

**Oakland Parks and Recreation Advisory Commission (PRAC)**  
**Lakeside Park Garden Center - 666 Bellevue Ave.**  
**Wednesday, April 12<sup>th</sup>, 2023 at 4:30 PM**

**Remote Access Instructions and Meeting Agenda**

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*The City of Oakland will continue to livestream meetings to allow members of the public to observe. For remote access, or to watch from home follow the instructions below.*

The following options may be available to observe this meeting:

- Zoom

**Zoom Webinar Information:**

When: Apr 12, 2023 04:30 PM Pacific Time (US and Canada)

Topic: Parks and Recreation Advisory Commission Meeting - April 12, 2023

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/87200668339>

Or One tap mobile :

US: +16699006833,,87200668339# or +14086380968,,87200668339#

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Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 408 638 0968 or +1 669 444 9171 or +1 253 215 8782  
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646 876 9923 or +1 646 931 3860 or +1 689 278 1000 or +1 301 715 8592 or +1 305  
224 1968 or +1 309 205 3325 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347  
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Webinar ID: 872 0066 8339

International numbers available: <https://us06web.zoom.us/u/keTMOQN5Q>

**\*\*\*NOTE: ZOOM LINK AND ACCESS NUMBER ARE TO OBSERVE/LISTEN TO THE MEETINGS ONLY, NOT FOR PARTICIPATION. ALL PUBLIC COMMENT MUST BE PROVIDED IN-PERSON DURING THE MEETING.**

To submit public comment for review by the Commission before the meeting date, email comments to [publiccomments2prac@oaklandca.gov](mailto:publiccomments2prac@oaklandca.gov).

*If you have questions, email [publiccomments2prac@oaklandca.gov](mailto:publiccomments2prac@oaklandca.gov) or phone Oakland Parks, Recreation and Youth Development @ 510-238-7275. Thank you.*



**AGENDA**  
**Parks And Recreation Advisory Commission (PRAC)**  
**Lakeside Park Garden Center - 666 Bellevue Ave.**  
**Wednesday, April 12<sup>th</sup>, 2023 at 4:30 P.M.**

**\*\*\*NOTE: ALL PUBLIC COMMENT ON ACTION ITEMS WILL BE TAKEN AT THE BEGINNING OF THE MEETING UNDER ITEM 3. COMMENT FOR ITEMS NOT ON THE AGENDA WILL BE TAKEN UNDER ITEM 9, OPEN FORUM, AT THE END OF THE MEETING.**

CALL TO ORDER / ROLL CALL

ALLEN, BARACH, DUHE, HA, KOS-READ, D. SMITH, K. SMITH, TORRES, TRAN, AND WATKINS

1. MODIFICATION OF THE AGENDA:

2. DISPOSITION OF MINUTES:

- March 8<sup>th</sup>, 2023 Draft Meeting Minutes

3. PUBLIC COMMENT:

Comment on all items will be taken at this time. Comments for items not on the agenda will be taken during Open Forum.

4. CONSENT CALENDAR ITEMS:

4A. REQUEST TO ALLOW OAKLAND CARNIVAL TO COLLECT VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS AND SALES OF GOODS AND WARES AT OAKLAND CARNIVAL AT MOSSWOOD PARK ON SATURDAY, JUNE 3, 2023.

4B. REQUEST FROM MOSSWOOD MELTDOWN ORGANIZERS TO COLLECT ENTRANCE FEES AND VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS, MERCHANDISE AND ALCOHOLIC BEVERAGES AT A TWO-DAY MUSIC FESTIVAL AT MOSSWOOD PARK ON SATURDAY, JULY 1 & 2, 2023, FROM 12:00PM- 10:00PM.

4C. REQUEST FROM EASTSIDE ARTS ALLIANCE APPROVAL TO COLLECT DONATIONS, VENDOR SALES OF FOODS AND SALES OF MERCHANDISE ON SITE AT THE MALCOLM X JAZZ FESTIVAL TO

**BE HELD AT SAN ANTONIO PARK ON SATURDAY, MAY 20, 2023,  
FROM 12:00PM – 6:00PM.**

5. MEASURE Q OVERSIGHT/AD HOC COMMITTEE UPDATE:

\*Visit Measure Q [website](#) for more information, documents and reports.

- Informational Report: OPW Monthly Measure Q Report and Performance Measures Update.
  - No Updates. Reporting not available at this time.

6. NEW BUSINESS:

6A. **REQUEST APPROVAL TO ALLOW AFROCENTRIC OAKLAND TO COLLECT ENTRY FEES, SALES OF BEER, WINE AND SPIRITS IN BEER GARDEN, FOOD, AND MERCHANDISE AT THE 10TH ANNUAL PAN AFRICAN WELLNESS AND FAM BAM X-JUNETEENTH EDITION TO BE HELD AT THE LAKE MERRITT BLVD. AMPHITHEATRE ON SATURDAY, JUNE 18-SUNDAY, JUNE 19, 2022, FROM 12:00PM-8:00PM.**

6B. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO REVIEW AND APPROVE PLANS FOR THE DESIGN AND GIFT-IN-PLACE OF AN EAST BAY AIDS MEMORIAL GARDEN WITHIN THE GARDENS AT LAKE MERRITT.**

6C. **REQUEST APPROVAL TO ALLOW ART DECO SOCIETY OF CALIFORNIA TO COLLECT FUNDS ONSITE FOR TICKET SALES AT THE DOOR, SALES OF MERCHADISE, SALES OF ALCOHOLIC AND COLLECTIONS OF DONATIONS AT THE “HOW TO GASTBY” EVENT TO BE HELD AT LAKESIDE PARK GARDEN CENTER SUNDAY, AUGUST 13, 2023, FROM 9:00AM-7:00PM.**

7. PLANNING AND CONDITIONAL USE PERMITS:

8. UPDATE FROM DIRECTOR, COMMITTEES, RECREATION ADVISORY COUNCILS & ANNOUNCEMENTS:

9. OPEN FORUM:

All comment for items not on the agenda will be taken at this time.

ADJOURNMENT

**Next Meeting:**

***Wednesday, May 10<sup>th</sup>, 2023 at 4:30PM***

***Lake Merritt Garden Center***

***666 Bellevue Avenue***

***Oakland, CA 94612***

\* Visit [PRAC Website](#) for more information, documents, and reports.

This meeting location is wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email [publiccomments2prac@oaklandca.gov](mailto:publiccomments2prac@oaklandca.gov) or call Oakland Parks, Recreation and Youth Development at (510) 238-7275 or TDD/TTY (510) 238-3254 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantones, Mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a [publiccomments2prac@oaklandca.gov](mailto:publiccomments2prac@oaklandca.gov) o llame al (510) 238-7275 o (510) 238-3254 por lo menos cinco días hábiles antes de la reunión. Se le pide de favor que no use perfumes a esta reunión como cortesía para los que tienen sensibilidad a los productos químicos. Gracias.

會場有適合輪椅出入設施。需要殘障輔助設施, 手語, 西班牙語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 [publiccomments2prac@oaklandca.gov](mailto:publiccomments2prac@oaklandca.gov) 或致電 (510) 238-7275 或 (510) 238-3254 TDD/TTY。請避免塗搽香氛產品, 參加者可能對化學成分敏感。



MEETING MINUTES  
**Parks and Recreation Advisory Commission (PRAC)**  
**Wednesday, March 8<sup>th</sup>, 2023, at 4:30 P.M.**  
**Lakeside Park Garden Center**

**Meeting Recording Link:**

<https://oakland.granicus.com/player/clip/5395?&redirect=true>

CALL TO ORDER / ROLL CALL: 4:40 P.M.

**ALLEN, BARACH, DUHE, HA, KOS-READ, D. SMITH, K. SMITH, TORRES, TRAN, WATKINS**

**Present (7):** Chair Allen, Vice Chair Tran, Commissioners Barach, Ha, Kos-Read, Torres, Watkins  
**Excused (1):** Commissioners Duhe, K. Smith  
**Absent (2):** Commissioner D. Smith

1. MODIFICATION OF THE AGENDA:

None.

2. DISPOSITION OF MINUTES:

- February 8<sup>th</sup>, 2023 Draft Meeting Minutes

**Motion:** Chair Allen entertained a motion to approve the February Meeting Minutes. **Moved by:** Commissioner Torres. **Second by:** Commissioner Barach. **Vote:** Yes (6) Barach, Ha, Kos-Read, Torres, Tran, Watkins. **Abstain:** (1) Allen. **Motion:** Passed.

3. OPEN FORUM: There were 2 speakers and 0 public comments received via email.

4. CONSENT CALENDAR ITEMS:

4A. **REQUEST FROM NATIVE AMERICAN HEALTH CENTER (NAHC) FOR APPROVAL TO COLLECT ON-SITE REGISTRATION FEES AT THE ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, JUNE 3, 2023, 6:00AM-3:00PM.**

**Motion:** Chair Allen entertained a motion to approve Item 4 – Consent Items. **Moved by:** Commissioner Kos-Read. **Second by:** Commissioner Barach. **Vote:** Yes (7) Allen, Barach, Ha, Kos-Read, Torres, Tran, Watkins. **Abstain:** (0). **Motion:** Passed.

5. MEASURE Q OVERSIGHT/AD HOC COMMITTEE UPDATE:

\*Visit Measure Q [website](#) for more information, documents, and reports.

- Informational Report: OPW Monthly Measure Q Hiring Matrix and Performance Measures Update:

Sean Maher, OPW Public Information Officer, Assistant to the Director, provided a verbal update. This month the ability to report has been affected by a ransomware attack, thus, reporting will continue in the next meeting.

Commissioner Torres requested the list of parks where cleaning is happening and what parts of the park are being cleaned for commissioner review. She also inquired about position vacancies before the hack and what was to happen until the hack has been resolved. Sean recalled the 4 areas of focus for Measure Q (mowing of sports fields; litter pickup at all parks; dedicated staffing of major parks; and restrooms) and advised this will be included in the upcoming report. Sean was not able to advise on filling position vacancies during recovery from the hack as this is an HR function; however, he advised that historical data is being used as an alternative method to assist with tracking/filling work orders and service requests in lieu of the electronic database that has also been affected by the hack. For service requests like flooding, downed trees, or failing signal lights, 311 is up and running. If there are any issues with this line, as a backup, the public is advised to contact the fire department non-emergency dispatch at 510-444-3322. All other park maintenance will continue.

Chair Allen congratulated Brian Carthan of OPW on his retirement after 35 years of service.

6. NEW BUSINESS:

- 6A. **REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW ASIAN PRISONER SUPPORT COMMITTEE (ASPC) PERMISSION TO COLLECT ONSITE DONATIONS, SALES OF MERCHANDISE AND HOST A SILENT AUCTION AT THEIR ANNUAL ANNIVERSARY BANQUET FUNDRAISER AT JACK LONDON AQUATIC CENTER ON THURSDAY, JUNE 1, 2023, FROM 3:00PM TO 10:00PM.**

Alan Phan, OPRYD Central Reservations Unit, Public Service Representative presented the request and introduced speaker Michael Cheng, APSC Deputy Director. The proceeds will go toward in-prison ethnic studies, legal aid and advocacy for community members facing deportation, and re-entry services to residents of Alameda County. Last year they celebrated their 20<sup>th</sup> year anniversary. This is their first year since Covid for in-person events and first year at Jack London Aquatic Center.

Chair Allen clarified a question by Commissioner Kos-Read informing once non-profits collaborating with the City for the first time have successfully hosted the same event for 3 years, requests can then be moved to the Consent Calendar.

**Motion:** Chair Allen entertained a motion to approve the request. **Moved by:** Commissioner Kos-Read. **Second by:** Commissioner Barach. **Vote:** Yes (7) Allen, Barach, Ha, Kos-Read, Torres, Tran, Watkins. **Abstain:** (0). **Motion:** Passed.

7. PLANNING AND CONDITIONAL USE PERMITS:

7A. **REQUEST FOR RECOMMENDATION ON BELLEVUE PARKING LOT ENCLOSURE MINOR CONDITIONAL USE PERMIT.**

Keary Brink, OPW Park Supervisor, presented the request. An aerial photograph was provided for Commissioner review. Five (5) years ago a permeable parking lot (where grass grows on it) with 23 parking spaces was created to make up for parking spaces lost along Bellevue with the reassigning of the bike lane. Request for 8-foot fence to go around this lot with two gates that can be locked or left unlocked for both staff and public use. Keary noted staff safety concerns with parking along Bellevue due to break-ins, though this their only option at this time. The permeable lot gets frequent use, so the request would provide for a lot enclosure that could be locked and secured by the City during workdays when employees are onsite, and left unlocked for public use on days with special events or as needed.

Keary addressed Commissioner Watkins questions advising the fence will be black vinyl, matching the existing fencing. Keary addressed questions from Commissioner Ha informing that this request does not come with stipulations for parking lot use. At this time staff are using parking spaces on Bellevue so there is no loss of parking with this request. It is simply proposing a rededication of staff parking to that lot, opening up those parking spaces along Bellevue, and providing a way to secure it. Commissioner Ha requested clear communication with the public on any changes to lot use or parameters as a courtesy. Keary addressed Commissioner Barach's question about the type of fencing that would be used educating it would be 1-inch chain link with security bars along the interior and vinyl along the exterior for aesthetics and continuity with the existing fencing. Keary addressed Commissioner Torres's question regarding lot maintenance, oversight and towing informing that this lot would fall under the same oversight of existing parking on Bellevue but advised that it would be lower impact due to the ability to secure it with a lock. Commissioner Torres requested staff working on this project discuss whether OPD would patrol or cameras installed to define security for this location and those intending to use it. Keary addressed Commissioner Torres's question relating to staff and other authorized lot use advising that the gate would have a City lock so that staff with the key could open and close it upon arrival and departure, and that emergency vehicles/services would therefore also have access as needed. Keary addressed Commissioner Watkins advising that lot signage with rules/regulations could be

considered and the existing lot surface would remain permeable as it does not create extra water runoff. Zermaine Thomas, OPRYD Central Reservations Unit, added that since the parking lot will be a multi-use space and OPRYD manages the parking along Bellevue, there would not be signs for staff parking. This would allow for opening the space for events to the public such as Autumn Lights and Lakefest. Keary addressed Commissioner Kos-Read's questions informing the new fencing would connect to the existing fence helping to save on costs and chosen (existing) lot location due to onsite staff influx and existing parking shortage. Keary affirmed Chair Allen's clarification that fence installation and maintenance would come from OPW's operating budget. Chair Allen also requested clarification around estimated funds from Measure Q that would go towards this project. Keary educated funding is derived from 4 different sources and did not have figures on hand to review, but advised that significant salary savings from Measure Q has been invested in infrastructure such as vehicles, equipment, and overdue operational items.

**Motion:** Chair Allen entertained a motion to approve the request for a minor conditional use permit. **Moved by:** Commissioner Barach. **Second by:** Vice Chair Tran. **Vote:** Yes (7) Allen, Barach, Ha, Kos-Read, Torres, Tran, Watkins. **Abstain:** (0). **Motion:** Passed.

8. UPDATE FROM DIRECTOR, COMMITTEES, RECREATION ADVISORY COUNCILS & ANNOUNCEMENTS:

**Director's Report:**

- Provided by Interim Director Riley.
  - Staff acknowledgement of Zermaine, Jasmine, and Gail for putting a semi-hybrid meeting of this kind together for the first time. Gave feedback from Zoom audience perspective while echoing desire for hosting fully hybridized meetings in the future for increased community access and involvement.
  - Director's Recruitment has closed and the hiring agency is reviewing applications. Expected to have candidates by the end of the week for City Administrator to begin the interview process.

**PRAC Committees:**

- Measure Q:
  - Vice Chair Tran reported the committee has not met in the past month, but she has consulted with John Bliss regarding a revamp of the metrics included in the packet once database is back online.
- Tree Advisory:
  - Commissioner Ha reported no updates but advised that she would like to request our federal contact for the Urban Forrest Master Plan effort to provide an update to PRAC in the next few months.
- Parks Rules & Regulations:
  - Commissioner Ha reported the committee met 2 weeks prior to jumpstart the process, refamiliarize and determine next-step items to move forward in the coming month. Commissioner Kos-Read reported committee's desire to bring forward items to discuss in the next PRAC meeting. Chair Allen clarified Council President Bas, a standing friend/supporter of parks, is now Chair of the Rules Committee.



- Lake Merritt Ad Hoc:
  - Commissioner Kos-Read reported the committee has not met but he has participated in meetings with the City and anticipates an update to the discussion at next PRAC meeting around plans for a revived community market this year and parking meters. Chair Allen advised that parking oversight has transitioned to OakDOT (Department of Transportation) and that she can request an information report to address community concerns. The last update received regarded the delayed installation of parking meters due to supply-chain demands. Sean Maher provided an update about parking meter installation on Lakeside reporting installation is anticipated to begin mid-March with outreach to the community advising of the change occurring over the past few weeks, and an upcoming press release to go out early next week. Commissioner Torres requested next committee meeting be used to refamiliarize members with goals and impacts, and for members to be informed if board members are being asked questions about the lake to prioritize those concerns for discussion.

**Recreation Advisory Councils (RACs):**

- Mosswood
  - Chair Allen reported the recreation center is looking for 100 volunteers for Earth Day to clean the park and Moss House on April 22<sup>nd</sup>. Councilmember Fife and Mayor Thao will also be bringing volunteers. Construction on the new recreation center will begin end of August, early September. Town Camp will not be hosted during construction.
- San Antonio
  - Commissioner Ha reported there was an event hosted a few weeks prior that engaged the community at large via safety coalition and community groups with Mayor Thao and a former City Administrator in attendance. They are still working toward building a RAC. There are 4 tennis courts that will be reprogrammed.

**Announcements:**

- Commissioner Kos-Read informed 3<sup>rd</sup> Fridays, March – October there will be a new event called Salsa Escapes at Liberation Park with live music, performances, a dance class, DJ, and vendors.

9. OPEN FORUM: There were 0 speakers and 1 public comment received via email.

10. ADJOURNMENT: 5:46 p.m.

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\*Visit [PRAC Website](#) for more information, documents, and reports.

**Next Meeting:**

***Wednesday, April 12th, 2023, at 4:30 pm***

**Lakeside Park Garden Center**

666 Bellevue Avenue

Oakland, CA 94610

**Via Zoom**

(For observation purposes only.)

Respectfully Submitted,



Jasmine S. Bellow  
Executive Assistant to the Director  
Recording Secretary

**CITY OF OAKLAND**  
Interoffice Memorandum

**Oakland Parks, Recreation, and Youth Development**

**TO:** Princess Allen Chair, Parks and Recreation Advisory Commission  
**FROM:** Terri Westbrook, Recreation Center Director  
**DATE:** April 12, 2023  
**SUBJECT:** **REQUEST TO ALLOW OAKLAND CARNIVAL TO COLLECT VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS AND SALES OF GOODS AND WARES AT OAKLAND CARNIVAL AT MOSSWOOD PARK ON SATURDAY, JUNE 3, 2023**

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**SUMMARY**

Parks and Recreation Advisory Council approval is required for Oakland Carnival to solicit fees for vendors to sell merchandise at a City of Oakland Park, in accordance with Oakland Municipal Code Section 12.64.080. This proposal is for Oakland Carnival, an annual free community festival held at Mosswood Park on Saturday, June 3, 2023. Oakland Carnival is a free, family friendly event for the public, featuring Oakland artisans celebrating African communities. Oakland Carnival attracts many Oakland residents for this one-day event held at Mosswood Park. Organizers are requesting permission to collect registration fees from onsite vendors to create an African marketplace and for approval of vendors to sell goods and food items. The merchandise sold will include clothing, soaps, beauty products, and art. Food sales will also highlight culturally diverse cuisines for all to enjoy. Individual vendors only will benefit from sale of items.

**FISCAL IMPACT**

Mosswood will provide two staff to help monitor and supervise this event for a total fiscal impact of \$540.00. Mosswood revenue for this event are \$3867.50 for park usage. The revenues will be deposited to the Fund 1820 – OPRYD self-sustaining fund, which supports on-going programs, events, and activities.

**PROJECT DESCRIPTION**

Oakland Carnival promotes art, culture, wellness, and fitness through festival activities such as music, drumming, movement, and dance. This event brings Oakland residents together at park spaces, creating an atmosphere of comradery, celebration, and community wellness. The event is to be held on June 3, 2023. Organizers are working with the community and its institutions to increase support and engagement.

**BACKGROUND**

Oakland Carnival Festival is presented by Samba Funk and curator by Theo Aytchan Williams. In its ninth official year, the festival has brought enthusiastic audiences to enjoy some of Oakland's top performing companies in a beautiful public space. Oakland based performers showcase their talents

at Mosswood Park and feature music and dance from African, Caribbean, and Latin American Cultures. Over the past eight years, Oakland Carnival has come to be known as a cultural destination and a “way of shifting openly accessible public spaces into spaces filled with activities that contribute to the holistic development & collective healing of our communities.”

**RECOMMENDATION**

Staff recommends that the Park and Recreation Advisory Commission approve Oakland Carnival Festival’ to solicit fees for vendor registration, and food, concessions and sales of goods and wares by vendors for the 2022 event. Providing this meets Economic & Workforce special event requirements.

Staff recommends that Oakland Carnival producers provide at least 3 portable restrooms, one of which is ADA accessible, and 2 handwashing stations, one of which is ADA accessible.

Respectfully submitted,

/s/ Terri Westbrook

Prepared by:

Terri Westbrook

Mosswood Center Director

/s/ Elena Bermeo

Approved by:

Elena Bermeo

Recreation Supervisor

Attachments:

Exhibit A - Letter of Request from Theo Williams of Samba Funk!

Exhibit B - Oakland Carnival Post Event Report 2022

March 22nd, 2023

To: Oakland Park and Recreation Advisory Commission (PRAC)  
From: SambaFunk! 501(c)3 / Theo Aytchan Williams / Artistic Curator  
RE: Oakland Carnival 2023 at Mosswood Park Request to Sell Wares and Collect Donations on Saturday, June 3<sup>rd</sup>, 2023, 12:00pm – 10:00pm

## **Oakland Carnival Request Proposal**

### Overview

Oakland Carnival is a free all ages community Cultural Arts & Wellness festival scheduled for Saturday, June 3<sup>rd</sup>, 2023 from 12:00pm – 10:00pm at Mosswood Park. 2023 will be the 9th year that Oakland Carnival have presented a free community service project of SambaFunk! Over the years, we have received support for local performing artists, small business, politicians, corporations and foundations

Our goal is to preserve and present Caribbean Carnival culture while also showcasing the Artistic richness of the African diaspora. Oakland Carnival provides platforms for local artists to present fresh interpretations of their work. We provide a community where African / Caribbean centered Arts can thrive and be appreciated. We amplify wellness themes and messages that speak life into the Culture.

Each year we work to improve our Carnival experience. This year we are increasing our messaging around Community Wellness. We will be partnering with health professionals and pairing them with visual artists to create innovative health related installations and visuals throughout the park.

Our planning team has been adamant in our effort to begin restoring the Community through Oakland Carnival. With this in mind, we are again seeking authorization for our vendors and request the ability to collect registration fees and sale of goods for vendors on site. Funds are being collected from the vendors to support covering the expenses of producing the event.

We plan to have approximately 10 - 15 vendors. Vendors will pay \$150 - \$200 for vending space. Merchandise vendors will be placed in the African Market place while food vendors will be in the International Food Court. We are requesting the PRAC permit Oakland Carnival be allowed to host a festival at Mosswood Park and collect donations, and sell wares, on Saturday, June 3, 2023, from 12:00pm – 10:00pm. We will be following all City of Oakland covid-19 protocols.

Thank you for your continued support in advance,

Culture for Service,

*Theo*

Theo Aytchan Williams  
Oakland Carnival  
Artistic Curator



# POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

## I. GENERAL INFORMATION

Name of Event: Oakland Carnival & Wellness Festival

Location of Event: Mosswood Park (Meadow & Softball Field)

Date/Hours of Event: Sat. June 4<sup>th</sup> 2022 Permit No. \_\_\_\_\_

Event Contact Name: Theo Aytchen Williams Phone No. 510.451.6100

Event Contact Address: 1424 Alice St. Oakland CA 94612

Is this a "first time" event at this location? Yes  No  If no, when was the event held previously?

1. Were Facility Rental/Set-up fees waived?  Yes  No  Not Applicable

2. Check other permits required for event?

OPD Special Events Permit

Food Handler's Permit

Seller's Permit

Charitable Solicitations Permit

Certificate of Insurance  Other -- Please list

## II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 500-600

2. Were registration fees, donations or other fees collected on-site?  Yes  No  Not Applicable

3. If yes, how many people registered? 30 How many people made donations? 0

4. What was the cost for registration? \$150 / \$200

5. How much was collected on site from registration fees? \$300

6. How much was collected on site from donations? 0

7. How much was collected on site from other fees? 0

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement? Yes No

If no, why not?

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
Starfish Food	Profit	Fast American Foods		Y
West Coast Catering	Profit	West African		Y
Culinary Cruiser	Profit	American		Y
Ms. Joys LLC	Profit		Jewelry	Y

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

The organizers and volunteer staff of Oakland Carnival greatly appreciate the support of OPR and the staff and Mosswood Park. We worked together to make the day a positive family experience.

List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

Moving forward, we would like to have MacArthur blocked off from parking - between Webster & Broadway

Submitted by: [Signature] Date: March 20<sup>th</sup>, 2023

Approved by: [Signature] Date: 3/20/23  
(OPR Staff)

Comments: \_\_\_\_\_



**CITY OF OAKLAND**  
**Oakland Parks, Recreation & Youth Development**

**TO:** Princess Allen Chair, Parks and Recreation Advisory Commission  
**FROM:** Terri Westbrook, Mosswood Recreation Center, Center Director  
**DATE:** April 12, 2023  
**SUBJECT: REQUEST FROM MOSSWOOD MELTDOWN ORGANIZERS TO COLLECT ENTRANCE FEES AND VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS, MERCHANDISE AND ALCOHOLIC BEVERAGES AT A TWO-DAY MUSIC FESTIVAL AT MOSSWOOD PARK ON SATURDAY, JULY 1 & 2, 2023, FROM 12:00PM- 10:00PM.**

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**SUMMARY**

The Mosswood Meltdown 9<sup>th</sup> Annual 2-Day music event will be held once again at Mosswood Park on Saturday, July 1 and Sunday, July 2, 2023, from 12:00pm – 10:00pm. Last year's festival had over 5,000 attendees per day and provided entertainment for music fans of all ages. Marc Ribak the event promoter is requesting approval of the solicitation of onsite entrance fees in which proceeds will go to help cover cost of musicians, equipment, marketing staffing, and facility usage and donation fees. Best Beverage Catering Company will be contracted to facilitate all management and security of alcohol sales. Best Beverage Catering is a reputable company that has managed such events as Outside Lands Music Festival in Golden Gate Park and Treasure Island Music Festival. Marc Ribak has also secured designated alcohol zone. Local food concessions will be provided by Oakland merchants. Approval from the Parks and Recreation Advisory Commission is required per Oakland Municipal Code- O.M.C section 12.64.080.

**FISCAL IMPACT**

Mosswood Meltdown is paying all rental fees associated with the event estimated at \$11,180.00.

**PROJECT / PROGRAM DESCRIPTION**

The mission of the music festival is and has been to showcase local musicians and bring together the arts community in Oakland, CA and the surrounding areas. The festival will be held at Mosswood Park from 12:00pm – 10:00pm on July 2<sup>nd</sup> and July 3<sup>rd</sup>, 2023 and is supported by Eastbay Express, SF Guardian and many local merchants. The event will be hosted by John Waters, an America film director, screenwriter, author, and actor, for the sixth year in a row. With the success of last year's event, which featured the Linda Lindas, the music festival organizers strive to make this an annual event with Oakland Parks, Recreation, and Youth Development the successful event to date. Marc Ribak will obtain security and maintenance crew, medical staff, fencing and portable restrooms.

**BACKGROUND / LEGISLATIVE HISTORY**

Mosswood Meltdown is now in its ninth year at Mosswood Park, was organized by Marc Ribak and Amy Ribak, with the help of Sean Borhman of Burger Records. Burger Records feature a lineup of over 100 fantastic Rock/Pop music acts. Of these acts, about 20-25 will perform on two stages at the



2021 summer event. More details, including a list of performers, can be found on their website at [www.mosswoodmeltdown.com](http://www.mosswoodmeltdown.com).

**RECOMMENDATION**

Staff recommends that the Parks Recreation Advisory Commission approve the request for Mosswood Meltdown to solicit fees for vendor registration, entrance fees, sales of food concession, sales of merchandise and wares by vendors, alcoholic beverages fees, at the Mosswood Meltdown Festival to be held on Saturday, July 1 & 2, 2023, from 12:00PM – 10:00PM.

Respectfully submitted,

/s/ Terri Westbrook

Prepared by:

Terri Westbrook

Mosswood Center Director

/s/ Elena Bermeo

Approved by:

Elena Bermeo

Recreation Supervisor

Attachments: Exhibit A – Mosswood Meltdown Festival Proposal Letter  
Exhibit B – Post Event Report 2022

3/1/2023

TO: Parks and Recreation Advisory Commission (PRAC)  
FROM: Marc Ribak, Event Coordinator  
SUBJECT: REQUESTING PERMISSION FOR JULY 2023 CONCERT AT MOSSWOOD PARK



Dear Parks and Recreation Advisory Commission (PRAC),

Hi, I would like to thank you for making it possible for us to host the ten concerts at Oakland CA's Mosswood Park. It has been a great joy working with the city on these events and learning from its dedicated staff and officials.

I'm writing to you today to ask PRAC for permission to host the Mosswood Meltdown festival event at Mosswood Park this July 1st and July 2nd, 2023. The event would take place during similar hours as the past events from Noon- 10PM. If permission is granted to host the concert, I am also writing to request permission to sell tickets to the event, and to request permission to serve food and beverages at the event.

I want to thank everyone for providing us this unique venue to work with over the years. Even with its challenges, Mosswood has always inspired my wife, Amy, and I, to bring fun entertainment to our community for participants of all ages to enjoy.

Can't wait to see you soon! Sincerely yours, Marc

Marc Ribak (510) 282-8504 marc.ribak1@gmail.com  
Marc Ribak Productions - Employer ID (E.I.N.) 37-1718144  
Oakland Business Tax Certificate Account # 28037563



# POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

## I. GENERAL INFORMATION

Name of Event: HALLOWEEN MELTDOWN

Location of Event: MOSSWOOD PARK

Date/Hours of Event: OCTOBER 8-9, 2022 Permit No. \_\_\_\_\_

Event Contact Name: MARC RIBAN Phone No. 5102828504

Event Contact Address: 1117 E. 22ND ST. OAKLAND CA 94606

Is this a "first time" event at this location? Yes  No  If no, when was the event held previously?

JULY 2022

1. Were Facility Rental/Set-up fees waived? Yes  No  Not Applicable

2. Check other permits required for event?  
 OPD Special Events Permit  Food Handler's Permit  Seller's Permit  
 Charitable Solicitations Permit  Certificate of Insurance Other - Please list  
 LIVE SOUND  ABC

## II. ATTENDANCE/COLLECTION OF FUNDS

- Total number in attendance: 2,000
- Were registration fees, donations or other fees collected on-site? Yes  Not Applicable
- If yes, how many people registered? — How many people made donations? —
- What was the cost for registration? \$59-\$149
- How much was collected on site from registration fees? 0
- How much was collected on site from donations? 0
- How much was collected on site from other fees? 0

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement?    Yes            No

If no, why not?

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
ABURAYA	FP	JAPANESE FRIED CHICKEN	Japanese BURGERS/WRAPS	Y
MOTHER TONGUE CAFE	FD	DONUTS	COFFEE	Y
WEST COAST BOOTH 1	FD	BURGERS FRIES & TOTS		Y
WEST COAST BOOTH 2	FP	MEXICAN STREET TACOS & MORE		Y
THE BUTCHERS SON	FP	VEGAN DELI	SANDWICHES	Y

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

WE ARE ADDING SOME NEW STYLES OF MUSIC TO THE EVENT THIS YEAR WHICH WAS PREVIOUSLY POP & ROCK ORIENTED. CAN'T WAIT FOR YOU TO CATCH GRAY TRAIN!!!! JJ FAD & ESG !!!

List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

I'M CURIOUS IF WE'LL BE ABLE TO HOST THE EVENT AT MUSKWOOD IN 2024, DUE TO THE PLANNED CONSTRUCTION OR IF WE SHOULD LOOK FOR AN ALTERNATIVE LOCATION FOR 2024?

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: Laura DeWalt (OPR Staff) Date: 3/21/23

Comments: Great Community Event!



**CITY OF OAKLAND**  
**Oakland Parks, Recreation & Youth Development**

**TO:** Princess Allen, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Special Events Coordinator  
**DATE:** April 12, 2023  
**SUBJECT: REQUEST FROM EASTSIDE ARTS ALLIANCE APPROVAL TO COLLECT DONATIONS, VENDOR SALES OF FOODS AND SALES OF MERCHANDISE ON SITE AT THE MALCOLM X JAZZ FESTIVAL TO BE HELD AT SAN ANTONIO PARK ON SATURDAY, MAY 20, 2023, FROM 12:00PM – 6:00PM.**

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**SUMMARY**

Oakland Parks, Recreation & Youth Development received a request from Elena Serrano, Program Director for Eastside Arts Alliance, for permission to collect donations, vendor sales of food and merchandise onsite at the 23rd Annual Malcolm X Jazz Festival to be held at San Antonio Park on Saturday, May 20, 2023. Funds raised will be used to cover the costs of the festival, (i.e stage rental, clean-up, tables/chairs, etc.). The applicant is aware of the additional permits required. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

**FISCAL IMPACT**

Eastside Arts Alliance is paying all fees associated with the event estimated at \$3780.00.

**PROJECT / PROGRAM DESCRIPTION**

The Malcolm X Jazz Arts Festival is dedicated to bringing the community together and building unity. The event also allows the Eastside Arts Alliance the exposure of support and services to the residents in the San Antonio district.

The estimated attendance is 1000.

**BACKGROUND / LEGISLATIVE HISTORY**

This is the 23rd year that Eastside Arts Alliance (ESAA), has held the Malcolm X Jazz Festival at San Antonio Park. Many of the participating vendors are community-based organizations and local community artists who offered arts and crafts items for sale.

**RECOMMENDATION**

Staff recommends that the Park and Recreation Advisory Commission approve the request for Eastside Arts Alliance to collect donations, have vendor sales of food and merchandise onsite at the 23<sup>rd</sup> Annual Malcolm X Jazz Festival to be held at San Antonio Park on Saturday, May 20, 2023, 12:00pm-6:00pm.

Respectfully submitted,

/s/ Tony Sirivongsa

Prepared by:

Tony Sirivongsa

San Antonio Center Director

/s/ Zermaine Thomas

Approved by:

Zermaine Thomas

Special Events Coordinator

Attachments: Exhibit A – Eastside Arts Alliance Proposal Letter  
Exhibit B – Non-Profit Certificate 501©3

**EASTSIDE ARTS ALLIANCE  
EASTSIDE CULTURAL CENTER**

April 5, 2023

Oakland Parks & Recreation  
PRAC Committee

Dear Members of the Committee:

I am writing on behalf of EastSide Arts Alliance. We would like permission to have arts and crafts and food vendors for our 23rd annual Malcolm X Jazz Arts Festival. This annual festival has taken place in San Antonio Park, and has been consistently a successful free community event.

The festival is scheduled to take place on Saturday, May 20, 2023.

We would like to be able to have community vendors selling cultural products at the festival. This has been an ongoing tradition where community residents are able to sell handcrafted arts and food that represent their respective cultures. We are expecting to have 20-25 arts vendors and 5-7 food vendors. We charge a very reasonable fee for tables (\$75 crafts and \$125 food). The funds cover the costs of presenting the festival (stage rental, clean-up, tables/chairs, etc). We also always go through the proper procedures for food sales, obtaining health permits from Alameda County.

The festival is free to the community and has always been a full day of wonderful jazz, community news, and information. It is one of the few times that the San Antonio community comes out for a full day of healthy, positive interactions. We are also requesting permission to solicit donations for the festival. The total costs to EastSide Arts Alliance for this free festival is over \$50,000. Each year the festival is supported by a variety of funders including the City of Oakland Cultural Arts Department, the National Endowment for the Arts, and the William and Flora Hewlett Foundation. We raise about \$500 from donations solicited at the park to help cover costs.

We look forward to having another very successful community event and thank you for your continuing support.

Sincerely,



Elena Serrano  
Program Director, EastSide Arts Alliance  
Office Phone: 510-533-6629  
Cell# 510-508-9173  
[elena.eastside@gmail.com](mailto:elena.eastside@gmail.com)



P.O. Box 2508  
Cincinnati OH 45201

In Reply refer to: 0248167147  
June 23, 2015 LTR 4168C 0  
74-3073621 000000 00  
00022387  
BODC: TE

EASTSIDE ARTS ALLIANCE  
% ELENA SERRANO  
PO BOX 17008  
OAKLAND CA 94601

15333

216

Employer Identification Number: 74-3073621  
Person to Contact: Ms Wittwer  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your June 12, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in July 2003.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Requests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/ee](http://www.irs.gov/ee) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.





**CITY OF OAKLAND  
Oakland Parks, Recreation & Youth Development**

**TO:** Princess Allen, Chair, Parks & Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Special Events Coordinator  
**DATE:** April 12, 2023  
**SUBJECT: REQUEST APPROVAL TO ALLOW AFROCENTRIC OAKLAND TO COLLECT ENTRY FEES, SALES OF BEER, WINE AND SPIRITS IN BEER GARDEN, FOOD, AND MERCHANDISE AT THE 11<sup>TH</sup> ANNUAL JUNETEENTH FESTIVAL TO BE HELD AT THE LAKE MERRITT BLVD. AMPHITHEATRE ON SATURDAY, JUNE 17, 2023, FROM 12:00PM-8:00PM.**

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**SUMMARY**

Oakland Parks, Recreation & Youth Development received a request from Travis Watts of Afrocentric Oakland, who in the past 11 years has hosted the Annual Oak Fam Bam, Pan African Festival as well as Oakland's Juneteenth Festival; all 3 festivals were merged into one (1) amazing successful event last year. Mr. Watts is requesting to collect monies onsite for entry fees, sales of beer, wine and spirits in beer garden, food, and merchandise at the 11<sup>th</sup> Annual Juneteenth Festival to be held on Saturday, June 17, 2023, at Lake Merritt Blvd. Amphitheater. The funds collected will offset the cost of hosting the event and vendor sales will benefit the small business owners for their services. The applicant is aware of the additional permits required. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

**FISCAL IMPACT**

Afrocentric Oakland is paying all rental fees associated with the event estimated at \$1525.00.

**PROJECT / PROGRAM DESCRIPTION**

The festival features morning yoga, libations, spoken word, live performance, dance, food, arts and crafts vendors, live visual art, and engaging art pieces for attendees to experience and engage. Local artists perform music from a range of genres including R&B, Gospel, West Africa, East Africa, the Caribbean, and Brazil. The festival is also an opportunity to educate the community on topics ranging from youth enrichment and development, health, education, and financial literacy through presentations from local providers throughout the day. In addition to the performances and presentations, the perimeter of the event space is lined with youth activities, local food, arts and crafts vendors, community organizers and other small businesses vendors.

The following is the list of items and cost requested to be collected onsite the day of the event:

Entry Fees	\$20 - \$40
Food/Beverages, T-Shirts/Apparel	\$5 - \$100

**BACKGROUND / LEGISLATIVE HISTORY**

This festival will be a multigenerational celebration held at the Lake Merritt Blvd. Amphitheater. Utilizing music, dance and interdisciplinary arts Oakland's Annual Juneteenth festival promotes holistic wellness for generations of the diaspora to engage in collective healing and joy.

**RECOMMENDATION**

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Afrocentric Oakland to collect funds onsite through entry fees, sales of beer wine and spirits in beer garden, food, beverages, and merchandise at the 11<sup>th</sup> Annual Juneteenth Festival to be held at Lake Merritt Blvd. Amphitheatre on Saturday, June 17, 2023, from 12:00pm – 8:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Special Events Coordinator

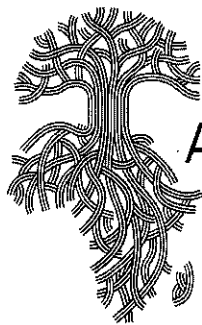
/s/ Dana Riley

Approved by:

Dana Riley

Interim Director

Attachments: Exhibit A – Afrocentric Oakland Proposal Letter  
Exhibit B – Post Event Report (2022)



Afrocentric  
Oakland



## **Afrocentric Oakland 11<sup>th</sup> Annual Juneteenth Festival**

Parks and Recreation Advisory Commission,

Afrocentric Oakland is a nonprofit organization formed in 2010, with a mission to strengthen community and cultural pride through community events. Afro Oak has hosted both the Fam Bam, Pan African Festival and Oakland's Juneteenth Fest since. Afrocentric Oakland has merged these 3 festivals into one amazing event held this year on Saturday June 17th, 2023, called Oakland's 11th Annual Juneteenth Festival. This festival will be a multigenerational celebration held at the Lake Merritt Blvd. Amphitheater. Utilizing music, dance and interdisciplinary arts Oakland's Annual Juneteenth Festival promotes holistic wellness for generations of the diaspora to engage in collective healing and joy.

The festival features morning yoga, libations, spoken word, live performance, dance, food, arts and crafts vendors, live visual art, and engaging art pieces for attendees to experience and engage. Local artists perform music from a range of genres including R&B, Gospel, West Africa, East Africa, the Caribbean, and Brazil. The festival is also an opportunity to educate the community on topics ranging from youth enrichment and development, health, education, and financial literacy through presentations from local providers throughout the day. In addition to the performances and presentations, the perimeter of the event space is lined with youth activities, local food, arts and crafts vendors, community organizers and other small businesses vendors.

Afrocentric Oakland is requesting to collect funds onsite in the form of ticket admission sales ranging from \$20 - \$40, as well as sales of food, merchandise, alcoholic beverages to be served in a Beer Garden and non-alcoholic beverages from vendors ranging from \$5-\$100. All proceeds will help offset the cost of hosting the event and vendor sales will benefit the small business owners for their services.

Thank you very much for considering our proposal,

Travis Watts, Founder of Afrocentric Oakland



# POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

## I. GENERAL INFORMATION

Name of Event: Oakland's Juneteenth Festival 2022

Location of Event: Lake Merritt Amphitheater

Date/Hours of Event: 6/18/22 & 6/19/22 12pm-8pm Permit No. \_\_\_\_\_

Event Contact Name: Travis Watts Phone No. 415-503-7686

Event Contact Address: 479 Crescent St #26 Oakland CA 94610

Is this a "first time" event at this location?  Yes  No If no, when was the event held previously?  
Previous 9 years

1. Were Facility Rental/Set-up fees waived?  Yes  No  Not Applicable
2. Check other permits required for event?
  - OPD Special Events Permit  Food Handler's Permit  Seller's Permit
  - Charitable Solicitations Permit  Certificate of Insurance  Other - Please list
  - x Fire, ABC

## II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 3,500
2. Were registration fees, donations or other fees collected on-site?  Yes  No  Not Applicable
3. If yes, how many people registered? 3,500 How many people made donations? 0
4. What was the cost for registration? \$20
5. How much was collected on site from registration fees? \_\_\_\_\_
6. How much was collected on site from donations? \_\_\_\_\_
7. How much was collected on site from other fees? 14,000

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):  
Were all vendors in compliance per agreement?  Yes  No  
If no, why not? \_\_\_\_\_

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

N/A

List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

N/A

Submitted by: Travis Watts Date: 3/1/23  
Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
(OPR Staff)  
Comments: \_\_\_\_\_

Adrienne Spellman	Michael Holmes
Althea Cummings	Mizan Alkebulan
Amen Hetep Isra El	Myesha Shuaibe
Anne Njuguna	Nadia Polizotto
Anthony Walker	Nai-Muh Dennis
August Varlack	Nedda Bee
Ayodele Kinchen	Nicole Day
Brian Gadsden	Noah
Chivonne Blake	Nurjehan De Leon
Christiana Umeh	Nurjehan Muhammad De Leon
Cianni Jackson	Olaywa Austin
CORNELIUS SHIELDS	Omar Bala
Curtis Jermamy	Patchell windom Windom
David Tolan	Patrice Ware
Delores Hollingsworth	Paul
Diedre Curry	Pierre Scott
Egyptsia McGillvery	Qiana Thompson
Ellen A. Manu-Bimpeh	Sandra Atanda
Esther Fame	Sarah
Exit Gate	Shanique Abrams
Halimah Akiode	Sharae "Shay" Blache
James Harrison	Simbiat Qudus
Janeah Traylor	Sudan Somalirose
Jessela Wehner	Tasheana Sutherland
Jonelle Tate	Melvin Simmons
Justin Ford	Toya Lazard
Leslie Wilson	Toya Thomas
Leta Hatley	Victor Harris
Lisa Davis	Wesley Dawan
Lisa M Davis	Zalayshia Jackson
Michael Bey	Zena Terry



**CITY OF OAKLAND**  
**Oakland Parks, Recreation & Youth Development**

**TO:** Princess Allen, Chair, Parks and Recreation Advisory Commission  
**FROM:** Keary Brink, Parks Supervisor, Oakland Public Works and Hank Phan, Assistant Capital Improvement Project Coordinator, OPRYD  
**DATE:** March 27, 2023  
**SUBJECT: REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO REVIEW AND APPROVE PLANS FOR THE DESIGN AND GIFT-IN-PLACE OF AN EAST BAY AIDS MEMORIAL GARDEN WITHIN THE GARDENS AT LAKE MERRITT.**

**SUMMARY**

The East Bay AIDS memorial garden project is a collaboration between East Bay Getting to Zero (EBGTZ) and the Gardens at Lake Merritt. The purpose of the AIDS memorial garden is to memorialize those lost to HIV/AIDS and serve as a community healing space for people in the East Bay who have been significantly impacted by HIV, including surviving family members and friends. The vision for our garden is to become a space for all generations to learn the history of the HIV epidemic and honor the hard-fought successes of their forebears.

With ongoing support and excitement from community partners across Alameda and Contra Costa county, EBGTZ recommends that the Park and Recreation Advisory Commission approve the request to build an AIDS Memorial Garden within the Gardens at Lake Merritt. The East Bay AIDS memorial garden will rehabilitate a section of The Gardens at Lake Merritt with a powerful cause, highlighting the unique history of the HIV epidemic in the East Bay and uplifting BIPOC lived experiences through storytelling. As the first HIV memorial in the East Bay, it will increasingly bring visitors to The Gardens at Lake Merritt and foster community building and collaborations working towards truly ending the HIV epidemic. Inspired by the lack of a dedicated space, EBGTZ's People Living with HIV Subcommittee, the Poz Plus working group, continues to spearhead the efforts for the garden and brings their lived experience to the forefront of this project.

**FISCAL IMPACT**

This project will serve as a gift-in-place construction project within the Gardens at Lake Merritt. East Bay Getting to Zero and its collaborators will raise funds to complete the project, with an estimated cost of \$475,000. Funds are expected to be raised through major corporate gifts, foundation grants, and individual/small donations, in addition to pro bono services. In lieu of ongoing funding for maintenance costs, the Friends of the Gardens at Lake Merritt have requested the development of a community volunteer corps to support efforts to maintain the AIDS Memorial Garden and the surrounding spaces at the Gardens at Lake Merritt. East Bay Getting to Zero will work with its 25+ network organizations to develop and organize a volunteer community and calendar to support garden maintenance in an ongoing manner.

## **PROJECT / PROGRAM DESCRIPTION**

East Bay Getting to Zero was established in 2019 to bring together a network of diverse people from community organizations, clinics, hospitals, schools, faith-based organizations, public and private agencies in Alameda and Contra Costa Counties to advance health equity and healing for all people impacted by HIV through system coordination, advocacy, capacity building and innovation. East Bay Getting to Zero is a fiscally-sponsored project under Community Initiatives, a 501c3 organization based in Oakland, CA, sponsoring projects for the benefit of communities in service to social change.

In 2021, EBG TZ's people living with HIV subcommittee (known as the Poz Plus working group) initiated the idea of establishing an AIDS memorial space in the East Bay. They identified a need for space that honors the East Bay HIV-affected community, memorializes people lost to HIV/AIDS and inspires an environment for healing and reflection. The collective vision for the East Bay AIDS memorial garden is for it to be an ode to people living with HIV, in memoriam of those lost to the epidemic, and a space for intergenerational connection and dialogue about the legacy of the HIV and LGBTQ+ movements.

In 2022, with the support of the EBG TZ advisory board, EBG TZ steering committee, and the Oakland Mayor's office, the Poz Plus group identified partners, stakeholders, and a space for the future garden. The East Bay AIDS memorial garden will be located within The Gardens at Lake Merritt at 666 Bellevue Ave in Oakland on a parcel of space donated by the Friends of the Gardens at Lake Merritt for this project. Within the Gardens, it will be nestled between the Mediterranean and Bonsai Gardens, next to a waterfall, a creek and a bridge. Tora Rocha, the Director of the Friends of the Gardens at Lake Merritt, has committed to serving as a steward of the project within the gardens, in collaboration with the City of Oakland, will plan to join the project to provide expertise in navigating the project from concept to completion.

The Oakland-based landscape architecture firm Sera Architects, Inc, has partnered with East Bay Getting to Zero to offer pro bono landscape design services for this landmark project. Sera Architects is a locally-operating architecture firm with a strong reputation for social justice transparency and sustainable business practices in the Bay Area and Portland, OR. Sera Architects with work with East Bay Getting to Zero to solicit stakeholder input into schematic and artistic design details, and will work closely with the Friends of the Gardens at Lake Merritt to ensure that building materials and plant selection is strongly aligned and compatible with the mission, priorities, and design of the existing garden.

The garden is being planned to contain vegetation with an emphasis on native plants and pollinator species to support growth and sustainability. Additionally, the area will include structures for seating, areas dedicated to memorials, educational elements discussing the history of HIV in the East Bay and an environment to invoke reflection and peace.

Once the design concept is approved for construction, East Bay Getting to Zero, Sera Architects, and the Friends of the Gardens at Lake Merritt will work together to select a construction firm with the appropriate skills and experience to complete the project within the Gardens. With a vendor



agreement in place, the team will submit a Gift-in-place agreement to the Oakland City Council for approval; once approved, the teams will work with the Oakland Public Works Department to secure appropriate construction permits to begin the project build.

The project build will commence over a 4-6 month period, anticipated to be in Mid-2024 after sufficient project funding has been secured. At the completion of the project, East Bay Getting to Zero and the Gardens at Lake Merritt will host an opening ceremony to commemorate the opening of this historic space in the Oakland community.

### **BACKGROUND / LEGISLATIVE HISTORY**

- In 2020, East Bay Getting to Zero was granted funding by the Alameda County Public Health Department Office of HIV Care to maintain and facilitate an advisory group of people living with HIV to guide the implementation of a local community-driven strategic plan as part of the Federal Ending the HIV epidemic initiative in the Oakland Transitional Grant Area jurisdiction. This strategic plan included a pillar of implementing innovative community engagement to combat HIV stigma and discrimination with messages that are multigenerational, multicultural and multilingual, inspire hope and reach all communities.
- In September 2021, the people living with HIV committee (known as POZ+) developed a vision for the East Bay AIDS Memorial Garden, presented it to the East Bay Getting to Zero Steering Committee and received full support to move forward with the project.
- October 2021: Poz Plus committee met with City of Oakland Mayor's Office to discuss AIDS memorial garden possibilities.
- In November 2021, the Office of Mayor Libby Schaaf supported the POZ+ committee in identifying several potential locations for the garden.
- In May 2022, the memorial garden team (Poz+ committee & EBG TZ staff) met with Councilmember Carroll Fife to request support to establish the memorial garden in district 3.
- In June 2022, the memorial garden team developed a collaboration with the Gardens at Lake Merritt and secured a tentative location for the memorial garden.
- In July 2022, the memorial garden team secured a partnership with Sera Design to provide pro bono landscape architecture for the garden.
- In August 2022 the memorial garden team) received letters of support from Mayor Libby Scaff's office, Councilmember Fife's office and WORLD (Women Organizing to Respond to Life-threatening Diseases) - an Oakland-Based community organization serving people living with HIV for over 30 years.
- In Dec 2022, the memorial garden team presented garden preliminary design, budget, and detailed project plan to EBG TZ steering committee representing leadership at over 20 HIV service organizations throughout Alameda and Contra Costa county
- In Dec 2022, the memorial garden team presented garden preliminary design at annual World AIDS Day celebration with 100+ attendees
- In Feb 2023, met with Representative Barbara Lee's office and submitted application for Community Project Funding

**RECOMMENDATION**

Staff and East Bay Getting to Zero requests that the Park and Recreation Advisory Commission review and approve the AIDS Memorial Garden design and acceptance of the gift-in-place donation to construct the AIDS Memorial Garden within the Gardens at Lake Merritt. The proposed project will create a historic space for intergenerational connection and dialogue about the legacy of the HIV and LGBTQ+ movements unique to the Oakland, CA community.

Respectfully submitted,



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Prepared by:  
Keary Brink  
Parks Supervisor, Oakland Public Works

*Clinton Pugh*

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Approved by:  
Clinton Pugh  
Park Services Manager, Oakland Public Works

Hank Phan

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Prepared by:  
Hank Phan  
Assistant Capital Improvement Project Coordinator, OPRYD

Donte Watson

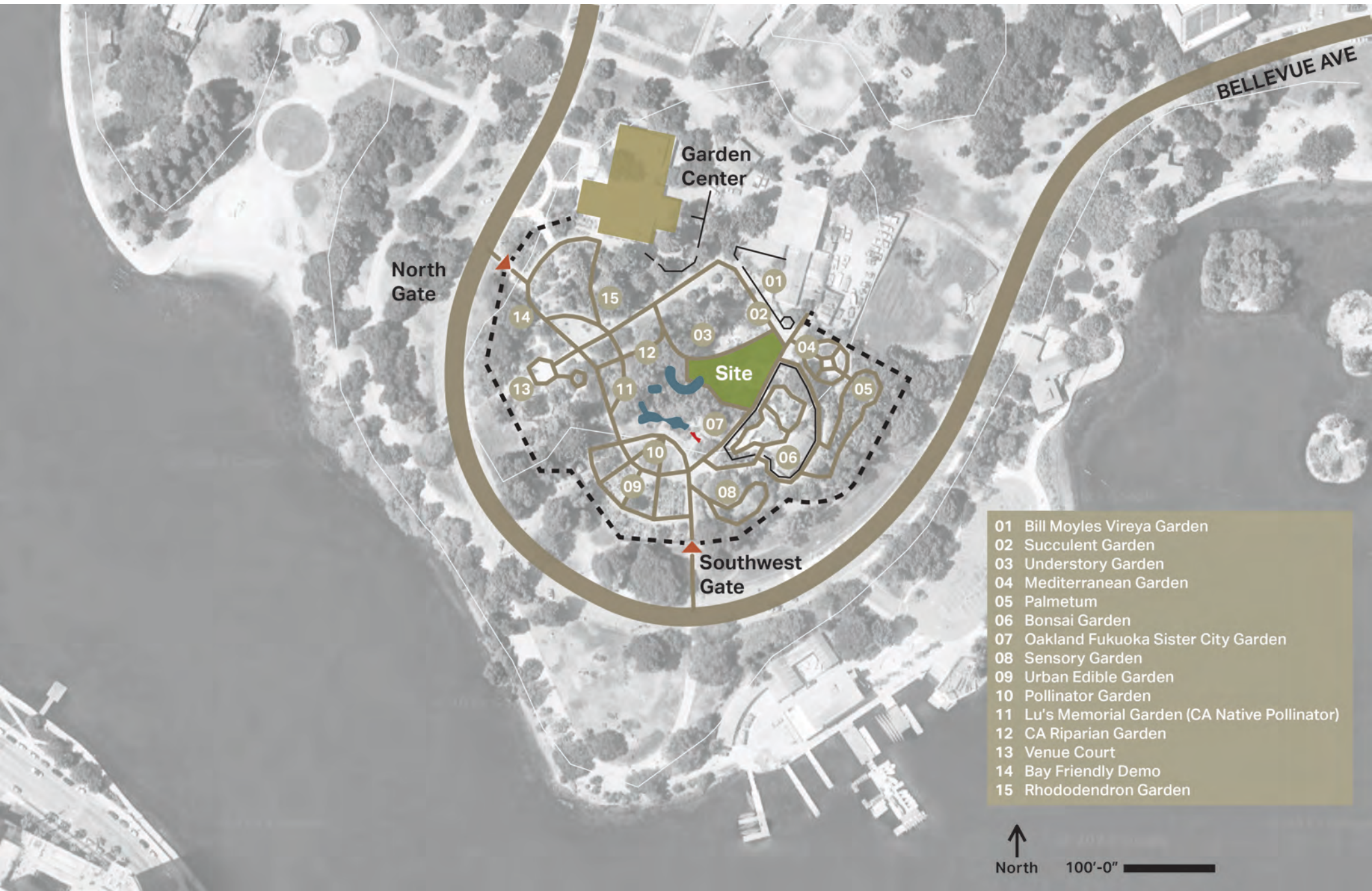
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Approved by:  
Donte Watson  
Assistant Director, OPRYD

**Identification of Support Documents:**

- Attachments: Exhibit A - *East Bay AIDS Memorial Garden - Sera Architects Renderings*  
Exhibit B - *East Bay AIDS Memorial Garden - Budget Summary*  
Exhibit C - *East Bay AIDS Memorial Garden - Community Letters of Support*  
Exhibit D - *East Bay AIDS Memorial Garden - District Leaders Letter of Support*  
Exhibit E - *East Bay AIDS Memorial Garden - Friends of the Gardens Support*

Sera Architects:  
Renderings for the  
East Bay AIDS Memorial Garden



North Gate

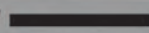
Garden Center

Site

Southwest Gate

BELLEVUE AVE

- 01 Bill Moyles Vireya Garden
- 02 Succulent Garden
- 03 Understory Garden
- 04 Mediterranean Garden
- 05 Palmetum
- 06 Bonsai Garden
- 07 Oakland Fukuoka Sister City Garden
- 08 Sensory Garden
- 09 Urban Edible Garden
- 10 Pollinator Garden
- 11 Lu's Memorial Garden (CA Native Pollinator)
- 12 CA Riparian Garden
- 13 Venue Court
- 14 Bay Friendly Demo
- 15 Rhododendron Garden

North ↑  
100'-0" 

















## Budget Summary for East Bay AIDS Memorial Garden

### **Project manager, TBD - \$25,000**

- coordination of contractors and Gardens at Lake Merritt staff
- development of project schedule
- coordination of permitting, site inspections
- tracking construction progress/elements
- aligning construction components with schematic design
- inspection of construction and approvals of variations

### **Landscape Architecture Design Firm, Sera Architects - \$125,000**

- ongoing consultation with community members on landscape design elements
- creation of concept design and detailed design renderings incorporating landscape, irrigation, and hardscape planning
- creation of construction documentation in coordination with contractors
- research and adherence to zoning codes
- selection of contractors
- procurement of materials

### **General Contractor, TBD - \$150,000**

-Construction and Installation of built features, including:

- Demolition and Site Clearing
- Excavation and Trenching
- Services Installation
- Fine Grading
- Hardscape Structure Construction
- Hardscape Finishes Construction
- Planting
- Final Fixtures
- Defects
- Completion (Initial and Final)

### **Building Materials - \$150,000**

-Irrigation, electrical, paving, hardscape structural materials, fixtures, and plant materials

Project Information				Proposed Budget: Summary			
Project Lead:	ZJ Eskman			Budget	Actual Spending	Remaining budget	
				\$475,000		\$25,000	
		Materials		Fixed Costs			
Task/Item/Consultant	Units	\$/Unit	Material	Other	Allocated Budget	Actual Spending	Total:
Project Manager, TBD					\$25,000		
Landscape Architecture Design Firm, Sera Architects					\$125,000		
General Contractor, TBD					\$150,000		
Building Materials					\$150,000		
							\$450,000

# East Bay AIDS Memorial Garden: Statement of Support

March 27, 2023

Dear Parks and Recreation Advisory Committee,

East Bay Getting to Zero has gathered community support from throughout the East Bay HIV Community for the creation of the East Bay AIDS Memorial Garden through a collaboration between East Bay Getting to Zero's network collaborators and The Gardens at Lake Merritt.



EBGTZ's people living with HIV subcommittee (known as the Poz Plus working group) initiated the idea of establishing an AIDS memorial space in the East Bay in 2021. They identified a need for space that honors the East Bay HIV affected community, memorializes people lost to HIV/AIDS and inspires an environment for healing and reflection.

In 2022, with the support of the EBGTZ core team, EBGTZ steering committee, and the Oakland Mayor's office, the Poz Plus group identified partners, stakeholders, and a space for the future garden. The East Bay AIDS memorial garden will be located within The Gardens at Lake Merritt at 666 Bellevue Ave in Oakland. Within the Gardens, it will be nestled between the Mediterranean and Bonsai Gardens, next to a waterfall, a creek and a bridge.

The collective vision for the East Bay AIDS memorial garden is that it will be an ode to people living with HIV, in memoriam of those lost to the epidemic, and a space for intergenerational connection and dialogue about the legacy of the HIV and LGBTQ+ movements.

The following who have signed the memorial garden's statement of support indicate that they are supportive of the East Bay Getting to Zero coalition's plan to build an AIDS Memorial Garden at the Gardens at Lake Merritt in Oakland, CA to honor the East Bay HIV affected community, memorialize people lost to HIV/AIDS and inspire an environment for healing and reflection.

Sincerely submitted,

**Organizations:**

- **Oakland LGBTQ Community Center** - Joe Hawkins, CEO
- **Asian Health Services** - David Gonzalez, HIV Program Manager
- **HIV ACCESS** - Megan Crowley, Senior Program Manager

The HIV ACCESS consortium consists of seven Ryan White Part C funded clinics:

1. **Alameda Health System Adult Immunology Clinic at Hayward Wellness Center**
  2. **Alameda Health System Adult Immunology Clinic at Hayward Wellness Center at Highland Hospital**
  3. **Asian Health Services**
  4. **Bay Area Community Health**
  5. **La Clinica**
  6. **LifeLong Medical Care**
- **WORLD, Women Organized to Respond to Life-Threatening Diseases** - Denise Jones, Operations Manager
  - **Rainbow Community Center** - Dodi Zotigh, Interim Executive Director and Christian Aguirre, Adult and Family Programs Director
  - **Sutter Bay Hospital, EBAC** - Tony Sillemon, Director of Community Health
  - **CAL-PEP** - Lisa Ryan, Executive Director
  - **National Harm Reduction Coalition** - Laura Guzman, Executive Director
  - **The Source LGBTQ+ Center** - Brian Poth, Executive Director

# Letters of Support from District Leaders:

The following letters of support are from Carroll Fife, District 3 Councilmember, and previous Mayor Libby Schaaf. Updated letters can be submitted upon request.

# CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CA • 94612

Office of Carroll Fife  
Councilmember – District 3  
e-mail: cfife@oaklandca.gov

Phone (510) 238-7003  
Fax (510) 238-6910  
TDD (510) 839-6451

August 2, 2022

AIDS United  
1634 Eye Street, Suite 1100  
Washington, DC 20006-4003

Dear People Organizing Positively Review Committee,

Please accept this letter of support for East Bay Getting to Zero's (EBGTZ) efforts to meaningfully involve people living with HIV (PLWH) in their mission to advance health equity and promote healing for all people impacted by HIV. I support their inaugural legacy project to build an AIDS Memorial Garden in Oakland.

As the City Council representative for District 3 serving people living with HIV in the City of Oakland, I understand the importance of engaging the people most impacted in both planning and implementing programs. I know that EBGTZ shares our commitment to the principle of "nothing for us without us."

Through the Poz+ working group and related efforts, EBGTZ is ideally positioned to expand the meaningful involvement of PLWH in initiatives that support its mission, values, and strategic priorities. I am confident this work will ultimately improve the lives of the residents of Oakland by ensuring people with similar backgrounds have a seat at the table in planning community-wide programs that affect them, including the AIDS Memorial Garden project.

Best wishes,

A handwritten signature in blue ink, appearing to read "Carroll Fife", written over a light blue rectangular background.

Carroll Fife  
District 3 Councilmember  
City of Oakland



# CITY OF OAKLAND



1 FRANK H. OGAWA PLAZA • 3<sup>RD</sup> FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Libby Schaaf  
Mayor

(510) 238-3141  
FAX: (510) 238-4731  
TDD: (510) 238-3254

## **AIDS United**

1634 Eye Street, Suite 1100  
Washington, DC 20006-4003

August 4, 2022

Dear People Organizing Positively Review Committee,

On behalf of the people of Oakland, please accept this letter of support for East Bay Getting to Zero's (EBGTZ) inaugural legacy project to build an AIDS Memorial Garden at a public park in Oakland. We deeply appreciate EBGTZ's efforts to meaningfully involve people living with HIV (PLWH) in their mission to advance health equity and promote healing for all people impacted by HIV.

As a City that is home to many people living with HIV, we understand the importance of engaging the people most impacted in both planning and implementing programs. We know that EBGTZ shares our commitment to the principle of "nothing for us without us."

Through its Poz+ working group and related efforts, EBGTZ is ideally positioned to expand the meaningful involvement of PLWH in initiatives that support its mission, values, and strategic priorities. I am confident this work will ultimately improve the lives of Oaklanders by ensuring people with similar backgrounds have a seat at the table in planning community-wide programs that affect them, including the AIDS Memorial Garden project.

Please don't hesitate to reach out to my staff member, Jonathan Bair, at [jbair@oaklandca.gov](mailto:jbair@oaklandca.gov), if you have any questions about the City of Oakland's partnership with EBGTZ to build an AIDS Memorial Garden at one of our beautiful public parks.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".

Mayor Libby Schaaf  
Oakland, California

# Letter of Support from Friends of the Gardens

EBGTZ AIDS Memorial Garden  
AIDS United  
1634 Eye Street, Suite 1100  
Washington, DC 20006-4003

Carole Levenson and Tora Rocha, Co-Presidents,  
Friends of the Gardens at Lake Merritt  
P.O. Box 10895, Oakland, CA 94610  
GardensatLakeMerritt.org

March 15, 2023

Dear Congresswoman Barbara Lee,

Regarding the Appropriations Committee for Community Project Funding,

On behalf of The Friends of the Gardens at Lake Merritt, please accept this letter of support for East Bay Getting to Zero's (EBGTZ) efforts to meaningfully involve people living with HIV (PLWH) in their mission to advance health equity and promote healing for all people impacted by HIV. We enthusiastically endorse their inaugural legacy project to build an AIDS Memorial Garden in Oakland.

Through its Poz+ working group and related efforts, EBGTZ is ideally positioned to expand the meaningful involvement of PLWH in initiatives that support its mission, values, and strategic priorities. We are confident this work will ultimately improve the lives of clients/constituents by ensuring people with similar backgrounds have a seat at the table in planning community-wide programs that affect them, including the AIDS Memorial Garden project.

Please don't hesitate to reach out to us if you have any questions about The Gardens at Lake Merritt, and the Friends' agreement to partner with EBGTZ to provide a place of respite and memory for those whose lives have been impacted by HIV.

With Gratitude for the work you do,



Carole Levenson, Co-President

Tora Rocha, Co-President

Friends of the Gardens at Lake Merritt

3/15/23

**Signature:** *Hank Phan*

**Email:** hphan@oaklandca.gov

**Signature:**   
Donte Watson (Apr 5, 2023 12:08 PDT)

**Email:** dwatson@oaklandca.gov



**CITY OF OAKLAND**  
**Oakland Parks, Recreation & Youth Development**

**TO:** Princess Allen, Chair, Parks & Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Special Events Coordinator  
**DATE:** April 12, 2023  
**SUBJECT: REQUEST APPROVAL TO ALLOW ART DECO SOCIETY OF CALIFORNIA TO COLLECT FUNDS ONSITE FOR TICKET SALES AT THE DOOR, SALES OF MERCHADISE, SALES OF ALCOHOLIC AND COLLECTIONS OF DONATIONS AT THE “HOW TO GASTBY” EVENT TO BE HELD AT LAKESIDE PARK GARDEN CENTER SUNDAY, AUGUST 13, 2023, FROM 9:00AM-7:00PM.**

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**SUMMARY**

Oakland Parks, Recreation & Youth Development received a request from Art Deco Society of California (ADSC) a non-profit organization that was founded in 1981, their mission is to promote the preservation of Bay Area Art Deco era architecture and to educate the public on the era which generally covers the 1920s to the 1940s. The Art Deco Society of California is requesting approval to collect funds onsite for tickets sales at door, sales of merchandise by vendors, sales of alcoholic beverages and collect donations at the “How To Gatsby” Event to be held at Lakeside Park Garden Center on Sunday, August 13, 2023. The applicant is aware of the additional permits required. Approval from Parks and Recreation Advisory Commission is required per O.M.C. Section 12.64.080.

**FISCAL IMPACT**

Art Deco Society of California is paying all fees associated with the event estimated at \$1785.00

**PROJECT/PROGRAM DESCRIPTION**

“How to Gatsby” is an educational and preparatory event for the Gatsby Summer Afternoon Event. The event is geared primarily to first time picnic attendees. There are two purposes. First, there will be multiple presentations on picnic related topics such as what to expect at the event, how to put together an easy to transport picnic, what types of picnic items would have been common in the 1920s, common historic picnic food, and clothing styles of the era. Second, local vendors who specialize in vintage clothing, jewelry, and similar items sell their items. This gives vendors access to around 100 people over the course of the afternoon who are interested in finding an outfit and other items appropriate for a summer picnic.

**BACKGROUND**

The ADSC is a 501(c)(3) non-profit organization that was founded in 1981 by architectural historian Michael Crowe along with other preservationists in the San Francisco Bay Area. Based in Oakland, the ADSC’s primary mission is to promote the preservation of Bay Area Art Deco era architecture and to educate the public on the era which generally covers the 1920s to the 1940s. They do this by being an active participant in both bringing attention to and submitting comments and perspectives around local preservation efforts. Lately the board members and greater organization membership have been involved with movements to preserve local theaters such as the Castro Theatre in San Francisco. Each year we present the annual Art Deco Preservation Awards to show appreciation and

recognition of individuals and organizations that have had an impact on California preservation work.

**RECOMMENDATION**

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Art Deco Society of California to collect funds onsite for tickets sales at door, sales of merchandise by vendors, sales of alcoholic beverages and collect donations at the “How To Gatsby” Event to be held at Lakeside Park Garden Center on Sunday, August 13, 2023, 9:00AM-7:00PM.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Special Event Coordinator

/s/ Dana Riley

Approved by:

Dana Riley

Interim Director

Attachments: Exhibit A – Art Deco Society of California Proposal Letter  
Exhibit B – Non-Profit Certificate (501c3)



ART DECO SOCIETY OF CALIFORNIA  
PO Box 5539 Berkeley, CA 94705

Proposal Letter for "How To Gatsby" Event at **Lakeside Park Garden Center, August 13, 2023**

To: Oakland Parks and Recreation Advisory Commission

Commission Members,

The Art Deco Society of California (ADSC) is writing this letter to request permission to collect funds at an event that we are planning to hold on August 13, 2023 at the Lakeside Park Garden Center. This event is called "How to Gatsby".

### **History of the ADSC**

The ADSC is a 501(c)(3) non-profit organization that was founded in 1981 by architectural historian Michael Crowe along with other preservationists in the San Francisco Bay Area. Based in Oakland, the ADSC's primary mission is to promote the preservation of Bay Area Art Deco era architecture and to educate the public on the era which generally covers the 1920s to the 1940s. We do this by being an active participant in both bringing attention to and submitting comments and perspectives around local preservation efforts. Lately our board members and greater organization membership have been involved with movements to preserve local theaters such as the Castro Theatre in San Francisco. Each year we present the annual Art Deco Preservation Awards to show appreciation and recognition of individuals and organizations that have had an impact on California preservation work.

We also host numerous educational events throughout the year. These events are often in the form of a lecture or presentation by local preservationists on topics ranging from architecture to dance to clothing. We have also recently hosted talks and performances by creators such as Academy Award-nominated filmmaker Arthur Dong ("Hollywood Chinese"), local writer Jasmin Darznik ("The Bohemians"), and a concert by singer/pianist Kate Garner.

The organization hosts two large events yearly. The Art Deco Preservation Ball is a formal event that celebrates a different historic venue each year with live music and dance performances, and is where the Preservation Awards are presented. This year it will be at the Paramount Theatre in Oakland. The Gatsby Summer Afternoon is a large outdoor picnic that the ADSC has hosted at the Dunsmuir Estate in Oakland for the last three decades. It aims to re-create a picnic in the style of one that might have been attended by characters in "The Great Gatsby" in the early 1920s including large picnic spreads, live music by a big band, and dance performances by Bay Area dance troupe The Decobelles.

## **Overview of the Event on August 13, 2023**

The event that we will be hosting at the Lakeside Park Garden Center is called "How to Gatsby". It is an educational and preparatory event for the Gatsby Summer Afternoon, taking place around a month ahead of time. The event is geared primarily to first time picnic attendees. There are two purposes. First, there will be multiple presentations on picnic related topics such as what to expect at the event, how to put together an easy to transport picnic, what types of picnic items would have been common in the 1920s, common historic picnic food, and clothing styles of the era. Second, we invite local vendors who specialize in vintage clothing, jewelry, and similar items to set up a table where they can sell their items. This gives these vendors access to around 100 people over the course of the afternoon who are interested in finding an outfit and other items appropriate for a summer picnic. We expect around 8 vendors to be in attendance.

## **Request to Collect Funds**

We would like permission to collect funds at the event. There are four types of funds:

1. Most importantly, we would like permission for the vendors that we invite to collect funds from sales of vintage clothing and related items. These vendors are vetted by the organizers and have established businesses. They agree to follow all rules and laws regarding retail sales. The ADSC does not charge a booth fee or take a cut of any monies collected. Our primary goal is to give attendees easy access to these vendors in one location and to give local small businesses an opportunity to sell to a large gathered audience. We do not require our vendors to disclose the amounts of their total sales. However, last year there were 8 vendors with an estimated sales of \$500-\$1000 per vendor.

2. Door ticket sales are a smaller part of funds that may be collected. The event is ticketed and we urge our attendees to purchase tickets online ahead of time. However, at prior events, a small percentage of attendees showed up without a ticket. Our admission is \$15 for ADSC members and \$20 for non-members. Last year we had approximately \$300 in door ticket sales.

3. Donations are not requested at this event, but there have been some made in the past. Last year we collected approximately \$300 in donations to the ADSC.

4. In the past we have obtained a day use permit to serve beverages, including those with alcohol, and hired a trained bartender to prepare and serve them. Last year we collected around \$1050 in beverage sales.

Funds collected by vendors are kept entirely by each vendor and benefit them only. Funds collected by the ADSC help to pay for the cost of the event with any excess funds being kept by the ADSC to go toward future events.



Thank you for considering our request. We look forward to a fun and well attended event!

Sam Rislove Etler

Programs Committee Co-Chair

Art Deco Society of California

The Art Deco Society of California is a California 501(c)3 non-profit organization.

Our tax ID number is 94-286-1596.



**Internal Revenue Service**

**Department of the Treasury**

District  
Director

P.O. Box 2350 Los Angeles, Calif. 90053

**ART DECO SOCIETY OF  
CALIFORNIA  
100 BUSH STREET STE 511  
SAN FRANCISCO, CA 94104-3908**

Person to Contact:

**L BARRAGAN**

Telephone Number:

**(213) 894-2336**

Refer Reply to:

**EO(081792)**

Date:

**SEPTEMBER 14, 1992**

**RE:ART DECO SOCIETY OF CALIFORNIA  
94-2861596**

**GENTLEMEN:**

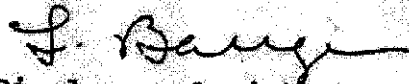
This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in JULY 1984, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 170(b)(1)(A)(vi).

This letter is to verify your exempt status and the fact that the determination letter issued in JULY 1984 continues to be in affect.

If you are in need of further assistance, please feel free to contact our office at the above address or telephone number.

Sincerely,



Disclosure Assistant