 2012 - 10am – 5pm
Event Contact Name: Hodari B. Davis and Dennis Kim
Event Contact Address: 1662 Mission St. San Francisco 94103

Is this a first time event at this location? NO – If “no” when was the event held previously?
 We have had this event at Defremery Park every year since 2008

Were Facility Rental / Set Up Fees waived? NO
Check other Permits required for event?

- OPD Special Events Permit
- Food Handlers Permit (for food vendors)
- Certificate of Insurance
- Sellers Permit (for vendors)

ATTENDANCE AND COLLECTION OF FUNDS:

- 1.) Total Number in attendance: 4000+
- 2.) Were registration fees, donationa or other fees collected on site? NO
- 3.) N/A
- 4.) N/A
- 5.) N/A
- 6.) N/A
- 7.) How Much was collected on site from other fees? *We only collected fees to cover health permits.
Approximately \$400 - \$700.

2012 POST EVENT REPORT (CONTINUED)

LIFE IS LIVING 2012 VENDOR LIST

We did not charge vendor fees in 2012. We did collect permit fees from each of the food sellers, so we could cover the additional costs of water access, garbage, recycling, etc.

Food

DeFremery Grill	non Profit	Grilled Food	Y
Tase of Africa		African Food	Y
SCENDS		Soul Food	Y
No Worries		Vegan Filipino	Y
Milton & Small LLC		Fair Trade Coffee	Y
Soul Cocina		Global Street Cuisine	Y
Kingston 11		Jamaican Food	Y
Peoples Grocery / Food First	Non Profit	Fresh Vegetables	Y
Oakland Bandits	Non Profit	Water	Y

Arts and Crafts Vendors

Oakland Surf Club		T Shirts, hats	Y
Romber Clothing		Clothing, shoes	Y
Wose Community Church	Non Profit	Tabling	
Diane Bezucha Photography		Photograpy	
Nisha K Sembi		Henna	
Betti Ono	Non Profit	Art and Tabling	
Earth Majesty		Jewelry and Clothing	Y

Jungle Undies		Underwear	Y
Ashara Ekundayo	Non Profit	Tabling	
Creative Tuesdays	Non Profit	Vintage Clothing	
C-Proof Entities		Arts ; polaroid photos	
Richmond Spokes	Non Profit	Bike Valet	
Keeze Clothing		Clothing	Y
Copes Clothing		Clothing	Y
Mercedies Martin		Tabling and Crafts	
Call Co Customs		Custom Designs	Y
Oaklandish		Shirts and Posters	Y
Iyoba Bath and Body		Soaps and Oils	Y
Voter Registration		Tabling	
Esuu Orundide		Shirts	Y

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.)

There are several ways we hope to improve the Festival and specifically the vendor process.

1 – We want to divide the vendors separating food from clothing and health and wellness. We are interested in identifying ways to spread the market throughout the park and have multiple point people manage the process. This means we may increase our total number of vendors, and collect a vendor fee to cover the costs of the additional personell and management.

2 – We want more diversity among the vendors and to especially highlight organizations serving District 3 and the West Oakland Community.

3 – We plan to extend the hours of the Festival in the park by an hour so we can more easily clear folks out of the 18th street from 5 – 7pm. We hope this logistical shift will redirect folks to hang inside the park and create lanes for cars to load and unload on the 18th st. side.

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

We were very satisfied with the event. This was the first Life is Living Festival in Oakland that did not have a Grafitti Battle as a part of it. The Battle was missed, but we were happy to see so many community members still engaging with the festival and the activities within. We were concerned about the state of the park, but the recent renovations and attitudue adjustment about resourcing this historic place has reinvigorated us in our efforts and inspired us to improve in every aspect of the Festival.

Submitted by: Hodari B. Davis

Date: November 2012

Approved by: (OPR Staff)

Date

Comments: _____

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservation Lead
DATE: September 10, 2014
SUBJECT: REQUEST FROM REDWOOD HEIGHTS ELEMENTARY SCHOOL PTA FOR PERMISSION TO SELL AUCTION ITEMS, ALLOW COLLECTION OF FUNDS FOR AUCTION FUNDRAISER, DOOR TICKET SALES, AND WINE AND BEER SALES TO BE HELD AT THE JOAQUIN MILLER COMMUNITY CENTER ON SATURDAY, NOVEMBER 15, 2014

SUMMARY

Oakland Parks and Recreation received a request from the Redwood Heights Elementary School PTA, a non-profit organization, for permission to sell auction items, allow collection of funds for auction fundraiser, door ticket sales (\$20 per ticket) and wine and beer sales to be held at the Joaquin Miller Community Center on Saturday, November 15, 2014. All funds raised will support ongoing resources at Redwood Heights Elementary School.

FISCAL IMPACT

There is a positive fiscal impact. The organization is paying all fees associated with the rental of the event.

PROGRAM DESCRIPTION

The following is an overview of this event:

6:30pm- Check-in: Guests receive program and bidder number. Most tickets have been sold in advance, however a small number of tickets are available at the event and will be sold at the door (\$20 per ticket).

6:45-8:30pm: Sign-up boards; Guests sign-up to purchase goods and events at fixed prices on a first come, first serve basis.

7:45-8:45pm: Closing of the categories; closing occurs by section. The highest bidder wins the item.

9-10pm: Live auction; Bidders gather together for live auction. Bidders raise their bidder number to make bids on items.

10-11pm: Check out; Bidders get a computer generated printout of their purchases and pay by credit card or check.

BACKGROUND

The Harvest for Learning Auction began in 1996. This event is created every year through the efforts of the Redwood Heights School PTA Executive Board as well as many parent volunteers. It is an important fund-raiser and community builder, which is well-attended by adults from the community. Proceeds raised from this event provide an ongoing resource to support programs at Redwood Heights Elementary School.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from the Redwood Heights Elementary School PTA for permission to sell auction items, allow collection of funds for auction fundraiser, door ticket sales and wine and beer sales to be held at the Joaquin Miller Community Center on Saturday, November 15, 2014.

Respectfully submitted,

Zermaine Thomas
Central Reservation Lead

Attachments: Exhibit A – Redwood Heights Elementary School Request Letter
Exhibit B – Non-Profit Status
Exhibit C – Facility Rental Application

Redwood Heights Elementary School PTA
c/o 4401 39th Ave
Oakland, CA 94619

August 11, 2014

To the Attention of: City of Oakland Department of Parks & Recreation
Advisory Commission

Re: Rental of Joaquin Miller Community Center for School Auction Fundraiser
Proposed Date of Event: Saturday, November 15th, 2014

To Whom It May Concern:

This letter serves as a request to collect funds on-site at the Redwood Heights School Auction Fundraiser.

The Harvest for Learning Auction began in 1996. This event is created every year through the efforts of the Redwood Heights School PTA Executive Board as well as many parent volunteers. It is an important fund-raiser and community builder, which is well-attended by adults from the community. Proceeds raised from this event provide an ongoing resource to support programs at Redwood Heights Elementary School.

The auction has historically been held annually at Mills College. Last year we changed the venue to the Joaquin Miller Community for the first time. It was a very successful event and we would like to use the Joaquin Miller Center once again this year.

The following is an overview of the evening:

6:30pm – Check-in: Guests receive program and bidder number. Most tickets have been sold in advance, however a small number of tickets are available at the event and will be sold at the door.

6:45 – 8:30pm – Sign-up boards: Guests sign-up to purchase goods and events at fixed prices on a first come, first serve basis.

7:45 – 8:45pm – Closing of the categories: closing occurs by section. The highest bidder wins the item

9 – 10pm – Live auction: Bidders gather together for live auction. Bidders raise their bidder number to make bids on items.

10-11pm – Check out: Bidders get a computer generated printout of their purchases and pay by credit card or check.

(Cash bar available (wine and beer) throughout the evening)

Internal Revenue Service

Date: January 10, 2007

REDWOOD HEIGHTS SCHOOL PARENTS
FUND ASSOCIATION
% DR ALAN KAY
4401 39TH AVE
OAKLAND CA 94619-1614 018

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Mr. Morton 31-08703
cust
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
94-3180327

Dear Sir or Madam:

This is in response to your request of January 10, 2007, regarding your organization's tax-exempt status.

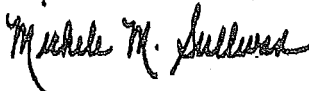
In June 1993 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations 1

238-2397



Oakland Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



RENTAL APPLICATION

ATTENTION: Desmona Armstrong

Date of Application: 8/11/14

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

Name of Business/Organization: Redwood Heights Elem. School PTA

Business/Organization Address: 4401 39th Ave, Oakland 94619

Applicant Name: Claire Colon-Hopkins

Applicant Mailing Address: 98 Selkirk St, Oakland 94619

Phone Number: 510.384.9273 Fax Number: E-mail: chopkins123@gmail.com

Facility/Park Name: Joaquin Miller Community Center

Room(s)/Site(s): Entire Facility

EVENT INFORMATION:

Date(s) of Event: 8/15/14 Nov 15, 2014

Time In/Prep Time: 10 am Actual Event Time: 5 pm to 9 pm Cleanup/Time Out: 10 pm

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

General Public Allowed: [] Yes [X] No Sound Amplification: [X] Yes [] No Non-Amplified Sound: [] Yes [X] No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.) ipod with plug in speaker

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) 200 Approximate # of Adults 190 # of Teens 10 # of Children/Infants

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

Will you require a caterer for your event? [X] Yes [] No

If yes, are you choosing a caterer from OPR's Approved Caterer's List? [] Yes [X] No

Name of Approved Caterer: Grilled Cheese Guy

If not using an OPR Approved Caterer, provide name of non-approved caterer: (Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. 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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) 250 x 12 = 2500 (Hourly Rate) (# of hours)

(2) x = (Hourly Rate) (# of hours)

(3) Permit Processing Fee = \$30

(4) Deposit = \$600

(5) Setup/Teardown = \$150

(6) Kitchen = \$125

(7) Alcoholic Beverage Fee =

(8) Administrative Service Fee =

(9) Caterer Opt Out Fee = \$200

(10) Sound Use Fee =

(11) Other Charges =

TOTAL: \$ 3605 Less Advance Minimum Payment of \$ 960.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 9264.500 (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 31 to 60 days notice: Forfeit Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: [Signature] DATE: 8/11/14

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Harith Aleem
DATE: September 10, 2014
SUBJECT: REQUEST FOR APPROVAL TO DEDICATE A TREE AND DECORATIVE BOULDER TO KARIN MASAL HURLEY

SUMMARY

Valarie Kalb and Jenny Greenburg representing the Temescal Masters swim team (Masters) contacted the City requesting approval to dedicate a tree and decorative boulder to honor their friend, teammate and long time Masters swim coach Karin Hurley, who passed away in 2013. The request is to plant a Strawberry tree near the driveway at the west end of the front yard of Temescal Pool located at 371 45th Street. The Strawberry tree, *Arbutus Marina*, is a slow growth, low water use tree that flowers and bears non-edible fruit. A decorative boulder approximately 2.5' x 2.5' x 2.5' with an 8" x 10" bronze plaque will be installed at the base of the tree. The plaque will contain a mermaid design and read:

Karin Masal Hurley, Mermaid Warrior, 1970 – 2013
Beloved swim coach, spouse, mother, friend

Ms. Kalb has coordinated with Giacomo Damonte of Oakland Public Works (OPW) regarding the selection of the tree and boulder, location, and installation process. OPW will oversee installation of both the tree and boulder with plaque. The City and the existing volunteer gardeners at Temescal Pool will collaborate to maintain the tree and plaque.

FISCAL IMPACT

There is no negative fiscal impact to Oakland Parks & Recreation. The total cost is expected to be \$1,400 and includes the purchase of the tree, boulder and plaque as well as estimated cost for irrigation equipment. Temescal Masters Swim Team's initial donation supplemented by privately donated funds will be used to purchase the tree, boulder and plaque.

BACKGROUND

Karin Masal Hurley was the Head Coach of the Temescal Masters swim team for eight years until she retired in 2012, and was an assistant coach for several years before that. As head coach, Karin not only inspired and educated a large group of adult Masters swimmers, she also organized annual Swim-a-thons to raise funds for Oakland youth swimming programs. Karin barely missed qualifying for the Olympic swimming trials in 1988. In addition to her love of swimming, she was a beloved spouse and a mother to three young children. She was active in the parents' community for Peralta Elementary School, which two of her children still attend. She had completed a degree in Criminal Justice and was looking forward to starting a new job with the Federal government when she was diagnosed with breast cancer. She died in December 2013 at the age of 43. Karin touched many, many lives in a positive way, and the community misses her greatly.

Because Karin was loved by so many people, members of the Masters team and wider Temescal community conceived the idea to plant a tree and install a plaque in her honor at Temescal Pool. In this way, they seek to memorialize and celebrate her life in a permanent way at a place she loved.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request to dedicate a tree and decorative boulder to Karin Masal Hurley.

Respectfully submitted,

Harith Aleem
Recreation General Supervisor

Attached: Plating Diagram

1/16" = 1'-0" 8.14.2014

TEMESCAL POOL BUILDING

DRIVEWAY

(1) - 5 Gal Agapanthus 'Tinkerbell'

(3) - 1 Gal Liriodendron muscari

(36) - 5 Gal Caprosma repens 'Marble Queen' (Dwarf)

Backflow

Existing Conc. Plat forms

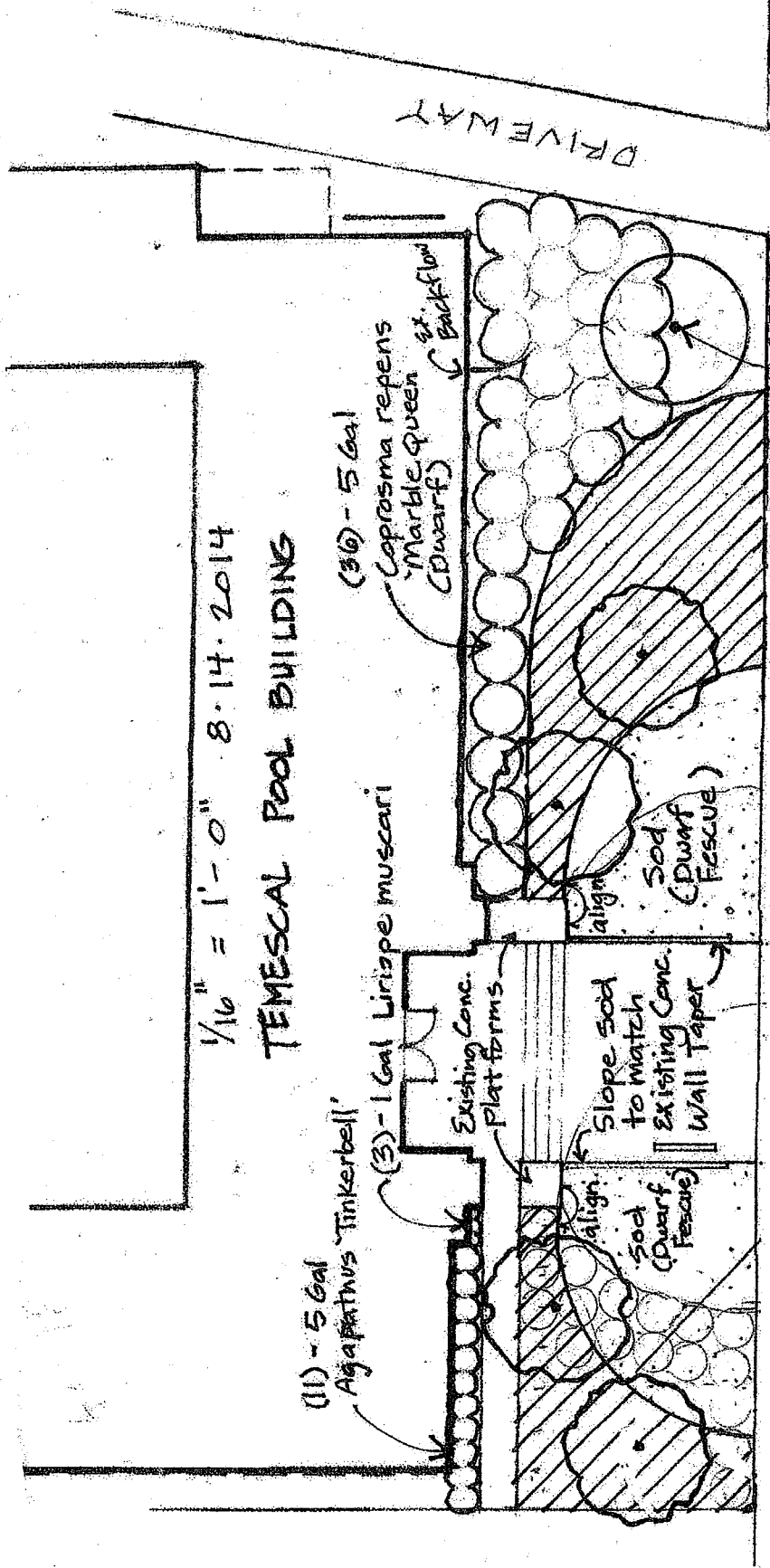
Slope Sod to match existing Conc. Wall Taper

Sod (Dwarf Fescue)

Sod (Dwarf Fescue)

45TH STREET

MEMORIAL TREE APPROX. LOCATION



CITY OF OAKLAND
Interoffice Memorandum



TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Devan Reiff, Planner III, Strategic Planning, Planning and Building Department
DATE: September 10, 2014
**SUBJECT: REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION
HOST A PUBLIC HEARING TO REVIEW AND ACCEPT THE COLISEUM
AREA SPECIFIC PLAN**

SUMMARY

The purpose of this public hearing is to solicit comments from the Parks and Recreation Advisory Commission (PRAC) and the public on the Draft Coliseum Area Specific Plan (Draft Specific Plan) and Draft Environmental Impact Report (DEIR); and associated General Plan amendments, Planning Code amendments (text and map changes), and new Design Guidelines (Related Documents). These implementation documents will help guide the future development and built character of the 800-acre Specific Plan Area (Plan Area), by providing detailed guidance on new sports and entertainment facilities, residential and commercial neighborhoods, streets and public areas, and new and restored open spaces. One of the six goals of the Plan is to:

Create enhanced open space, Bay access, and natural habitat opportunities that will restore natural habitat, and create public educational and Bay accessibility opportunities for Oakland and Bay Area residents.

The focus of this memorandum is to present information to guide a discussion and generate comments by the Commission and the public on the proposals for open spaces and public spaces which are currently included in the Draft Coliseum Area Specific Plan (see **Chapter 4: Community Design**). The full draft of the proposed new zoning chapter and General Plan amendments will be presented at an upcoming Zoning Update Committee (ZUC) meeting in November, as described in the "Next Steps" section of this report.

The Draft Specific Plan can be viewed online at www.oaklandnet.com/coliseumcity (under the section called 'Plans, Documents, and Presentations') and then click on *Chapter 4, Community Design*. The Draft Environmental Impact Report (released August 22, 2014) and Notice of Availability (NOA) may be reviewed at the City's Current Environmental Review Documents webpage: <http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157> (see Row #23).

Print copies of the Coliseum Area Specific Plan and DEIR are also available at no charge at the Department of Planning and Building, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612, or for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, Oakland CA 94612.

PLAN AREA BOUNDARY

The Plan Area covers approximately 800 acres, and is generally bounded by 66th Avenue and East Creek Slough to the north, San Leandro Street to the east, Hegenberger Road to the south, and San Leandro Bay and the Oakland International Airport to the west. The Plan Area is divided for Specific Plan purposes into five Sub-Areas, A-E (see **Exhibit A**). For ease of comprehension, the current Coliseum/Arena site and Coliseum BART station are designated as Sub Area A; the Oakland Airport Business Park as Sub-Areas, B, C and D, and the open space and East Bay Municipal Utility District-owned lands between Damon Slough and East Creek Slough as Sub Area E.

FISCAL IMPACT

The fiscal impacts to the Office of Parks and Recreation, should the City Council adopt the Coliseum Area Specific Plan, have not yet been determined. Preliminary negotiations between the City and the development team (led by JRDV Urban International, under an Exclusive Negotiating Agreement [ENA] with the City) have not yet identified the projected costs to improve, maintain and operate the proposed new and restored public open spaces in the Draft Specific Plan, nor have these discussions identified the source or the entity/ies responsible for future maintenance and operation. **Chapter 7** of the Draft Specific Plan includes many potential funding sources which might be used to pay for different elements of the Plan, such as the proposed new and restored open spaces. Any new publically-accessible open space created on private property, however, will be the responsibility of the owner of that property to maintain.

PROJECT DESCRIPTION

The Coliseum Area Specific Plan supports comprehensive new development in the Plan Area over the next 20-25 years, including opportunities for retention of Oakland’s three major professional sports teams. To compare open space resources as they exist today to those in the Draft Specific Plan, this report will first present the existing conditions for park and open space resources, followed by the Draft Plan’s proposals for park and open space, then analysis of impacts to current facilities.

1. Existing Open Space Resources in the Plan Area

Table 1 details the size and ownership of open space resources in the Plan Area.

Table 1. Existing Open Space Resources in the Plan Area		
<u>Sub Area</u>	<u>Acreage</u>	<u>Ownership</u>
A	8	City of Oakland
B	20	City of Oakland; Port of Oakland, East Bay Regional Parks
C	n/a	

D	n/a	
E	46	City of Oakland, East Bay Municipal Utility District
TOTALS	74	

City of Oakland Office of Parks and Recreation (OPR)

OPR operates no parks within the Plan Area, but does operate two soccer fields (“Oak Port”) within Sub-Area E. Several City parks are within a mile of the Plan Area, including Coliseum Gardens Park (4.85 acres) at 966 66th Avenue, Tassafaronga Park and Recreation Center (2.5 acres) at 85th Avenue & E Street, Patterson Park/Brookfield Village Park (14 Acres) at 9175 Edes Avenue, and Columbian Gardens Park (2.33 acres) at 9920 Empire Road. OPR also operates several community recreation centers that offer sports, arts and crafts, culture arts and dance, computer labs, drama, mentoring, general learning, and afterschool activities. There are no recreation centers within the Plan Area, although two are located nearby at Tassafaronga (with an active community garden) and Rainbow parks, and Patterson Park hosts the East Oakland Sports Center which includes Fitness, Aquatic, and Dance Centers, as well as the Ira Jenkins Recreation Center and Gymnasium.

The City of Oakland General Plan establishes a parkland objective of four acres per 1,000 residents (for parks that meet the active recreational needs of the community as opposed to passive recreational open space). Oakland currently provides 1.33 acres of local serving park acreage per 1,000 residents, which falls short of the General Plan parkland objective.¹

According to the City of Oakland General Plan Open Space, Conservation and Recreation (OSCAR) Element, Central East Oakland has 41.7 acres of recreational land, including schoolyards and athletic fields, which equates to 0.89 acres of parkland per 1,000 residents, or about one fifth of the General Plan parkland objective. The City also puts forth in its General Plan an overall parkland objective of 10 total acres per 1,000 residents. The City exceeded this objective 2012, with 15.2 acres of parkland per 1,000 residents.

East Bay Regional Park District (EBRPD)

EBRPD manages over 73,000 acres of parkland in 47 East Bay parks. These parks complement those provided by the City of Oakland by providing larger park areas, more isolated and wild settings, and an emphasis on naturalist activities as opposed to active recreation. EBRPD parks in Oakland include the 271-acre Leona Canyon Regional Open Space Preserve, the 660-acre Robert Sibley Volcanic Regional Preserve, the 100-acre Roberts Regional Recreational Area, and the 741-acre Martin Luther King, Jr. Regional Shoreline Park which covers much of the Project Area’s shoreline on San Leandro Bay.

The Martin Luther King, Jr. Regional Shoreline Park was established in 2000 as a wetlands restoration project by a partnership between the East Bay Regional Park District and Save the Bay.

¹ City of Oakland, City of Oakland General Plan Open Space, Conservation and Recreation Element, 1996, page 4-9.

The Shoreline includes the mouths of five major creek systems and protects some of the last remaining wetland in the East Bay including Damon Marsh, in the Draft Specific Plan's Sub-Area E, and the 50-acre Arrowhead Marsh (part of the Western Hemisphere Shorebird Reserve Network), which is adjacent to, but not included in, Sub-Area D. The MLK Shoreline Park features the Shoreline Center, an indoor/outdoor facility that accommodates special events. Additionally, the park is host to the Tidewater Boating Center, a 12,300-square-foot complex that consists of boat launch dock, a boathouse, training area, boat storage facility and Department offices. The park includes hiking and biking trails, benches and picnic areas.

2. Draft Specific Plan proposals

Because of the complexity of the Draft Specific Plan's development program for the Plan Area's 800 acres, this report will present selected goals for both the Coliseum District (site of the current Coliseum and Arena [Subarea A] and a portion of Subarea B on the west side of I-880) and the Oakland Airport Business Park and environs.

A. Selected goals for the Coliseum District:

- **New Venues:** Development of up to three new multi-purpose sports/entertainment venues that retain the sports teams in Oakland, provides attractions that bring people to the area, and facilitate the development of other uses nearby. This development program includes a proposed new National Football League (NFL) stadium and multi-purpose event center for the Oakland Raiders; a new Major League Baseball (MLB) ballpark for the Oakland A's; and the potential for a new National Basketball Association (NBA) arena for the Golden State Warriors. Under some Plan scenarios, the current Oracle Arena would remain as a multi-purpose venue.
- **Housing:** Development of new housing, both in a ballpark village near the sports facilities (up to 1,500 residential units), and in Transit-Oriented Developments (TODs) surrounding the Coliseum BART station. A part of this new neighborhood is a proposed 2.2-acre Plaza and open space, lined with retail businesses, which connects the proposed Football Stadium to the proposed Ballpark.
- **Pedestrian access:** new elevated and landscaped pedestrian concourse that connects from the Coliseum BART station to the new sports/entertainment areas at the current Coliseum site. This elevated connector could potentially extend over I-880 and link BART to the San Leandro Bay; and is envisioned to include a streetcar line that uses the elevated concourse to connect from BART to the Oakland Airport Business Park.
- **Open Space and Parks:** **The Plan includes a total of 26.5 acres of parks and open space within the Coliseum district, consisting of the 2.2-acre "Grand Plaza" pedestrian streetscape; the 14.2-acre pedestrian elevated concourse and linear park; a 2-acre park next to the proposed MLB ballpark; and more than 8 acres of open space and natural habitat improvement along Damon Slough near the Amtrak railroad tracks and 66th Avenue. The Plan includes a proposal to relocate Elmhurst Creek, which runs through the Coliseum site (see Exhibit B).**

In total, new development within the Coliseum District could include:

- a new Football Stadium with a seating capacity of 72,000 attendees;
- a new Baseball Park with a seating capacity of 39,000 attendees;
- a new Basketball Arena with a seating capacity of 20,000 attendees;
- three new hotels with a total room count of 875 rooms;
- 525,000 square feet of new event-based retail space;
- 190,000 square feet of neighborhood-serving and convenience retail space located primarily within ground-floor locations;
- up to 1.5 million square feet of new science and technology space;
- 340 new residential units in low- to mid-rise townhome-type buildings, primarily along San Leandro Street from 66th Avenue southward, and
- 3,660 new residential units in residential towers.

B. Selected goals for the Oakland Airport Business Park:

- New office space: Creation of a new Science and Technology District of regional significance that expands opportunities for companies in the tech economy to locate in Oakland, in up to 1.5 million square feet of new and renovated buildings.
- New Arena: The Draft Plan proposes a location for a new National Basketball Association and multi-purpose arena for the Golden State Warriors, should the team not move to San Francisco and decide to remain in Oakland.
- New Residential district: Development of a new waterfront residential district, with up to 1,600 new residential units.
- Bay Inlet: The Plan includes potential development scenarios that include the creation of an approximately 12-acre new inlet of San Leandro Bay. The new inlet is not proposed as a navigable waterway (i.e., no ferries or boat docks), but instead could include intertidal mudflats that support shorebird foraging and possibly high-tide roosting habitat. The primary purpose of the potential new Bay Inlet would be to create a new waterfront edge as an attraction and amenity for new development.
- Habitat Restoration: The Draft Specific Plan recommends creation of up to 15 acres of new wetland habitat between Damon Slough and East Creek Slough. Creation of this proposed new wetland habitat would require agreement between East Bay Regional Parks District (EBRPD), the East Bay Municipal Utility District, and the City of Oakland, to exchange or sell certain properties each agency owns in the Plan Area. Any such exchange or sale would require ongoing negotiations between the City and both the East Bay Regional Parks District, which owns the current 8-acre Edgewater Freshwater Marsh in the Airport Business Park, and the East Bay Municipal Utility District (EBMUD), owners of the subject site of proposed new wetlands area next to their Edgewater wet weather facility and corporation yard. Should the vacant EBMUD Edgewater parcel and a portion of the adjacent City of Oakland property be made available, the Draft Specific Plan proposes the creation of a new 15-acre freshwater seasonal wetland habitat at this location in exchange for, and in replacement of, EBRPD's

existing 8-acre Edgewater Freshwater Marsh.

The proposed Project includes several proposed park and open space areas either restored, or added, as shown in Table 2, below, including:

- a new 2.2 acre public plaza within the residential district between the ballpark and concourse in Sub-Area A;
- 6.7 acres of new open space between 66th Avenue and Damon Slough in Sub-Area A;
- 10 acres of new publicly accessible open space on top of the proposed concourse in Sub-Area A;
- a 0.4 acre parklet within Sub-Area B;
- improving 12 acres of shoreline trail and parkland in Sub-Area B in the existing MLK Shoreline Park; and
- 63 total acres of new and restored open space and wetland habitat in Sub-Area E.

As a result, at buildout there would be approximately 33 acres of parks and open space in Sub-Areas A and B. Sub-Area E will retain its 48 acres of existing parks and open space, and add approximately 15 acres of restored wetland habitat. At buildout, the whole Plan Area would have approximately 100 acres of total parkland, close to the City’s General Plan objective for total parkland. See Exhibits C and D for figures and illustrations of the Plans’ proposals.

Table 2. Proposed Parks and Open Space Resources in Coliseum Plan Area (acres)

Sub Area	<u>New open space/wetlands (creating new open space/wetlands from currently urban land)</u>	<u>New open space in “ballpark village”</u>	<u>New open space on the elevated platform/ “High Line”</u>	<u>Restored open space/wetland (improving existing open space/wetlands)</u>	<u>Open space /parkland in MLK Shore-line Park</u>	<u>Totals</u>
A	6.7	2.15	10.3	1.6		20.7
B	0.4				12	12.4
C	0					0
D	0					0
E	14.4			48.8		63.2
TOTAL S	21.5	2.15	10.3	50.45	12	96.3

3. Impacts of new residents on existing parks and recreation facilities.

The Draft EIR (in Chapter 4.12) addresses the existing parks and recreation facilities in the Plan Area—namely, the EBRPD MLK Shoreline Park and the Oakland Parks and Recreation Oak Port soccer fields and adjoining land between the Damon Slough and East Creek Slough—and finds those parks would experience much greater use with the addition of up to 10,000 new residents to what is currently a sports entertainment and business park area with no residents. This greater use may overlap to nearby City parks such as Coliseum Gardens Park and Tassafaronga Park. Furthermore, the new residents will be in multi-family units with little to no private or semi-private open space available to them, and therefore are more likely to use existing and new public recreation and park facilities. Even so, the DEIR finds there is no significant impact to Parks, nor a cumulative impact (see “Parks Usage—Impact Public 2, page 4.12-13 and following).

BACKGROUND

In November, 2011, the City issued a Request for Proposals (RFP) seeking a master developer and environmental consultant for the 800-acre Coliseum plan area. A team, led by JRDV Urban International (an Oakland-based architecture and development firm) were selected, and in March 2012, an Exclusive Negotiating Agreement was entered into with the City. At the same time, a contract with Lamphier-Gregory (an Oakland-based Planning and Environmental consultant) was signed, to prepare the Draft Specific Plan and Draft EIR. In April 2013, the Notice of Preparation (NOP) for the Draft Environmental Impact Report was issued to interested parties, and public scoping sessions were held in May 2013 before the Planning Commission and the Landmarks Preservation Advisory Board. The Notice of Availability (NOA) for the DEIR was issued on August 22, 2014, beginning a public comment period that ends on October 6, 2014.

Public workshops were held in April and June, 2014 to gain comment and refinements for the Draft Plan, prior to its release.

NEXT STEPS

Future public hearings on the Draft Plan will be held in September and October, 2014, as shown below.

Date	Public Hearing	Meeting topic
September 8, 2014	Landmarks Preservation Advisory Board	Public hearing on Draft Plan and Draft EIR
September 18, 2014	Bicyclist and Pedestrian Advisory Commission	Public hearing on Draft Plan and Draft EIR
October 1, 2014	Oakland City Planning Commission	Public hearing on Draft Plan and Draft EIR

Future hearings will be announced on the City's website (www.oaklandnet.com/coliseumcity), as confirmed

RECOMMENDATION

Provide comments on the open space and habitat restoration proposals in the Draft Coliseum Area Specific Plan and Draft Environmental Impact Report (DEIR); and associated General Plan amendments, Planning Code amendments (text and map changes), and new Design Guidelines (Related Documents).

Respectfully submitted,

ED MANASSE
Strategic Planning Manager

Attachments: Exhibit A – *Project Area and Sub-Areas map*
Exhibit B – *Creek and Channel Improvements*
Exhibit C – *Open Space Plan Area (2 figures)*
Exhibit D - *Images of proposed Plan buildout (2 figures)*

The Draft Specific Plan can be viewed online at www.oaklandnet.com/coliseumcity (under the section called 'Plans, Documents, and Presentations') and then click on *Chapter 4, Community Design*.

The Draft Environmental Impact Report (released August 22, 2014) and Notice of Availability

(NOA) may be reviewed at the City's Current Environmental Review Documents webpage:
<http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157> (see
Row #23).

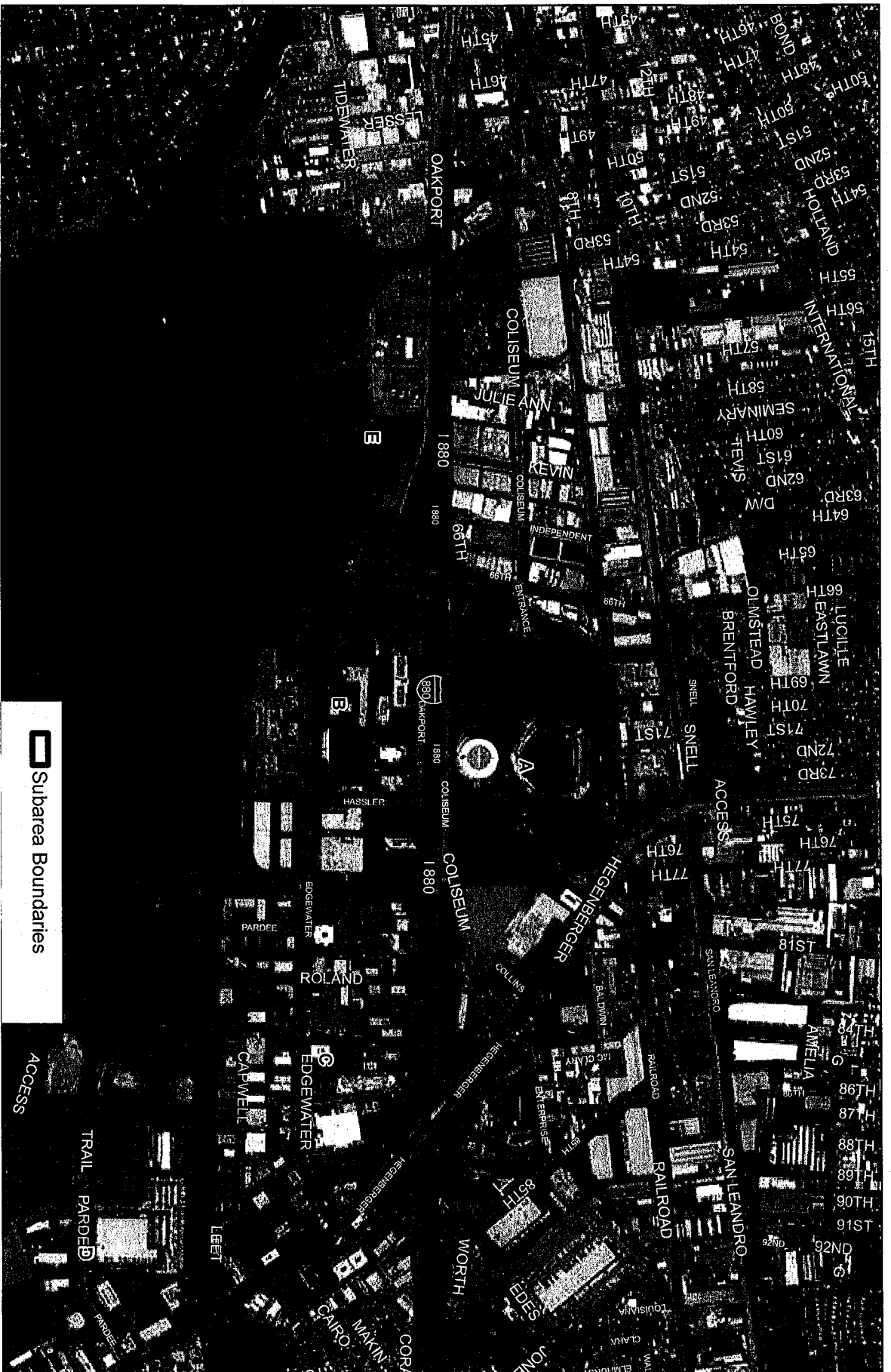
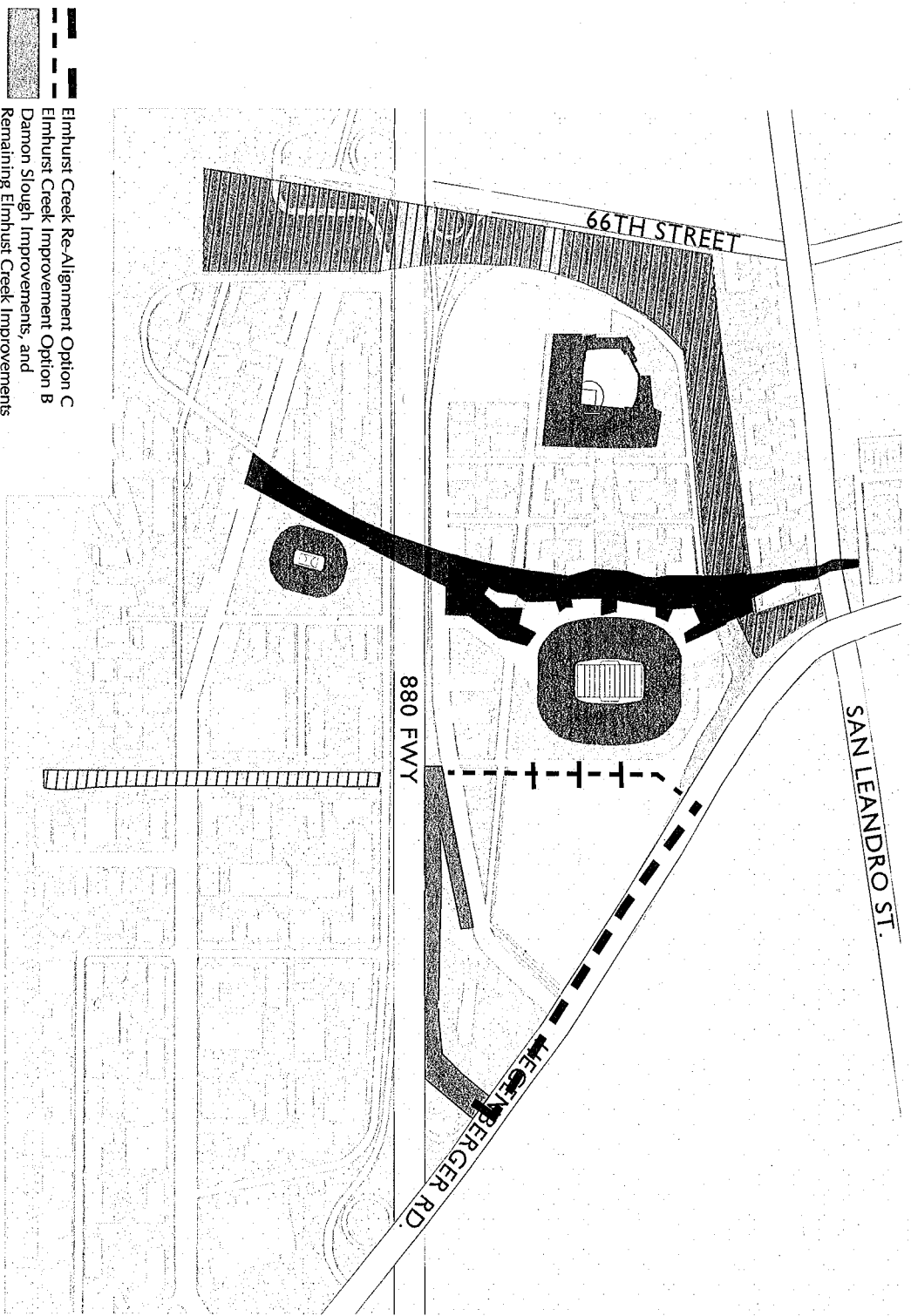
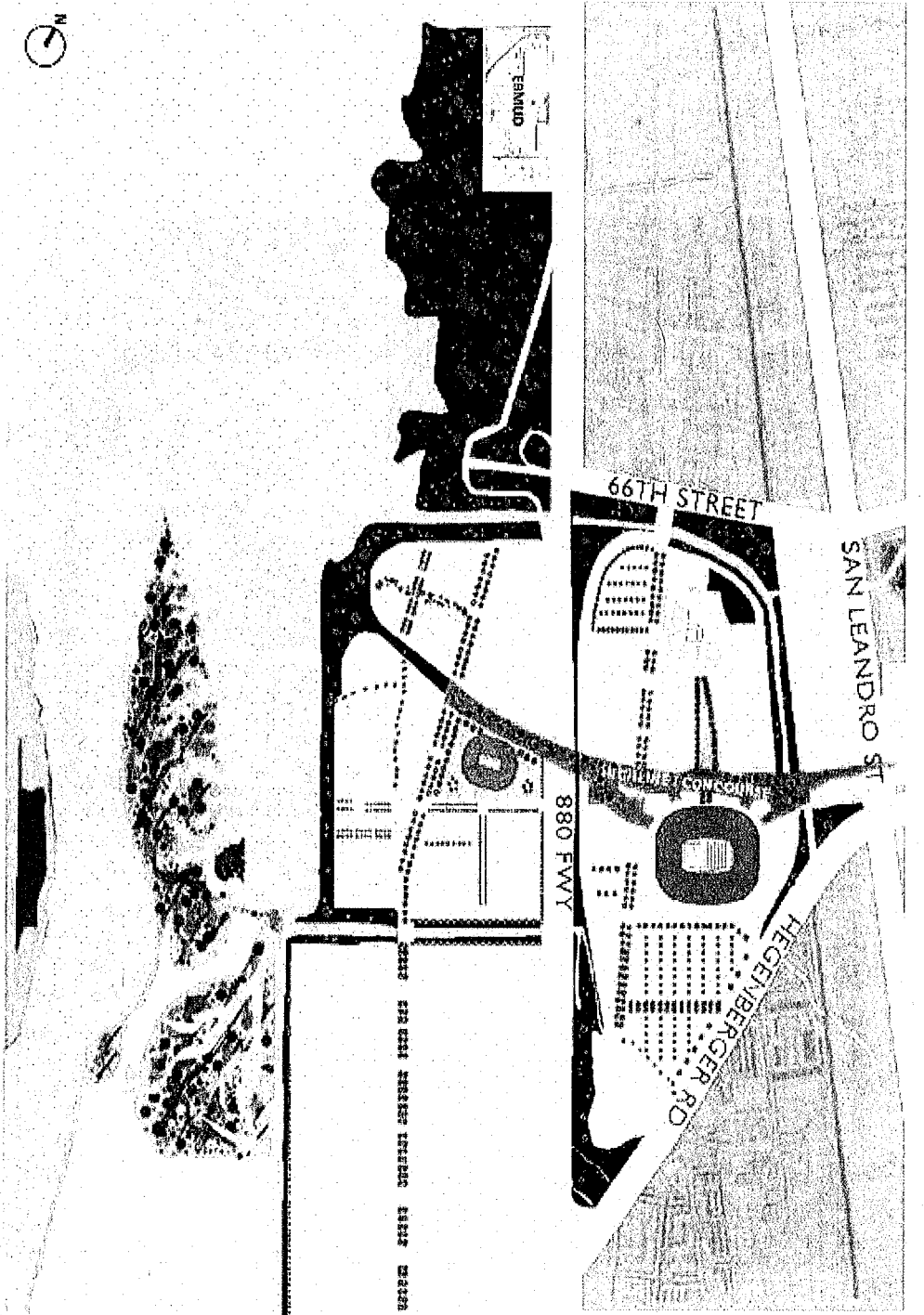


Exhibit A: Coliseum Plan area and Sub-Areas



Parks and Recreation Advisory Commission
 September 10, 2014

Exhibit B: Coliseum creeks and channels
 proposed improvements



Habitac

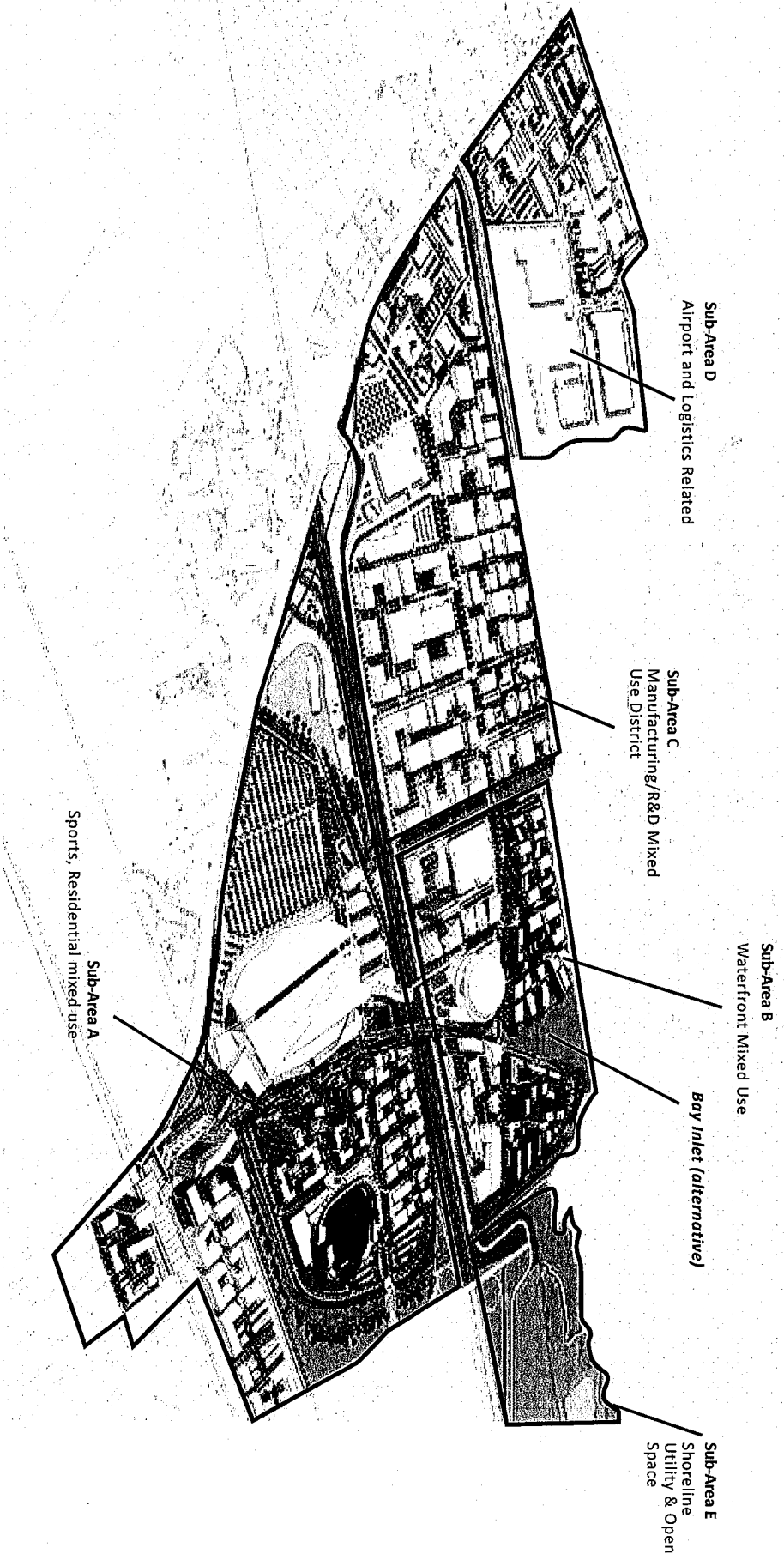
Concourse Park

Public Open Space

Venue Plaza

Parks and Recreation Advisory Commission
 September 10, 2014

Exhibit C: Coliseum Proposed Open Space



Sub-Area D
Airport and Logistics Related

Sub-Area C
Manufacturing/R&D Mixed
Use District

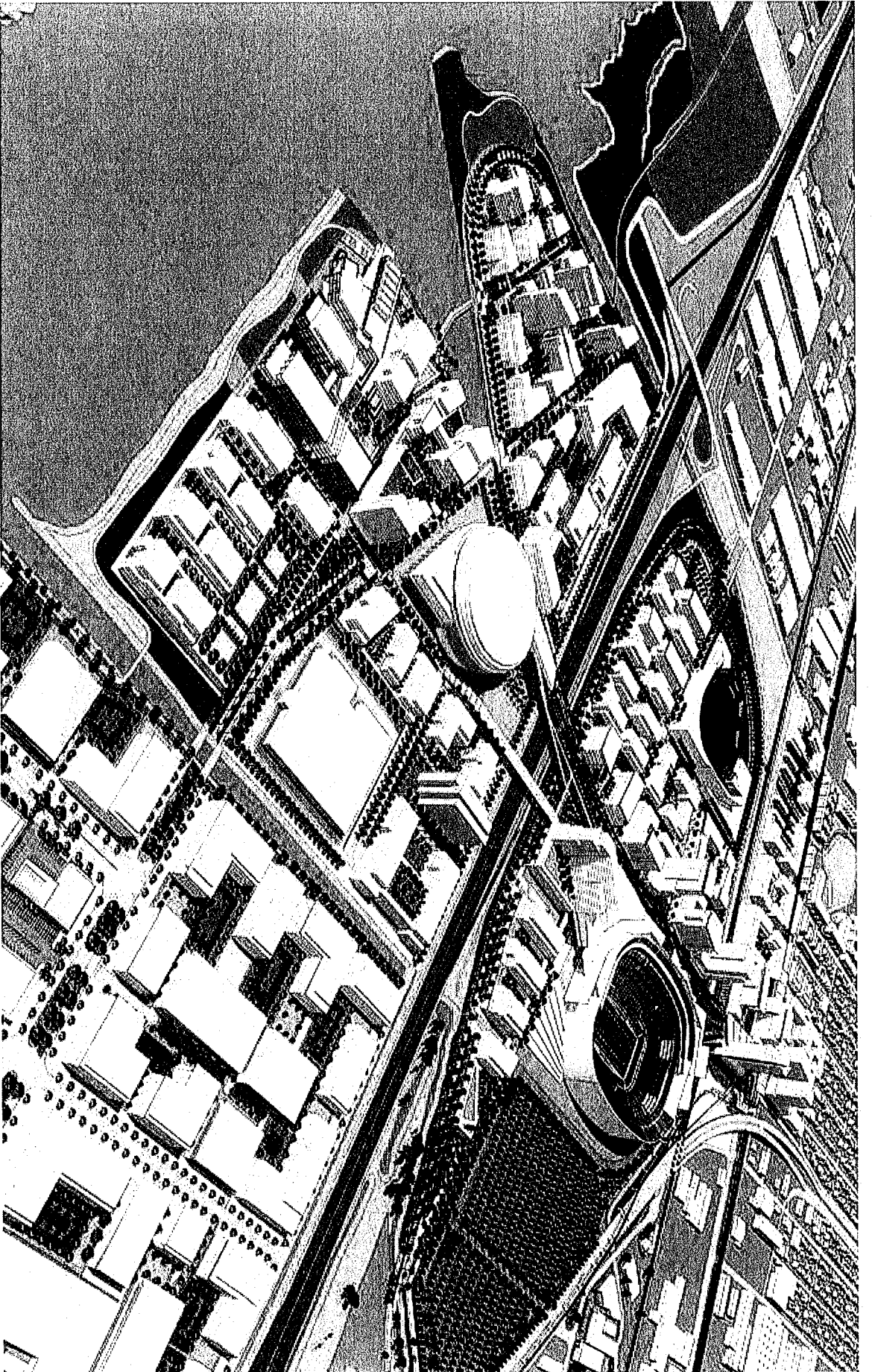
Sub-Area B
Waterfront Mixed Use

Boy Inlet (alternative)

Sub-Area E
Shoreline
Utility & Open
Space

Sub-Area A
Sports, Residential mixed use

Exhibit D: Coliseum Plan Buildout illustration



Parks and Recreation Advisory Commission
September 10, 2014

Exhibit D1: Coliseum Plan Buildout illustration

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Oakland Parks and Recreation
DATE: September 10, 2014
**SUBJECT: REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION
CONSIDER OPEN GRILLING WITHIN DESIGNATED AREAS WITHIN
THE LAKE MERRITT PARKLANDS**

SUMMARY

The Oakland Municipal Code (12.64.030) prohibits fires in parks, except at designated barbeque locations. However, there are no designated barbeque locations within the Lake Merritt parklands. In recent years, immense use of the Lake Merritt parklands for outdoor grilling warrants a review by the Parks and Recreation Advisory Commission to review potential changes to the municipal code and define designated locations for barbeques on Lake Merritt parkland.

FISCAL IMPACT

Fiscal impact to the City of Oakland could include increased staff and material costs for coal and waste removal.

PROJECT DESCRIPTION

Oakland Municipal Code (12.64.030) prohibits fires in parks and outdoor grilling except in designated areas, however, there are no designated areas for grilling within the Lake Merritt parklands. Consistent and increasing use and demand for designated grilling locations within the parklands at Lake Merritt warrant this discussion and review of a proposed change to the Oakland Municipal Code. According to the September 2014 issue of Oakland magazine, "At noon, there's no sign of them. By 1:30pm a couple of coolers have arrived. When 3 o'clock rolls around, the grills are lit and smoking... from Borden Way to Wayne Ave., this is the new Sunday afternoon scene at Lake Merritt."

BACKGROUND

On August 14, 2014, Councilmember Kernighan held a community meeting to field residents' reaction to the new activities and increased use of the parklands at Lake Merritt. Although concerns about alcohol consumption, noise control and park hours were noted, the scope of this report is limited to open grilling and the disposal of hot coals on Lake Merritt parkland. In 2002, voters approved the Measure DD bond to fund the revitalization of Lake Merritt and its associated park lands. Twelve years later, the dream has become a reality, as Lake Merritt and its new improvements consistently draw visitors to walk, run, bike, train and enjoy the iconic view and mild weather daily. Despite the increase in positive activity, the Oakland Municipal Code (12.64.030) still prohibits fires in parks except in designated areas.

RECOMMENDATION

Staff recommends the Park and Recreation Advisory Commission consider open grilling within designated areas on Lake Merritt parklands and create a sub-committee to research the best areas for such designation, with the intent of having the ordinance changed by the Fall of 2015 to be in place for next Spring 2015.

Respectfully submitted,

Zermaine Thomas
Oakland Parks and Recreation

CITY OF OAKLAND
Interoffice Memorandum

Oakland Public Works Agency



TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Victoria Rocha, Park Supervisor I, Oakland Public Works
DATE: September 10, 2014
SUBJECT: **REQUEST FROM THE FRIENDS OF THE GARDENS AT LAKE MERRITT AND THE PUBLIC WORKS AGENCY FOR APPROVAL TO USE THE GARDEN CENTER AND GARDENS AT LAKE MERRITT TO FUNDRAISE AT THE AUTUMN LIGHT FESTIVAL ON FRIDAY, OCTOBER 17, 2014 & SATURDAY, OCTOBER 18, 2014**

SUMMARY

Friends of the Gardens at Lake Merritt (FGLM) have requested use of the Lakeside Park Garden Center and the Gardens at Lake Merritt to hold a fund-raising The Autumn Light Festival event during the evening of Thursday, (Dress Rehearsal) Friday and Saturday, October 17-18, 2014. Net event receipts will entirely go to benefit improvements and publicity for the Gardens. This event has been approved by the Parks and Recreation Advisory Commission (PRAC) over the past two years, in support of the benefits these events bring to the Gardens and the City. Upstage Productions have been hired to manage this event.

FISCAL IMPACT

FGLM will be responsible for this event, including its costs and impacts. FGLM has pledged: 1) This Event will have zero-impact on OPR facilities, 2) To indemnify OPR and the City for this Event, 3) To be responsible for all costs. FGLM have successfully managed events such as this in cooperation with OPR and the Public Works Agency (PWA) over the past two years. Therefore, I anticipate that this event will have no fiscal impact on the City, beyond what benefits may be funded by the proceeds.

EVENT DESCRIPTION

"Autumn Light Festival" will be held on Saturday, October 18, 2014 from 6:00 p.m. to 10:00 p.m. The Garden gates will be closed and entrance and exit will be via the Garden Center. Admission and food service will be pre-sold, with accompanying donation solicitations by FGLM. On behalf of FGLM and Upstage productions will solicit, curate and install lighted exhibits and other art displays, primarily produced by Oakland and East Bay artists. They will also manage music production, publicity and event logistics.

The primary patron experience will be an opportunity to see the Gardens at their best, at night, illuminated by artistic illuminations and surrounded by other art work and similarly-minded garden enthusiasts. Food service, which will be solicited from local food trucks and music performances, will provide additional pleasure.

BACKGROUND

OPR and PWA and other City organizations have worked closely with FGLM over the past five years and with its parent organization, Oakland-East Bay Garden Center, Inc., since the early 1950s. Fundraising and publicity provided by FGLM has resulted in many benefits to the Gardens and to the people of Oakland. Among the physical improvements at the Gardens has been the redevelopment of the Sensory Garden, the Mediterranean Garden, the Japanese Garden and the Edible Gardens. Many less obvious but critical additions of soil, compost, path materials, signage and plants have been funded by or facilitated via FGLM.

A significant portion of garden maintenance has also been accomplished by teams of volunteers that FGLM has encouraged and managed. These teams have included those drawn by important dates such as Martin Luther King, Jr. Day and Earth Day, as well as by the regularly scheduled volunteer opportunities.

The event, entitled "The Autumn Light Festival" will comprise of decorating the Gardens with various styles of artist-produced lanterns and illuminations (see Appendix), food service and various sound environments and musical performances consistent with contemplation of the moonless Gardens lit up by artist illuminations. Admissions will be \$20.00 per ticket. (\$25.00 at the door) \$10.50 for Children. Food trucks, Beer and Wine will be sold at \$5.00 a glass, also silent auction, FGLM-branded merchandise and donations will be the primary sources of revenue for the event. Proceeds will be accounted for by FGLM and reported to Oakland's Office of Parks and Recreation (OPR). Net receipts will go entirely to benefit The Gardens at Lake Merritt and to extend the reach of the Gardens throughout Oakland and the East Bay.

FGLM will be responsible for obtaining appropriate permits, for ensuring that this event has zero-impact on OPR facilities and for indemnifying OPR and the City for this event. Since FGLM will be responsible for all costs, and because their improvement and publicity efforts are incremental to those of the City, the event will have no direct fiscal impact on the City, beyond what benefits may be funded by the proceeds.

As Supervisor of Park District One, I recommend and ask that PRAC approve the use of Lakeside Park facilities requested by FGLM for fund raising. FGLM provides excellent volunteer opportunities to such diverse organizations as Job Justice, Hands on Bay Area, Jack and Jill groups. Importantly, FGLM also has performed significant outreach to communities in Oakland both near to and far from Lake Merritt, and continues to find ways to broaden the awareness and use of the Gardens by Oakland residents.

Finally, FGLM fulfills an important role encouraging and managing productive relationships among the founding organizations of the Gardens at Lake Merritt, such as the Rose Society, Rhododendron Society and Mediterranean Garden Society. They also serve to integrate the work of these organizations with other, often newer, organizations focused on sustainability, organic food production and environmentally sensitive gardening and horticulture. It is with this background that I can without reservation recommend that PRAC and OPR continue their cooperation and participation with FGLM on activities such as this event.

Parks and Recreation Advisory Commission
September 10, 2014

RECOMMENDATION:

Staff recommends that the Parks and Recreation Advisory Commission approve the Friends of the Gardens at Lake Merritt's request for fundraising at Lakeside Park Garden Center and Gardens on Friday, October 17, 2014 and Saturday, October 18, 2014.

Respectfully submitted,

Victoria Rocha
Park Supervisor I