

# PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland Wednesday, December 10, 2014 Lake Merritt Garden, 666 Bellevue Avenue 4:30pm

# Agenda

- 1. CALL TO ORDER:
- 2. ROLL CALL:

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

- 3. DISPOSITION OF MINUTES:
  - October 22, 2014 Special Meeting Minutes November 12, 2014 Meeting Minutes
- 4. SPECIAL ORDERS:
- 5. PRAC PENDING LIST:
- 6. MODIFICATIONS TO THE AGENDA:
- 7. CONSENT NEW BUSINESS:
  - A. REQUEST APPROVAL FROM OAKLAND VEG CALIFORNIA TO ALLOW FOOD VENDORS AND OTHER ARTISANS TO SALE THEIR WARES AND TO ALLOW NON-PROFIT ORGANIZATIONS TO SOLICIT DONATIONS AT THE OAKLAND VEG FEST AT THE LAKE MERRITT AMPHITHEATRE ON SATURDAY, APRIL 25, 2015. Oakland Parks and Recreation received a request for approval from Oakland Veg California, a non-profit organization, to allow food vendors and other artisans to sale their wares and to allow non-profit organizations to solicit donations at the Oakland Veg Fest at the Lake Merritt Blvd. Amphitheatre on Saturday, April 25, 2015. This event is free and open to the public and the first time held at an Oakland Parks and Recreation venue. Approximately 20 vendors and 8 non-profits will participate in the event. A Post Event will be filed after April 25<sup>th</sup>, 2015.

# 8. NEW BUSINESS:

A. REQUEST APPROVAL FROM THE NATIONAL MULTIPLE SCLEROSIS
SOCIETY TO COLLECT ON-SITE DONATIONS AND FUNDRASING PLEDGES
FOR THE THIRD ANNUAL MS WALK EAST BAY 2015 AT LAKESIDE PARK
BANDSTAND ON SATURDAY, APRIL 18, 2015. Oakland Parks and Recreation
received a request for approval from the National Multiple Sclerosis Society, a non-profit
organization, to collect on-site donations and fundraising pledges for the 3rd Annual MS
Walk East Bay 2015 at Lakeside Park on Saturday, April 18, 2015. The donations and funds
raised will support local programs, services, and research for those affected by Multiple
Sclerosis (MS).

# B. Request for Approval to Dedicate a Bench to "D" Fraser

The Friends of Courtland Creek applied for a mural grant from then Councilmember Quan in 2008. Part of the grant was the placement of a bench at the creek. The project was completed in 2011 but the bench was never ordered. Several years have passed but the bench has finally been ordered and is scheduled to be installed in the next few weeks. This will complete the project led by the neighbors that began many years ago. The plaque installation process is in accordance with the Public Works Agency construction requirements.

- 9. <u>CONDITIONAL USE PERMITS</u>:
- 10. COMMUNICATIONS:
- 11. PRAC COMMITTEE REPORT:
- 12. ADVISORY COUNCIL REPORTS:
- 13. <u>UNFINISHED BUSINESS</u>:
- 14. COUNCIL REFERRALS:
- 15. OPEN FORUM:
- 16. DIRECTOR'S REPORT:
  - PRAC Retreat Special Meeting January 10, 2015
  - Update: Community Focus Groups
  - Parks & Recreation Magazine Article OPR's Anti-Bullying Policy

# 17. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening devise, 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:

Special Meeting –Annual Retreat Saturday, January 10, 2015, 9am to 12pm Arroyo Viejo Recreation Center 7701 Krause Ave. Oakland



# PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland Wednesday, October 22, 2014 Lake Merritt Garden, 666 Bellevue Avenue 4:30pm \*\*\*\*\*SPECIAL MEETING\*\*\*\*\*

# **Minutes**

1. CALL TO ORDER: 4:40pm

# 2. ROLL CALL:

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

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

Arrivals: Belcher (4:43pm)

Excused: Peterson, Rosenbloom, Wu

Staff: Parks and Recreation - Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Zermaine

Thomas, Karis Griffin; Planning and Building, Darin Ranelletti

# 3. DISPOSITION OF MINUTES:

September 10, 2014 meeting minutes

**Motion:** Commissioner Miller entertained a motion to approve the September 10, 2014 meeting minutes. **Moved by:** Commissioner Kadera-Redmond **Second by:** Commissioner Flores **Motion Passed – Yes:** Du Bois, Flores, Kadera-Redmond, Marshall, Miller and Selna

- 4. **SPECIAL ORDERS**:
- 5. PRAC PENDING LIST:
- 6. MODIFICATIONS TO THE AGENDA:
- 7. CONSENT NEW BUSINESS:
- 8. NEW BUSINESS:
  - A. REQUEST THAT THE PARKS AND RECREATION ADVISORY COMMISSION APPROVE THE HENRY J. KAISER ELEMENTARY SCHOOL PTA'S REQUEST TO COLLECT ENTRY FEES, SELL ALCOHOLIC BEVERAGES, AND HOST A LIVE AND SILENT AUCTION, AND TO ACCEPT DONATIONS AT THEIR ANNUAL FUNDRAISER ON SATURDAY, NOVEMBER 8, 2014 AT THE JACK LONDON AQUATIC CENTER: The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A presented by Zermaine Thomas. Parents and friends will be able to support the event by purchasing tickets, auctions on the day of the event. All funds raised will support the 300 children who attend Kaiser Elementary School.

Motion: Commissioner Miller entertained a motion to approve the staff recommendation to grant the Henry J. Kaiser Jr. Elementary School's PTA request to host a live and silent auction and sell alcoholic beverages and collect entry fees at their annual fundraiser on Saturday, November 8, 2014, at the Jack London Aquatic Center. Moved by: Commissioner Selna Second by: Commissioner Du Bois. Motion: Passed Vote: 6 Yes Du Bois, Flores, Kadera-Redmond, Marshall, Miller and Selna: 1 Abstained: Belcher

B. THE FAMILY OF THE LATE ARTIST, DELORES WILLIAMS IS REQUESTING PARKS AND RECREATION ADVISORY COMMISSION (PRAC) TO APPROVE OF 'MEMORIAL ART EXHIBIT & SALE' WHICH WOULD ALLOW FOR ON-SITE SALE OF THE LATE ARTISTS' ART COLLECTION WITH PROCEEDS GOING TO COACH ART NON-PROFIT ORGANIZATION: The Parks and Recreation Advisory Commission reviewed the staff report for Item 8B presented by Karis Griffin. The family of the late Artist, Delores Williams requested that Parks and Recreation Advisory Commission (PRAC) approve on-site collection of money for art items sold for the benefit of Coach Art, nonprofit organization. The 'Memorial Art Exhibit & Sale' is scheduled for November 8<sup>th</sup> and 9<sup>th</sup> at Studio One Art Center. Delores Williams was born & raised in Oakland and spent her entire career in Oakland. As an artist, Delores Williams was very prolific, having had 3 one-woman exhibits in the Bay Area, as well as showings of her work in Norway. The event was expected to attract audiences from Oakland, San Francisco, and Sacramento and across the Bay Area.

Motion: Commissioner Miller entertained a motion to support the staff recommendation and approve the application for the Memorial Art Exhibit and sale of art by the late Delores Williams. Moved by: Commissioner Kadera-Redmond Second by: Commissioner Belcher. Motion Passed Vote: All Yes: Belcher, Du Bois, Flores, Kadera-Redmond, Marshall, Miller, Selna

The Parks and Recreation Advisory Commission reviewed the informational staff report for Item 8C presented by Laura Kaminski from the Planning and Building Department. This is an informational report regarding the extension of the Pilot Program for Parklets in Oakland. A Parklet is the temporary use of space in the dedicated public right-of-way (parking spaces, unused bus stops, and other types of vehicular and non-vehicular zones) for public uses such as seating or bicycle racks. Staff will continue to gather information and use lessons learned to propose changes in the municipal code to govern Parklets in Oakland for a permanent

C. PARKLET PILOT PROGRAM EXTENSION, INFORMATIONAL REPORT:

program. For the purposes of the Pilot Program, Parklets are being processed as a Minor Encroachment Permit in accordance with Oakland Municipal Code Chapter 12.08, and will be subject to all requirements applicable to Minor Encroachment Permits.

The pilot program will be in effect until the City changes the Ordinance.

Motion: Commissioner Miller entertained a motion to accept the informational report. Moved by: Commissioner Selna Second by: Commissioner Belcher. Motion Passed Vote: All Yes: Belcher, Du Bois, Flores, Kadera-Redmond, Marshall, Miller, Selna

D. PUBLIC HEARING ON (A) STATUS OF THE OAKLAND ZOO'S PREVIOUSLY APPROVED CALIFORNIA EXHIBIT PROJECT IMPLEMENTATION AND (B) RECOMMENDATION TO CITY COUNCIL OF A 53-ACRE CONSERVATION EASEMENT IN KNOWLAND PARK TO PROTECT THE ALAMEDA WHIPSNAKE, WHICH FURTHER IMPLEMENTS THE JUNE 2011 PROJECT APPROVALS, CONDITIONS OF APPROVAL AND MITIGATION MEASURES FOR THE PROJECT. (CEQA DETERMINATION: RELIANCE ON PREVIOUSLY APPROVED 2011 SUBSEQUENT MITIGATED NEGATIVE DECLARATION/ADDENDUM): The Park and Recreation Advisory Commission reviewed the staff report for Item 8D presented by Darin Ranelletti from Planning and Building. In 2011 the Parks and Recreation Advisory Commission (PRAC) recommended approval of an amendment to the Oakland Zoo Master Plan involving the expansion of the Zoo and construction of a new California Exhibit (Project) which included the potential for a conservation easement in Knowland Park to protect the Alameda Whipsnake. The amendment was ultimately approved by the City Planning Commission and the City Council.

**Presentation:** City of Oakland Planning and Building Department Darin Ranelletti, Deputy Director provided a 10 minute verbal presentation

The Oakland Zoo proposed a conservation easement in Knowland Park in conjunction with the approved Oakland Zoo Expansion Project. In 1998 the City Council approved the Master Plan for the expansion of the Oakland Zoo, and in 2011 approved an amendment to the Master Plan after the PRAC voted to recommend approval of the project. The Master Plan included a new California exhibit located on approximately 56 acres in Knowland Park. The expansion area is located in the habitat for the Alameda Whipsnake, which is a state and federally protected species. The mitigation for the project requires the Zoo to compensate for impacts to the Whipsnake's habitat. In addition, the Zoo needs approval from state and federal agencies in order to implement the required mitigations. To obtain the approvals, the Zoo has proposed the conservation easement in Knowland Park. The Item before the Commission was the conservation easement and not the Zoo expansion project. The proposed conservation easement requires the City Council's approval. The PRAC was asked to advise the City Council on the conservation easement.

State and federal agencies have required that 3 acres be set aside for every 1 acre of impact. This resulted in the current total size of 53 acres. Approximately 31 acres of the conservation easement will be located inside the perimeter fence and approximately 22 acres will be located outside the perimeter fence. In 2011 it was estimated that approximately 14 acres would be located outside the fence. This has increased from 14 acres to 22 acres for an increase of approximately 8 acres outside the Zoo's perimeter fence. The conservation easement would protect the Whipsnake by permanently prohibiting future development and other activities that could have a negative impact on the species. Public access would be restricted in the conservation area. There will be no fence around the conservation area, but

signs will be posted to identify the area as restricted. The conservation easement will be paired with a long term management plan implemented by the Zoo to protect the Whipsnake habitat. In addition, there will be a financial endowment made by the Zoo to implement the management activities.

Members of the public believed there was not sufficient or thorough discussion of the conservation easement in 2011. The Conservation easement was discussed in the environmental document that was reviewed by the PRAC, the Planning Commission, and the City Council and was further discussed in the staff report for the City Council.

The Commission was asked to consider whether or not the proposed conservation easement is an appropriate approach to meet the Zoo's mitigation requirements.

**Presentation**: Oakland Knowland Park Zoo:

Dr. Joel Parrott, President and CEO of the Oakland Zoo

Three fifths of the conservation easement is within the expanded Zoo's foot print. Some benefits of the conservation easement are that it will:

- Protect the Alameda Whipsnake
- Minimize the impact on important resources
- Provide funding for the habitat enhancement plan to address habitat improvements throughout Knowland Park
- Increase the educational opportunities for the schools of Oakland

The Oakland Zoo is the number one employer of youth in Oakland. It will improve Oakland's profile as a premier educational, cultural and educational destination. At its completion, the Oakland Knowland Park Zoo will be one of the premier zoological facilities in the United States.

In June 2011 the City Council Unanimously approved the Zoo's Master Plan and California Trail Exhibit. Opponents of the project sued the city and Oakland Zoo in July/August of 2011 by filing a Temporary Restraining Order (TRO) against the Veterinary Hospital. The TRO was rejected by the courts and ruled in favor of the City and the Zoo. As directed by the City Council, the Zoo went to the Federal and State agencies to acquire the appropriate permits for the project. During the summer of 2014, the US Fish and Wildlife Service issued a Biological Opinion and the California Department of Fish and Wildlife completed the draft Incidental Take Permit that will allow the California Trail Exhibit to move forward with the resource agencies assuming the conservation easement is secured.

The seven acre differential is the issue before the Commission.

**Note:** Dr. Parrot turned the presentation over to Biologist Jim Martin to on the biology of Knowland Park and the conservation easement. Mr. Martin served as the City's CEQA review biologist in 2011 and then retained by the Oakland Zoo to complete Resource Agency's consultation and permit authorization.

Control of Control

The Conservation easement fulfills the City Council's imposed requirements of the 1998 and 2011 Master Plan and Amended Master Plan approvals and was developed in consultation with the state and federal resource agencies initially in 2010 to the present. Conservation easement encompasses 52 acres collectively, with 30 acres within the perimeter fence and 22 acres outside the fence.

The purpose and benefits of the conservation easement is to provide compensatory mitigation for impact on the CA Trail Exhibit; it will permanently protect the conservation easement area from any additional Zoo expansion and it defines and provides for long-term management funded by the Zoo. Habitat Enhancement in the conservation easement area includes removal of invasive species, selective removal of oak and bay saplings and providing long-term, annual monitoring of the habitat conditions and management of activities to verify effectiveness and require corrective treatments and actions if issues are identified.

Invasive species present a major management challenge. French broom is invading the habitat and replaces native groundcover species, and increases fire risks and degrades resource values. Invasive special removal requires eliminating seedlings. Habitat management will help prevent further habitat conversion through selective sapling tree and major limb removals. Long term treatment management plans will define treatment practices to protect essential grassland cover. The installation of the project will protect the essential habitat and will address threats from invasive species, fire suppression and focused fire fuel management objectives and meets the City's requirement of the project to establish the conservation easement.

<u>Presentation:</u> California Native Plant Society East Bay Chapter also speaking on behalf of the Knowland Park Coalition: Mack Casterman, Conservation Analyst

Knowland Park is unique resource and provides shelter to diverse and rare plant communities and animals, including the federally threaten Alameda Whipsnake. The park is free and open to Oakland and regional residents to enjoy. In a one hour hike, anyone can visit all the rare plant communities and get a sense of what old California used to be.

A recent study showed that child directed nature play in what is most important in developing an environmental ethic growing into adulthood. Knowland Park is providing that for resideents of the region for free.

Oakland open space is a hot topic. This commission recently published a report announcing the City of Oakland has only met 25% of its open space goals.

This is a major issue since the community is faced with dealing with an organization that proposes to eliminate 77 acres of prime open space from open access. This is a net loss for the public and the species sheltered there. There is mitigation, but that mitigation still comes at a net loss.

The proposed zoo expansion is more of a subdivision for animals than a conservation exhibit. It will host 40 buildings, a restaurant, interpretive center and offices. This will be a net loss

wild life species and to the public because this is an area most used by the public. It has the best views and hiking trails and is a great resource.

This expansion is not what was promised. It was sold to the PRAC, Planning Commission, and the City Council as having no significant impacts to the park. As the process moves, it has been learned the wildlife agencies disagree with this statement. The only way out of these impacts is to work with the proposed massive mitigation in the form of the conservation easement. Zoo management has chosen to build the expansion on the most ecologically sensitive site, and refused to move the expansion when the wildlife agencies objected. The damage is avoidable. The solution is to avoid the impact which will also preserve the public access.

A recent poll conducted by a national polling firm found that 75% of Oakland residents do not want the expansion on the ridgeline. They find that open space is important to their quality of life and that Knowland Park should be preserved. A super majority feel that the expansion is in the wrong place. Opposition to this expansion project includes organizations at the grassroots level up to national groups. Conservation groups throughout the region and the East Bay are against the project. The Zoo can accomplish all of its goals for the expansion by building below the ridgeline this would also assist with reducing the cost of the project. The Zoo has developed less than half its land under its current footprint. And also has land that is adjacent to the current footprint that can be developed or used as parking. The community is faced with an organization that has proposed a development in the wrong area resulting in this conservation easement and loss of public land. Request that the PRAC reject the proposed easement. This is an opportunity to hear the voice of the public and to hear the concerns of the environmental organizations and to require some alternative considerations. A no vote says yes to open space, yes to wildlife of the region, and yes to future generations to have a place to recreate for free. The Zoo had a chance to consider alternatives but refused the opportunity. Request that the Commission makes a recommendation that sends a message to the City Council that shows what the Oakland public wants. No true alternatives analysis has been conducted and they avoided a complete EIR. A true alternatives analysis is needed to determine if they are viable.

# **Commission's Points of Clarification:**

The Commission inquired if the Zoo had obtained all required approvals and learned that applications were submitted to California Department of Fish and Wildlife, US Fish and Wildlife Service, the Regional Water Quality Control Board and the US Army Corp of Engineers.

The age and geographical reach of Zoo patrons includes: 60K students participate in Zoo programs 730K guests in 2013 15% -18% Oakland residents 38%-45% Alameda County residents - including Oakland at 65% 25% Contra Costa County Tourism – San Jose, Napa and beyond Ages range from infants to seniors.

The number of persons who visited Knowland Park per the 2011 CEQA Study listed in the hundreds compared to those who visit the Zoo.

Clarification of the status of the staff report was requested. Staff confirmed that the Planning Department was not legally required to seek approval of the PRAC on the item since the matter had already considered by the PRAC, however, given the public interest in the project, the Department decided to seek Commission's advice.

EMC Research conducted a polled of 400 Oakland residents. 75% voted against the proposed conservation easement.

The Commission confirmed that neither the Knowland Park Coalition nor the Friends of Knowland Park had ties with the Oakland Unified School District.

The mitigation ratio would not change if the project was to move. Mitigation would still be required.

Signs will be put in place to announce the protected status of the site and will be visible from one to the next.

<u>Public Comments:</u> There were 55 speakers for Item 8D. Each speaker was given 1 minute to address the Commission.

# **Opponents:** Summary

Knowland Park was not listed on the City's website for many years. The conservation easement is an encroachment tragedy, and the Zoo should develop its existing undeveloped land and build the project below the ridgeline to preserve the view and public enjoyment of the open space. This is not an argument against the Zoo, but a request to preserve the legacy gifted to the public by Joseph Knowland. The project should go back the City Planning and stakeholders should stay open to compromise. Parks are free. The expansion would exclude the people the Zoo currently represents. Access would be prohibited to the average visitor. The conservative easement will present traffic and noise issues.

# **Proponents:** Summary

The Oakland Zoo and its staff are committed to conservation, and have done a thoughtful job of moving the project forward. Staff works with conservation partners and volunteers to promote local conservation. The California Trail Exhibit is an important world class project with long term viability. The conservation project will benefit all of California and will restore previous animal populations.

#### **Commission Comments:**

The State and Federal governments have determined that the Whipsnake is a protected species. The same agencies agree upon the way the Zoo has decided to protect the Whipsnake.

The Chair reminded the Commission that the body was not voting on the Zoo's expansion project, but that they were tasked with providing the City Council with guidance on the conservation easement.

**Motion:** Commissioner Miller entertained a motion to approve the Zoo's conservation easement. Moved by: Commissioner Selna Second by: Commissioner Du Bois. Motion Failed. Vote: Yes: Du Bois, Flores, Marshall, Miller, Selna - No: Belcher, Kadera-Redmond

# 9. CONDITIONAL USE PERMITS:

# 10. COMMUNICATIONS:

Commissioner Du Bois visited Dunsmuir Hellman Historic Estate as the designated liaison from the Commission. The program has declined over the year and hopes the City will allot funds to revitalize the site.

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She also visited Lincoln Recreation Center. The program is very busy and thriving.

Commissioner Belcher requested Recreational Advisory Council manuals for Studio One and sought clarification on whether or not fees were waived at the 2014 Mini Maker's Fair for the Park Day School.

Commissioner Flores: The Carmen Flores Recreation Advisory Council has found funding for the Women's and Children's Soccer Leagues. The purchase of uniforms and T-shirts will be purchased by local community members. The summer music festival raised \$3,000K. Next year's organizers plan to book Pete Escovedo and War.

- 11. PRAC COMMITTEE REPORT:
- 12. ADVISORY COUNCIL REPORTS:
- 13. UNFINISHED BUSINESS:
- 14. COUNCIL REFERRALS:
- 15. OPEN FORUM:
- 16. DIRECTOR'S REPORT:
  - OPR will be hosting its annual Trick or Treat Ghostly Challenge on 10/31

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• The Department's focus groups will start the first week of November. In formation will be provided.

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- The budget process is starting. OPR needs PRAC's support.
- 17. ADJOURNMENT: 8:20pm

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening devise, 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.

Respectfully submitted,

Audree V. Jones-Tag

Secretary

Diane Boyd Recording Secretary

Next Meeting:

Wednesday, November 12, 2014, 4:30 p.m. Lakeside Garden Center 666 Bellevue Ave, Oakland, CA



# PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland Wednesday, November 12, 2014 Lake Merritt Garden Center, 666 Bellevue Avenue 4:30pm

# **Meeting Minutes**

1. CALL TO ORDER: 4:40pm

# 2. ROLL CALL:

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

Present: Belcher, Flores, Kadera-Redmond, Miller, Rosenbloom, Selna and Wu

Excused: Du Bois, Marshal, Peterson and Director Jones-Taylor

Staff: Parks and Recreation - Dana Riley, Diane Boyd and Zermaine Thomas

# 3. DISPOSITION OF MINUTES:

October 22, 2014 Special Meeting Minutes

Motion: Commissioner Miller entertained a motion approve the October 22, 2014 Special Meeting Minutes. Moved by: Commissioner Belcher Second by: Commissioner Kadera-Redmond. Motion Failed. Vote: Yes Belcher, Flores, Kadera-Redmond, Miller and Selna

Abstained: Rosenbloom and Wu

- 4. SPECIAL ORDERS:
- 5. PRAC PENDING LIST:
- 6. MODIFICATIONS TO THE AGENDA:
- 7. CONSENT NEW BUSINESS:
  - A. REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION TO GRANT TRIPLE STEP TOWARD THE CURE, A NON-PROFIT ORGANIZATION, PERMISSION TO COLLECT ON-SITE REGISTRATION FEES, SELL T-SHIRTS AND FOOD, AND TO ALLOW VENDORS TO SELL ITEMS DURING THE 5K FUN RUN/WALK AT LAKESIDE PARK ON SUNDAY, SEPTEMBER 13, 2015:

The Parks and Recreation Advisory Commission review the staff report for Item 7A. The purpose of the event was to raise funds to further the Triple Step Toward the Cure's mission of educating the public about breast cancer in a fun and healthy environment.

Motion: Commissioner Miller entertained a motion to accept and approve Item 7A. Moved by: Commissioner Belcher Second by: Commissioner Rosenbloom. Motion Passed Vote: All Yes Belcher, Flores, Kadera-Redmond, Miller, Rosenbloom, Selna and Wu

# 8. NEW BUSINESS:

A. REQUEST THE OAKLAND PARKS AND RECREATION ADVISORY COMMISSION GRANT APPROVAL TO THE OAKLAND TECHNICAL HIGH SCHOOL'S PARENT TEACHER STUDENT ASSOCIATION (PTSA) TO COLLECT OPTIONAL DONATIONS ON-SITE AT THEIR 2<sup>ND</sup> ANNUAL OAKLAND TECH FAMILY FITNESS AND FUN 5K RUN ON DECEMBER 7, 2014 AT LAKESIDE PARK: The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A presented by Zermaine Thomas. The Oakland Technical High School's Parent Teacher Student Association requested permission to collect optional donations at their December Family Fitness Fun 5K Run. This is a free event; however, optional donations collected will be designated to recover such costs as permit fees and will also support the PTSA's programs and activities. A Post Event Report has not been required to date as this is the PTSA's first year requesting to collect funds on-site.

Motion: Commissioner Miller entertained a motion to approve to the staff recommendation to allow the Oakland Technical High School PTA to collect optional donations at the 2<sup>nd</sup> Annual Oakland Tech Family Fitness and Fun 5k Run on December 7, 2014. Moved by: Commissioner Belcher Second by: Commissioner Flores. Motion Passed Vote: All Yes Belcher, Flores, Kadera-Redmond, Miller, Rosenbloom, Selna and Wu

B. REQUEST PERMISSION FROM THE PARK AND RECREATION ADVISORY COMMISSION TO ALLOW WALK OAKLAND-BIKE OAKLAND (WOBO) TO COLLECT FUNDS FROM ENTRY FEES, AUCTIONED PRIZES, RAFFLE TICKETS, MEMBERSHIPS, T-SHIRT SALES AND GENERAL DONATIONS AT THE WINTER WONDERLAND GALA AT LAKESIDE PARK GARDEN CENTER ON THURSDAY, DECEMBER 4, 2014: The Parks and Recreation Advisory Commission reviewed the staff report for Item 8B presented by Zermaine Thomas. WOBO requested permission to collect funds from entry fees, auction prizes, raffle tickets, membership and T-shirt sales and general donations at their Winter Wonderland Gala at Lakeside Park Garden Center on December 4, 2014. The funds raised will support Walk Oakland-Bike Oakland's (WOBO) efforts to improve the health and quality of life in Oakland.

2014 will mark the first year WOBO will hold their fundraiser at an Oakland Parks and Recreation facility. Past year's event were held at the Uptown New Parish Nightclub. Organizers have expanded the fundraiser to include families. Attendees will pay \$35.00 per ticket which will cover entry into the event, food and beverages.

Motion: Commissioner Miller entertained a motion to support the staff recommendation to allow Walk Oakland/Bike Oakland to collect funds from entry fees, auction prizes, raffle tickets, membership and T-shirt sales and donations at their Winter Wonderland Gala at Lakeside Garden Center on December 4, 2014. Moved by: Commissioner Belcher Second by: Commissioner Selna. Motion Passed Vote: All Yes Belcher, Flores, Kadera-Redmond, Miller, Rosenbloom, Selna and Wu

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- 9. <u>CONDITIONAL USE PERMITS</u>:
- 10. COMMUNICATIONS:

# 11. PRAC COMMITTEE REPORT:

Commissioner Kadera-Redmond - Grilling Committee:

The committee will meet to walk Lake Merritt for the purpose of identifying possible locations for grilling. Most grilling occurs on Lake Shore.

Commissioner Belcher requested that the Dog Park Committee report be completed and distributed.

- 12. ADVISORY COUNCIL REPORTS:
- 13. UNFINISHED BUSINESS:
- 14. COUNCIL REFERRALS:
- 15. OPEN FORUM:
- 16. DIRECTOR'S REPORT:

Dana Riley addressed the Commission on behalf of Director Jones-Taylor

- OPR's Annual Community Focus Groups were announced
- The Commission was invited to the department's 2<sup>nd</sup> Annual Employee High Tea on Monday, December 1<sup>st</sup>, at 250 Frank H. Ogawa Plaza, 6<sup>th</sup> Floor.
- Telling our story (Withdrawn)
- 17. ADJOURNMENT: 5:22pm

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening devise, 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.

Respectfully submitted,

Dana Riley for

Audree V. Jones-Taylor

\_Secretary

Diane Boyd Recording Secretary

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**Next Meeting:** 

Wednesday, December 10, 2014, 4:30 p.m.

Lakeside Garden Center

666 Bellevue Ave, Oakland, CA

# CITY OF OAKLAND





#### **Oakland Parks and Recreation**

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Zermaine Thomas, Central Reservations Lead

**DATE:** 

December 10, 2014

**SUBJECT:** 

REQUEST APPROVAL FROM OAKLAND VEG CALIFORNIA TO ALLOW FOOD VENDORS AND OTHER ARTISANS TO SALE THEIR WARES AND

TO ALLOW NON-PROFIT ORGANIZATIONS TO SOLICIT DONATIONS

AT THE OAKLAND VEG FEST AT THE LAKE MERRITT

AMPHITHEATRE ON SATURDAY, APRIL 25, 2015.

### **SUMMARY**

Oakland Parks and Recreation received a request for approval from Oakland Veg California, a non-profit organization, to allow food vendors and other artisans to sale their wares and to allow non-profit organizations to solicit donations at the Oakland Veg Fest at the Lake Merritt Blvd. Amphitheatre on Saturday, April 25, 2015. This event is free and open to the public and the first time held at an Oakland Parks and Recreation venue. Approximately 20 vendors and 8 non-profits will participate in the event. A Post Event will be filed after April 25<sup>th</sup>, 2015.

# FISCAL IMPACT

There will be a positive fiscal impact on Oakland Parks and Recreation. Oakland Veg California will pay all fees associated with the rental.

#### BACKGROUND

This is Oakland Veg California's 1<sup>st</sup> year hosting their Oakland Veg Fest at the Lake Merritt Blvd. Amphitheatre. Oakland Veg Week is an annual event celebrating the many vegetarian options in Oakland and encouraging Oaklanders to explore the benefits of healthy and delicious vegetarian food. Oakland Veg Week will culminate in the first-ever Oakland Veg Fest. Oakland is one of the few major metropolitan cities in the U.S. without a Veg Fest, Oakland Veg California is excited to bring this event to the East Bay.

The Oakland Veg Fest will consist of booths from local restaurants, business, food vendors, and non-profits, as well as speeches, music, and cooking demonstrations. They expect approximately 2,000 people to attend. Oakland Veg California will charge vendors \$50 fee for non-profits and \$150 for table setup. The revenue from the tabling fees will go to Oakland Veg California to cover the various costs for hosting the event (such as park rental and permit fees). Vendors and non-profits will keep all of the respective monies collected during the event, in exchange for goods and services provided.

# Approximate Estimate of Funds to be Collected

\$3,400 in tabling fees (20 vendors and 8 non-profits)

15 food vendors selling food for \$5-\$15

5 merchants selling wares for \$5-\$30

\$800 in donations to non-profits tabling at the event

# **RECOMMENDATION**

Staff recommends that the Parks and Recreation Advisory Commission approve Oakland Veg California's request to have vendors onsite collecting funds for food sales, wares and non-profits soliciting donations at the Oakland Veg Fest at Lake Merritt Blvd. Amphitheatre on Saturday, April 25, 2015.

Respectfully submitted,

Zermaine Thomas

Central Reservations Lead

Attachments: Exhibit A – Proposal Letter

Exhibit B - 501c3

Exhibit C – Park Use Application



Katie Cantrell
Oakland Veg Week
1056 60th St
Oakland, CA 94608
www.oaklandveg.com

December 2, 2014

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

To the Parks and Recreation Advisory Commission:

On behalf of Oakland Veg Week, I am requesting permission to collect funds at the Oakland Veg Fest on April 25, 2015.

Oakland Veg Week is an annual event celebrating the many vegetarian options in Oakland and encouraging Oaklanders to explore the benefits of healthy and delicious vegetarian food. In the past, Oakland Veg Week has consisted of cooking demos, food giveaways, talks, and movie screenings. It has been endorsed by Mayor Jean Quan, Congresswoman Barbara Boxer, and many local Assemblymembers and Councilmembers.

In 2015, Oakland Veg Week will culminate in the first-ever Oakland Veg Fest at the Lake Merritt Amphitheater. Oakland is one of the few major metropolitan cities in the U.S. without a Veg Fest, so we are excited to bring this event to the East Bay.

The Veg Fest will consist of booths from local restaurants, businesses, food vendors, and non-profits, as well as speeches, music, and cooking demonstrations. We expect approximately 2,000 people to attend.

The event itself will be free and open to the public. Oakland Veg will charge a \$150 fee for vendors to set up tables at the event, and a \$50 fee for non-profits to set up a table at the event. The revenue from the tabling fees will go to Oakland Veg to cover the various costs of hosting the event (such as park rental and permit fees).

The vendors will be selling food and goods to the public, and the non-profits will be soliciting donations. Vendors and non-profits will keep all of the respective monies collected during the event, in exchange for goods and services provided by vendors and to support the work of local non-profits, respectively.

Approximate Estimate of Funds to be Collected: \$3,400 in tabling fees (20 vendors and 8 non-profits)

15 food vendors selling food for \$5-\$15

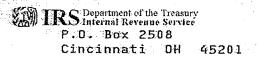
5 merchants selling wares for \$5-\$30

\$800 in donations to non-profits tabling at the event

Oakland Veg is a project of Vegan Outreach, which is a certified 501c3 non-profit (certificate is attached).

Sincerely,

Katie Cantrell



In reply refer to: 0248364843 Nov. 25, 2011 LTR 4168C E0 86-0736818 000000 00

00027151

BODC: TE

VEGAN OUTREACH 3325 CUTTER WAY SACRAMENTO CA 95818-4439



029982

Employer Identification Number: 86-0736818

Person to Contact: Ms. Osborne
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 15, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in September 2007.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



# 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	)II;	
*Residency is determined	ACCORDING TO ADDRESS IND	ICATED ON DRIVER'S LI	CENSE OR STATE IDENTIFICATION CA	RD. PHOTO ID IS REQUIRED*	
Name of Business/Organ	ization: <u>Oaklar</u>	d Veg			
Business/Organization A			pakland	94608	
Applicant Name: Ka	Street Address		City	Zip Code	
Applicant Mailing Addre	ü		N K	. is	
	Street Addres		City	Zip Code	
Phone Number: (323)	828-70-10Fax Numl	oer:	_ E-mail: <u>  N-fo @ f</u>	facoalition eng	<del></del>
Facility/Park Name:	Lake Her	vitt Amphi	thouter	· •	
Room(s)/Site(s)					
EVENT INFORMATION	;				
Date(s) of Event:	<b>-</b> ,	<u> </u>			
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	specific, i.e., Wedding Recep	tion, Meeting, Birthday	Party, Banquet, Picnic, BBQ, Walk,	•	
	Cakland Ve			CI. not my	_
General Public Allowed: The Sype of Equipment to be us	sed: (i.e., musical instrument			Sound: EYes □No	
lote: Charging admission,		ndise, or solicitation (	f money in any manner must be	approved by the Parks and	l Recreat
dvisory Commission 60 d			· · · · · ·		
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Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

# CITY OF OAKLAND





# **Oakland Parks and Recreation**

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Zermaine Thomas, Central Reservations Lead

DATE:

December 10, 2014

**SUBJECT:** 

REQUEST APPROVAL FROM THE NATIONAL MULTIPLE SCLEROSIS

SOCIETY TO COLLECT ON-SITE DONATIONS AND FUNDRASING PLEDGES FOR THE THIRD ANNUAL MS WALK EAST BAY 2015 AT LAKESIDE PARK BANDSTAND ON SATURDAY, APRIL 18, 2015

# **SUMMARY**

Oakland Parks and Recreation received a request for approval from the National Multiple Sclerosis Society, a non-profit organization, to collect on-site donations and fundraising pledges for the 3rd Annual MS Walk East Bay 2015 at Lakeside Park on Saturday, April 18, 2015. The donations and funds raised will support local programs, services, and research for those affected by Multiple Sclerosis (MS).

# FISCAL IMPACT

There will be a positive fiscal impact on Oakland Parks and Recreation. The National Multiple Sclerosis Society will pay all fees associated with the rental.

# **BACKGROUND**

This is the National Multiple Sclerosis Society's (NMSS) 3<sup>rd</sup> year hosting the Fundraising Walk at Lakeside Park. There is no cost to register for the walk. On the day of the event, friends, families, co-workers and other participants will show their support of those living with MS by turning in pledges raised and participating in the walk.

The National Multiple Sclerosis Society (NMSS) came before the Commission in 2012, 2013 and 2014 for permission to collect pledges and donations. Donations will be collected on-site and according to last year's estimate, about \$4,594 may be collected day-of, no-site. The 2014 Post Event Report is attached.

# RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the National Multiple Sclerosis Society's request to collect on-site donations and pledges at the MS Walk East Bay Event at Lakeside Park on Saturday, April 18, 2015.

Respectfully submitte

Central Reservations Lead

Attachments: Exhibit A – Proposal Letter

Exhibit B – 2014 Post Event Report Exhibit C – Park Use Application



National Multiple Sclerosis Society Northern California Chapter

October 1st, 2014

Dear Parks and Recreation Advisory Commission:

On behalf of the National MS Society, Northern California Chapter, I am requesting permission to be able to collect donations on site for the third annual Walk MS: East Bay 2015. Walk MS will take place on Saturday, April 18<sup>th</sup> 2015 at the Bandstand of Lake Merritt in Oakland. Walk MS is a national fundraising campaign with the National Multiple Sclerosis Society.

The National MS Society is a national organization committed to working towards a world free of MS. The society funds cutting edge research, provides support to those affected by MS through local programs and services, drives change through advocacy on the local and national level, and mobilizes participants to raise funds through exciting events (i.e. Walk MS and Bike MS).

The Northern California Chapter will host 12 walks this spring in support of our mission to end the devastating effects of MS. Participants are encouraged to fundraise prior to the day of event activities. There is no cost to register for the walk. Donations will be collected on-site and according to last year's estimate, about \$4,594 may be collected day-of, on-site. On the day of the walk, friends, families, co-workers, and others show their support of those living with MS by turning in pledges raised and participating in the walk. There will be one security personnel present at the registration table to monitor donations received. The donations and funds raised go towards local programs, services, and research for those affected by Multiple Sclerosis. For more detailed information on where the funds go, please consult our 2013 Annual Report, which I have enclosed with this letter. I have also enclosed our proof of 501c3 status.

Walk MS: East Bay will consist of pre-walk announcements, snacks and refreshments, 1 mile/5k walk routes on the path surrounding Lake Merritt, and post-walk celebration with a DJ or live band. There will be rest stops along the route for participants with water and portable toilets. For the start/finish festival area at the Bandstand in Lake Merritt, there will be tables, chairs, and 10' by 10' tents for registration, food and Walk teams.

Thank you for your consideration.

Sincerely,

Audrey Rufe Logistics Manager National MS Society, Northern California Chapter (415) 230-6678 ext. 73009

# POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event dat: to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Juite 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.

<u>]</u>	. GENERAL INFORMATION		•	
N	Name of Event: Walk MS East Bay			
L	ocation of Event: Lake Merritt Lakeside	e Park Bandst	and	
D	Date/Hours of Event: Saturday, April 26th	<sup>1</sup> 2014 Permit	No.	
	contact Person: Audrey Rufe Phone No.			
С	ontact Person Address: 1700 Owens St. S	Suite 190 San F	rancisco, CA	94158
Is	this a first time event at this location?			vas the event held
Sa	aturday, April 20 <sup>th</sup> 2013, Saturday, Apr	il 21", 2012		
1.	Were Facility Rental/Set-up fees waived	1? 🗆 Yes	X No	☐ No Applicable
2.	Check other permits required for event?  X OPD Special Events Permit  X Charitable Solicitations Permit	X Food Handl		□ Sell π's Permit □ Other − Please list

# II. ATTENDANCE/COLLECTION OF FUNDS

- 1. Total number in attendance: 382 (Registered participants) Total with v(lunteers and staff: approx. 458
- 2. Were registration or donation fees collected on-site for the event? X Yes donations)
- 3. If yes, how many people registered? 382 How many people made donations? 193 (estimate)
- 4. What was the cost for registration? \$0
- 5. How much money was collected on site for registration fees? N/A
- 6. How much money was collected on site for donations? \$4,594.85

POST EVENT REPORT (Continued)
Page 2

III.	<b>VENDOR</b>	INFORM	MATION
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Name of Vendor(s) (Attach additional sheets if necessary)	Non- Profit or For Profit Orgz'n?	Food (Describe)	I .	raft scribe)	Seller' Permit
N/A—no vendors at event		W. S			Y/N
50					
			·		
				Potential	
List ways in which the Appli	cant desires to im	prove the event, in t	he future	Attach	
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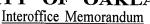
# Oakland Parks and Recreation 250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612 Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

HARRES AND RECKENTION	Kentai .	Zbbnesuon	- 1	11/1
ATTENTION: TOWN	101	Date	of Application: 10/	714
*RESIDENCY IS DETERMINED	CCORDING TO ADDRESS INDICATED ON DRIVER'S	License or State Idea	TIFICATION CARD. PHOTO IL· L	required*
Name of Business/Organia	estion: Noth on al MS SUC	1ch/		2116
Business/Organization Ad	Street Address	: Shiffe Pl	Santane	Code 7417
Applicant Name:	idrey kute			0.00.000
Applicant Mailing Addres		ute 1912 S	an Francis!	<u>) UH-94158</u> Code
415-230-	6678 Fax Number: 230-106	E-mail: QU	drey rufe (	Dames. Dra
Facility/Park Name:	Pake side Park			
Room(s)/Site(s)	Bandstand/Go	12e/20 a1	rear	energyppy vo
EVENT INFORMATION:	1 1 1 1 1 1	of cartina	lay April 19	to laway
Date(s) of Event: 100 (		pl, Saturo		Tom
Time In/Prop Time <u> </u>			Cleanup/Time O	T
Type of Event/Purpose: (be: BanMitsvah/BatM(tsvah, etc.)	pecific, Le., Weddiug Reception, Meeting, Birthd	lay Party, Banguet, Picn	ic, BBQ, Walk, Run, Pestive L	tally, Quinceanera,
General Public Allowed:	es ONo Sound Amplification Ye	s ©No N	on-Amplified Sound:	□No
Pagaram "	adi (Le., musical Instruments, live band, cu playe	) C		<del></del>
Note: Charging admission, Advisory Commission 60 do	selling tickets or merchandize) or solicitatio sys or more in advance of event date.	n of money in any ma	nner must be approved by \	he Parks and Recreation
Number of Participants (T	otal) 400 Approximate # of Adults	# of Teens	# of Children/Infants	Silinotes .
Please provide below specia	l accommodations/requests for your event. It	f no special accommo	lations required, please wri	NONE.
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If yes, are you choosing a ca Name of Approved Caterer:	terer from OPR's Approved Caterer's List?	□ Y¢	s ANO	
If not using an OPR Approv	ed Categer, provide name of non-approved ca	iterar:		
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(2) x (Hourly Rate) (# of hours)		(8) A	dministrative Service Fige	P50 .
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(6) Kitchen	- B	and stand F	ee	
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Applicant Signatur	31 to 60 stays natice: Perfeil Deposit	10 days or less	notice: Forfeit All Fex :	

# CITY OF OAKLAND





#### Oakland Parks and Recreation

TO:

Barry Miller, Chair, Parks and Recreation Advisory Commission

FROM:

Shereda Nosakhare, Policy Analyst for Councilmember Libby Schaaf

DATE:

December 10, 2014

SUBJECT:

Request for Approval to Dedicate a Bench to "D" Fraser

# **SUMMARY**

The Friends of Courtland Creek applied for a mural grant from then Councilmember Quan in 2008. Part of the grant was the placement of a bench at the creek. The project was completed in 2011 but the bench was never ordered. Several years have passed but the bench has finally been ordered and is scheduled to be installed in the next few weeks. This will complete the project led by the neighbors that began many years ago. The plaque installation process is in accordance with the Public Works Agency construction requirements. The dedication plaque will read:

In Memory of "D" Fraser 1951-2014 Friend of Courtland Creek

# FISCAL IMPACT

Due to the Friends of Courtland Creek shortfall Councilmember Schaaf will pay for the plaque out of her Council Budget.

#### **BACKGROUND**

Donna, known by many as "D" Fraser was a long time neighbor and steward of the creek. She assisted annually on both Creek to Bay Day and Earth Day Clean ups, and departed this life earlier this year. The Friends of Courtland Creek would like to honor her and dedicate a bench in her name.

The memorial bench provides a place for Donna "D" to leave her mark on this world.

# RECOMMENDATION

I recommend that the Parks and Recreation Advisory Commission approve the request to dedicate a bench to "D" Fraser.

Respectfully submitted,

Libby Schaaf, Oakland Councilmember District 4

Prepared by: Shereda Nosakhare x7042