

Approved Meeting Minutes
PARK ADVISORY COMMITTEE
 February 23, 2015

ATTENDING: Mercurio, Ho, Simmons, Beyaert, Coomber, Coffey, Gregory, Texeira,
 Thompson, Wilkins, Pellegrini, Robinson, Madsen, Yee
 NOT ATTENDING: Best, Kern, Godfrey, Rickard, Palacios, Volin
 STAFF ATTENDING: Pfuehler, Knight, O'Connor, Johnson, Koh
 GUESTS: Director Beverly Lane
 PUBLIC: Jerry Maunder

The meeting began at 7:07 p.m.

1. Approval of Minutes: PAC member Simmons moved and PAC member Beyaert seconded approval of the January 26, 2015 minutes. PAC members Pellegrini, Thompson, Madsen and Yee abstained due to being absent.

2. Introductions: PAC Vice Chair Mercurio asked PAC members, staff and the public to introduce themselves.

3. Board Member Comments: Director Lane remarked how pleased she is to attend the PAC meetings. She touched on the 2015 Community Report, the Trails Challenge in its 20th year, and the 25th Anniversary of the Americans with Disabilities Act (ADA). There is an annual set aside of \$500,000 in the budget dedicated to park accessibility; the District has been working on accessibility for wheel chairs to trails, picnic benches and playgrounds. Mercurio added that people with strollers also benefit from the ADA. PAC member Coomber added he was the impetus for some of the trails and gates being made accessible. PAC member Ho asked if there is anything being done for the visually impaired. AGM Johnson answered from an exhibition perspective at visitor centers District staff is working with an organization for the blind in Fremont to identify the appropriate types of new technologies and new materials.

4. Public Comments: None.

5. Presentations:

a. Community Relations Plan – Carol Johnson, AGM Public Affairs and Executive Director Regional Parks Foundation, and Mona Koh, Community Relations Manager

Mona Koh, Community Relations Manager, introduced a powerpoint of the Community Relations Plan for 2015. The five areas of focus for this presentation were: 1. Measure CC Progress Report, 2. Health and Healthy Parks Healthy People Partnerships, 3. Multicultural Collaboration, 4. External Communications and, 5. Economic Impact of Parks.

Measure CC Progress Report: The District will reach out to public officials, conduct special events, solicit media attention and promote outreach through the website, Regional in Nature (RIN), social media and the speakers bureau. The District is hosting a tour of Point Pinole and Breuner Marsh prior to the 2015 Bay Area Open Space Council Annual Conference being held in Richmond this year.
Health and Healthy Parks Healthy People Partnerships: In connection with UCSF Benioff Children's Hospital in Oakland, the clinic rooms will be redesigned to depict images of parks. The pediatricians have instituted the parks prescription program. They prescribe for sick children participation in outside activity in the parks. A report will be generated to measure the impact of parks on their

health. The Kids Healthy Outdoor Challenge curriculum is being used in 62 classes of 3rd grade students. The program encourages kids to participate in 10 outdoor activities and helps teach science outside. The District is active on the Executive Leadership Committee of Healthy Parks Healthy People Bay Area in the nine counties. Multicultural Collaboration: The District collaborates with Outdoor Afro, Latino Outdoors, LaFamilia in Nature, etc. The District communicates with the Asian, Afghani, Hispanic, African American and Indian/Pakistani communities. Outreach: The District is using multi-lingual educational messaging, information panels and brochures. External communications relates to park issues such as Mission Peak, blue green algae, park safety, drought messaging, dedications and groundbreaking events. Economic Impacts: The District is completing its economic report and will be holding a summit convening park agencies. Koh asked for the PAC's help in introducing their communities and its leaders to the Park District.

PAC member Mercurio asked if the District is involved in the Concord Monument community. AGM Johnson said yes, the District has done outreach work with the Monument Crisis Center. Mercurio added there is a District trail on the edge of that community which provides healthy outdoor activity opportunities. Operations AGM O'Connor added the District is conducting a community mapping analysis to determine the groups served (and not served) by District visitor centers.

Simmons asked when the economic impact report would be done and when will the summit be held. Johnson said spring and summer, but she cautioned time frames could change

Mercurio stated he is amazed at how proactive the District is in so many different ways. The District is not a static collection of parkland, it is a vibrant dynamic engaged organization.

b. Regional Parks Foundation Update - Carol Johnson, AGM Public Affairs and Executive Director, Regional Parks Foundation

Carol Johnson, AGM Public Affairs and Executive Director, Regional Parks Foundation, introduced the Regional Parks Foundation board members via powerpoint.

Johnson presented a snapshot of 2014 fundraising: membership \$632,000, grants \$161,000, funds for parks \$475,000, campership appeal \$68,400, holiday appeal \$66,600 for a total of \$1.6 million in revenue. The 2014 total membership was 8,218. With the addition of new incentives, membership to the District's Foundation is now 100% tax deductible. The lapsed membership process has been reworked. A new vendor allows credit cards, in-park and on-line renewals. The campership program serves 4,500 kids with about \$250,000. Johnson specifically recognized PAC member Wilkins and the YMCA of the East Bay for the coordination of camperships at Camp Arroyo.

Planned Giving: Estate planning workshops begin on March 6 and have been successful in the past. Beyaert asked if unexpected bequests account for most of the overage in 2014. Johnson said it did account for \$200,000, and it does add to the bottom line. The District hosted a professional seminar, on charitable giving where environmental conservation was number one on the list. To become more visible, the Foundation is considering more special projects, public announcements and celebrations. The Regional Parks Foundation has a new *Compass* magazine, an annual report, advertising campaign, and a web app for trail safety.

The Foundation's developmental committee wants to work with the PAC to identify speaking engagements so it can promote the Trails Challenge, introduce Regional Park Foundation membership options to company wellness programs and ask companies to add the Foundation to their employee

charitable giving options.

Mercurio asked staff to add the PAC to its email list when there is a need for staffing events. Beyaert asked how participation in the Trails Challenge is measured. Johnson replied by sign ups and completion. Beyaert explained he and his wife do not submit their completions because they do not want pins. He suggested the District do something different for completions. Johnson added some new ideas are being considered. Mercurio asked if all monetary donations to the District go through the Foundation. Johnson said generally speaking they do. PAC member Yee asked if the Foundation is in communication with Sutter Health's director Dr. Steven Lockhart. Pfuehler responded the District has reached out to him.

6. **PAC Member Comments** – Beyaert spoke about the wonderful experiences he and his wife have during the Trails Challenge. Beyaert announced the Bay Area Toll Authority approved \$4.65 million to design Bay Trail access across the Richmond/San Rafael Bridge **and to the north side of I-580 linking with EBRPD's planned shoreline Bay Trail section leading to Point Molate.** Mercurio asked why the barrier would be moveable. Beyaert responded for maintenance access.

Ho mentioned there is a section of the Wildcat Creek Trail which is a future Bay Trail to Ridge Trail connection – Davis Park to 23rd Street with trail head at 23rd Street. She will find out if they have a grand opening.

Yee stated there has been an increase in people at Mission Peak since Valentine's Day weekend. More than two bike patrollers are needed and the LED sign is needed to show park hours. Yee said he will send to AGM Johnson the Facebook page link that has incorrect information. He has counted 62 illegal bootleg trails.

PAC member Gregory and his wife rode their bikes on the George Miller Trail. They give it a two thumbs up! Lane agreed it is a wonderful trail and it came in under budget. She praised Trails Manager Townsend and consultant Terry Bowen.

7. **Report from Chair** – None

8. **Board Committee Reports** – PAC member Simmons, Chair of the Adhoc Planned Bay Area Subcommittee, stated it is a complex issue. The Subcommittee is trying to help the District on designating Priority Conservation Areas to the Association of Bay Area Governments. There has to be some type of local outreach to the cities, towns and counties. Simmons remarked April 27 is the last meeting where the Subcommittee can make a recommendation to the Board; so a meeting should be added to the April agenda.

9. **Status of Recommendations** – Current.

10. **Old Business** – Pfuehler remarked that Brian Holt is the Project Manager for the Concord Naval Weapons Station. He is developing a working stakeholders group for the Land Use Planning process and would like a few volunteers from the PAC.

11. **New Business** – None.

12. **Adjournment** – The meeting was adjourned at 8:32 p.m.

Summary of Actions:

1. The January 26, 2015 meeting minutes were approved.
2. The next meeting is March 23, 2015

Respectfully submitted,

Yolande Barial Knight
Confidential Secretary