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BOARD EXECUTIVE COMMITTEE

**Tuesday, January 22, 2008
12:45 p.m., Board Room**

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.

AGENDA

<u>STATUS</u>	<u>TIME</u>	<u>ITEM</u>	<u>STAFF</u>
		<u>Joint Board Executive Committee/Regional Parks Foundation Meeting</u>	
(R)	12:45 p.m.	1. Review of Regional Parks Foundation Fundraising Goals for 2008	R. Cameron
		<u>Board Executive Committee</u>	
(I)	1:45 p.m.	1. Community Relations Plan	C. Johnson
(I)	2:15 p.m.	2. District Letterhead Format	P. O'Brien
	2:25 p.m.	3. Public Comments	

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

Future Meeting Dates:

February 26	July 22
March 25	August 26
April 22	September 23
May 27	October 28
June 24	November 25

Executive Committee Members:

Ayn Wieskamp, Chair; John Sutter; Ted Radke;
Doug Siden, Alternate
Pat O'Brien, Staff Coordinator

Distribution/Agenda

Beverly Lane
Carol Severin
Nancy Skinner
Mike Anderson
Tim Anderson
Susan Gonzales
Ted Radosevich
Yolande Barial

Bruce Beyaert
Afton Crooks
Donna Cuoco
Neva Dinwiddie
Ralph Kanz
Joan Suzio

Distribution/Full Packet

Ayn Wieskamp
John Sutter
Ted Radke
Doug Siden
Pat O'Brien
Allen Pulido
Dave Collins
Rosemary Cameron
Carol Johnson

Sharon Corkin
John Escobar
Rich Guarienti
Tyrone Davis
Norman LaForce
Dee Rosario
Carol Victor

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Board of Directors

John Sutter President Ward 2	Ayn Wieskamp Vice-President Ward 5	Ted Radke Treasurer Ward 7	Doug Siden Secretary Ward 4	Beverly Lane Ward 6	Carol Severin Ward 3	Nancy Skinner Ward 1	Pat O'Brien General Manager
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DATE: January 16, 2007

TO: Board of Directors
FROM: Pat O'Brien, General Manager
SUBJECT: Background Information for the January 22 Joint Board Executive Committee/Regional Park Foundation Meeting

I. Review of Regional Parks Foundation Support for 2007 and Fundraising Goals for 2008

This will be the thirteenth year in which the Executive Committees of the East Bay Regional Park District and the Regional Parks Foundation have met jointly. As this year's joint meeting is being held in January members of the Regional Parks Foundation Executive Committee for 2007 and 2008 will be in attendance to highlight the Foundation's overall fundraising and program support for 2007, as well as present the Foundation's proposed fundraising goals for 2008.

As in past years, a PowerPoint presentation will illustrate in more detail the Foundation's key 2007 achievements including overall fundraising support provided to the Park District. Since the Foundation's 2007 financial "books" have not yet been closed the following figures represent staff's best estimates for Foundation support directly to, or on behalf of the Park District during 2007:

Regional Parks Foundation Support	Amount
Administrative Salary Funding Support	\$ 100,000
Membership Fees for Park Access	200,000
Youth Scholarships for EBRPD Recreation Programs	70,000
Capital Project Funding for EBRPD Projects	400,000
Environmental Restoration Funding for EBRPD Projects	155,000
Total revenue to EBRPD	<u>\$ 925,000</u>
Park Supplies, Services & Equipment Paid by RPF	\$ 170,000
*Youth Scholarships Paid to Other Organizations	150,000
Contribution to "Yes for Parks" Campaign	50,000
RPF Fundraising & Administrative Expenses	320,000
Total RPF Indirect Support of EBRPD	<u>\$ 690,000</u>
Total RPF Support Directly to, or on Behalf of EBRPD	\$1,615,000

Board of Directors

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President
Ward 2

Ayn Wieskamp
Vice-President
Ward 5

Ted Radke
Treasurer
Ward 7

Doug Siden
Secretary
Ward 4

Beverly Lane
Ward 6

Carol Severin
Ward 3

Nancy Skinner
Ward 1

Pat O'Brien
General Manager

** Funding provided for low-income school classrooms to attend Camp Arroyo & at-risk youth participation in summer day camping programs conducted by non-profits in EBRPD parks.*

Enclosed for the Committee's information and review is the draft Regional Parks Foundation fundraising goals for 2008 (Exhibit A). The Regional Parks Foundation Board of Directors developed these draft fundraising goals at their November 8, 2007, Board workshop. The Foundation's Board is pleased to send these goals forward to the Board Executive Committee for review and comment.

2. Community Relations Plan

Community Relations Manager Carol Johnson will present the District's 2008 Community Relations Plan, which will include public information and planning for the 2008 bond measure and the Park District's 75th anniversary.

3. District Letterhead Format

With the emphasis on sustainability and going "green", we are proposing a slight modification to the District's letterhead by removing the titles for the Board officers and just listing the Board member's name and ward. This would eliminate the need to order new letterhead each year to reflect the new officers and would allow the letterhead to be used the following year. In the event of a change in Board member staff, the letterhead would need to be updated.

Over the years, we have greatly improved the balance between the quantity ordered and the quantity used, but at the end of the year we still end up with "obsolete" letterhead. Efforts have been made to use this expired letterhead as scratch paper and in District fax machines; however, there is still a surplus of out-of-date letterhead housed at Central Stores (approximately 100 reams at an estimated cost of \$46.00/ream).

Letterhead for 2008 has already been ordered so this revised practice will be implemented with the next order of letterhead in late 2008 or early 2009.



REGIONAL PARKS FOUNDATION
DRAFT - Proposed 2008 Fundraising Goals

**FOUNDATION
PROGRAMS**

PROPOSED 2008 GOAL

CAMPERSHIP	\$160,000
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▪ Summer day camping	
▪ Family camping	
▪ Sunshine scholarships	
▪ Camp Arroyo	
▪ Parks Express	
▪ Special kids Fishing Derbies	
MEMBERSHIP	\$550,000
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▪ Membership	
ANNUAL FUND	\$150,000
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▪ Unrestricted gifts	
▪ Special events	
▪ Vehicle donations	
PLANNED GIVING	Open
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▪ Educational seminar(s)	
▪ Information publications	
▪ Check-off information option on all direct mail	
▪ Special event/donor club	
DIRECTED EBRPD FUNDS	\$200,000
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▪ Support for individual parks, trails & visitor centers	
ENVIRONMENTAL RESTORATION AND ENHANCEMENT	\$30,000
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▪ Caspian Tern Habitat enhancement and outreach at Brooks Island	
▪ Grassland management of reptile populations	
▪ Least Tern habitat enhancement	
▪ Birds and wildlife habitat enhancement & public involvement at Quarry Lakes	
▪ Habitat Helpers: Burrowing Owl Buddies	
SPECIAL OPPORTUNITIES	-
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▪ Fundraising assistance in support of EBRPD projects/programs as requested by EBRPD Board of Directors	
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TOTAL FUNDRAISING GOAL	\$1,090,000