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## JOINT E.B.R.P.D AND REGIONAL PARKS FOUNDATION BOARD EXECUTIVE COMMITTEE MEETING

**Thursday, January 26, 2012**  
**12:45 p.m., Board Room**

The following agenda items are listed for Committee consideration. In accordance with the Board Operating Guidelines, no official action of the Board will be taken at this meeting; rather, the Committee's purpose shall be to review the listed items and to consider developing recommendations to the Board of Directors.

A copy of the background materials concerning these agenda items, including any material that may have been submitted less than 72 hours before the meeting, is available for inspection on the District's website ([www.ebparks.org](http://www.ebparks.org)), the Headquarters reception desk, and at the meeting.

### AGENDA

#### Regional Parks Foundation Board Executive Committee

<u>STATUS</u>	<u>TIME</u>	<u>ITEM</u>	<u>STAFF</u>
I	12:45 p.m.	1. Regional Parks Foundation Year-End Review	Johnson / Baglietto

#### E.B.R.P.D. Board Executive Committee

I	1:15 p.m.	1. Public Affairs Community Relations Plan for 2012	Johnson / Lewis
		2. Public Comments	

(R) Recommendation for Future Board Consideration

(I) Information

(D) Discussion

#### **Executive Committee Members**

Carol Severin, Chair; Beverly Lane; John Sutter

Ayn Wieskamp, Alternate

Robert Doyle, Staff Coordinator

#### **Future Meetings**

February 23	August 23
March 22	September 27
April 26	October 25
May 24	November 21 (Wed)
June 28	December 27
July 26	

Distribution list (next page)

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**Public:**

**Project Manager(s):**

Nancy Baglietto  
Shelly Lewis  
Carol Johnson



**ITEM I**

**DATE:** January 12, 2012

**TO:** Board Executive Committee  
**FROM:** Robert Doyle, General Manager

**STAFF REPORT PREPARED BY:** Nancy Baglietto, Foundation Manager

**SUBJECT:** Background Information for the January 26, 2012 Joint Board Executive Committee/Regional Parks Foundation Meeting

**ITEM I: Review of Regional Parks Foundation Support for 2012 and Goals for 2012**

Jay Gilson, Regional Parks Foundation Board President for the 2011 calendar year, will make a presentation on this agenda item.

BACKGROUND

This will be the 17<sup>th</sup> year in which the Executive Committees of the East Bay Regional Park District and the Regional Parks Foundation have met jointly. As this year’s joint meeting is being held in January, members of the Foundation’s Executive Committee for 2011 and 2012 have been invited to participate in highlighting the Foundation’s overall fundraising accomplishments and program support for 2011, as well as present the Foundation’s proposed goals for 2012. A PowerPoint presentation will be made by Mr. Gilson who will illustrate in more detail the Foundation’s key 2011 achievements including overall fundraising support provided to the Park District.

Since the Foundation’s 2011 financial books have not yet been closed, the following figures represent staff’s best estimates for Foundation support directly to, or on behalf of, the Park District during 2011:

<u>Regional Parks Foundation Support</u>	<u>Amount</u>
Administrative Salary and Funding Support	\$250,000
Membership Fees (includes \$19,412 for 4Q11)	\$ 87,400
Youth Scholarships for EBRPD Programs	\$ 63,650
Wheelchair Lift Project	\$ 25,300
Temescal Waterfall Restoration	<u>\$ 10,000</u>
<b>Total Support to EBRPD</b>	<b>\$436,350</b>
Park Supplies, Services, and Equipment Paid by RPF	\$234,300
*Youth Scholarships paid to other Organizations	\$143,750
RPF Fundraising and Administrative Expenses	<u>\$337,500</u>
<b>Total Indirect Support to EBRPD</b>	<b>\$715,550</b>
<b>Grand Total 2011 Support</b>	<b><u>\$1,151,900</u></b>

*\*Funding provided to the YMCA of the East Bay for low-income school classrooms to attend Camp Arroyo and to other outside non-profit organizations for at-risk youth participation in summer day camping programs within the EBRPD.*

Enclosed for the Committee's information and review is a draft of the Regional Parks Foundation fundraising goals (**Attachment A**) that was adopted at the December 1, 2011 Foundation Annual Planning Meeting. The Foundation's Board is pleased to provide these draft goals to the Park District's Executive Committee for review and comment.

RECOMMENDATION

None. This agenda item is informational only.

Attachment A:           Regional Parks Foundation 2012 Fundraising Goals

## ATTACHMENT A

### FOUNDATION PROGRAMS

<b>CAMPERSHIP</b>	<b>2011 Goal</b>	<b>2012 Goal</b>
▪ Park n' It Summer Day Camping	\$160,000	\$165,000
▪ Family Overnight Camping		
▪ Camp Arroyo		
▪ Fishing Derbies		
▪ Swim Lessons & Water Safety Classes		
▪ Jr. Lifeguards		
▪ Teen Eco Action Week		
▪ Youth Uprising		
<b>MEMBERSHIP</b>		
▪ Membership	\$475,000	\$520,000
<b>ANNUAL FUND</b>		
▪ Unrestricted gifts/Year-end Appeal	\$145,000	\$220,000
▪ Vehicle donations	Open	\$ 15,000 (included in \$220,000)
<b>PLANNED GIVING</b>		
▪ Educational seminar(s)	Open	Open
▪ Informational materials		
▪ Check-off information option on all direct mail		
▪ Special events		
<b>FUNDS FOR PARKS</b>		
▪ Support for individual parks, trails and visitor centers	\$175,000	\$175,000
▪ Botanic Garden Plant Sales	Open	\$ 30,000
<b>ENVIRONMENTAL RESTORATION AND ENHANCEMENT</b>		
▪ Caspian Tern Habitat enhancement and outreach at Brooks Island	\$25,000	\$25,000
▪ Grassland management of reptile populations		
▪ Least Tern habitat enhancement		
▪ Birds and wildlife habitat enhancement & public involvement at Quarry Lakes		
▪ Habitat Helpers: Burrowing Owl Buddies		
▪ Black Rail Habitat Restoration: Pt. Pinole		
<b>ENDOWMENT</b>		
▪ Donor option on all appeals	Open	Open
▪ Board giving		
<b>SPECIAL OPPORTUNITIES</b>		
▪ Tilden Carousel Restoration	-	-
<b>TOTAL FUNDRAISING GOAL</b>	<b>\$980,000</b>	<b>\$1,135,000</b>



**DATE:** January 12, 2012

**TO:** Board Executive Committee  
**FROM:** Robert Doyle, General Manager  
**STAFF REPORT PREPARED BY:** Shelly Lewis, Community and Media Relations Manager  
**SUBJECT:** Background Information for the January 26, 2012 Board Executive Committee Meeting  
**ITEM 2:** Public Affairs Community Relations Plan for 2012

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Shelly Lewis, Community and Media Relations Manager, will make a presentation on this agenda item.

BACKGROUND

At the meeting, Ms. Lewis will present the District's 2012 Community Relations Plan, which will include the continuation of the *Healthy Parks Healthy People* initiative, a focused ethnic media and urban youth marketing campaign, 2012 District events, and several new publications and collateral pieces.

RECOMMENDATION

None. This agenda item is informational only.