

AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, March 23, 2010

C. BUSINESS BEFORE THE BOARD

7. BOARD COMMITTEE REPORTS

b. Executive (1/28/10) _____ (Siden)

Present:

Board: Directors Doug Siden (Chair), Beverly Lane, Carol Severin (Alt. for Director Radke)

Staff: Pat O'Brien, Ted Radosevich, Dave Collins, Rosemary Cameron, Carol Johnson, Julie Bondurant, Brian Wiese, Nancy Baglietto, Yolande Barial

Regional Parks

Foundation: President Jay Gilson, Rand Swenson, Jim Potts III, Mitch Randall

Public: Susan Lampert, Roger Lampert, Alyssa Lampert Thomas, Kristin Vorderbrueggen, Local 2428

The meeting was called to order, and attendees introduced themselves.

JOINT BOARD EXECUTIVE COMMITTEE AND REGIONAL PARKS FOUNDATION MEETING

I. Review of Regional Parks Foundation Support for 2009 and Fundraising Goals for 2010

AGM Rosemary Cameron introduced Jay Gilson, Regional Parks Foundation (RPF) Board President, who gave a Powerpoint presentation on 2009's accomplishments and a review of their goals for 2010.

Mr. Gilson noted that even with the economic challenges in 2009, the RPF did very well raising funds. Specifically noted were grants from Chevron Corporation and Kaiser Permanente. Proceeds went to benefit the Campership Program, Camp Arroyo, Park n' It Day Camp, the Community Overnight Camping Program and Teen Eco Week and various Public Safety and Aquatics programs.

Mr. Gilson reported that currently, the RPF has 7,066 members. The upcoming third Signature Event will be at Lake Temescal. He noted the possibility of estate planning workshops and seminars, sharing that there were two deferred givings in 2009 and that the RPF was becoming more active at planned giving.

Multiple donations were reviewed for 2009, including a special funding opportunity to donate money to provide a truck and trailer for the Safety Patrol, environmental restoration courtesy of Chevron and the RINA accounting firm, the Miller Knox Playground Dedication underwritten by J.M. Long, and the Oracle/Shell Oil/Martinez Trails Challenge Partnerships.

2010 Goals include a Planned Giving Committee and providing consultation with professionals in assorted park locations.

RPF Board members for 2009 included: Jim Potts III, Jay M. Gilson, CPA, Christopher O'Brien and Jane Fruan.

New RPF board members for 2010: Jay M. Gilson, CPA, Christopher O'Brien, Rand Swenson, and Mitch Randall.

Mr. Jim Potts stated that the RPF Board was comprised of great minds with enthusiasm and properly managed focus. They weathered the economy and were able to fulfill the RPF's mission and meet its goals to support the Park District.

Mr. Rand Swenson shared his desire to ascertain fiduciary responsibility, and cited the Finance Committee's time and effort to ensure that.

Mr. Jay Gilson noted a desire to make the Budget as transparent as possible. Rend Swenson agreed that when someone is an RPF Board member, transparency gives credibility.

Mitch Randall stated that he chairs the Governance Committee and is looking forward to having more people involved in that, both physically and financially.

Director Lane agreed with the RPF's focus on "access" as it is very important to her. Staff and the Board make a good effort, but there are many children who still have no chance to get into the parks, so she applauds anything to will help facilitate that. She also appreciated the political contributions of the RPF in relation to Measure WW, as well as the fact that the new Board members have a clear idea of their responsibilities.

Mr. Gilson, in response to a question from Director Severin, stated that RPF Board members have an 8 year term with 1 year off and that the process is working well for them.

Director Severin wanted to know if the RPF accepted donations of vehicles. Development Officer Nancy Baglietto stated that the program still existed but was slowing down as the tax breaks are not the same, adding that donations from vehicles were a fairly small amount.

Director Siden commented that in the past, he felt RPF meetings consisted of just listening to reports; now RPF Board members are more involved and interactive.

GM Pat O'Brien noted that the RPF, over the years, has contributed great things, such as jumpstarting District initiatives such as Measures CC and WW. Camperships and getting kids in parks is a fantastic opportunity, and while attendance numbers can be counted, it would be difficult to quantify its actual benefits and impacts.

AGM of Public Affairs Rosemary Cameron stated that she and Ms. Baglietto love what they do on the staff end and thinks it is a tremendous benefit to the District. The real value of the Regional Parks Foundation goes well beyond the actual dollars raised, but into the members and their businesses/contacts - it is a very good corporate outreach strategy.

AGM Cameron referred to the RPF goals as realistic, noting that the fundraising areas have not changed, and the numbers are very much the same.

Director Severin congratulated the RPF and the board for the work they have accomplished. She noted she saw a mutually beneficial relationship between District staff and RPF members.

Director Lane commented on the importance the District's Aquatics Program in preventing drowning tragedies. She stated her plan to visit and check on the progress of the construction at Tidewater, where the people working on the facility have been asked to recruit young people from the area to learn to row and possibly help with scholarships for college, adding that the issue is that individuals need to know how to swim in order to row. Ms. Baglietto shared that rowing assistance was in the RPF plan's for 2010.

There was a break at 1:45 p.m.

This was an informational item only; no action was needed.

BOARD EXECUTIVE COMMITTEE MEETING

Per Director Siden, the order of the Agenda was changed so that Quarry Lakes was taken first.

3. Quarry Lakes Picnic Site Development and Recommendation to Name Picnic Site "Lampert Knoll"

Senior Park Planner Julie Bondurant discussed the Quarry Lakes Picnic Site Development and Recommendation to Name a Picnic Site "Lampert Knoll."

Ms. Bondurant introduced the item, stating that while this issue was originally under the Trail Naming Policy, the Lampert family indicated that they would like to make a contribution to the Foundation so that a picnic area may be developed. While Ms. Bondurant stated she did not find a lot of written documentation on Mr. Art Lampert, everyone she spoke to had extremely positive things to say about his involvement and passion for the community. Ms. Bondurant added that Director Sutter had worked with Mr. Lampert and was very involved in his efforts in the 1970's.

GM O'Brien added that the Mr. Lampert was a member of and help make Quarry Lakes a recreation area. Mr. Lampert and was instrumental in shaping the District's relationship with the Alameda County Water Districts.

Director Lane stated that if there was a plaque to be installed, language should include his involvement with the Board of the water district.

Director Siden asked if the family would like to make remarks. Susan Lampert shared that the family had been “involved” since the 1960’s when they moved there. She spoke of her Sierra Club background and a trip with Ansel Adams. Son Roger Lampert, and daughter Alyssa Lampert Thomas also provided information about their father.

Director Lane suggested that someone sit down and talk to Ms. Lampert to write up the information about Mr. Lampert’s life.

Director Severin thought the picnic site would be a mutual benefit to the family and the District, and thanked the family for their contribution. She would like to check with park staff and the public in the future about a shade structure.

Director Lane asked about the possibility of having water available at these reservable sites. She also wanted to be sure that the Redwood tree in the plan was indeed the right choice for the site, as the trees grow very large. Staff will confirm with park staff.

GM O’Brien explained that the District has a formal agreement with the Water District and would have to advise them of any planned applications or development in the area.

Director Siden commended the family for the donation, stating that he knew Art and thinks the name is appropriate for a site because it is a knoll.

By motion of Director Severin and seconded by Director Lane, the Executive Committee unanimously recommended the Quarry Lakes Picnic Site Development and Recommendation to name Picnic Site “Lampert Knoll” be forwarded for favorable consideration to the PAC and full Board.

2. Community Relations Plan for 2010

AGM of Public Affairs Rosemary Cameron, on behalf of Community Relations Manager Carol Johnson, gave a presentation on this topic, stating that the 2010 Community Relations Plan will focus on connecting with diverse audiences, social networking, the Master Plan, connecting with diverse audiences, and targeting community outreach activities.

She explained that connecting with diverse audiences includes working with Univision, the largest Spanish TV station, whom staff has enjoyed working with. Univision has created Public Service Announcements with specific messages, including a heavy focus on water safety. Staff is also looking for similar partnerships and opportunities with Asian broadcasting networks.

Director Lane wanted to know if there was a Spanish alternative on the District website. AGM Cameron stated that there is a Google translation tool, although it’s an imperfect solution. The District’s website is huge and has not been entirely translated into Spanish. With the Google translation, although not grammatically correct, the basic message gets across.

Director Siden commented on Univision’s coverage in the Leaf and how Spanish-speaking District staffs have been utilized. AGM Cameron noted that most parks with plenty of Spanish-speaking visitors have sufficient Spanish signage.

AGM Cameron introduced the plan for a photography contest and reception to make it a focused and engaging activity. The 2010 calendar is an example of the success of the District's Flickr photo site and staff would like to see this go further.

Director Lane asked for clarification on the meaning of "Interpretations of Regional Parks." AGM Cameron explained that staff would be encouraging photos of the parks from the eye of the photographer in a non-literal sense. Director Lane suggested different wording.

Director Lane then expressed concerns about staff easily being able to transport the display materials. She wondered how to most effectively get materials to the fairs and if Public Affairs staff is always responsible for putting it together. AGM Cameron responded that it's a case by case basis. Director Lane offered to talk with the Board about using contingency funds to help.

Director Severin talked about conferences and how some vendors set up with such ease. AGM Cameron says there are various products for indoor and outdoor use. She has asked the Environmental Graphics group to determine if there is anything that is light and can be used outdoors.

AGM Cameron continued that staff has entered into a small contract with Bob Coomber (aka 4-wheel Bob) to write a series of articles for the website on accessible trails. Doug McConnell and his team produced another video that should be available soon.

In terms of the Master Plan, the District's website will be set up in such a way that Public Affairs staff will not only be able to broadcast information and updates on it, but it also be interactive and allow people to provide feedback.

The District is also very involved in various Social media as it is already represented and having good results with Twitter, Facebook, YouTube and Flickr. Staff is working with the Business Process Team to put together a formal policy on social media and networking. Research across other government agencies has shown that formal policies are being developed. Aquatics staff Pete DeQuincy will be working with Public Affairs in the summer to provide aquatic updates for Facebook and Public Safety will be consulted as well for fire safety and closure information.

AGM Cameron spoke about outreach activities in each of the District's wards and includes Chamber of Commerce business mixers, the Walk and Talk hike series, Tracks to Trails partnering with BART and other transit/community organizations, and the Anniversary event on May 22nd at Temescal. Dedications and events for the remainder of the year were also discussed, including the new group camp at Dairy Glen. Tidewater was briefly discussed; this will hopefully be open this year.

Director Lane asked about when the swim areas at Don Castro and Cull Canyon would be open. She felt some recognition of it opening would be a good idea. AGM Collins responded that Cull Canyon is complete, and Don Castro should be open this year, although there is not an exact date set.

Director Severin mentioned the Rodeo in Castro Valley where she hasn't seen a District presence in four years. She feels that her ward often gets left out of promotional opportunities, and asked if Public Affairs staff tracked appearances to keep a balance. AGM Cameron answered that her staff

does track appearances at fairs and events but would do her best to accommodate Director Severin's concerns. She suggested that Director Severin notify staff of any events she would like to see Public Affairs participate in. Possible locations for future Chamber of Commerce events were discussed, as were budget changes in 2010. AGM Cameron noted she took Director Severin's concerns seriously.

This was an informational item only; no action was needed.

4. Public Comments

Director Lane suggested that Public Affairs make this same presentation to the full Board. AGM Cameron and GM O'Brien agreed it was a good idea.

With regards to social networking and media websites, Director Siden commented that District staff should be aware of families that do not have computers; AGM Cameron and GM O'Brien agreed this was something they are mindful of. Director Siden thanked Ms. Cameron and noted the ambitious schedule. Director Lane would like her appreciation passed on to Carol Johnson as well and also noted her appreciation of the improved graphics.

GM O'Brien summarized that Public Affairs does a great job with many special events and dedications that are dependent on other people, other departments and different jurisdictions. He noted the difficulty in this level of coordination.

Director Lane requested that information on the Master Plan process be provided as it becomes available; GM O'Brien noted that it was in process, and could be reviewed during the Board Workshops.

The meeting was adjourned at 3:14 pm.