

20AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, December 20, 2011

C. BUSINESS BEFORE THE BOARD

8. BOARD COMMITTEE REPORTS

a. Executive Committee (11/23/11) (Lane)

Present

Board: Beverly Lane (Chair), Carol Severin, Doug Siden

Staff: Robert Doyle, Diane Althoff, Mike Anderson, Dave Collins, Everett James, Nancy Kaiser, Jim O'Connor, Erich Pfuehler, Becky Pheng, Brian Wiese

Public: Rich Guarienti, Glenn Kirby (PAC Chair)

The meeting was called to order at 12:53 p.m.

I. Park Advisory Committee Proposed Goals for 2012

Erich Pfuehler, Legislative Manager, gave an overview of the proposed PAC goals for 2012. The proposed goals are: Kids Challenge Update, ParkView Update, Ethnic Media and Outreach, ADA Update, and East Contra Costa Habitat Conservation Plan Update.

Glenn Kirby, PAC Chair, discussed the role of the PAC and their 2011 accomplishments. Accomplishments for the year include the following: reviewed four land use plans / land use plan amendments, reviewed proposed names of District facilities, and provided input and review on the annual budget. Director Siden asked for clarification about orientation for new PAC members.

Rich Guarienti, PAC member, commented about the Park District's volunteer program; he feels that there are various issues that need to be discussed. He recommended that the PAC review the program next year. Mr. Kirby concurred with his recommendation. Director Severin acknowledged Mr. Guarienti for his many years of volunteer service. Robert Doyle, General Manager, noted that this is a priority for the Board, and that he would discuss the volunteer program with Jim O'Connor, Assistant General Manager. Mr. Doyle recommended that staff bring the matter to a Board committee for review and discussion prior to the PAC. Director Lane concurred with Mr. Doyle's recommendation. Director Siden commented about the PAC's annual field trip / meeting in the field, and suggested that it be added as a goal for 2012.

Mr. Guarienti recommended that the 25-hour rule for the PAC be eliminated so that all members of the PAC would be invited to the annual Recognition BBQ. In addition, he recommended that the Park District's website have a page dedicated to the PAC, displaying information about each PAC member and the city that he/she represents. The Board Executive Committee agreed that it was a good suggestion and asked staff to follow up.

By motion of Director Siden and seconded by Director Severin, the Board Executive Committee voted 3-0 to approve the Park Advisory Committee's proposed goals for 2012 with minor amendments, and to forward a favorable recommendation to the Board of Directors.

2. Renewal of Consulting Contract with Strategy Research Institute

Dave Collins, Assistant General Manager, introduced this agenda item and discussed the various projects that Dr. George Manross has undertaken for the Park District. Staff brought this item to the Board Executive Committee at the recommendation of Mr. Doyle who proposed that staff negotiate a contract reduction. After discussion, staff was able to negotiate a contract reduction of ten percent, thus bringing the total contract to \$59,400. This contract amount includes travel and incidental expenses.

Staff intends to use the services of Dr. Manross for continued assistance with the Master Plan Update process and the *Healthy Parks, Healthy People* project, mid-term Measure CC review to begin planning for renewal of the measure, and an update of the Economic analysis with EPS on the economic benefit of parks in the community.

Director Lane commented that the information / data provided by Dr. Manross is very useful and valuable.

By motion of Director Siden and seconded by Director Severin, the Board Executive Committee voted 3-0 to approve the renewal of the SRI consulting contract for a one-year period, and to forward a favorable recommendation to the Board of Directors.

3. Recommendation to Name the Interpretive Center at Big Break Regional Shoreline the "Big Break Regional Science Center"

Mike Anderson, Assistant General Manager, introduced this agenda item and briefly reviewed the Naming Policy. Diane Althoff, Chief of Design and Construction, gave a PowerPoint presentation on the construction of the new facility at Big Break Regional Shoreline. The construction is anticipated to be completed in early 2012.

Since the beginning of the project, staff has used several informal working titles such as "Delta Science Center" and "Big Break Science Center" to refer to the new facility. Mr. Anderson gave a history of the non-profit organization Delta Science Center. Nancy Kaiser, Interpretive Services Manager, discussed the organization's relationship with the Park District. Director Siden inquired about their members in which Ms. Kaiser responded. Mr. Doyle reiterated that the facility is a Park District facility and it is important for the Board to name it.

Mr. Anderson listed several possible names for the new facility. Director Severin commented that she would like to incorporate “Big Break” in the name. After discussion, the Board Executive Committee members identified two potential names - “Big Break Environmental Educational Center” or “Big Break Visitor Center”. Director Lane requested that staff bring back a recommendation to the Board Executive Committee on December 22. She also requested that Ms. Kaiser identify a list of potential partners.

This was a discussion item and no action / recommendation was needed.

The meeting was adjourned at 2:50 p.m.

Respectfully submitted,

Becky K. Pheng