

AGENDA  
REGULAR MEETING  
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, May 21, 2019

C. BUSINESS BEFORE THE BOARD

7. BOARD COMMITTEE REPORTS

- a. Board Executive Committee (3/7/2019) \_\_\_\_\_ (Wieskamp)

Present

Board: Ayn Wieskamp, Dennis Waespi

Staff: Carol Johnson, Juliana Schirmer, Michele Kaguera, May Bautista, Catherine Bernal, Terri Biondi, Debra Auken, Jim O'Connor, Carol Victor, Monique Salas

Public: John Dilsaver, Jess Brown, Peter Liu, Geoff Zimmerman, Les Hausrath

Board Executive Committee Chair Ayn Wieskamp called the meeting to order at 12:37 pm.

**I. Regional Parks Foundation Annual Report for 2018**

Assistant General Manager/Executive Director of the Regional Parks Foundation ("RPF" or "Foundation") Carol Johnson and RPF Board President John Dilsaver presented a PowerPoint highlighting the RPF's year in review.

Ms. Johnson stated that the RPF sustained financial growth for its 8th consecutive year, and exceeded every expectation in every category of fundraising, with 36 percent revenue over the Foundation's goal. Ms. Johnson introduced RPF Executive Committee members Jess Brown, Peter Liu, Geoff Zimmerman and Les Hausrath. Mr. Dilsaver presented on the statistics of the RPF's growth. As of December 31, 2018, the RPF had raised over \$2.7 million, with the largest contributor, membership sales, at over 11,000 and continuing an upward trend. The RPF increased its membership promotion through onsite sales at the parks, and third-party sales via REI - with 60 memberships purchased through REI storefronts.

Mr. Dilsaver discussed the 2017 Wayne and Gladys Valley Foundation donation of \$1 million that will continue to span across a few years. Grants raised were 27 percent over the initial goal, and funds for specific parks were over the Foundation's goal by 11 percent. Mr. Dilsaver reviewed the top 10 donors as listed in his PowerPoint presentation.

Day camps and various other programs served over 10,000 kids. A total of four estate planning public workshops were held. The RPF contributed \$100,000 to Measure FF and \$50,000 to Prop 68; in total, contributing over \$600,000 toward advocacy since 1987.

Foundation Development Director Juliana Schirmer, highlighted and touched on key priorities for 2019:

- Working to increase visibility and community engagement
- Recruiting for staff and Board vacancies
- 50<sup>th</sup> Anniversary Celebration – communicating on October 10, 2019 gala
- Launching Capital Campaign for Visitor Center renovations
- Developing partnership with East Contra Costa County Habitat Conservancy (ECCCHC) for endowment management
- Supporting Park District with Special Park Districts Forum and Children in Nature Network Conferences

Ms. Schirmer introduced the Park District staff involved with the RPF and identified potential new Board Members. A discussion regarding the ECCCHC and endowment management arose. General Manager Robert Doyle discussed the relationship and growth between the District and the RPF. The Board expressed their appreciation for the Foundation, and Ms. Johnson acknowledged the membership team and the revamp of the membership program.

**Recommendation: None. This was an informational item.**

## **2. Regional Parks Foundation – Park District Agreement**

Assistant General Manager/Executive Director of the Regional Parks Foundation (“RPF” or “Foundation”) Carol Johnson presented this item. Ms. Johnson provided a brief history of the first MOU between the District and the RPF, which included the basic rules and regulations of how the organizations would work together; it was last updated in 2010. The Foundation plans to update the MOU every 5 years. Ms. Johnson described the RPFs key mission of fundraising to provide universal access to parks and the plan to succeed by: directly contributing funds to the Park District; paying expenses to fund programs and activities that benefit the mission of the Park District; and holding and investing funds for future use by and through the Park District. For example, in 2018, the RPF gave the Park District direct and indirect contributions of \$2 million.

The RPF’s responsibilities align with the Park District’s mission, master plan, and priorities, as well as the General Manager and Board of Directors’ interests and priorities. As part of the MOU the RPF has exclusive rights to sell memberships and manage funds of the Botanic Garden’s Friends group. Ms. Johnson highlighted the indemnification clause and listed the primary categories of the agreement. Ms. Johnson discussed the administrative support services provided. She explained that the agreement is an ongoing process that takes much discussion between the two organizations’ Boards and Executive level staff. Assistant General Manager of Finance and Management Services Debra Auker stated that the division of responsibility and mutual benefits is laid out clearly in the agreement. A discussion regarding mutual staff support followed. General Manager Robert Doyle complimented staff from both the Park District and the RPF for working on and bringing forward the agreement. Foundation Board President John Dilsaver expressed

his confidence with the agreement and his excitement to move it forward. Park District Board President Ayn Wieskamp suggested that memberships be sold at the Alameda County Fair for the Park District's 85<sup>th</sup> and the RPF's 50<sup>th</sup> year anniversaries.

**Recommendation: By motion of Director Dennis Waespi and seconded by Director Ayn Wieskamp, the Board Executive Committee voted 2-0 to recommend that the Board Executive Committee of the Park District approve the MOU between the Park District and the Regional Parks Foundation.**

### **3. Open Forum for Public Comments**

None.

### **4. Board Comments**

Director Dennis Waespi would like these agenda items to be presented to the full Board. A discussion regarding multicultural walks and Doug McConnells videos followed.

### **5. GM Comments**

None.

There being no further business, Board President Ayn Wieskamp declared the meeting adjourned at 1:42 pm.

Respectfully submitted,

Erica L. Fuerst