

AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, December 4, 2018

C. BUSINESS BEFORE THE BOARD

7. BOARD COMMITTEE REPORTS

b. Board Executive Committee (11/1/2018) (Waespi)

Present

Board: Dennis Waespi, Ayn Wieskamp, Beverly Lane

Staff: Robert Doyle, Erica Fuerst, Erich Pfuehler, Carol Johnson, Jonathan Hobbs, Debra Auker, Mona Palacios, Deborah Spaulding, Anthony Ciaburro, Lisa Baldinger, Sabrina Pinell, Jim O'Connor, Hillary Van Austen, Matt Gaul, Kelly Barrington, Brian Holt, Kristina Kelchner

Public: Julie Bueren, Rick Rickard

Board Executive Committee Chair Dennis Waespi called the meeting to order at 12:42 pm.

I. Park Advisory Committee (PAC) Goals for 2019

Government Affairs Manager Erich Pfuehler, and PAC Chair Julie Bueren presented this agenda item. The PAC reviewed and provided comments on many issues in 2018, including:

- 2018 Dog Use Policy for the Park District
- Wildfire Management Review
- Trail User Survey Report

Mr. Pfuehler reviewed the goals for 2019 which included a focus on:

- Mountain bike use and night time bicycle access
- Land Use Plans
- Measure FF, and Prop 68 implementation

Director Ayn Wieskamp commented that she appreciates that the PAC Committee researched information before making any decisions on issues. Director Beverly Lane suggested a discussion on broader outreach to the East Bay to inform people about what the Park District is doing, effectively. Ms. Bueren responded that the PAC is already working on seeking feedback from a broader outreach. Director Lane asked what the biggest challenge is for the PAC. Ms. Bueren

stated that the mountain bike issue, and the forthcoming LUPs will take a fair amount of effort. Mr. Pfoehler said that time-management is a challenge due to an ambitious agenda.

President Dennis Waespi thanked Julie for her leadership of the PAC and recognized the demanding work that goes into the multiple policies that are covered. He expressed appreciation of the pesticide research done throughout the Park District. A discussion of PAC members terming out ensued.

A further discussion of the dog policy issue, mountain biking, and pesticides with potential funding for media outreach followed.

Recommendation: By motion of Director Beverly Lane and seconded by Director Ayn Wieskamp, the Board Executive Committee voted 3-0 to recommend the Park Advisory Committee proposed 2019 goals to the full Board of Directors for favorable consideration with an addition of IPM as a possible item.

2. EBRPD Branding Update

Public Affairs Assistant General Manager Carol Johnson, and Creative Design Manager Jonathan Hobbs, presented this agenda item. Mr. Hobbs discussed the Park District's branding standards and the branding's continuous improvement. Mr. Hobbs reviewed a PowerPoint that provided information on the different updates that the Creative Design Group has done over the last ten years. He addressed the updated and darkened color pallet after Director Lane, and Director Waespi commented on the logo fading on certain pamphlets. Mr. Hobbs reviewed the assorted styles for brochures, and other signage as illustrated on the PowerPoint. General Manager Robert Doyle interjected information regarding the burrowing owl pamphlet, and the importance the Creative Design Group had in the value of subtly educating the public about this matter. Mr. Hobbs discussed the new information-panel designs for the parks and the reasoning behind the designs. A discussion about the Public Safety logos followed.

A discussion involving signage placement and size ensued.

Director Lane asked what the policy is for placing the Park District's contact information on signs and vehicles. Mr. Hobbs responded that Public Safety and the Planning department are typically listed, and the website is located on the back of ranger trucks. Mr. Hobbs discussed the enhancement and alterations of the logo, and the Board Executive Committee and Mr. Doyle expressed appreciation for the work of the Creative Design Group.

Recommendation: None. This was an informational item.

3. 2019 Proposed Performance Objectives

General Manager Robert Doyle introduced the item and summarized the presentation. Finance and Management Services Assistant General Manager Debra Auker presented this agenda item.

Ms. Auker presented on Performance Measures, the development across the different departments and divisions, and the origin; recommended by the Government Finance Officers

Association's (GFOA) best practices. She explained the definition of key indicators, objectives, ongoing trends, and one-time projects. Ms. Auker recognized Pam Burnor and Deborah Spaulding's hard work that led to the Park District's award from GFOA for Special Performance Measures Recognition. Ms. Auker reviewed the PowerPoint which highlighted draft goals and stated the Park District is working to reduce the list. She discussed *Improve Access to Public Parklands and Outreach to Underrepresented Groups*. Director Beverly Lane asked what items will be on the actual budget. Ms. Auker responded that she is highlighting the items that she believes will stay in the budget, but there may be edits. Ms. Auker reviewed *Attract and Retain a Workforce of Excellence*. Director Lane asked about the figures in the target and actual categories. Ms. Auker explained that the data to date is what will be produced in the budget. A discussion of timeliness, and efficiency of gathering data followed between Director Lane, Mr. Doyle, and Ms. Auker. Management Analyst Mona Palacios continued the discussion by explaining her role in collecting data and the efficient process. Ms. Palacios and Mr. Doyle explained that staff is not putting in extra work to obtain this data and stated that staff consistently reviews budget priorities throughout the year.

Ms. Auker reviewed *Restore, Preserve and Protect Scenic, Natural & Cultural Resources*. Director Lane asked if the addition of staff will be added into the objectives. Ms. Auker responded that the staff additions will most likely be edited out. Mr. Doyle reminded the Board Executive Committee that these objectives will be consistent with the requests in the draft budget. Ms. Auker discussed *Balance Environmental Considerations and Outdoor Rec Opportunities* and highlighted the Land Use Plans. A discussion of habitat restoration ensued between Director Lane, and Acting AGM of ASD Matt Graul. Ms. Auker touched on *Foster a Safe Visitor Experience*; she highlighted wildfire mitigation legislation, trails and fuels maintenance crews, and education. President Dennis Waespi suggested investigating FEMA grants and other support. Ms. Auker confirmed that the Park District is doing so. Ms. Auker discussed *Visitors' Relationship to Nature*; she stated research is being done to discover what measures will best reflect how the Park District is doing in this category.

A discussion of stocked and online brochures followed between Director Lane, Mr. Doyle, Ms. Auker, and AGM of Public Affairs Carol Johnson. Ms. Auker discussed *Ensure Fiscal Health of Park District* and touched on funds the Park District has received from grants, and Prop 68. Ms. Auker reviewed *Climate Change Resiliency*; she focused on planting and implementing the Green Fleet Management program. Mr. Doyle interjected that there are a lot of objectives because *Climate Change Resiliency* is new, and he plans to work with Deputy General Manager Ana M. Alvarez to condense those objectives. Ms. Auker apologized for providing the Board Executive Committee with a draft format of the Performance Measures but would appreciate feedback before the budget is released.

Recommendation: None. This was an informational item.

4. Open Forum for Public Comments

None.

5. Board Comments

Director Lane requested a report from Human Resources regarding vacancies. Mr. Doyle stated that staff will provide full report on vacancies, hiring and recruitment. Director Waespi asked if there is somewhere that will be sharing the Measure FF results. Mr. Doyle said he will provide location and information as he receives it.

6. GM Comments

None.

There being no further business, President Dennis Waespi declared the meeting adjourned at 2:51 pm.

Respectfully submitted,

Erica L. Fuerst