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BOARD OPERATIONS COMMITTEE
Thursday, May 13, 2010 – 2:00 p.m.
Peralta Oaks – 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.

AGENDA

<u>Status</u>	<u>Time</u>	<u>Item</u>	<u>Staff</u>
(D)	2:00	1. Vinapa Foundation Grant Project Update	(Kaiser)
(I)	2:30	2. Overview of 2009 Environmental Education and Interpretive Programming	(Kaiser)
(R)	2:50	3. Review of New Concessionaire Agreement: Contra Loma Food Concession	(Waluch)
	3:05	4. Public Comments	
	3:10	5. Staff Comments	
	3:15	6. Adjourn	

Status

(R) Recommendation
 (I) Information
 (D) Discussion

Board Operations Committee Members

Beverly Lane, Chair; Whitney Dotson; Doug Siden;
 Carol Severin (Alternate); John Escobar (Staff Coordinator)

Next Meeting

June 17, 2010

Distribution/Agenda Only

Board of Directors
 Mike Anderson
 Chief Tim Anderson
 Dave Collins
 Bob Doyle
 David Duboway
 Neal Fujita
 Carol Johnson
 Lt. Jon King
 Lt. Wayne Morimoto

Erich Pfuehler
 Ted Radosevich
 Cinde Rubaloff
 Afton Crooks
 Robert Herrick
 Michael Kelley
 Peter Rauch
 Andy Schanks
 Robert Wills
 Operations Mgrs./Sup.

Distribution/Full Packet

Clerk of the Board
 Board Committee
 Pat O'Brien
 John Escobar
 Jeff Wilson
 Rick Parmer
 Anne Scheer
 Nancy Kaiser
 Anne Kassebaum
 Mimi Waluch

Dave Kalahale/Local 2428
 Bill Surges/Local 2428
 Kelly Barrington/Local 2428
 Tyrone Davis/Police Association
 Glenn Kirby/PAC
 Jerry Kent
 Norman LaForce
 Judi Bank/PAC
 Steve Soderstrom/PAC

Board of Directors

Doug Siden President Ward 4	Beverly Lane Vice-President Ward 6	Carol Severin Treasurer Ward 3	John Sutter Secretary Ward 2	Whitney Dotson Ward 1	Ted Radke Ward 7	Ayn Wieskamp Ward 5	Pat O'Brien General Manager
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AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, July 20, 2010

D. BUSINESS BEFORE THE BOARD

8. BOARD COMMITTEE REPORTS

b. Operations (05/13/10) (Lane)

Present

Board: Directors Beverly Lane (Chair), Doug Siden, Whitney Dotson

Staff: John Escobar, Mimi Waluch, Nancy Kaiser, Paul Miller, Leigh Padmore

Public: Dr. Nina Egert, Vinapa Foundation; Bill Surges, Union Representative,
Local 2428; Steve Soderstrom, Judi Bank, PAC

I. **Vinapa Foundation Grant Project Update**

Director Whitney Dotson commenced the meeting by inviting Interpretive Services Manager Nancy Kaiser to present a staff report on the Vinapa Foundation Grant Project. In July 2006, the District entered into an agreement with the Vinapa Foundation for Cross-Cultural Studies for the purpose of collaborating on the development of educational materials to enhance studies of Native American Ohlone cultural history, increase parkland access for low-income youth, and develop a self-guided trail and accompanying trail guide for Leona Canyon Regional Preserve.

Originally, the agreement identified the development of a curriculum outline. What staff produced were two supplemental documents that benefit both teachers and the general public. Naturalist Bev Ortiz was designated the District's lead interpretive staff person to develop the documents. The first document is an expanded version of the trail guide that emphasizes public transportation opportunities for schools and groups, as well as some history of local tribes inhabiting the Oakland area. The second document contains background material for teachers, with lessons and activities to support those lessons. The completion date for these resource documents is fall 2010 and staff is preparing a distribution plan to inform school districts and teachers that these new resources are available to assist them in the classroom and in the field.

At a recent meeting, Dr. Nina Egert of the Vinapa Foundation, addressed the District's Board of Directors, and expressed her disappointment that the District's product does not reflect what she originally envisioned when awarding grant monies to the Regional Parks Foundation to

implement this project. The Board recommended that the Board Operations Committee review the issue, and Dr. Egert was invited to attend today's meeting to further discuss her concerns.

Dr. Egert remarked that Ms. Kaiser's presentation contained a considerable amount of misinformation, and emphasized that the proposed project was intended to be much more expanded and cover many more areas. After observing that there were virtually no children of color on the hills trails, Dr. Egert hoped that the Vinapa project would encourage kids to experience nature in an educational setting. Leona Canyon was chosen subsequent to Dr. Egert's "shocking realization" that this was the only hills park in Oakland accessible by bus.

Dr. Egert expressed frustration at the many difficulties she has encountered throughout the project including communicating with District staff, bureaucratic obstacles, and timeline delays in completing various stages of the project. AGM John Escobar agreed that staff has not lived up to the timelines and expectations of the Vinapa Foundation. He noted that it appears we are on track with the initial brochure and trail markings, and that the Leona Canyon Trail Guide has tremendous value, but acknowledged that we have veered off the mark with the Ohlone-Bay Miwok element of the project. AGM Escobar suggested that one potential remedy would be to refund the portion of the grant related to that particular element of the project since we have obviously not met the needs of the Vinapa Foundation. Dr. Egert rejected the suggestion stating that it would be too complicated at this juncture to accept a refund, citing Foundation legal distribution requirements and federal tax implications.

AGM Escobar further commented that staff recognizes the value of the project and would like to bring it to completion. However, he is not sure that the District has the ability to achieve the goals of the Foundation and suggested that perhaps the Vinapa Foundation might seek to work with another organization or that Dr. Egert consider having the Foundation complete the project.

Director Beverly Lane commented that in managing and interpreting over 100,000 acres, there is only so much the Park District can accomplish. In the past, individuals with a particular focus have taken the initiative to produce publications such as *East Bay Trails*. Director Lane suggested that this may be the direction Dr. Egert might want to consider.

Director Doug Siden commented that he found Dr. Egert's written comments unnecessarily negative and that even she must acknowledge that some good has come out of the project. Director Siden also suggested that if the Park District cannot meet the requirements of the Foundation, she should take over the project herself. Staff will work to complete the two outstanding items: the Leona Canyon teacher's guide and the Ohlone and Bay Miwok Curriculum book.

No action was taken by the Board Operations Committee on this item.

2. Overview of 2009 Environmental Education and Interpretive Programming

In response to an earlier request by Director Siden, Interpretive Services Manager

Nancy Kaiser displayed a series of maps and statistics summarizing environmental education programs, and the number of visitors served by District Naturalists and Interpretive Services staff members in 2008 (50,000) and 2009 (over 58,000).

The increased number of students served in 2009 reflects a number of factors including the addition of the Mobile Fish Exhibit; Logan High School's REI field study grant which allowed 1,000 freshman to conduct field tests at Quarry Lakes; Black Diamond Mines was fully staffed in 2009, which enabled staff to increase the number of student mine tours; and Crab Cove's seasoned 4th year Interpretive Student Aides became eligible to provide services for small classes.

Ms. Kaiser remarked that serving schoolchildren in environmental education is the Interpretive Services Unit's primary core service. Teachers and schools face many challenges in providing environmental education. Transportation is not always readily available or affordable, and staff vacancies within the department have forced staff to decrease the number of programs offered. However, one of the unique aspects of the District's Interpretive Services Department is that if a school cannot get out to our parks, we will bring programs to the students.

AGM Escobar noted that the Board annually invests \$170,000 from the General Fund to subsidize the District's *Parks Express* program, which provides transportation to support interpretive and recreation programs. He added that we tend to portion resources to those schools with a high percentage of children enrolled in the school lunch program.

Ms. Kaiser reported that Black Diamond Mines staff, led by Traci Parent and Mike Moran, is working with a San Francisco State student intern on developing programs for far eastern Contra Costa County. The intern is currently serving teachers and visiting youth groups and organizations to identify programs to support their curriculum and determine how these groups can be serviced from Big Break and far eastern Contra Costa County.

The Committee thanked Ms. Kaiser for her presentation and requested that Directors be provided with condensed versions of the maps (sorted by cities) and accompanying materials.

3. Review of New Concessionaire Agreement: Contra Loma Food Concession

Contra Loma Regional Recreation Area has had a food service concession at the lagoon complex for many years. In 2002, the District entered into an agreement to operate the concession through March 31, 2009; however, the concessionaire was unable to complete his term and the agreement was terminated by mutual consent in March 2007. In March 2010, the District issued a Request for Proposals, and received seven requests for information packets that resulted in two viable submittals. Following review of the two submittals, staff is recommending entering into a three-year concession agreement with Jobetty, LLC, with one additional two-year option period, to operate the Contra Loma food concession.

Jobetty, LLC has been a solid business partner with the District for over ten years. The company currently operates the *Mudpuppies* concession at Point Isabel and the popular and successful *Lake Anza Beach Café* at Tilden. At Contra Loma, Jobetty, LLC plans to offer ice

cream, fresh sandwiches, and natural treats, along with retail merchandise such as sunscreen, hats and beach related items. The company has expressed a strong interest in promoting healthy food and drinks and has opted for the first year to forego participating in the vending machine program. Jobetty, LLC is prepared to make minor improvements to the facility in order to pass health code inspections and open for business by Memorial Day. The District can expect revenue of up to \$3,000 annually, representing a percentage of total gross monthly fees derived from the operation.

Director Siden motioned that the Committee accept staff's recommendation to enter into a three-year concession agreement with Jobetty, LLC to operate the Contra Loma food concession, with one additional two-year option period. Director Dotson seconded the motion, which passed unanimously (3-0)

4. Public Comments:

Steve Soderstrom, member of the Park Advisory Committee, commented that the District's self-guided trail brochures are very informative but noted that there were no brochures available on the few occasions he has stopped by the Garin and Sunol visitor centers. Director Lane suggested that Mr. Soderstrom consider accessing the District's website where brochures can be easily downloaded. Mr. Soderstrom also commented that he wished to compliment the interpretive staff on promoting educational outreach and appreciated the District's commitment to this program. AGM Escobar commented that he will have staff check into the availability of self-guided trail brochures at Garin and Sunol.

5. Staff Comments

Director Lane inquired whether staff plans to schedule a Committee tour of the Tilden golf course in the near future. AGM Escobar responded that at this time of year, the golf course staff is usually fully occupied with running their summer youth programs, but that staff will schedule a tour around the Committee's August 19th meeting. Director Lane also expressed an interest in visiting other facilities while at Tilden.

6. Adjournment

Director Lane adjourned the meeting at 4:10 p.m. The next meeting of the Board Operations Committee is scheduled for Thursday, June 17, 2010, at 2:00 p.m. in the Board Room, Peralta Oaks.

