

AGENDA  
REGULAR MEETING  
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, March 2, 2021

D. BUSINESS BEFORE THE BOARD

5. BOARD COMMITTEE REPORTS

- a. Board Executive Committee (02/04/2021) (Rosario)

Participants (Via Video Conference):

Board: Committee Chair Dee Rosario, Ellen Corbett, Colin Coffey

Staff: Carol Victor, Carol Johnson, Becky Pheng, Juliana Schirmer, Jim O'Connor, Matthew James, Rachel Arbios, Erich Pfuehler

Public: Members of the public were able to access the meeting via live video stream.

The February 4, 2021 Joint Board Executive Committee and Regional Parks Foundation (“RPF”) meeting was held via video conference pursuant to Governor Newsom’s Executive Order No. N-29-20. Committee Chair Dee Rosario called the meeting to order at 12:30 p.m.

**I. Roll Call**

Becky Pheng, Recording Secretary, conducted a roll call of Board Executive Committee members and staff.

**2. Regional Parks Foundation Annual Report for 2020**

Carol Johnson, Assistant General Manager for Public Affairs, and Jeff Brown, RPF Board President, presented this agenda item. Ms. Johnson gave an overview of the role of the RPF in supporting the Park District. Mr. Brown presented a PowerPoint highlighting the RPF’s initiatives and projects in 2020. As of December 31, 2020, the RPF raised approximately \$5,016,000 (includes \$3.1M from East Contra Costa Habitat Conservancy for endowment). Despite the COVID-19 Pandemic, the RPF’s annual fundraising (Campership and the Year-End fundraiser) netted the same or slightly higher results over the previous year. Membership was down 16% from 2019. In 2019, the RPF formed the Diversity, Equity & Inclusion Committee to look at equity and inclusion programs and diversity initiatives. Ms. Johnson talked about the various partners and groups the RPF has worked with in the past year. The RPF continues to provide grants in support of the lifeguard services, community outreach initiatives, and Interpretive & Recreation programs. The RPF priorities for 2021 include:

- Continued messaging and community engagements, with potential virtual events;
- Refresh general brochure;
- Launch current internal analysis phase of the capital campaign which was delayed due to COVID-19;
- Draft agreement with Botanic Garden which was delayed due to COVID-19.

Chair Rosario inquired about the definition of “underserved communities.” Mr. Brown responded that this includes ethnic/minority groups and factors such as age. Ms. Johnson added that it is income based and includes communities with which the Park District is interested in engaging. Juliana Schirmer, RPF Chief Administrative Officer, talked about the process in which the RPF engages with Park District staff to fund programs and how specific communities are targeted. The RPF is continuing to work on improving data collection. Chair Rosario noted that he could not find a definition of “underserved communities” in any official Park District document. The Committee and staff discussed the importance of user data collection to track Park District’s programs and services. Jim O’Connor, Assistant General Manager for Operations, talked about the Park District’s outreach efforts with various communities and groups to educate them about Park District programs and facilities. Peter Liu, RPF Board member, noted that equity and diversity is important, and data collection should be measured over a long period of time not year-by-year. Director Corbett asked if the Park District has a mapping system to show equity disparity in the communities the Park District serves. Interim General Manager Carol Victor highlighted the Park District’s upcoming diversity, equity, and inclusion program. It is important to find out which groups and communities are not served by the Park District. Chair Rosario inquired about where we obtain economic data to determine “low income”. Ms. Schirmer responded that this comes from the census and various websites. The Committee thanked the RPF for all their work and support of the Park District. Ms. Schirmer thanked the Park District and RPF Board for their support.

**Recommendation: None. This was an informational item.**

### **3. Open Forum for Public Comments**

None.

### **4. Board Comments**

None.

### **5. General Manager Comments**

None.

There being no further business, Committee Chair Rosario declared the meeting adjourned at 1:20 p.m.

Respectfully submitted,

/s/ Becky K. Pheng

Becky K. Pheng  
Legal Assistant

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