



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

Meeting Minutes

1. CALL TO ORDER:  
4:34pm

2. ROLL CALL:  
BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON,  
ROSENBLOOM, SELNA, WU

Present: Belcher, Du Bois, Flores, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna

Arrivals: Wu (4:39pm) Peterson (4:46pm)

Staff: Parks and Recreation - Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Desmona  
Armstrong, Harith Aleem; Planning and Building, Devan Reiff, Ed Manasse; Councilmember  
Kernighan staff Sandra Sanders-West

3. DISPOSITION OF MINUTES:  
August 20, 2014 meeting minutes

**Motion:** Commissioner Miller entertained a motion to approve the August 20, 2014 meeting minutes with the stipulation that the Roll Call roster be changed to reflect that Commission Belcher was excused and not absent. **Moved by:** Commissioner Selna **Second by:** Commissioner Belcher. **Abstention by:** Rosenbloom **Motion Passed**

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

**Motion:** Commissioner Miller entertained a motion to modify the agenda and move Item 8E before Item 8D **Moved by:** Commissioner Du Bois **Second by:** Commissioner Peterson. Motion Passed

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 29<sup>TH</sup> 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 29<sup>th</sup> 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 PARKS 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 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. The proceeds from 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 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 the Parks and Recreation Advisory Commission to grant approval for the Life is Living Festival and to have vendors at deFremery Park on Saturday, October 11, 2014. Youth Speaks has held the Life is Living Festival for five years at deFremery Park.

**Motion:** Commissioner Miller entertained a motion to approve Consent New Business Items 7A – 7G. **Moved by:** Commissioner Belcher **Second by:** Commissioner Kadera-Redmond. **Motion Passed**

**Arrival: Commissioner Wu**

8. **NEW BUSINESS:**

A. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE REQUEST FROM THE REDWOOD HEIGHTS ELEMENTARY SCHOOL PTA TO SELL AUCTION ITEMS, HOST AN ON-SITE AUCTION FUNDRAISER AND TO SELL BEER, WINE AND TICKETS AT THE DOOR AT THEIR SCHOOL AUCTION AT JOAQUIN MILLER COMMUNITY CENTER ON SATURDAY, NOVEMBER 15, 2014:**

Desmona Armstrong presented the staff report for Item 8A. The Oakland Parks Recreation received a request from the Redwood Heights Elementary School PTA, a non-profit organization, which sought permission to sell auction items, host an on-site auction fundraiser, and to sell wine, beer and tickets at the door. All funds collected will support the ongoing resources and services at Redwood Heights Elementary School. This season will mark the second year the event is to be held at Joaquin Miller Park.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to grant the Redwood Heights Elementary School PTA permission to sell auction items, tickets, wine and beer, and to host an auction fundraiser at the Joaquin Miller Community Center on Saturday, November 15, 2014. **Moved by:** Commissioner Peterson **Second by:** Commissioner Selna. **Motion Passed**

**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:**

The staff report for Item 8B was presented by Harith Aleem. The Oakland Parks and Recreation Advisory Commission reviewed a request from Valerie Kalb and Jenny Greenburg, representatives for the Temescal Masters Swim Team, who sought approval to dedicate a tree and decorative boulder to honor their friend, teammate and longtime Masters Swim Coach Karin Hurley, who passed away in 2013. They requested to plant a Strawberry Tree Arbutus Marina, 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

The fruit of the Strawberry Tree is bitter, non-poisonous and is low maintenance.

**Arrival: Commission Peterson**

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to grant the Temescal Masters Swim Team permission to dedicate a tree and decorative boulder to Karin Masal Hurley. **Moved by:** Commissioner Wu **Second by:** Commissioner Marshall  
**Abstention:** Peterson **Motion Passed**

**C. REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION HOST A PUBLIC MEETING TO REVIEW AND ACCEPT THE COLISEUM AREA SPECIFIC PLAN:**

The Parks and Recreation Advisory Commission reviewed the staff report and Power Point presentation by Devan Reiff from Planning and Building. The purpose of the public meeting was 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).

**Commission Comments:**

Plan designs should include pathways to the shoreline and include bicycle lanes on the elevated walkway.

The plan depicted insufficient parks, recreational centers, outdoor facilities, dog parks and inadequate open space or plans for where people will play and recreate. Planning of recreational space and areas for outdoor activities must be incorporated during the planning process and not as an add-on. Plans should include open space, tennis courts, soft ball fields, play grounds basketball courts and dog parks.

Park Impact fees should be included in negotiations for City of Oakland development projects.

Planning staff informed the Commission that they had coordinated with all departments on the projected with the exception of OPR. Staff will schedule a meeting with the OPR Director to review concerns and omissions.

The Chair distributed a letter to the Commission prepared by Angela Robinson.

**Motion:** Commissioner Miller entertained a motion to accept the Coliseum Area Specific Plan report and requested that the both the subcommittee and staff meet with the Director of Parks and Recreation to review departmental concerns as related to the Plan, and to provide a follow-up report to the Commission. **Moved by:** Commissioner Peterson **Second by:** Commissioner Du Bois. **Motion Passed**

**Agenda Modification: Item 16**  
**Director's Report Part I – Naming Rights**

Director Jones-Taylor requested that the Commission contact the City's Attorney's office and offer to support preparing a new or modified comprehensive Naming Rights policy.

The City Administrator's office recommended 1 report with 2 resolutions including, 1) Naming Rights and Sponsorship and 2) Gift in Place.

OPR will request to raise the current Gift in Place limit of \$50k to \$550K. The PRAC and or the City Administrator should have the authority to accept the proposed Gift in Place at is cap without City Council approval. The City Council should have the authority to determine the receipt of monies over \$550K. Funders should have the option to determine at which park/facility their donations will be allocated.

OPR wants to upgrade and renovate its assets, and is not interested in replacing facilities.

Director Jones-Taylor requested to meet with the subcommittee and will seek comments from other members of the commission.

- D. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION CONSIDER OPEN GRILLING WITHIN DESIGNATED AREAS WITHIN THE LAKE MERRITT PARKLANDS:** The Parks and Recreation Advisory Commission reviewed the informational staff report for Item 8D presented by Director Jones-Taylor. The Oakland Municipal Code (12.64.030) prohibits fires in parks, except at designated locations. However, there are no designated 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. Parks and Recreation developed a parks ambassadors program and created a brochure used to educate park patrons on the City's regulation and ordinances. Some parks patrons and grillers have resorted to dumping hot coals onto grassy area. OPR and OPW are working to produce signs for posting throughout the park.

Commission Comments:

The Commission learned that OPW have additional staff on site to address the increased garbage production in the park. Some patrons bring bags to assist with staff efforts to maintain the site. User-ship is high on Saturdays and greater on Sundays. It has been observed that the Lake Shore "strip" is heavily used with park goes blocking traffic while off-loading their belongings.

Reinstating Park Rangers are the solution to enforcement of park regulations and must become a priority in the budget.

A subcommittee was formed including Commissioners Kadera-Redmond, Selna, Wu and DuBois as an alternate. The subcommittee will meet and identify possible areas to allow grilling in Lake Merritt Park, and will investigate grilling policies of other cities. The Commission recognized that the grilling season is coming to a close, and that they have November to April to address the issue.

Councilmember Kernighan staff Sandra Sanders-West commented that the councilmembers office receives a least two call each day regarding Lake Merritt. Callers and patrons are respectful, but complain about the lack of space and information, specifically educating the public about the park's bird sanctuary and status.

Note: Chair Miller departed at 6:34pm. Commissioner Wu assumed the post as Chair.

**Note: No action was taken on Item 8D**

**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:**

Director Jones-Taylor presented the staff report for Item 8E. The Parks and Recreation Advisory Commission reviewed a request from the Friends of the Gardens at Lake Merritt (FGLM) to have use of the Lakeside Park Garden Center and the Gardens at Lake Merritt to hold their fundraiser "The Autumn Light Festival" during the evening of Thursday October 23, (Dress Rehearsal) Friday and Saturday, October 17-18, 2014. The entire net event receipts will go to benefit improvements and publicity for the Gardens. This event was previously approved by the Parks and Recreation Advisory Commission (PRAC) in 2012 and 2013. Upstage Productions was hired to manage the Autumn Lights event.

The Commission made an inquiry into the possibility of illuminating pathways in the gardens for increased visibility without altering the light exhibit.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation and

grant permission to the Friends of the Gardens at Lake Merritt to hold their Autumn Light Festival and fundraiser at Lakeside Park Garden Center and Gardens on October 17 and 16, 2014. **Moved by:** Commissioner Peterson **Second by:** Commissioner Selna. **Motion Passed**

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

- A. Preferred and Approved Caterers: Savoy Catering was removed from the Preferred and Approved caterers' list in response to their request due to disappointment with their location at the 2013 An Intimate Evening event. Savoy business owners did not attend two caterers' meetings and did not respond to other communications, nor did the company participate in An Intimate Evening 2014, as per their agreement.  
Market Hall was inadvertently removed from the list, but has been reinstated.
- B. Curt Flood Field Funding Celebration: On September 10<sup>th</sup> Oakland Parks and Recreation received an NFL grant through the Oakland Raiders' for the renovation of the Curt Flood Field. In partnership with the Oakland Unified School District 120 children participated in the celebration on location.
- C. OPR will be hosting its annual community focus groups beginning in early November. Dates will be announced.
- D. Sundays in the Redwoods: OPR will host the Commission at the September 21<sup>st</sup> show. A special event table and seats will be provided. Robert Davila will provide parking passes which can be used the entire series.

17. ANNOUNCEMENTS:

18. ADJOURNMENT:

7:10pm

Respectfully submitted,

  
Audree V. Jones-Taylor  
Secretary



Diane Boyd  
Recording Secretary

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call **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, November 12, 2014, 4:30 p.m.**  
**Lakeside Park Garden Center**  
**666 Bellevue Ave, Oakland, CA**