

AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, February 2, 2016

C. BUSINESS BEFORE THE BOARD

6. BOARD COMMITTEE REPORTS

d. Board Executive Committee (1/14/2016) (Siden)

Present

Board: Doug Siden, Whitney Dotson, Beverly Lane

Staff: Robert Doyle, Becky Pheng, Carol Johnson, Sue Rogers, Bob Nisbet, Jim O'Connor, Juliana Schirmer

Public: Eri Suzuki (Local 2428), Bill Yarborough, John Dilsaver, Robert Jacques

The meeting was called to order at 12:35 p.m.

I. 2015 Regional Parks Foundation Year In Review and 2016 Community Relations Plan

2015 Regional Parks Foundation Year In Review

Carol Johnson, Assistant General Manager and Executive Director of the Regional Parks Foundation ("Foundation"), introduced this agenda. Ms. Johnson talked about staff changes at the Foundation, introducing Juliana Schirmer as the new Foundation Development Director.

Bill Yarborough, 2016 Foundation Board President, showed a PowerPoint presentation highlighting the Foundation's 2015 accomplishments. As of December 31, 2015, the Foundation raised approximately \$1.7 million (30% over goal). Membership also increased over prior years, bringing total members to 8,951. The Foundation's 2015 highlights include:

- 8,201 Trails Challenge participants
- Day camps and after school programs serving 4,269 kids
- Two estate planning workshops with 35 attendees
- Funding for staging area improvements at Lafayette-Moraga Trail
- Publication of the Compass magazine

Director Beverly Lane inquired about the distribution of the Compass magazine. Ms. Johnson responded that it is distributed to approximately 15,000 people, including all members and key stakeholders. Robert Doyle, General Manager, commented on the growing number of

memberships and a capital campaign. Director Whitney Dotson spoke about the importance of providing access to low-income communities and thanked the Foundation for supporting the North Richmond Shoreline Festival, which is a popular event in the community. Director Doug Siden thanked the Foundation Board for their work and congratulated them on exceeding their goals.

Ms. Johnson talked about the background of some of the new Foundation Board members. Each Board member comes from various industries and brings a lot of financial and fund raising experience. She also talked about the development of a second strategic plan. This will be a three-year plan and with an emphasis on trying to align the Foundation's goals with the District's goals.

2016 Community Relations Plan

Carol Johnson, Assistant General Manager, presented this agenda item. She showed a PowerPoint presentation which will highlight 6 key areas of focus for 2016:

1. Health and HPHP Partnerships
2. Economic Impact of Parks
3. Multicultural Outreach
4. Environmental Leadership
5. Events and Communications
6. Measure CC Progress and Potential

Health and Partnerships

The District will continue to develop Parks Rx toolkits with Children's Hospital in Oakland, and expand the program to other clinics, including La Clinica, Highland Pediatrics, Contra Costa Health Clinics, and Sutter Health.

Mr. Doyle talked about the expansion of the HPHP program. Over 30 agencies have signed on to be members. This increase was largely the result of Ms. Johnson's active role in the initiative.

Economic Impact of Parks

The study is undergoing peer review and is expected to be completed this year. After completion of the report, staff will work on convening an economic summit with the Bay Area Council and other stakeholders.

Mr. Doyle spoke about similar studies conducted by other agencies. The report undertaken by the District specifically focuses on the economic impact of our parks, trails, and open space in neighboring communities.

Multicultural Outreach

Mona Koh, Community Relations Manager, will be taking the lead on expanding the trusted leaders' roundtables in Pittsburg/Antioch and Richmond. The District will continue to engage with diverse organizations such as Afro Outdoors, Latino Outdoors, and ADA and senior organizations. Multilingual educational messaging will also be expanded through brochures, flyers, website and media.

Environmental Leadership

Public Affairs will continue to take the lead in messaging of critical environmental issues. Mr. Doyle showed a new signage that will be installed when Measure CC funded projects commence. He noted the importance of keeping the public informed of projects.

Events and Communications

Several groundbreaking and dedication events are planned for 2016: Vargas Plateau, Eastshore Brickyard, Albany Beach, and Lake Chabot 50th Anniversary. Public Affairs will be assisting the PAC with member messaging and communications.

Measure CC Progress and Potential Renewal

Ms. Johnson talked about the various communication tools that will be used to inform the public about the Measure CC progress. Information will continue to be posted and updated on the District's website. Should the Board decide to renew Measure CC, Public Affairs will take the lead on hosting public meetings and developing internal and external presentations.

Director Whitney Dotson commented that Public Affairs has done a good job of messaging and keeping the public informed. Director Doug Siden asked if there are opportunities for the District to coordinate with the Taylor Foundation. Staff responded that they have regular meetings with the Taylor Foundation and have collaborated in the past. Director Beverly Lane asked staff to provide a comprehensive list of upcoming events and that she would like to see more events spread out throughout the two-counties. The Committee thanked Ms. Johnson for all her work.

Recommendation: None. This is an informational item.

5. Public Comment

None.

6. Board Comments

None.

The meeting was adjourned at 1:45 p.m.

Respectfully submitted,

Becky K. Pheng