



2950 PERALTA OAKS COURT P.O. BOX 5381 OAKLAND CALIFORNIA 94605-0381 T. 1 888 EBPARKS F. 510 569 4319 TDD. 510 633 0460 WWW.EBPARKS.ORG

BOARD EXECUTIVE COMMITTEE

Thursday, December 22, 2011

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), the Headquarters reception desk, and at the meeting.

AGENDA

<u>STATUS</u>	<u>TIME</u>	<u>ITEM</u>	<u>STAFF</u>
(R)	12:45	1. Recommendation to Name the Interpretive Center at Big Break Regional Shoreline the "Big Break Visitor Center"	Wiese/James
		2. Public Comments	

(R) Recommendation for Future Board Consideration
 (I) Information
 (D) Discussion

Future Meetings

January 26, 2012

Executive Committee Members

Beverly Lane, Chair; Carol Severin; Doug Siden
 John Sutter, Alternate
 Robert Doyle, Staff Coordinator

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Project Manager(s):

Everett James
 Brian Wiese



ITEM I

East Bay
Regional Park District

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DATE: December 9, 2011

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Everett James, Park Planner

SUBJECT: Background Information for the December 22, 2011
Board Executive Committee Meeting

ITEM I: Recommendation to Name the Interpretive Center at Big Break Regional
Shoreline the "Big Break Visitor Center"

Everett James, Park Planner, and Brian Wiese, Chief of Planning / Stewardship, will make a presentation on this agenda item.

BACKGROUND

The Park District's Design and Construction Department has requested that Planning Department staff initiate the naming process for the new interpretive center, currently under construction at Big Break Regional Shoreline, under the Park District's Naming Policy. (See attached Naming Policy and location map.)

The currently unnamed 5,000 square foot building is scheduled to open in 2012 and has been designed to support the provision of interpretive programming and exhibits highlighting the park's natural and cultural resources to local school classes and park visitors. During early park planning stages of the Lauritzen site at Big Break, the "Delta Science Center" was often used as an informal working title to refer to the planned interpretive center. However, staff recommends naming the facility in anticipation of its opening and the need to identify the new center as a feature of Big Break Regional Shoreline Park that is owned and operated by the Park District.

Several proposed names were presented by Assistant General Manager Mike Anderson for discussion at the November 23rd Board Executive Committee meeting. The discussion concluded with the Committee's request that staff take the top two selections, "Big Break

Environmental Education Center” and “Big Break Visitor Center”, to the next Assistant General Managers’ meeting for further review and discussion before returning to the December 22nd Committee meeting with a formal staff recommendation. After discussion among the Assistant General Managers’ group, it was recommended that the facility be named “Big Break Visitor Center”. The Interpretive Services Department has also reviewed the naming options and supports this recommendation. It should be noted that this name recommendation is consistent with eight of the nine existing Park District “Visitor Centers”.

Due to the location of the facility at Big Break Regional Park and the contributions it will make through the provision of interpretive programming and scientific research, staff has determined that the recommended name is appropriate according to the Park District’s Naming Policy.

RECOMMENDATION

Staff recommends that the Board Executive Committee support naming the new facility “Big Break Visitor Center”, and forward a favorable recommendation of the proposed name to the Park Advisory Committee and Board of Directors for consideration under the Park District’s Naming Policy.

Attachments: (A) EBRPD Naming Policy; and (B) Site Location Map

**East Bay Regional Park District
Naming Policy
Resolution No. 2004-04-73 (Adopted on 4/20/04)**

The East Bay Regional Park District Board of Directors is responsible for the naming and renaming of Regional Parks¹, trails, features, areas, and facilities. Proposals for naming and/or renaming may come from any source including Board members, staff, volunteers, organizations and individuals.

The procedure for the naming of a Regional Parks, trails, features, areas and facilities began with the District's establishment in 1934. Naming is a way to remember shared history, to identify local natural resources and to honor individuals. Naming is also a useful way to help park users interpret parkland resources and to orient themselves while visiting the Regional Parks.

Recognition naming after persons living or deceased may be allowed in special cases. The District's preference is to express appreciation for contributions through awards, events, tributes, publicity, commemorative items, mementos and letters of appreciation. The number of features and facilities within EBRPD that may be named is finite. The decision not to accept a naming proposal does not diminish the significance of public service or the gratitude of the District to those who have contributed service or monetary donations.

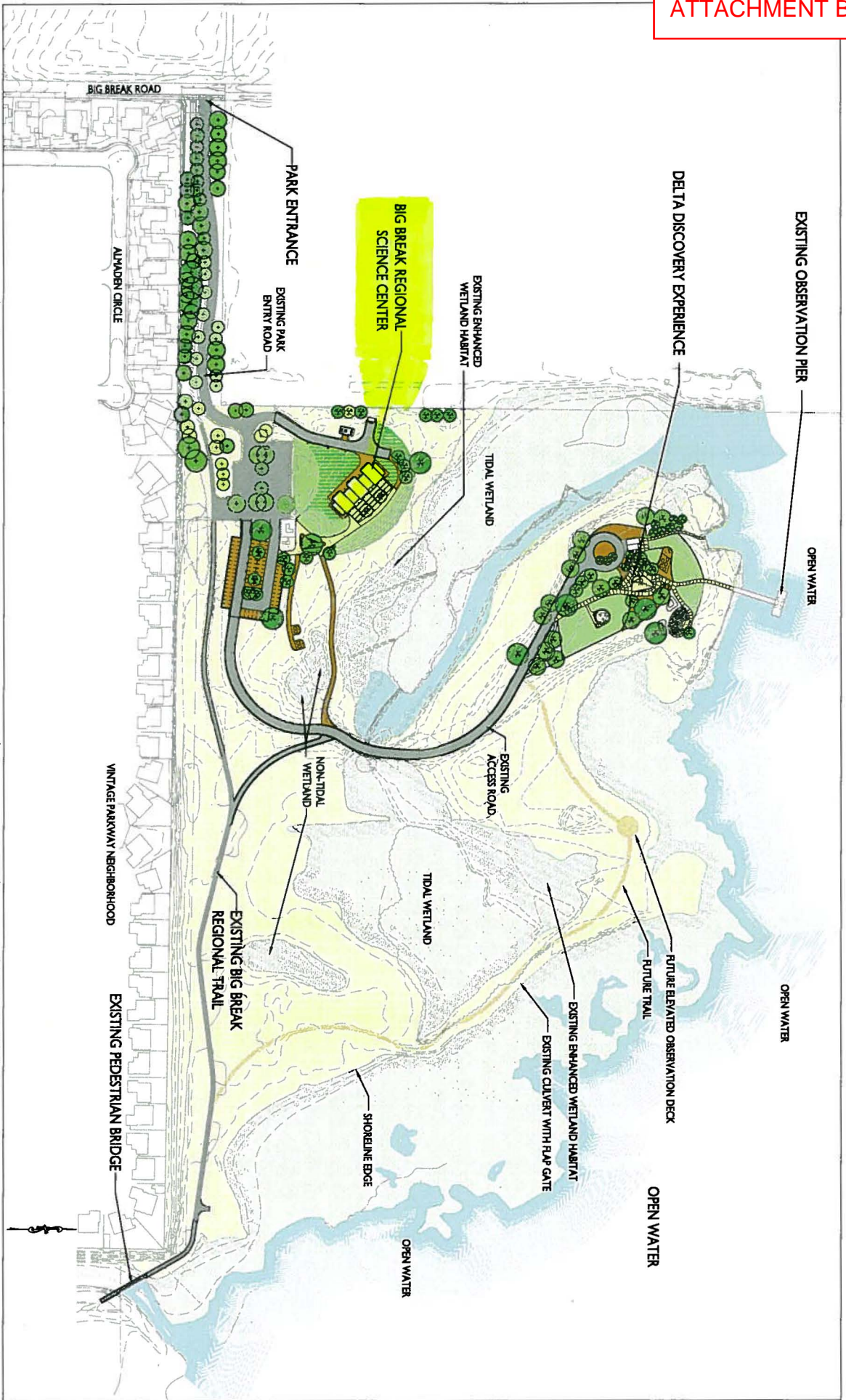
Naming Policy

Regional Parks, trails, features, areas and facilities will be named after natural features such as plant and animal life, geographic, topographic or paleontological features, or for cultural features such as archaeological and historic artifacts, historic persons, families or events. Existing historically related names shall be respected.

Naming in recognition of persons living or deceased may be allowed only in special cases, and will be considered for substantial or outstanding contributions of service, property or funds to the public good of the East Bay Regional Park District, East Bay Region, Bay Area, State, or Nation. The East Bay Regional Park District is not a venue for corporate or personal advertising. Corporate names will not be considered for Regional Parks or significant geographic features, but in special cases, may be considered for facility or area names.

Staff will maintain guidelines which will include more specific criteria for eligibility and procedure. The EBRPD Board of Directors always maintains flexibility interpreting the policy, and shall have final authority to name parkland features and facilities as it deems appropriate.

¹ All parkland classifications including Regional Trails



APPROVED: [Signature] DATE: 4.25.2011
 PROJECT: Big Break Regional Science Center
 CLIENT: Big Break Regional Science Center
 CONTRACT NO.: 041-1429

EAST BAY REGIONAL PARK DISTRICT
 2550 PEALTA OAKS COURT, OAKLAND, CA 94615 WWW.EBRPARKS.ORG 888-327-2737

OVERALL SITE PLAN
 BIG BREAK REGIONAL SHORELINE
 SHEET NO. 1 OF 3