



## PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, March 11, 2015

Lake Merritt Garden, 666 Bellevue Avenue

4:30pm

### Meeting Minutes

1. CALL TO ORDER: 4:35pm

2. ROLL CALL:

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

**Present:** Belcher, Dubois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna

**Excused:** Flores and Peterson

**Arrivals:** Wu (4:41pm)

**Staff:** Parks and Recreation – Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Zermaine Thomas, Karis Griffin, Freddie Morris, Melissa Vargas and Carol “CJ” Jones, Valorie Winn

3. DISPOSITION OF MINUTES:

February 11, 2015 meeting minutes

**Note:** Upon further review and consideration of the Chair’s direction, staff has determined that the disposition of the December 10, 2014 meeting minutes as recorded for approval on the February 11, 2015 agenda was correct. The Commission held a Special Meeting that took form as a tour of city parks on Saturday, January 10, 2015 at which time no items were presented for approval. Request for approval for the December minutes was presented at the February 2015 meeting.

**Motion:** Commissioner Miller entertained a motion to approve the February 11, 2015 meeting.

**Moved by:** Commissioner Marshall. **Second by:** Commissioner Rosenbloom.

**Vote:** Yes - Belcher, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Abstained:** Du Bois. **Motion:** Passed

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

7. CONSENT NEW BUSINESS:

A. REQUEST FOR PERMISSION TO ACCEPT ON-SITE REGISTRATION AND DONATION FEES AT THE RHODES RACE 5K RUN/WALK TO BENEFIT THE LEUKEMIA AND LYMPHOMA SOCIETY AT LAKESIDE PARK ON SUNDAY, APRIL 12, 2015:

The Parks and Recreation Advisory Commission reviewed the staff report for item 7A which was presented by Zermaine Thomas. Oakland Parks and Recreation received a request from Ms. Claire Blaney for permission to collect on-site registration/donation fees for the Rhodes Race 5K Walk/Run at Lakeside Park on Sunday, April 12, 2015, to benefit the Leukemia and Lymphoma Society (LLS). The fees will be donated to the LLS.

B. 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 17, 2015:

The Parks and Recreation Advisory Commission reviewed the staff report for Item 7B presented by Zermaine Thomas. Oakland Parks and Recreation 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 17, 2015. Proceeds from the event will go towards suicide prevention and awareness.

**Motion:** Commissioner Miller entertained a motion to approve the Consent New Business Items 7A and 7B. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Kadera-Redmond. **Vote:** Yes - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

8. NEW BUSINESS:

A. REQUEST FOR APPROVAL TO COLLECT ENTRANCE FEES, PROVIDE FOOD CONCESSIONS, AND SELL ALCOHOLIC BEVERAGES AT THE BURGER BOOGALOO 2 DAY CONCERT EVENT AT MOSSWOOD PARK AMPHITHEATER FROM JULY 4-5, 2015.

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A presented by Karis Griffin. Burger Boogaloo organizers plan to host their 3rd annual 2-day music festival at Mosswood Park Amphitheater on July 4-5, 2015. Last year's Burger Boogaloo event at Mosswood Park sold over 2,000 tickets and provided entertainment for music fans of all ages.

Event organizers have contracted Best Beverage Catering Company to facilitate the management of alcohol sales and the beer garden which is consist of an enclosure within the park. Event participants entering the beer garden will be subjected to an identification check and issued a corresponding ID brand. Alcoholic beverages will not be allowed to be taken from the beer garden into the concert. Entering 3<sup>rd</sup> year at Mosswood, the Burger Boogaloo organizers consider the concert to be a success with a loyal following of mostly residents who live near the park. Supported by the intimacy of the amphitheater, patrons experience more of a community gathering rather than a music festival. In 2013, the event broke-even from the revenue generated through ticket sales. The 2014 profits allowed the event organizer to receive a salary and to compensate volunteers from 2013.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow event organizers to collect entrance fees, and to solicit concessionaires to sell food and alcoholic beverages at the Burger Boogaloo 2-day concert event at Mosswood Park amphitheater from July 4-5, 2015. Moved by: Commissioner Belcher. Second by: Commissioner Rosenbloom. Vote: Yes - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. Motion: Passed

**B. REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO GRANT APPROVAL FOR FRIENDS OF DEFREMERY (FOD) TO HOST AN OAKLAND SOUL TRAIN LINE GUINNESS WORLD RECORD AND FAMILY DAY FUNDRAISING EVENT ON SATURDAY, JUNE 20, 2015, AT DEFREMERY PARK AND TO COLLECT FUNDS ON SITE.**

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8B presented by Valorie Winn. Oakland Parks and Recreation received a request from Friends of deFremery - FOD, to host an Oakland Soul Train Guinness World Record and Family Day event on Saturday, June 20 2015, at deFremery Park. This day will include entertainment, activities, vendors, and a dance.

In order to secure the title for the Longest Soul Train Line, organizers and participants must form and maintain a dance-line of 500 people for at least 3 hours. The event is estimated to raise \$150K to \$200K through sponsorship sales to businesses and vendors who will have an option to purchase spots in blocks or groups of tickets or banner advertisements. Approximately 100 spots will be made available to the community. The event organizers will host its first flash mob on April 21<sup>st</sup>. This event will be designed to vet potential participants for the stamina necessary to meet the goal of the main objective on June 20<sup>th</sup>. The funds generated will be earmarked to provide scholarships to low income youth participants of deFremery Recreation Centers programs and to purchase equipment.

**Motion:** Commissioner Miller entertained a motion to approve the staff request to allow the Friends of deFremery to host an Oakland Soul Train Line Guinness World Record and Family Day Fundraiser on Saturday June 20, 2015. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Wu. **Vote: Yes -** Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

**C. REQUEST FOR APPROVAL TO DEDICATE A BENCH TO CHUCK FECHNER**

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8C presented by Dana Riley. Ms. Susan Lieber contacted the City requesting that a bench be dedicated to honor Chuck Fechner. The desired bench location is in the Rockridge-Temescal Greenbelt with the specific location of under the willow tree in the undeveloped grassy area on Redondo St. between Clarke St. and Cavour St. The new bench is to be installed facing the seasonal creek. The dedication plaque will read:

In Memory of Chuck Fechner  
Devoted Partner and Friend of the Community  
May 17, 1943 - January 5, 2014  
We Miss You

The cost to cover the bench, plaque and installation has been donated by Mrs. Lieber in the amount of \$1,400 to the Friends of Oakland Parks and Recreation. Oakland Public Works and OPR staff met at the abovementioned proposed site and approved the location.

**Motion:** Commissioner Miller entertained a motion to approve the plaque language as written for a bench to be dedicated to Chuck Fechner at the Temescal-Rockridge Greenbelt. **Moved by:** Commissioner Du Bois. **Second by:** Commissioner Belcher. **Vote:** Yes - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

- D. **REQUEST FROM SILENT FRISCO/HUSH CONCERTS FOR PERMISSION TO RENT WIRELESS HEADPHONES AT THE SILENT DISCO DANCE TO BE HELD AT LAKESIDE PARK ON SATURDAY, MAY 16, 2015 AND SEPTEMBER 27, 2015. SILENT FRISCO/HUSH CONCERTS IS ALSO REQUESTING PERMISSION TO SELL BEER, WINE AND CHAMPAGNE AT THE SEPTEMBER 27, 2015, SILENT DISCO DANCE.** The Parks and Recreation Advisory Commission reviewed the staff report for Item 8D presented by Zermaine Thomas. Staff received a request from Silent Frisco/Hush Concerts for permission to rent wireless headphones at the Silent Disco Dance to be held at Lakeside Park on Saturday, May 16, 2015 and September 27, 2015. Silent Frisco/HUSH Concerts is also requesting permission to sell beer, wine and champagne at the September 27, 2015, Silent Disco Dance.

Non-concert goers in the area will be not be disturbed by or hear the music as it is transmitted via radio frequency to headphones rented by ticket holders of the event. Concert goers will enjoy a mixture of musical genres by switching bands between two stations on their headsets which have a range of 100 to 200 yards.

Organizers of the Silent Frisco/Hush Concert expect approximately 500 attendees, but will be prepared to accommodate 1000. The event is free to children 12 and under. Attendees can reserve a headset online for \$20-\$25 or at the box-office onsite. To increase their revenue potential, organizers will have beer, wine and Champagne on hand at the September 27<sup>th</sup> event. ~~Persons 21-years and older will be card and issued a wrist band at the box office.~~ Non-concert participants will be allowed to purchase alcohol for the event's vendor.

Zermaine Thomas will provide the Commission with a verbal report at the June 10<sup>th</sup> meeting under the Director's Report and provide feedback or relay any issues from the May 16<sup>th</sup> event.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to grant Silent Frisco/HUSH Concerts permission to rent wireless headphones at the silent Disco Dance to be held at Lakeside Park on Saturday, May 16 2015 and September 27, 2015, and to approve the organizers permission to sell beer, wine and Champagne at their September 27, 2015 concert. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Marshall. **Vote:** Yes - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

- E. **REQUEST RECEIVED FROM CRISIS SUPPORT SERVICES OF ALAMEDA COUNTY, A NON- PROFIT ORGANIZATION, FOR PERMISSION TO COLLECT REGISTRATION FEES AND DONATIONS ON-SITE FOR THEIR 5<sup>TH</sup> ANNUAL WALK-A-THON AT LAKESIDE PARK ON SATURDAY, JUNE 6, 2015:** The Parks and Recreation Advisory Commission reviewed the staff report for Item 8E presented by Zermaine Thomas. Oakland Parks and Recreation received a request from Crisis Support Services of Alameda County, a non-profit organization, seeking permission to collect registration fees and donations on-site for their 5<sup>th</sup> Annual Walk-A-Thon at Lakeside Park on Saturday, June 6, 2015. Although this is Crisis Support Services of Alameda County 5<sup>th</sup> Annual Walk-A-Thon at Lakeside Park, this is there first time requesting to collect funds on-site.

The 5k "Healing Hearts: Walk for Suicide Prevention walk/run awareness event hope to raise awareness of support services offered to youth, families and individuals by the Crisis Support Services of Alameda. Organizers estimate that they will raise approximately \$1,000k through day-of registration fees and individual donations. All proceeds will be earmarked for the Community Health Education Programs.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow the Crisis Support Services of Alameda County to collect registration fees at their 5<sup>th</sup> Annual Walk-A-Thon at Lakeside Park on Saturday, June 6, 2015. **Moved by:** Commissioner Wu. **Second by:** Commissioner Selna. **Vote: Yes** - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

- F. **INFORMATIONAL EVENT REPORT REQUESTED BY THE PARKS AND RECREATION ADVISORY COMMISSION FOR THE UMOJA FESTIVAL AT LOWELL PARK ON AUGUST 16, 2014:** The Parks and Recreation Advisory Commission reviewed the informational staff report for Item 8F presented by Frederick Lee Morris, III. There were approximately 1500 attendees at UMOJA's 2<sup>nd</sup> Annual Festival on August 16, 2014. The festival showcased as a soccer tournament, live music, merchandise vendors as well as a mini community resource component.

**Motion:** Commissioner Miller entertained a motion to accept the informational staff report for the UMOJA Festival held at Lowell Park on August 16, 2014. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Kadera-Redmond. **Vote: Yes** - Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom, Selna and Wu. **Motion:** Passed

9. CONDITIONAL USE PERMITS:
10. COMMUNICATIONS:
11. PRAC COMMITTEE REPORT:
12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

Coliseum City Specific Plan – Chair Miller informed the Commission that Planning staff would not be returning to respond to PRAC questions and suggestions regarding the Coliseum City Specific Plan as agreed upon by staff at the September 10, 2014 meeting. Commissioner Selna suggested that retraction was setting an unfortunate precedent and that a letter should be drafted and sent to the Planning Director and City Council to bring attention to the issue. The Commission plans to revisit the issue at the April 8<sup>th</sup> meeting.

14. COUNCIL REFERRALS:

15. OPEN FORUM:

B. Newcomb, an Oakland parks advocate, suggested that volunteer work in City of Oakland Parks be marketed. Graffiti problem has become a big issue at the Cleveland Cascades. Volunteers want to grow ivy along the wall to mitigate the issue. In addition, Ms. Newcomb mention that there are a growing number of unauthorized Boot Camps in the area which are impeding on the peaceable enjoyment of the park for the causal user.

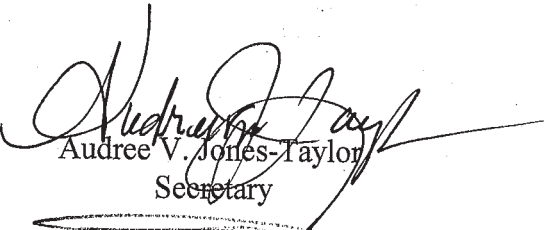
16. DIRECTOR'S REPORT:

- Introduction:  
Director Jones-Taylor introduced new staff members Melissa Vargas and Carol “CJ” Jones, both transfers from former Mayor Jean Quan’s Administration
- Peralta Hacienda Tax Credit – In order to apply for and receive a tax credit, management of the Peralta Hacienda must secure a 55 year lease for the property from the City of Oakland. The attorney’s for Peralta Hacienda and the City of Oakland, OPR staff, representatives for the City’s Real Estate Division and Peralta Hacienda management met to discuss the terms of a new lease. The Tax Credit does not allow for a 20 year lease with the option to renew.
- Budget Update - Robert Davila provided a brief overview of the department’s budget for 2014:
  - OPR submitted a proposal to the City Administrator to transform current delivery of recreation programs into Mega and Magnet site. Each facility will specialize in age specific programming or activities in each district. Introduction of the Mega and Magnet sites would increase the quality of services.
  - It was recommended that City funding for the Oakland Zoo be reduced by 25%, but will continue to receive 12% Hotel Tax.
  - OPR recommended that the Chabot Space and Science Center’s City funding be reduced by 20%. The Center will continue to receive 12% funding for the City’s Hotel Tax. OPR and Chabot are exploring a possible partnership to support programming to youth participating in the STRIDE program in lieu of the reductions.
  - Peralta Hacienda and Children’s Fairyland were not recommended for funding cuts.
- OPR’s Annual Egg Hunts – OPR staff will host over a dozen Egg Hunts throughout the City from April 2<sup>nd</sup> – 5<sup>th</sup>.
- Grilling in the Parks (Moved to the April agenda)
- Naming Rights/Sponsorships/Donations update (Moved to the April agenda)

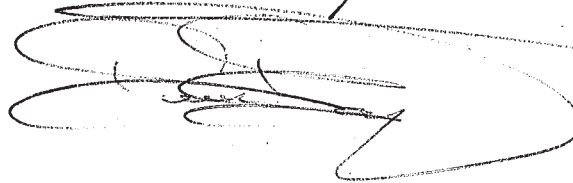
- Recreation Advisory Council - RAC re-orientation: OPR will establish an annual training for all Recreation Advisory Council members. Staff will raise the subject of RAC training at the April management meeting.
- Reminder: Form 700- Conflict of Interest Reporting is due April 1 2015.

17. ADJOURNMENT: 6:45pm

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, April 8, 2015, 4:30 p.m.**  
**Lakeside Garden Center**  
**666 Bellevue Ave, Oakland, CA**