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BOARD OPERATIONS COMMITTEE
Thursday, November 19, 2009 – 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>
(I)	2:00	1. Interpretive & Recreation Services Outreach Update	(Hales)
(R)	2:20	2. Review of New Concessionaire Agreement: Anthony Chabot Equestrian Center	(Waluch/Escobar)
(R)	2:35	3. Review of New Resident Caretaker Agreement: Tyler Ranch, Pleasanton Ridge	(Waluch/Escobar)
(R)	2:45	4. Annual Review of Fee Schedule - 2010	(Coulter/Escobar)
	3:15	5. Public Comments	
	3:20	6. Staff Comments	
	3:25	7. Adjourn	

<u>Status</u>	<u>Board Operations Committee Member</u>	<u>Next Meeting</u>
(R) Recommendation	Carol Severin, Chair; John Sutter; Whitney Dotson;	December 17, 2009
(I) Information	Beverly Lane (Alternate); John Escobar; Staff Coordinator	
(D) Discussion		

Distribution/Agenda Only

Board of Directors
 Mike Anderson
 Chief Tim Anderson
 Bob Doyle
 Lt. David Dubow
 Neal Fujita
 Carol Johnson
 Lt. Jon King
 Lt. Wayne Morimoto
 Erich Pfuehler

Ted Radosevich
 Operations Managers
 Operations Supervisors
 Afton Crooks
 Robert Herrick
 Michael Kelley
 Peter Rauch
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Distribution/Full Packet

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 Pat O'Brien
 Dave Collins
 John Escobar
 Jack Kenny
 Rick Parmer
 Anne Scheer
 Cinde Rubaloff
 Clerk of the Board

Mimi Waluch
 Amy Coulter
 L.2428/Kalahahele/Surges
 Police Assoc./Davis
 Rich Guarienti
 Jerry Kent
 Norman LaForce
 Judi Bank
 Alan Kaplan

Board of Directors

Ted Radke President Ward 7	Doug Siden Vice-President Ward 4	Beverly Lane Treasurer Ward 6	Carol Severin Secretary Ward 3	John Sutter Ward 2	Whitney Dotson Ward 1	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, January 12, 2010

D. BUSINESS BEFORE THE BOARD

7. BOARD COMMITTEE REPORTS

c. Operations (11/19/09) (Severin)

Present

Board: Directors Carol Severin (Chair), John Sutter

Staff: John Escobar, Mimi Waluch, Anne Kassebaum, Jeff Wilson, Nancy Kaiser, Carol Johnson, Renée Patterson, Amy Coulter, Elizabeth Hales, Leigh Padmore Bill Surges (Union Representative, Local 2428)

Public: Judi Bank (PAC), Mona Ellingson, Steve Haines

I. Interpretive & Recreation Services Outreach Update

Elizabeth Hales, the District's Community Outreach Coordinator, presented a series of slides disclosing results of Park User Surveys collected over the last several years and analyzed by Community Outreach Interns hired for the 2009 summer season. Interns compared survey results with 2000 census data and researched current trends in parks and recreation. The survey asked basic demographic questions designed to assess the average age of residents by census tracts and determine recreational preferences of different ethnic and racial groups. Surveys showed that convenient location was the top reason given for selecting a park, and that a vehicle is required for greater access to regional parklands. For example, half of the residents traveled five or more miles to visit a regional park, the majority of whom chose to drive.

Ms. Hales also reviewed highlights of the District's more recent outreach efforts. In May, the District partnered with Youth Uprising, a non-profit organization serving disadvantaged youth in Oakland. Internally, through the collaboration of Operations, Recreation/Parks Express and Interpretive staff, fourteen local youth participated in a six-week summer employment experience exposing them to District programs and resources. Externally, the District has expanded its partnership with Girl Scouts of Northern California, focusing primarily on troops from low income communities. Also, Public Affairs has established a collaborative partnership with KQED and Quest designed to teach District staff how to use Google mapping and digital story-telling to enhance District programming to under-served audiences.

Another example of a successful outreach effort is staff's collaboration with "Workability," a program administered through the County Office(s) of Education and School Districts to provide work experience for young adults with disabilities. One program involved teens from Irvington High School in Fremont who worked on set-up for the entire Wildflower Festival at Sunol Regional Wilderness.

In studying the charts and statistics, both Directors John Sutter and Carol Severin expressed concern about the gap in park usage by African-American youth. Ms. Hales agreed that this disparity presents a challenge; however, staff is applying a systems approach to attracting youth to the parks by working with public health departments emphasizing the benefits of physical exercise.

2. Review of New Concessionaire Agreement: Anthony Chabot Equestrian Center

Revenue & Administration Manager Mimi Waluch reported on the outcome of the RFP process for the Anthony Chabot Equestrian Center in Oakland. The Equestrian Center provides fee-based services including horse-boarding stables, horseback riding lessons, instructional clinics and programs, two arenas and on-site trailer parking and storage. The current concessionaire, Ms. Sara Crary, operator of the facility since 1994, has overseen many improvement projects to the facility during the past fifteen years. Ms. Crary elected not to submit a proposal to continue to manage the facility, but agreed to remain on-site until a suitable replacement was selected in order to ensure a smooth transition to the new concessionaire.

Fourteen proposals were requested, resulting in three submittals. After reviewing all three submittals, staff is requesting that the Committee recommend the selection of Mona Ellingson, current stable manager at Creekside Equestrian Center in Woodacre, California, to manage the Equestrian Center. Ms. Waluch introduced Ms. Ellingson who attended the meeting along with her partner Steve Haines. Director Sutter questioned how staff deals with operators who have in the past offered free horse boarding to select individuals, and Ms. Waluch responded that the issue is addressed through this contract's audit process, as well as in the contract with the new stable management at Las Trampas.

Responding to Director Sutter's question regarding the facility's annual gross, Ms. Waluch indicated that this amount could fluctuate depending on the number of lessons provided and the turnover rate of stalls, adding that the District anticipates receiving approximately \$15,000 in fees from the operation. Ms. Waluch reported that 5.5% of gross receipts represents a concession fee, and an additional 5.5% is deposited into a concessionaire maintenance fund. AGM John Escobar asked the committee to bear in mind that the District makes other capital improvements to stable facilities, e.g., roofing, painting, and other repairs not supported by the concessionaire maintenance funding.

Director Severin invited the prospective new operators to share with the Committee some of their ideas for the operation, which include tidying up, making the facility more "green" by, for instance, not using plastic, and offering clinics teaching safe handling of horses. Other ideas include offering therapeutic riding courses and healing programs for cancer patients.

Mr. Haines also hopes to take advantage of what he views as a tremendous opportunity to promote a greater interest in horse riding within ethnic minority communities.

Director Sutter motioned that the Committee recommend authorizing a five-year Concessionaire Agreement, with one five-year option period, with Mona Ellingson to operate the Anthony Chabot Equestrian Center. Director Severin seconded the motion, which passed unanimously (2-0).

3. Review of New Resident Caretaker Agreement: Tyler Ranch, Pleasanton Ridge

In October 2009, the District acquired Tyler Ranch, a 3.5-mile long property along the Sunol Ridge adjoining Pleasanton Ridge Regional Park. The property consists of a main house, a large barn, pasture area, and doublewide trailer where the current caretakers of the property live. Scott and Donna Crawford and their two daughters have been tenants since 1995. The Crawford's wish to continue through the end of their term as on-site caretakers whose responsibilities include opening and closing gates and keeping the property secured and well maintained. AGM Escobar noted that although the current operators would like to remain beyond March 2011, staff is not recommending extension of the Caretaker Agreement beyond that date to avoid conflict with the outcome of the land use planning process.

Director Sutter motioned that the Committee recommend authorizing staff to enter into a resident Caretaker Agreement with Scott and Donna Crawford through March 2011, for the provision of caretaker duties in lieu of paying rent. Director Severin seconded the motion, which passed unanimously (2-0).

(AGM Escobar announced that Director Whitney Dotson was currently being retained at the Board Finance Committee meeting, filling in as alternate for Director Doug Siden, and had not yet arrived at the Board Operations Committee meeting.).

AGM Escobar also noted receipt of a November 18, 2009 email addressed to the Committee from Peter Rauch, commenting on Board Operations Committee Agenda Item #1 (Interpretive & Recreation Services Outreach Update) and Agenda Item #4 (Annual Review of Fee Schedule). Interpretive Services Manager Nancy Kaiser will respond to these two related items during discussion of the 2010 Fee Schedule later in the meeting.

4. Annual Review of Fee Schedule – 2010

Acting Revenue Analyst Amy Coulter brought the draft 2010 Fee Schedule to the Committee for a second review. During this annual review process, concessionaires and staff make recommendations for changes based on price comparisons of similar facilities operated by other agencies in the area. As requested at their October meeting, Committee members were provided with a detailed price comparison worksheet prior to the meeting. Ms. Coulter reported that if the Board approves all of the recommended fee changes, the total anticipated revenue from concessionaire increases is \$9,800. The total anticipated increased revenue from public use fees amounts to \$108,000. If the Board implements all of the proposed changes, the

District should realize an overall increase in annual revenue of \$117,800, about a 1.2% increase in use fee based revenue.

Directors Severin and Sutter reminded staff of concerns expressed at the October meeting about raising fees during the current economic downturn. AGM Escobar noted that, recognizing the current state of the economy, increases to public use fees that affect the majority of our residents have been kept to a minimum and are in line with the Consumer Price Index.

AGM Escobar invited Ms. Kaiser to respond to Peter Rauch's November 18, 2009 email questions relating to Items #1 and #4 of the November Board Operations Committee agenda. Ms. Kaiser's understanding is that Mr. Rauch's comments refer to the Fee Schedule's clause about program fees charged to host professional trainings. Throughout the country, the District is considered a leader in environmental interpretation and education. In the past, staff has offered workshops at the District for professionals, smaller agencies and nature centers, and the Fee Schedule identifies what we propose to charge for such training. Mr. Rauch asked why the District wouldn't just offer these services free if indeed we were furthering the profession and increasing our outreach. Ms. Kaiser's response is that if we are offering this type of training and still providing core services such as to school groups, we would utilize some of that revenue to cover the cost of additional staff to continue providing core services. AGM Escobar noted that the fee may vary, and non-profit or partner groups are less likely to be charged the full fee. Conversely, we could be asked to provide training for a private business that may train leaders or tour guides and benefit financially from the training we provide.

Director Sutter agreed that this training fee is appropriate and assumes other agencies charge similar fees. Director Sutter moved to recommend approval of the 2010 Fee Schedule to the full Board. Director Severin seconded the motion, which passed unanimously (2-0).

5. **Public Comments** There were no public comments.

6. **Staff Comments**

AGM Escobar reminded the group that with the changing 2010 Committee schedule, December 17, 2009 will be this Committee's last meeting. At that time, staff will provide a summary of the Committee's 2009 accomplishments, and a draft 2010 Work Plan will be available for comment prior to being passed on to the 2010 Committee.

Director Severin adjourned the meeting at 3:15 p.m. The next meeting of the Board Operations Committee will be held on Thursday, December 17, 2009, at 2:00 p.m. in the Board Room, Peralta Oaks.