

## JOINT EBRPD BOARD EXECUTIVE COMMITTEE AND REGIONAL PARKS FOUNDATION

Thursday, February 4, 2021  
12:30 p.m.

### COMMITTEE MEMBERS AND STAFF WILL ATTEND VIA TELECONFERENCE

Pursuant to Governor Newsom's Executive Order No. N-29-20 and the Alameda County Health Officer's current Shelter in Place Order, the East Bay Regional Park District ("Park District") Headquarters will not be open to the public and the Board Executive Committee and staff will be participating in the meetings via video conferencing.

#### Members of the public can listen to and view the meeting in the following way:

Via the Park District's live video stream, on the Park District's YouTube channel, which can be found at:  
<https://youtu.be/2l6VsK-RlvE>

*(The YouTube link may not function properly when using Internet Explorer. The optimal browser for viewing the live stream of the meeting is Chrome.)*

#### Public comments may be submitted:

1. **Live via Zoom.** If you would like to make a live public comment during the meeting this option is available through the virtual meeting platform: <https://zoom.us/j/99156417124>. Note that this virtual meeting platform link will let you into the virtual meeting for the purpose of providing a public comment. If you do not intend to make a public comment please use the Youtube link above to observe the meeting. It is preferred that those requesting to speak during the meeting contact Becky Pheng at [bpheng@ebparks.org](mailto:bpheng@ebparks.org) by 5:00 pm on Wednesday, February 3, 2021 via email or voicemail at 510-544-2005 to provide their name and subject of the public comment or item to be addressed.
2. **Via Email** to Becky Pheng at [bpheng@ebparks.org](mailto:bpheng@ebparks.org) by 5:00 pm on Wednesday, February 3, 2021. Email must contain in the subject line "Public Comments – not on the agenda" or "Public Comments – agenda item #".
3. **Via Voicemail** at 510-544-2005. The caller must start the message by stating "Public Comments – not on the agenda" or "Public Comments – agenda item #" followed by their name and place of residence, followed by their comments.

Comments received during the meeting and up until the public comment period on the relevant agenda item is closed will be provided in writing to the Board Executive Committee including transcribed voicemails. All comments received by the close of the public comment period will be available after the meeting as supplemental materials and will become part of the official meeting record. Please try to limit your written comments to no more than 300 words. The Park District cannot guarantee that its network and/or the site will be uninterrupted. To ensure that the Park District receives your comments, you are strongly encouraged to submit your comments in writing in advance of the meeting.

For future meetings, the Park District is exploring additional ways for the public to submit comments.

If you have any questions about utilizing the audio stream, please contact the Recording Secretary of the Committee, Becky Pheng at [bpheng@ebparks.org](mailto:bpheng@ebparks.org) or at 510-544-2005. To ensure the best opportunity for Park District staff to address your question, please contact the Recording Secretary prior to 5:00 pm on Wednesday, February 3, 2021.

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#### Board of Directors

Dee Rosario  
President  
Ward 2

Colin Coffey  
Vice-President  
Ward 7

Beverly Lane  
Treasurer  
Ward 6

Dennis Waespi  
Secretary  
Ward 3

Elizabeth Echols  
Ward 1

Ellen Corbett  
Ward 4

Ayn Wieskamp  
Ward 5

# JOINT EBRPD BOARD EXECUTIVE COMMITTEE AND REGIONAL PARKS FOUNDATION

Thursday, February 4, 2021  
12:30 p.m.

## COMMITTEE MEMBERS AND STAFF WILL ATTEND VIA TELECONFERENCE

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](http://www.ebparks.org)), the Headquarters reception desk, and at the meeting.

### Accommodations and Access

District facilities and meetings comply with the Americans with Disabilities Act. If special accommodations are needed for you to participate, please contact the Clerk of the Board at 510-544-2020 as soon as possible, but preferably at least three working days prior to the meeting.

## AGENDA

<u>TIME</u>	<u>ITEM</u>	<u>STATUS</u>	<u>STAFF</u>
12:30 pm	1. Roll Call (Virtual)		Becky Pheng
12:35 pm	2. Regional Parks Foundation Annual Report for 2020	D	Carol Johnson
1:10 pm	3. Public Comments		
	Public comments may be submitted:		
	<ul style="list-style-type: none"> <li>• <b>Live via Zoom.</b> If you would like to make a live public comment during the meeting this option is available through the virtual meeting platform: <a href="https://zoom.us/j/99156417124">https://zoom.us/j/99156417124</a>. Note that this virtual meeting platform link will let you into the virtual meeting for the purpose of providing a public comment. If you do not intend to make a public comment please use the Youtube link (<a href="https://youtu.be/2l6VsK-RlvE">https://youtu.be/2l6VsK-RlvE</a>) to observe the meeting. It is preferred that those requesting to speak during the meeting contact the Becky Pheng at <a href="mailto:bpheng@ebparks.org">bpheng@ebparks.org</a> by 5:00 pm on Wednesday, February 3, 2021 via email or voicemail at 510-544-2005 to provide name and subject of the public comment or item to be addressed.</li> <li>• <b>Via email</b> to Becky Pheng at <a href="mailto:bpheng@ebparks.org">bpheng@ebparks.org</a>. Email must contain the subject line "Public Comments – not on the agenda" or "Public Comments - on the agenda" and indicate the item # by Wednesday, February 3, 2021.</li> <li>• <b>Via voicemail</b> at 510-544-2005. The caller must start the message by stating "Public Comments – not on the agenda" or "Public Comments – agenda item #" followed by their name and place of residence, followed by their comments.</li> </ul>		
1:15 pm	4. Board Comments		
1:20 pm	5. General Manager Comments		

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### Board Executive Committee Members

Dee Rosario (Chair), Ellen Corbett, Colin Coffey  
Beverly Lane, Alternate  
Carol R. Victor, Staff Coordinator

R - Recommendation for Future Board Consideration  
I - Informational  
D - Discussion

### 2021 Meeting Dates

January 20	July 1
February 4	August 5
March 4	September 2
April 1	October 7
May 6	November 4
June 3	December 2

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**EAST BAY REGIONAL PARK DISTRICT**

**BOARD EXECUTIVE COMMITTEE**

Meeting of February 4, 2021

TO: Board Executive Committee

FROM: Carol Victor, Interim General Manager

STAFF REPORT  
PREPARED BY: Carol Johnson, AGM for Public Affairs

SUBJECT: Regional Parks Foundation Annual Report for 2020

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AGM for Public Affairs Carol Johnson and Regional Parks Foundation (RPF) Board President Jess Brown will present the RPF year in review for 2020 highlighting fundraising revenue, program sponsorship, and overall financial contributions to the Park District.

BACKGROUND

The RPF Board of Directors enjoys a supportive relationship with the Park District Board of Directors and staff. Life changing park experiences are offered to youngsters, seniors, disabled and others with park access challenges each year thanks to this uniquely sustained partnership now entering its 52<sup>nd</sup> year of operation.

The RPF ended 2020 with its 10<sup>th</sup> consecutive year of revenue growth generating \$5.016 million in support for the Park District despite the tragic and unprecedented international COVID-19 pandemic greatly restricting the health and livelihood of many Americans and people around the world.

Three significant reasons why RPF fared well during this unprecedented pandemic year include:

- 1) RPF received its first deposit of \$3.1m from East Contra Costa Habitat Conservancy for the long-term endowment the Foundation is managing to fund District acreage in Bay Point to Oakley;
- 2) The RPF's two annual fundraising appeals (Campership and the Year-End fundraiser) netted same or slightly higher results over the previous year; and
- 3) Despite the pandemic's impact sequestering the public indoors at home, parks in general were deemed as "Essential Services" and visited at historic new levels by people needing outdoor recreation, respite, and rejuvenation. The Park District's patronage grew significantly in 2020 to accommodate this trend. As such, park-related funders, and foundations like RPF received new and repeat donors as appreciation for parks soared.

Unfortunately, the RPF's primary unrestricted membership program fund experienced a 16% decrease in revenue largely due to Park District's lack of entry fees accepted throughout the year, again due to COVID-19. January 2021 is rebounding in this important category and RPF membership staff is hopeful that membership will regain its growing position it had pre-COVID.

Two significant initiatives were created in 2020 in response to epic challenges of county-wide school closures, racial equality protests and closure of Park District indoor and public swim facilities required by county health departments. Reaching students and family visitors through the Park District's aquatics, recreation, and environmental education programming was difficult and required virtual intervention.

Virtual programming bringing *Parks to People* was supported by RPF to transition from in-person or classroom education at park locations. Additionally, a new program offering free RPF memberships awarded through third party partners was initiated to families of color in underserved communities, with the goal to connect new visitors of color with nature. The free membership program began on Juneteenth, a traditional Black American holiday, by the RPF's newly established Diversity Equity and Inclusion Committee, headed by RPF Director Keith White of Salesforce. The RPF Board has approved an annual stipend of 10% of previous year membership revenue to finance this new equity and inclusion program. It is hoped that corporate sponsors will assist in future expansion of this worthwhile diversity initiative.

Newly approved directors joining the RPF Board of Directors in 2020 were Nik Dehejia, incoming president of the Oakland Zoo, and Bob Brown, Executive Director of Western States Petroleum Association.

#### RECOMMENDATION

None. This is an informational item.