

AGENDA  
REGULAR MEETING  
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, March 10, 2009

C. BUSINESS BEFORE THE BOARD

6. BOARD COMMITTEE REPORTS

b. Executive (1/27/09) \_\_\_\_\_ (Wieskamp)

Attendees:

Committee Members: Directors Ayn Wieskamp (Chair), Ted Radke, Doug Siden (alt)

Staff Members: Pat O'Brien, Dave Collins, Sonja Stanchina for Susan Gonzales, Ted Radosevich, Jim Townsend, Rosemary Cameron, Carol Johnson

**Joint Board Exec/Regional Parks Foundation Meeting**

**I. Review of Regional Parks Foundation Support for 2008 and Fundraising Goals for 2009**

Rosemary Cameron, AGM for Public Affairs, introduced members of the Regional Parks Foundation Executive Committee in attendance: Jay Gilson (incoming Chair), Jim Summer (outgoing Chair) and Jane Fruin (Secretary).

Mr. Gilson reviewed the 2008 report for the Foundation, highlighting that the overall funds raised were 10% over the goal, as well as \$60,000 in support of Measure WW.

The District Board Executive Committee unanimously expressed their appreciation of the work of the Foundation in support of the District, as well as for the Bay Area's underserved populations.

Mr. Gilson noted that many outdoor access areas can be taken for granted and shared his appreciation of seeing families enjoying the outdoors, especially in his capacity on the Foundation Board. He encouraged the District to take on more challenges with outdoor or other nonprofit agencies, using his personal involvement with Habitat for Humanity. He also reviewed the endowment fund for Leaving a Legacy and discussed the possibility that Board Members contribute to it, which would enable the fund to have 100% participation, adding that main victories for the endowment fund include advocacy, event sponsorship, and planned giving.

Mr. Gilson honored Jim Summers and Carolyn Hennel (not present at the meeting) for their time on the Regional Parks Board and introduced the new Foundation members and Goals for 2009, which include in particular the Trails Challenge and 75<sup>th</sup> Anniversary celebration.

The 2009 fundraising goals were also distributed at this meeting.

Director Radke thanked the Foundation Board and referred to his 30 years on the District Board, during which he had seen the District grow, and he appreciated the efforts of the RPF.

Jim Summers was presented by the Board Members with a framed photo of the Regional Parks.

GM Pat O'Brien also spoke about his gratefulness to Mr. Summers and the RPF for their efforts and work. He shared with the group that Measure WW was the largest special district park bond ever placed on a ballot.

The Committee took a short break and a photo opportunity with the Committee members and Mr. Summers.

## **2. Consideration of Funding Request for Lake Chabot Boat Dock Renovation**

AGM Dave Collins asked that the RPF consider this dock project as a suitable use of the Madeline Beattie bequest funds.

Director Radke asked about whether there would be a formal presentation for the request, which it was agreed there would be should the funds be considered for use.

AGM of Public Affairs Rosemary Cameron noted that the bequest has been sitting for 11 years without requests for funding. She also explained the uniqueness of the situation because Ms. Beattie's will stipulated that the over \$400,000 bequest be used at "Chabot." There was no specification as to whether Lake Chabot or Anthony Chabot was the intended recipient.

With the RPF Board's permission, more information would follow for the Executive committee as it becomes available.

### **Board Executive Committee Meeting**

#### **I. Amendments to the Personnel Administrative Manual**

Sonja Stanchina, acting in capacity for AGM of Human Resources Susan Gonzales, reviewed the proposed revisions and amendments to the Personnel Administrative Manual with the Committee. She noted that most of the items were housekeeping items, and that all state laws and actions have been and are being followed, but updating the manual itself will assure that all compliances are accurate.

**RECOMMENDATION:** By motion of Director Radke and seconded by Director Wieskamp, the Executive Committee unanimously recommended that this item be submitted to the Board for favorable consideration.

## 2. 75<sup>th</sup> Anniversary Plan Update

AGM Cameron introduced Carol Johnson, Community Relations Manager, who reviewed the District plans for the 2009 celebration of the 75<sup>th</sup> Anniversary of the Regional Parks.

Directors Radke and Wieskamp commented that the 2009 calendars have been well received. Ms. Johnson confirmed that about 12,000 people received the 2009 calendars in the mail, including stakeholders, RPF members, and elected officials. Ms. Johnson also reviewed the branding consistency, the look and feel, and overall experience of park users, which enables the District to celebrate 75 years.

A 75<sup>th</sup> anniversary celebration guide was then distributed and reviewed by Ms. Johnson. Lapel pins for all volunteers and employees are included, and an example was shown to the group.

GM O'Brien shared an article he had read years ago that discussed impending online shopping and registration, and tied that into the online marketing that Ms. Johnson was discussing regarding items being sold both online and in visitor centers.

Directors Siden and Wieskamp asked that the license plate holders that will be used for the fleet vehicles be put up for sale. AGM Cameron and Ms. Johnson said that they thought it was a good idea.

Ms. Johnson reviewed the following elements of the 75<sup>th</sup> Anniversary Plan:

- organic cotton t-shirts were noted to be among the “green” appeals for items being sold, along with water bottles with the District’s logo.
- media relations were reviewed, including the current exhibit at the Contra Costa County History Museum in Martinez.
- the safety fair and holidays will celebrate the 75<sup>th</sup> Anniversary for employees exclusively, and chamber mixers and other community events will be hosted in 2009 for associates and other members of the public.
- the trails challenge will include bikers and birders this year as opposed to just hikers.

Director Wieskamp suggested that the underserved school populations be contacted for communication of District events. Ms. Johnson agreed and noted that Kaiser Permanente also has an outreach program for the underserved, which includes people without internet access and who may request printed materials. Director Wieskamp shared her enthusiasm for the slogan “Ours to Keep”, especially with the economy being as it is.

PAC Chair Rich Guarienti noted that he encouraged fellow PAC members to speak as much as they could about the District. He noted that the Open Houses from last year at parks were well received. He added that Trails Challenge also deserved accolades.

**RECOMMENDATION:** There was no formal action on this item.

**3. Update on Active Transportation 2010 Campaign**

Jim Townsend, Regional Trails Manager, made a presentation on the Active Transportation 2010 Campaign. He noted that he works closely with Erich Pfuehler (on the Legislative side) with the Alameda County Transportation Improvement Authority (ACTIA) to address non-motorized vehicle usage in fifty communities throughout the county. This would include all methods of transportation and advance bicycle and pedestrian transportation opportunities. ACTIA has prepared a case statement as to why Alameda County should be considered for this funding opportunity. Staff will provide the Board Executive Committee with a status update as soon as it is available.

**RECOMMENDATION:** There was no formal action on this item.

There were no public comments.

The meeting was adjourned at 2:41 pm.