

AGENDA  
REGULAR MEETING  
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, February 4, 2014

C. BUSINESS BEFORE THE BOARD

6. BOARD COMMITTEE REPORTS

- a. Board Executive Committee (1/9/2014) \_\_\_\_\_ (Wieskamp)

Present

Board: Ayn Wieskamp (Chair), Whitney Dotson, John Sutter

Staff: Robert Doyle, Becky Pheng, Anne Scheer, Nancy Baglietto, Mona Koh, Dave Collins, Raj Hajela

Public: William Acevedo, Rand Swenson, John Dilsaver, Eri Suzuki (Local 2428)

The meeting was called to order at 12:50 pm.

I. Review of Regional Parks Foundation Support for 2013 and Goals for 2014

General Manager Robert Doyle introduced this agenda item. The Regional Parks Foundation (“RPF”) was established in 1969 to support the mission of the Park District. Over the past 20 years, the Executive Committees of both the RPF and Park District have met to review and discuss the RPF’s accomplishments of the past year.

Rand Swenson, 2013 RPF Board President, presented a PowerPoint presentation of the RPF’s 2013 year in review. Some of the highlights include:

- Raised \$1,744,918 (49.14% above goal)
- Enrolled 7,605 members (as of 12/31/13)
- Produced a new publication for members and donors—*Compass* magazine
- Served 796 kids at Camp Arroyo
- Served 933 kids in swim lessons and junior lifeguard camp
- Hosted four estate planning workshops
- Accepted large bequests, including one from Myrtle Wolf
- Provided funding to Lake Chabot Marina access improvement and fitness zone
- Administered the *Trails Challenge* program (7,010 participants)

Mr. Swenson talked about of the RPF's transition period and long-term strategic plan, which includes growing the membership program and developing new corporate partnerships. Incoming RPF Board President William Acevedo gave a short overview of the 2014 goals, which includes modernizing and updating the membership program; onboarding of new board members; hosting four estate planning workshops; and celebrating the 80<sup>th</sup> anniversary of the Park District and 45<sup>th</sup> anniversary of the RPF.

The Committee thanked the RPF Board for all their work and looked forward to celebrating the RPF's 45<sup>th</sup> anniversary celebration. The Committee recommended that the RPF solicit for donations in November rather than December; accept donations by credit card; and create a donor map to show where donors live; and undertake more outreach in eastern Contra Costa County and the Tri-Valley area.

Mr. Doyle thanked the RPF Board for their work and support, noting that one of his goals as General Manager is to help make the RPF more visible. The rebranding of the RPF, publication of *Compass* magazine, and funding of special projects such as the Lake Chabot Marina access improvement are ways in which the RPF has increased its visibility over the past year.

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

The meeting was adjourned at 2:25 p.m.

Respectfully submitted,

Becky K. Pheng