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BOARD OPERATIONS COMMITTEE
Thursday, May 13, 2010 – 2:00 p.m.
Peralta Oaks – 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.

DRAFT AGENDA

<u>Status</u>	<u>Time</u>	<u>Item</u>	<u>Staff</u>
(D)	2:00	1. Vinapa Foundation Grant Project Update	(Kaiser)
(I)	2:30	2. Overview of 2009 Environmental Education and Interpretive Programming	(Kaiser)
(R)	2:50	3. Review of New Concessionaire Agreement: Contra Loma Food Concession	(Waluch)
	3:05	4. Public Comments	
	3:10	5. Staff Comments	
	3:15	6. Adjourn	

Status

(R) Recommendation
 (I) Information
 (D) Discussion

Board Operations Committee Members

Beverly Lane, Chair; Whitney Dotson; Doug Siden;
 Carol Severin (Alternate); John Escobar (Staff Coordinator)

Next Meeting

June 17, 2010

Distribution/Agenda Only

Board of Directors
 Mike Anderson
 Chief Tim Anderson
 Dave Collins
 Bob Doyle
 David Dubowy
 Neal Fujita
 Carol Johnson
 Lt. Jon King
 Lt. Wayne Morimoto

Erich Pfuehler
 Ted Radosevich
 Cinde Rubaloff
 Afton Crooks
 Robert Herrick
 Michael Kelley
 Peter Rauch
 Andy Schanks
 Robert Wills
 Operations Mgrs./Sup.

Distribution/Full Packet

Clerk of the Board
 Board Committee
 Pat O'Brien
 John Escobar
 Jeff Wilson
 Rick Parmer
 Anne Scheer
 Nancy Kaiser
 Anne Kassebaum
 Mimi Waluch

Dave Kalahale/Local 2428
 Bill Surges/Local 2428
 Kelly Barrington/Local 2428
 Tyrone Davis/Police Association
 Glenn Kirby/PAC
 Jerry Kent
 Norman LaForce
 Judi Bank/PAC
 Steve Soderstrom/PAC

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2:00 p.m. Item

To: Board Operations Committee
From: Nancy Kaiser, Interpretive Services Manager
Date: May 13, 2010
Subject: **Vinapa Foundation Grant Project Update**

In July 2006, the District entered into an agreement with The Vinapa Foundation for Cross-Cultural Studies (Vinapa) for the purpose of collaborating on the development of educational materials that would enhance studies of Native American Ohlone cultural history, increase parkland access for low-income youth, and develop a self-guided trail in Leona Canyon Regional Preserve about "Local Indian Uses of Plants." The project was designed to be completed in two phases. In the first phase, the District agreed to develop the Leona Canyon self-guiding trail and accompanying trail guide, and in the second phase, the District agreed to produce a draft outline of an education curriculum. Additionally, the project agreement specifies the project timeline from July to October 2006 and identified Naturalist Bev Ortiz as the lead staff to develop the documents.

Funding for this effort was provided by Vinapa; project contributions were paid to the Regional Parks Foundation in the following manner:

Date	Payment Amount	Project Phase Description
July 2006	\$4,300.00	Leona Canyon Brochure Text
August 2007	\$1,151.85	Trail Posts and Installation
August 2007	\$4,320.00	Staff time for Curriculum

This project created numerous opportunities to serve a generally under-served community and meet the District's vision and mission to provide recreational and educational opportunities while preserving the beauty of the land. Naturalist Bev Ortiz has done an excellent job drafting rich robust interpretive text for the trail guide and the draft curriculum resource text for teachers. Trail markers have been installed in Leona Canyon; they identify fifteen native plants and, together with the brochure, provide a glimpse of how local tribes used plants every day.

The draft curriculum reference guide is designed to aid elementary teachers in preparing to teach the California State Academic Standards in Social Science. Originally, the agreement identifies the development of an outline of a curriculum. What has occurred is the creation of two supplemental documents that benefit both teachers and the general public audience. The first document is an expanded version of the trail guide that emphasizes public transportation opportunities for schools and groups (Leona Canyon is adjacent to a transit line), as well as some history of local tribes inhabiting the Oakland area. The second document is background material for teachers with nine lessons and activities to support the lessons.

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The expanded version of the trail guide needs additional editing and should be available for general distribution this summer. The administrative draft of the education curriculum has been completed and reviewed by a number of individuals for content, applicability to teaching, structure, and ease of use. These reviewers included teachers, members of the Ohlone community, District staff, history professionals, and Nina Egert representing the Vinapa Foundation. Their comments have been reviewed and form the basis for revisions to the draft curriculum for final review. Staff is seeking the assistance of a professional editor to complete this final step, and three proposals are currently under consideration by staff. The curriculum will be ready for school districts to use in the 2010-2011 school year.

Since the completion of the Leona Canyon trail, District staff has been highly engaged in providing programs for the public and utilizing the new trail guide. Guided hikes, birding walks, and hikes “with your dog” have all been well attended. Most notable are the restoration workshops for the public, whereby individuals and staff pull non-native grasses and shrubs, and weed around the native plants. Additionally, the District’s Outreach Coordinator has worked with local organizations such as Girl Scouts to host programs for under-served youth at Leona Canyon. Rick Parmer, Chief of Interpretation and Recreation, has also guided a group through the park.

The timeline noted in the agreement references a Phase One Project to identify and mark plants, develop a printed brochure, and begin development and assessment of the viability of a more complex curriculum. The District has completed these three items and progressed to development of in-depth teacher and curriculum resource materials. A project timeline can be summarized as follows:

- July 24, 2006 Agreement signed by both parties
- Early Spring 2008 Leona Canyon Trail completed
- June 2008 Self-Guided Brochure completed
- Winter 2008 First Draft – Expanded teachers guide for trail
- June 2009 First Draft – Curriculum for Social Science Standards
- December 2009 Administrative Draft review completed
- February 2010 Sought permission to use quotes obtained; review comments consolidated

The current tasks within the production of the expanded trail guide include: 1) inserting more in-depth material about the cultural history of the Oakland area, and 2) producing a final product. The next steps in the production of the curriculum guide include: 1) edit and revision of the administrative draft, 2) final review of the draft document including graphic illustrations, and 3) producing the final product.

The expanded trail guide will be available for use by teachers and groups in June 2010 while the curriculum will be distributed to school districts in August 2010. Both documents will also be available on the District’s website.

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2:50 p.m. Item

TO: Board Operations Committee

FROM: Mimi Waluch, Revenue & Administration Manager

DATE: May 13, 2010

SUBJECT: Review of New Concessionaire Agreement: Contra Loma Food Concession

Contra Loma Regional Recreation Area has had a food service concession at the lagoon complex for many years. After issuing an RFP in 2002, the District entered into an agreement to operate the concession through March 31, 2009. This agreement was terminated by mutual consent in March 2007. After several interviews with possible short-term concession operators in the area, it was determined that Mr. Jorge Robles (El Rey Taqueria) would be the best candidate to operate the food concession and vending machine service for the upcoming season. Mr. Robles continued to provide food and vending service through September 2009.

On March 17, 2010, the District issued a Request for Proposals seeking an experienced operator to manage the Contra Loma Food Concession. Seven proposal information packets were requested resulting in two submittals from the following prospective operators: 1) Richard Robles dba El Rey Taqueria, and 2) Daniel Bergerac dba Jobetty, LLC.

District staff reviewed proposals, checked references, and interviewed the prospective concession operators to determine how they would best accomplish the defined expectations, acceptance of District's concessionaire agreement requirements, and their proposed transition plan if awarded the contract.

After a thorough review of the two responses received, District staff is recommending the selection of Jobetty, LLC as the new concessionaire at Contra Loma. Jobetty, LLC met all of the criteria contained in the Park District's RFP. The food concession will be operated as the Contra Loma Beach Café, similar to the popular food concession operation at Tilden Regional Park, Lake Anza Beach Café. The Contra Loma Beach Café will offer soft-serve ice cream, fresh sandwiches, natural treats, hot dogs, nachos, and Ices as well as a variety of retail merchandise such as sunscreen, hats, and beach related items. No vending service will be operational in the first year of the agreement.

Staff recommends that the Board Operations Committee approve and recommend to the full Board a three-year concession agreement with one additional two-year option period to operate the Contra Loma food concession. There is no cost to the District for this action. The District can expect revenue of up to \$3,000 annually, representing a percentage of total gross monthly fees derived from the operation of a food concession at Contra Loma Regional Recreation Area.

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2:30 p.m. Item

TO: Board Operations Committee

FROM: Nancy Kaiser, Interpretive Services Manager

DATE: May 13, 2010

SUBJECT: Overview of 2009 Environmental Education and Interpretive Programming

Nancy Kaiser, Interpretive Services Manager, will make a presentation summarizing the 2009 environmental education programs and services provided by District naturalists and Interpretive Services staff members.

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