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BOARD EXECUTIVE COMMITTEE

Thursday, January 14, 2016

12:30 p.m.

**EBRPD - Administrative Headquarters
2950 Peralta Oaks Court
Oakland, California 94605**

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), the Headquarters reception desk, and at the meeting.

AGENDA

<u>TIME</u>	<u>ITEM</u>	<u>STATUS</u>	<u>STAFF</u>
	<i>Joint EBRPD Board Executive Committee and Regional Parks Foundation Board Executive Committee</i>		
12:30	1. 2015 Regional Parks Foundation Year in Review and 2016 Community Relations Plan	(I)	Johnson
	2. Public Comments		
	3. Board Comments		

(R) Recommendation for Future Board Consideration
(I) Information
(D) Discussion

Executive Committee Members

Doug Siden (Chair); Whitney Dotson; Beverly Lane
Ayn Wieskamp, Alternate
Robert E. Doyle, Staff Coordinator

Future Meetings:

January 14	July 1
February 5	August 5
March 4	September 2
April 1	October 14
May 6	November 4
June 3	December 2

Distribution/Agenda

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Rich Guarienti (via e-mail)
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Eri Suzuki – Local 2428
Tyrone Davis – POA
Lobby/Receptionist

Project Manager(s):

Carol Johnson

BOARD EXECUTIVE COMMITTEE

Meeting of January 14, 2016

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Carol Johnson, Assistant General Manager, Public Affairs

SUBJECT: 2015 Regional Parks Foundation Year in Review and 2016 Community Relations Plan

Carol Johnson, Assistant General Manager and Executive Director of the Regional Parks Foundation, along with Regional Park Foundation Board President, William Yarborough, will make a presentation on this agenda item.

BACKGROUND

Regional Parks Foundation

The Regional Parks Foundation celebrated its 46th year serving the District by providing underserved residents with programs and access to regional parks. The Regional Parks Foundation enjoyed its best financial results ever. Highlights of the year's results will be showcased in a presentation made by Regional Parks Foundation President William Yarborough at the meeting.

Community Relations Plan

The purpose of the Community Relations program is to inform and engage the residents of the communities the District serves. Annually, Public Affairs presents this work plan for the year to the Board Executive Committee, focusing on several key District-wide objectives of interest by the Board of Directors and General Manager. This work plan is a tool used to inform staff, the Board, and the PAC of the strategic direction planned.

For 2016, the focused topics include:

1. Measure CC
2. Health and HPHP partnerships
3. Multi-Cultural collaboration
4. "High touch" communications
5. Economic impacts of parks

Carol Johnson, Community Relations Manager, will share a presentation featuring specific tactics planned for community outreach and communication for each of these topics. Public Affairs will continue to work collaboratively with other departments and divisions on the activities planned for 2016.

RECOMMENDATION

None. This agenda item is informational only.