

Approved Meeting Minutes
PARK ADVISORY COMMITTEE
 May 19, 2014

ATTENDING: Bank, Godfrey, Kern, Coffey, Mercurio, Palacios, Simmons, Coomber, Best, Yee, Volin, Pellegrini, Madsen
 NOTATTENDING: Beyaert, Shalaby, Vann, Gregory, Kirby
 STAFF ATTENDING: Pfuehler, Ragatz, Kaiser, Johnson, Koh, Clay
 GUESTS: Director Beverly Lane
 PUBLIC: Veronica Pang, Melanie Wong, Helen Tsai, Jannet Benz, Tony Pang

The meeting began at 7:05 p.m.

1. Approval of Minutes: PAC member Pellegrini moved and PAC member Yee seconded approval of the April 28, 2014 minutes. Approval was unanimous.

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

3. Board Member Comments: Director Lane mentioned the many staff changes occurring this year, the deliberations by the operations committee, the District's 80th anniversary, and the upcoming book *Wonderments of the East Bay* written by Malcolm Margolin and Sylvia Linsteadt. She also invited the PAC to view the District's exhibit at the Museum of the San Ramon Valley. She spoke about the Bureau of Reclamation updating its resource plan at Contra Loma regarding body contact in the water. She mentioned the Board members' attendance at the Special Park District Forum in Orange County. The Secretary of Interior, Sally Jewell, came to Black Diamond Mines Regional Preserve to see an example of a successful Habitat Conservation Plan. The event was well attended and there was targeted media coverage.

PAC member Volin asked for an update about the status of the rifle range and if the Board has extended the contract. Lane answered the Board is addressing the policy. Mark Ragatz, Acting Chief of Parks added the extension has not been brought to the Board yet. PAC member Best announced that Lane was honored as Women of the Year by State Senator Mark DeSaulnier. PAC member Kern mentioned the Breuner Marsh event in Richmond. He thought the comments made by Environmental Protection Agency Region IX Administrator Jared Blumenfeld were on point with regard to global warming, as well as the importance of the parks to the community.

3. Public Comments: None.

4. Presentations:

a. **Mission Peak Public Outreach Plan – Carol Johnson, AGM Public Affairs**
AGM, Johnson's discussion focused on communication and outreach to the community around Mission Peak. She mentioned the website and several videos that pertain to Mission Peak. On May 10, the District held an event to share information with park users and give messages about the issue of traffic control, parking, neighborhood protocols and erosion on the mountain. There will be another event May 24. The District partnered with REI. They

showcased information and gear. She displayed the new posters going up entitled “Respect Our Neighbors.” There will also be signs about dog safety, trail restoration, bringing water and the crowds. There will be a new brochure highlighting protocols just for this park. Staff is communicating in different facets showing there are other ways to access the park. She discussed the results of a visitor survey which the District created to understand more about who is coming to the park and from where they are coming. The District is hiring media consultants, New America Media, to develop a broader strategy to reach out.

Yee shared there were fewer cars on Stanford and many moved to the Ohlone College side after the District’s outreach. Johnson stated the Stanford staging area sign was also removed. PAC member Coomber commented there are now two disabled parking spots. Mercurio asked if it is obvious once you get into Ohlone College where to park. Yee answered yes. Lane asked if there are any plans to address people coming from outside of Alameda County. Johnson stated staff is waiting to talk media consultants about how best to do that, but for now the focus is on engaging with other park agencies about communicating and educating their constituents about hiking opportunities nearby.

Jannet Benz, a member of the public, stated they were delighted the large brown sign came down. They are strongly urging the District to implement tiered hiker fees and would like the area to return back to a wilderness regional preserve. Tony Pang also provided public comments about park visitors smoking, drinking and driving fast in the neighborhood. There was a request to modify park hours for the safety of neighborhood and to help prevent accidents after dark.

b. Healthy Parks Healthy People Update - Carol Johnson, AGM Public Affairs

AGM Johnson focused her presentation on the collaboration between the District and the other Bay Area counties. Healthy Parks Healthy People’s (HPHP) history began in 1999 in Australia and came to the District’s attention in 2010. The District has been working with the Golden Gate National Recreation Area to bring the entire Bay Area together to promote HPHP. Since June 2012 a Bay Area HPHP leadership team has been meeting. The team created a purpose statement, designed a logo, trained over 35 HPHP leaders, launched a public web page and presented on HPHP Bay Area. Every first Saturday of the month there are healthy activities going on in one of the nine counties under the umbrella HPHP Bay Area. Nancy Kaiser, Interpretive Services Manager, provided an overview about the HPHP first Saturday programming. By design, the programs have brought in new park users. Johnson continued with the powerpoint which showed the different models and the partner agencies. In addition, staff is working with the clinics at Children’s Hospital on park prescriptions.

Kaiser added another goal of HPHP Bay Area is to strengthen relationships with other local agencies. The District hosted a roundtable presentation at Lake Chabot showcasing the new fitness zone. Johnson mentioned the language barrier between health care professionals and park professionals. Defining what “parks prescription” means to both groups of professionals is an important step. Park professionals need to better understand what health practitioners are dealing with in order to be more relevant and helpful to healthcare. The District is working with others to develop a mobile app to retrieve information from a doctor by the scan of a Quick Response Code (QR Code). Kaiser added health care providers support this effort.

Johnson continued that in 2015, the District and partners will be working on HPHP clinic posters, prescription pads, maps in uniformity of logo, park and nature related training, as well as a marketing campaign.

PAC member Godfrey expressed excitement and appreciation about HPHP and the “parks prescriptions.” He believes this work will set an example for the entire country. He mentioned significant support for volunteering. Kaiser added when people are in parks, it creates a healthier park and people will take care of it. This way unhealthy folks won’t get in parks. Volin asked how many people use the parks. Johnson response was while volume is important, the current focus is helping non-traditional users be more accustomed to the parks.

c. Kids Healthy Outdoors Challenge Update – Nancy Kaiser, Interpretive Services Manager - Nancy Kaiser, Interpretive Services Manager talked about the Kids Healthy Outdoor Challenge which has been around as a District pilot for two years. The District averages 60,000 school children a year in naturalist led programs. The Kids Healthy Outdoors Challenge (KHOC) uses curriculum-based text to link the ten activities in the Children’s Outdoor Bill of Rights to third grade education standards. The Children’s Outdoor Bill of Rights emphasizes the ten outdoor experiences children should have before they are 14. Kaiser Permanente has funded the KHOC pilot for the past two years. Costs included creating the curriculum and providing transportation. It is called a pilot because the District is still learning from the teachers what works and what doesn’t. The District sponsors orientation sessions for the teachers. One thing of note, the current generation of teachers (27 year old millennials) did not grow up going outside or camping or hiking, so they are not as familiar with outdoor activity. District staff has learned that providing earlier deadlines will help teachers be more organized in carrying out the KHOC. PAC member Palacios asked if there would be a way to have high school students “teach” the KHOC to elementary students. Kaiser proposed the District adopt an entire school in Antioch to see how the curriculum could be adapted for different grades. Best asked if entire families are involved. Kaiser said that is the goal, but the data at this point is anecdotal.

6. **PAC Member Comments** – Godfrey wanted to thank fellow PAC member Simmons for the trails challenge “competition.” He went to four different parks and remarked on how incredible they were. Simmons explained to Director Lane the PAC challenge is to encourage members to have fun and try different parks. Palacios added she and her family walked the Bay Bridge.
7. **Report from Chair** – Mercurio added the park “competition” is a good idea and he has taken the challenge. Mercurio told a story about a very good experience he had on a trail at Bay Point. Park staff, Dino, brought two additional brochures so Mercurio could continue hiking. Dino was a great guy; both engaging and welcoming.
8. **Board Committee Reports** - Kern reported about his attendance at the legislative committee meeting and on the issue of state parks being relevant to urban communities.
9. **Status of Recommendations** – Updated.
10. **Old Business** – Kern mentioned the Plan Bay Area AdHoc Subcommittee meeting. The

commitment to not just participate, but use individual networks in advising the District. Kern stated the goal is to have tangible results.

11. **New Business** – Field trip may end up slipping to July or August at Oyster Bay
12. **Adjournment** - The meeting was adjourned at 8:54 p.m.

Summary of Actions:

1. The April 28, 2014 meeting minutes were approved.
2. The next PAC meeting is June 23, 2014.
3. The May field trip will be moved to July or August.

Respectfully submitted,

Yolande Barial Knight
PAC Secretary