

2950 PERALTA OAKS COURT P.O. BOX 5381 OAKLAND CALIFORNIA 94605-0381  
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East Bay  
Regional Park District

**2:00 p.m. Item**

**TO:** Board Operations Committee  
**FROM:** Mimi Waluch, Revenue and Administration Manager  
**DATE:** July 15, 2010  
**SUBJECT: Review of City of Fremont Patterson House Agreement: Ardenwood Historic Farm**

The District and the City of Fremont (City) entered into a 25-year Management Agreement in March 1982 for the operation of Ardenwood Historic Farm. Since the new Management Agreement is now in the final stages of completion at District and City committee levels, renewal of all of the associated Ardenwood agreements can proceed. The original Management Agreement made provisions for the City to restore, operate and interpret the Patterson House. During the original term, several Agreement addendums were put in place to define the payment procedure used for sharing of gate revenues to assist the City in funding the Patterson House operation.

District staff would like to take this opportunity to differentiate the operation of the Patterson House from the Management Agreement by implementing a separate Special Use Agreement. This agreement would define both District and City responsibilities of the Patterson House operation while continuing to implement objectives of the Business Plan for Ardenwood Historic Farm in the future.

Staff recommends entering into a Special Use Agreement with the City for operation of the Patterson House for a five-year term. The District shall compensate the City for providing house tours to the general public and scheduled groups during the parks historic season at a rate not to exceed \$66,368 in the first year, to be increased annually not to exceed 2%, and by mutual agreement during the option terms.

Board of Directors

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**2:45 p.m. Item**

**TO:** Board Operations Committee

**FROM:** Mimi Waluch, Revenue & Administration Manager

**DATE:** July 15, 2010

**SUBJECT:** **Review of New Concessionaire Agreement: Crown Beach Boardsailing**

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Crown Memorial State Beach (Crown Beach) has had a boardsailing and kite boarding concession since the early 1980's. The District entered into an agreement to operate the concession through April 2010 with Mr. Tom Lloyd d.b.a. Boardsports. However, by mutual agreement and understanding of expected terms, Mr. Lloyd assigned the agreement to Jane Comier and Rebecca Geffert d.b.a. Boardsports School, LLC in February 2006. This agreement has been in good standing during its term and the operators have worked well with District staff.

The recreational objective of the Crown Beach boardsailing concession is to provide lessons and rental equipment to the public interested in the sport of boardsailing, the rental of other watercraft, plus introduction of additional rental opportunities, i.e., bicycles. Equipment and supplies related to boardsailing or other rental services are also sold on the premises.

On May 10, 2010, the District issued a Request for Proposals (RFP) seeking an experienced operator to manage the boardsailing concession at Crown Beach. Five proposal information packets were requested resulting in one submittal from the current operator, Boardsports School, LLC. District staff reviewed the proposal and discussed the defined expectations of the concession, as well as Boardsports School, LLC acceptance of the District's concessionaire agreement requirements. After a thorough appraisal of the proposal, District staff is recommending the selection of Boardsports School, LLC as the concessionaire at Crown Beach. Boardsports School, LLC met all of the criteria contained in the Park District's RFP.

Staff recommends that the Board Operations Committee approve and recommend to the full Board a four-year concession agreement with one additional two-year option period to operate the Crown Beach boardsailing concession. There is no cost to the District for this action. The District can expect revenue of up to \$7,500 annually, representing 8% of total gross monthly sales and services derived from the operation of the boardsailing concession at Crown Beach.

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**3:00 p.m. Item**

**TO:** Board Operations Committee

**FROM:** Anne Kassebaum, Recreation Services Manager and Anne Rockwell, Shoreline Unit Manager

**DATE:** July 15, 2010

**SUBJECT: Update on Tidewater Aquatic Center Program, Facility and Park Management**

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Recreation Services Manager Anne Kassebaum and Anne Rockwell, Shoreline Unit Manager will provide an update on potential programming opportunities, facility and park management for the Tidewater Aquatic Center.

Center Operations: The community room is being converted to staff offices and the three person Outdoor Recreation Unit staff will work out of this space full-time. Initial day-to-day facility management will be directed by the Outdoor Recreation Supervisor and other duties will be adjusted to accommodate these new responsibilities until a full operations plan is developed. The Recreation Services Manager will be the primary liaison with the tenant, Oakland Strokes, as to the District lease agreement including the outreach plan development goals. The District’s Community Outreach Coordinator will identify potential non-profit partners for underserved audiences to develop strong collaborative partnerships. These programs will be complimentary to what Oakland Strokes will provide under the agreement. This is also an interim staffing plan for the startup phase in the fall of 2010 based on a projected opening in October. A caretaker residence agreement is in the process of being advertised to coincide with the projected project completion schedule.

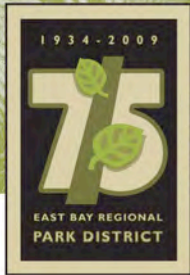
Program Planning: For the past several months, District Interpretive and Recreation Department staff has been researching aquatic center operating models in California and program development alternatives for this site. Staff has identified potential non-profit partners and schools within the facility’s capital grant determined half-mile radius for outreach and partnership potential. These include: schools, youth employment service providers, community service organizations, the Jack London Aquatic Center and Oakland Parks and Recreation Department among others.

Program development and collaborative partnership alternatives include:

- District Programs: Organized programs that include elements of recreation and interpretive skills such as; boating, fishing, hiking, biking, history walks, removal of invasive plants, open water swims, etc., directed by existing staff and vendors.

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**3:30 p.m. Item**

**TO:** Board Operations Committee  
**FROM:** Nancy Kaiser, Interpretive Services Manager  
**DATE:** July 15, 2010  
**SUBJECT: Docent Program Update: Mid-Year Report**

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Interpretive Services Manager Nancy Kaiser will provide an update on docent programs for 2010 including new opportunities for individuals and goals for the overall program. In 2009, there were 91 active docents volunteering their time and talents to teach school children about natural and cultural resources. Additionally, docents were introduced to the Mobile Fish Exhibit (MFE) and are beginning to support educational programs and public programs when the MFE is scheduled.

During the last two years, the number of docents participating in District programs has steadily increased and the docent program is beginning to look towards the future. While individuals complete docent training programs at one specific visitor center, they are expanding their involvement to programs at other parks and visitor centers. The docent coordinators are enhancing their efforts as a group by sharing opportunities for volunteering, sending newsletters and bulletins to docents, and offering enrichment classes to all docents (instead of just one group of docents).

Docents share many of the same values as staff such as *service to community, lifelong learning and environmental stewardship*. They are representative of their communities; within the last two years individuals who have completed training programs are not just retired professionals. Today, docents are also college students, working professionals, and stay-at-home parents.

The Docent Program Update will include reports on docent training programs, a description of the programs docents assist with, and plans for the next few years to continue improving the program.

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