

CITY OF OAKLAND

Parks and Recreation Advisory Commission



AGENDA FOR REGULAR MEETING

Date: Wednesday, April 9, 2025

Time: 4:30 PM

Location: Lakeside Park Garden Center, 666 Bellevue Avenue

Remote access instructions:

The following options are available to join this meeting remotely via Zoom;

- To join online, please click on the following link: <https://us06web.zoom.us/j/86104466583>.
- To join by phone, please use one of the options below:
 - One-tap mobile.
 - +14086380968,,89676813696# US (San Jose), +16694449171,,89676813696# US
 - Dial one of the numbers below for higher quality based on your current location.
 - +1 669 900 6833 US (San Jose), +1 408 638 0968 US (San Jose),
 - +1 669 444 9171 US, +1 253 215 8782 US (Tacoma),
 - +1 346 248 7799 US (Houston), +1 719 359 4580 US, +1 253 205 0468 US,
 - +1 309 205 3325 US, +1 312 626 6799 US (Chicago), +1 360 209 5623 US,
 - +1 386 347 5053 US, +1 507 473 4847 US, +1 564 217 2000 US,
 - +1 646 876 9923 US (New York), +1 646 931 3860 US, +1 689 278 1000 US,
 - +1 301 715 8592 US (Washington DC), +1 305 224 1968 US
 - International numbers are available at <https://us06web.zoom.us/u/kdb93ywcTp>.
 - Webinar ID: 861 0446 6583.

How to submit Public Comment before and during the meeting:

1. To submit comments for review by the Commission before the meeting date, email comments to publiccomments2prac@oaklandca.gov.
2. To comment in person during the meeting, please complete a Speaker Card and provide to meeting coordinators before the Chair opens the floor to Public Comment on that Item. Each speaker will be called to the podium by name and permitted to comment for the allotted time.
3. To comment during the meeting online, click “Raise Your Hand” when prompted. When it is your turn to speak, please unmute yourself. You will be permitted to comment on the open Item for the allotted time and re-muted. See instructions on how to “Raise Your Hand” here: https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0068290.
4. To comment during the meeting by phone, please call one of the phone numbers listed above. You will be prompted to “Raise Your Hand” by dialing *9 to request to speak. When it is your turn, please unmute yourself by dialing *6. You will be permitted to comment on the open Item for the allotted time and re-muted.

If you have questions, email publiccomments2prac@oaklandca.gov or contact Oakland Parks, Recreation and Youth Development at 510-238-7275. Thank you.

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NOTE: Public Comment will be taken during this meeting as follows...

- If you have a comment to make about an Item on this agenda, you may do so after the Chair opens the floor to Public Comment on that Item.
- If you have a comment to make about a topic that is not on this agenda, you may do so under **Items 5 and 10**, Open Forum and Continuation of Open Forum.

Agenda Items

1. Call to Order
2. Roll Call / Determination of Quorum
 - Alper, Barach, Cervantes, Henderson, Kos-Read, Omolo, Thomas, Tran, Watkins, Whitmore
3. Modification of the Agenda
4. Disposition of Minutes
 - Draft minutes from regular meeting on **March 12, 2025**.
5. Open Forum
 - Comment on all items not on this agenda will be taken at this time.
6. Measure Q Update
 - Monthly OPW Informational Report on Measure Q and Performance Measure Updates.
 - No report this month.
 - 6A. PRAC Discussion and formation of Measure Q Ad-Hoc Committee.
7. New Business
 - 7A. Informational report for the installation of fitness equipment along the Courtland Creek Park trail.
 - 7B. Request approval for Crisis Support Services to collect donations from supporters at their 5k Healing Hearts Walk/Run for Suicide Prevention to be held at Lakeside Park (bandstand) on Saturday, May 17, 2025, from 7:00am -1:00pm.

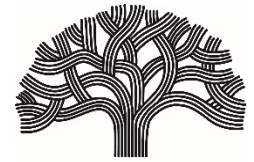
AGENDA FOR REGULAR MEETING

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CITY OF OAKLAND

- 7C. Request approval for Oakland Rebels Youth Basketball Club to collect onsite donations, ticket sales at door, sales of beverages (alcohol and non-alcohol), raffle tickets and host silent and live auction at their Crab Feed Fundraiser to be hosted at Lakeside Park Garden Center on Sunday, April 27, 2025, from 4:00pm-9:00pm.
- 7D. Request approval for False Profit, Inc to collect cash donations onsite at their Spring Training Music Event hosted at Joaquin Miller Park (Baywood, Fernwood and Pinewood picnic sites) on Saturday, May 17, 2025, from 10:00am – 7:00pm.
- 7E. Request approval for Keep Oakland Beautiful to host a silent auction at their fundraising event to be hosted at Lakeside Park Garden Center on Saturday, May 10, 2025, from 5:00pm-8:00pm.
- 7F. Request approval for Mental Health Association of Alameda County to collect on-site donations, sales of merchandise, food, alcohol and non-alcoholic beverages at the fundraising concert event hosted at Dunsmuir Hellman Historical Estate Saturday, June 21, 2025, from 1:00pm-5:00pm.

8. Planning and Conditional Use Permits (CUPs)

9. Update from the Director, Committees, and Announcements

10. Continuation of Open Forum

- All final comments on items not on this agenda will be taken at this time.

11. Adjournment

AGENDA FOR REGULAR MEETING

Parks and Recreation Advisory Commission

Date: Wednesday, April 9, 2025

Time: 4:30 PM

Location: Lakeside Park Garden Center, 666 Bellevue Avenue



Visit [PRAC's website](#) for Agendas, Meetings, Minutes, and more information.

Next Regular PRAC Meeting

Date: Wednesday, May 14, 2025

Time: 4:30 PM

Location: Lakeside Park Garden Center, 666 Bellevue Avenue

Accessibility Information:

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 or call Oakland Parks, Recreation and Youth Development at (510) 238-7275 or TDD/TTY (510) 238-3254 at least ten (10) days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities. Thank you.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantonés, Mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a publiccomments2prac@oaklandca.gov o llame al (510) 238-7275 o (510) 238-3254 por lo menos cinco (5) 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 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。

CITY OF OAKLAND

Parks and Recreation Advisory Commission



DRAFT MINUTES FOR REGULAR MEETING

Date: Wednesday, March 12, 2025

Time: 4:30 PM

Location: Lakeside Park Garden Center, 666 Bellevue Avenue

Agenda Items

1. Call to Order: **4:47 pm.**

2. Roll Call / Determination of Quorum

Alper, Barach, Cervantes, Henderson, Kos-Read, Omolo, Snyder, Thomas, Tran, Watkins, Whitmore

Present (6): Chair Barach, Vice Chair Omolo, Commissioners Alper, Cervantes, Kos-Read, Thomas

Remote (1): Commissioner Whitmore

Excused (4): Commissioners Henderson, Snyder, Tran, Watkins

Absent (0):

Action: Quorum confirmed.

– **Commissioner Whitmore requested to participate in the meeting remotely.**

Motion: Chair Barach entertained a motion to approve remote attendance for Commissioner Whitmore.

Moved by: Commissioner Kos-Read

Seconded by: Commissioner Thomas

Vote: Yes (6) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas
No (0)

Action: Motion Passed.

3. Modification of the Agenda

– **Agenda Item 7D to be heard before 7A.**

Motion: Chair Barach entertained a motion to approve the agenda with modifications.

Moved by: Vice Chair Omolo

Seconded by: Commissioner Cervantes

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

4. Disposition of Minutes

- Approval of draft minutes from regular meeting on **February 12, 2025.**
- Approval of draft minutes from special meeting on **February 26, 2025.**

Motion: Chair Barach entertained a motion to approve the minutes.

Moved by: Commissioner Thomas

Seconded by: Commissioner Alper

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

5. Open Forum

Comment on all items not on the agenda are taken at this time.

In-Person: 0

Remote: 0

Email: 0

6. Measure Q Update

- Monthly OPW Informational Report on Measure Q and Performance Measure Updates.
 - Measure Q Budget Update
 - Staffing Update

Public Comment

In-Person: 1

Remote: 1

Email: 0

Motion: Chair Barach entertained a motion to receive and file the Measure Q report.

Moved by: Vice Chair Omolo

Seconded by: Commissioner Kos-Read

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

7. New Business

7D. Letter on projected Fiscal Year (FY) 2025 – 2027 Measure Q budget shortfall.

Public Comment

In-Person: 0

Remote: 0

Email: 0

Motion: Chair Barach entertained a motion to send letter on behalf of PRAC.

Moved by: Commissioner Cervantes

Seconded by: Commissioner Alper

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

- 7A. Request approval from the Parks and Recreation Advisory Commission for the American Brain Tumor Association to collect on-site registration fees and donations at the breakthrough for Brain Tumors 5k Run & Walk to be hosted at Lakeside Park (Fairlyland grassy area) on Saturday, September 6, 2025, from 8:00am-4:00pm.

Public Comment

In-Person: 0

Remote: 0

Email: 0

Motion: Chair Barach entertained a motion approve the request.

Moved by: Commissioner Tran

Seconded by: Commissioner Kos-Read

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

- 7B. Request approval from the Parks and Recreation Advisory Commission for San Leandro Education Foundation to collect onsite donations and host silent/live auction at the spring fling fundraising event to be hosted at Dunsmuir Hellman Estate Pavilion on Friday, March 21, 2025, from 5:30pm-9:30pm.

Public Comment

In-Person: 0

Remote: 0

Email: 0

Motion: Chair Barach entertained a motion to approve the request.

Moved by: Commissioner Cervantes

Seconded by: Commissioner Kos-Read

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

- 7C. Request approval from the Parks and Recreation Advisory Commission for Attitudinal Healing Connection (AHC) Center for ArtEsteem to collect donations and sales of artwork at their art exhibit to be hosted at Studio One Art Center on Saturday, April 26, 2025, from 1:00pm to 4:00pm.

Public Comment

In-Person: 0

Remote: 0

Email: 0

Motion: Chair Barach entertained a motion to approve the request.

Moved by: Vice Chair Omolo

Seconded by: Commissioner Cervantes

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

8. Planning and Conditional Use Permits (CUPs)
– **None.**

9. Update from the Director, Committees, and Announcements

Announcements:

- Chair Barach updated the PRAC on the meeting held regarding the unauthorized Joaquin Miller Park cycle track. The meeting was held at the same time as the special PRAC meeting. In attendance were the Friends of Joaquin Miller Park group, the OPRYD director, and a representative from OPW. In this meeting, the OPRYD director advised the City's capacity to enforce park rules and oversee volunteer activities.
- Commissioner Kos-Read advised Oakland Roots's season launch the coming Saturday at the Coliseum.

10. Continuation of Open Forum

- Final comments on items not on the agenda are taken at this time.

In-Person: 0

Remote: 0

11. Adjournment: **6:32 pm.**

Motion: Chair Barach entertained a motion to adjourn the meeting.

Moved by: Commissioner Kos-Read

Seconded by: Commissioner Alper

Vote: Yes (7) Alper, Barach, Cervantes, Kos-Read, Omolo, Thomas, Whitmore
No (0)

Action: Motion Passed.

DRAFT

Next Regular PRAC Meeting

Date: Wednesday, April 9, 2025

Time: 4:30 PM

Location: Lakeside Park Garden Center, 666 Bellevue Avenue

Visit [PRAC's website](#) for Agendas, Meetings, Minutes, and more information.

Respectfully Submitted,



Jasmine S. Bellow
Executive Assistant to the Director
PRAC Recording Secretary

DRAFT

CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development



TO: Marc Barach, Chair, Parks and Recreation Advisory Commission
FROM: Quincy Williams, Assistant Capital Improvement Project Coordinator, OPRYD
DATE: April 4, 2025
SUBJECT: INFORMATIONAL REPORT FOR THE INSTALLATION OF FITNESS EQUIPMENT ALONG THE COURTLAND CREEK PARK TRAIL

SUMMARY

This informational report addresses PRAC’s request for additional financial details concerning installing fitness equipment and a water fountain at Courtland Creek Park. Courtland Creek Park is a linear park in East Oakland, adjacent to High Street, Brookdale Avenue, Thompson Street, and Courtland Avenue. Currently, no exercise equipment is available at the park.

Oakland Public Works collaborated with the Melrose Neighborhood Council and residents to identify the improvements the community would like to see at Courtland Creek Park. This project began as a Projects & Grants Management (PGM) initiative aimed at transforming a "National Fitness Challenge (NFC) Fitness Court" into a series of fitness equipment installations throughout the park. The project was later modified through a change order with the Watershed and Stormwater Management Division.

The staff presented the Courtland Creek Fitness Equipment project during the PRAC meeting on January 8, 2025. While PRAC expressed support for the report, the Commissioners raised concerns regarding the project's total cost, which is estimated at \$250,000. They questioned whether this amount was too high given the project as it was presented. This report aims to address the questions raised by PRAC and provides a revised breakdown of the project's costs.

BACKGROUND / LEGISLATIVE HISTORY

On January 8, 2025, OPRYD presented a report to PRAC to support a minor conditional use permit for installing fitness equipment and a water fountain at Courtland Creek. That report provided a total cost estimate of \$250,000 for multiple projects at the site, including installing fitness equipment and a water fountain and repaving a basketball court. This report clarifies the total cost (\$250,000 for all three projects) and provides a breakdown of the price for installing the fitness equipment and water fountain (\$98,339.88). Below are the questions asked by the PRAC and the response from the project manager and OPW staff, Henry Choi:

PRAC: The \$250k mentioned in Henry's email covers two projects (exercise equipment/fountain and court resurfacing), which contradicts prior presentations and discussions.

RESPONSE: It's a little confusing as two parts of this project shared the same project number (exercise equipment/fountain and basketball court resurfacing). The \$250k mentioned was for both, as in the original report. OPW maintenance is in charge of the resurfacing part of the project, so the \$75k was subtracted from the overall \$250k budget, which left \$175k for the fitness equipment/fountain.

QUESTION: The exercise equipment project may cost around \$80k—\$100k, not the previously estimated \$175k or \$250k.

RESPONSE: The estimated cost when the CIP was adopted was \$175k or \$250k. The contractor quotes the cost of exercise equipment.

QUESTION: The cost of the exercise equipment has increased by \$20k in Henry's March 2024 estimate compared to the January 2025 voting packet.

RESPONSE: The cost of the exercise equipment should match what the contractor quoted. The added cost from March 2024 was for construction management and project management's estimated cost for the project.

FISCAL IMPACT

This fitness equipment project will further enhance Courtland Creek Park, where the Courtland Creek Restoration Project (Restoration Project) is also located. The Restoration Project is part of the Measure DD Lake Merritt Water Quality Program, approved by the Oakland City Council in 2005. The City of Oakland's Measure DD bond for Clean Water and Safe Parks (Measure DD) was approved by Oakland's voters in 2002 and has provided funding for programs to improve water quality at Lake Merritt, restore creeks and parks, acquire open space, and preserve watersheds. PRAC supported a staff report for the Restoration project in January 2024. Measure Q will fund three projects: resurfacing the basketball court, installing fitness equipment, and installing a water fountain. The fiscal impact for the three items as a whole is \$250,000. The breakdown of costs associated with these projects is as follows:

- The City has budgeted \$75,000 for resurfacing the basketball court.
- The remaining \$175,000 is allocated for Courtland Creek Fitness Equipment.
- A proposal request was sent in Spring 2024 to the contractor working at Courtland Creek to install a water fountain and seven fitness equipment stations.
- The contractor's quote for the water fountain is \$17,828.34.
- The cost per fitness equipment is \$7,130.22, totaling \$49,911.54 for seven units.
- The total contractor quote (including equipment and labor) is \$67,739.88.
- Construction management is estimated at 20% of the project, totaling \$13,600.00.
- Project management is estimated at 25% of the project, totaling \$17,000.00.
- The total estimated cost for the fitness equipment and water fountain installation is \$98,339.88.

Any remaining unused funds will be returned to OPRYD for use on existing projects that meet Measure Q criteria.


The following is a comment from PRAC Chair Marc Barach on Thursday, April 3, 2025:
The cost of the equipment, including tax and freight, is just under \$30k, not \$50k as described. The number that Hank put forth in March 2024 was a gross estimate that priced all the exercise stations the same, while in fact, they range in price from ~\$2k to ~\$6k. The actuals are in the Jan PRAC packet and can be seen on the Playtime website. That brings the project cost to about \$78k, as opposed to \$98k.

OPRYD concurs with Chair Barach's assessment and will follow up with OPW-Projects and the Grants Management Team to clarify the costs for this project before installation.


COORDINATION

The installation of these items resulted from coordination with the City of Oakland Staff from the Oakland Public Works (OPW) Watershed and Stormwater Management Division (WSMD) and Oakland Parks, Recreation, and Youth Development (OPRYD).

Respectfully submitted,


[Quincy Williams \(Apr 4, 2025 12:06 PDT\)](#) (Signature)

Prepared by:
Quincy Williams
Assistant Capital Improvement Project Coordinator, OPRYD


[Harith Aleem \(Apr 4, 2025 12:37 PDT\)](#) (Signature)

Reviewed by:
Harith Aleem
Assistant Director, OPRYD


[Fred Kelley \(Apr 4, 2025 12:39 PDT\)](#) (Signature)

Approved by:
Fred Kelley
Director, OPRYD



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Marc Barach, Chair, Parks and Recreation Advisory Commission
FROM: Tanya Nicholson, Public Service Representative
DATE: March 10, 2025
SUBJECT: REQUEST APPROVAL FOR CRISIS SUPPORT SERVICES TO COLLECT DONATIONS FROM SUPPORTERS AT THEIR 5K HEALING HEARTS WALK/RUN FOR SUICIDE PREVENTION TO BE HELD AT LAKESIDE PARK (BANDSTAND) ON SATURDAY, MAY 17, 2025, FROM 7:00AM - 1:00PM.

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Binh Au, MSW with Crisis Support Services, a non-profit organization, supporting youth, adults and families dealing with depression, mental illness, and suicide. Crisis Support Services is requesting to collect onsite donations from supporters at their 5K Healing Hearts Walk/Run to be held at Lakeside Park (Bandstand) on Saturday, May 17, 2025. Client 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

Crisis Support Services is paying all rental fees associated with the event estimated at \$636.90.

PROJECT / PROGRAM DESCRIPTION

Crisis Support Services provides free 24-hour crisis intervention and suicide prevention services in Alameda County since 1966. As an affiliate of the National Suicide Prevention Hotline, Crisis Support Services answer nationwide calls originating from the Bay Area. In the past Crisis Support Services has hosted their annual mental health education event at Lakeside Park (Bandstand) and would like the Commission's approval to collect the suggested donation of \$30 onsite.

The estimated attendance is 200.

BACKGROUND / LEGISLATIVE HISTORY

Since 1966, Crisis Support Services has aided those in need dealing with depression, mental illness, and suicide. Their free mental health services go beyond education, counseling, and crisis intervention to also provide support groups for suicide attempters and the survivors of suicide, as well as services to the chronically mentally ill. They offer a safety net to those in distress. They are requesting onsite collection of donations. All proceeds go towards their Community Health Education Programs.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Crisis Support Services to collect onsite donations at the annual Healing Hearts Walk for Suicide Prevention held at Lakeside Park (Bandstand) on Saturday, May 17, 2025, 7:00am-1:00pm.

Respectfully submitted,

/s/ Tanya Nicholson

Prepared by:

Tanya Nicholson

Public Service Representative

/s/ Zermaine Thomas

Approved by:

Zermaine Thomas

Special Events Coordinator

Attachments: Exhibit A – Crisis Support Services Proposal Letter
Exhibit B – Crisis Support Services Post Event Report



CRISIS SUPPORT SERVICES
of Alameda County

March 07th, 2025

Parks and Recreation Advisory Commission
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

Dear Friends:

Thanks so much for considering our request to rent the Edoff Bandstand in Lakeside Park on Lake Merritt. We are very excited by the prospect of holding our Healing Hearts Walk/Run/Move for Suicide Prevention on Saturday May 17th, 2025. The hopes for the event is to bring families, friends, and communities together to acknowledge the issue of suicide prevention, get fresh air and exercise and also raise much-needed funds for Crisis Support Services of Alameda County to support our work.

Crisis Support Services of Alameda County operates a 24-hour hotline, text line, provides school and community-based counseling, and also school and community-based educational presentations. All of our services are focused on reducing suicide and crisis, and improving wellness in our communities. Since the advent of the "988" fast dial number we have seen our call volume almost double and require that we find more avenues to raise funds to support our expansion.

In terms of the amount of money collected, the event is free to the public. We suggest a donation of \$30 and that money will be mainly collected online at <https://www.crisissupport.org/HealingHearts>.

Our Impact This Year

- 705 calls (89.5%) with medium-high suicide risk were resolved without the use of police intervention. This is in part possible with emergency outreach calls, counselor de-escalation, and the advent of other forms of crisis care such as mobile crisis teams.
- 55,211 988 Lifeline and Crisis Line Calls
- 4,884 Crisis Text Sessions
- 52 Volunteers trained
- 213 Adults, 109 Youth Clinical Department Therapy Clients
- 217 referrals to other providers
- 462 referrals to crisis services
- 6,223 Adults, 12,386 Youth Served by Community Education

CRISIS SUPPORT SERVICES OF ALAMEDA COUNTY

HEALING HEARTS
WALK/RUN/MOVE!
FOR SUICIDE PREVENTION

MAY 17, 2025

www.crisissupport.org

Crisis Support Services of Alameda County
P.O. Box 3120
Oakland, CA 94609

Board Officers

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- Stephanie Mann, Vice President
- Carter Mehl, Ph.D., Vice President
- Barbara Ziontz, CFP, Treasurer
- Muneeerah Saafir, Secretary
- Wendy Jameson, Nominating Committee Chair

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- Kevin Slattery
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- Niel Sterud III
- Joe Stein, Vol. Rep.

Executive Director

Narges Zohoury Dillon, LMFT

Accredited by

The American Association of Suicidology
International Council for Helplines

Member

Behavioral Health Collaborative of Alameda County

Bay Area Suicide and Crisis Intervention Alliance

988 Suicide and Crisis Lifeline

This event has been sponsored by local businesses and agencies including:

- Falck Alameda County
- Anthem Blue Cross
- Kaiser Permanente
- Bonita House
- Stanford Health Care - Valley Care
- Exelixis, Inc.
- Lane Partners
- Bay Area Community Services
- John Muir Health Foundation
- Telecare Corporation
- VistaGen Therapeutics
- Mental Health Association of Alameda County (MHAAC) - FERC
- Alameda Medical Systems/ John George Hospital

Each year, we hold a Health and Wellness Fair which consists of 17-20 tables of community and social services groups. Past participants have included (and will hopefully include again!):

- ❖ A Sista's Touch
- ❖ Alameda County Crisis System of Care
- ❖ Alameda Health Systems/John George Psychiatric Hospital
- ❖ American Foundation for Suicide Prevention
- ❖ Anthem Blue Cross
- ❖ Bay Area Community Services
- ❖ Bay Area Women Against Rape
- ❖ Bonita House
- ❖ Falck Northern California
- ❖ Family Paths
- ❖ FERC - Mental Health Association of Alameda County (MHAAC)
- ❖ Fred Finch Youth and Family Services
- ❖ La Familia
- ❖ La Familia Si Se Puede
- ❖ RJOY (Restorative Justice for Oakland Youth)
- ❖ Rogers Behavioral Health Foundation
- ❖ Stanford Health Care - Valley Care

In addition to any donations people will make onsite, which we estimate to be less than \$200, the only other collection of money onsite will be for a raffle where we hope to sell \$300 worth of raffle prizes (from donations from the local community). All monies raised at this event will be used exclusively for the benefit of Crisis Support Services of Alameda County programs to help further our mission.

Thank you so much for considering our proposal and do contact me if you have any questions about this event or CSS and the work we do.

Binh Au, MSW

Operations Officer. healinghearts@crisissupport.org 510/708-8669



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: Healing Hearts: Walk/Run/Move for Suicide Prevention

Location of Event: Lakeside Park at Lake Merritt

Date/Hours of Event: May 4th, 2024 9am-1pm Permit No. _____

Event Contact Name: Binh Au Phone No. 510-708-8669

Event Contact Address: 6117 Martin Luther King Jr Way, Oakland CA 94609

Is this a "first time" event at this location? Yes No If no, when was the event held previously? May 2019

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?

<input type="checkbox"/> OPD Special Events Permit	<input checked="" type="checkbox"/> Food Handler's Permit	<input type="checkbox"/> Seller's Permit
<input checked="" type="checkbox"/> Charitable Solicitations Permit	<input checked="" type="checkbox"/> Certificate of Insurance	<input type="checkbox"/> Other -- Please list

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 125
2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
3. If yes, how many people registered? 10 How many people made donations? 40 people
4. What was the cost for registration? Free
5. How much was collected on site from registration fees? _____
6. How much was collected on site from donations? \$446
7. How much was collected on site from other fees? _____

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
See attached List				

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.)

Cancel the event if it rains.

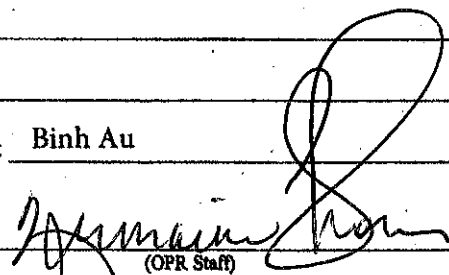
List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

N/A

Submitted by: Binh Au

Date: 3/10/2025

Approved by:



(OPR Staff)

Date: 3-11-25

Comments:

The following Agencies provided Information at our health and wellness fair. No goods or services were sold at the event.

A Sista's Touch
ACBH Crisis Services System of Care
Afghan Coalition
Alameda Health System/John George Psychiatric Hospital
American Foundation for Suicide Prevention
Anthem Blue Cross
Arise Program, Bay Area Community Health
Bay Area Community Services
Berkeley Youth Alternatives
Black Men Speak, Inc
Bonita House
Bully Talk Inc
Diversity in Health Training Institute
Eden I&R /211 Alameda County
Family Paths
IRC Oakland
KIPP Norcal
La Familia Counseling Services
La Familia IHOT
Lifelong Medical Care
Roots Community Health
S.H.A.D.E Movement
Stanford Health Care Tri-Valley
Supportive Housing Community Land Alliance (SHCLA)
Sutter Health
Taulama for Tongans
West Oakland Health



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Marc Barach, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Special Event Coordinator
DATE: March 21, 2025
SUBJECT: REQUEST FROM OAKLAND REBELS YOUTH BASKETBALL CLUB TO COLLECT ONSITE DONATIONS, TICKET SALES AT DOOR, SALES OF BEVERAGES (ALCOHOL AND NON-ALCOHOL), RAFFLE TICKETS AND HOST SILENT AND LIVE AUCTION AT THEIR CRAB FEED FUNDRAISER TO BE HOSTED AT LAKESIDE PARK GARDEN CENTER ON SUNDAY, APRIL 27, 2025, FROM 4:00PM-9:00PM.

SUMMARY

Oakland Parks, Recreation and Youth Development received a request from Oakland Rebels Youth Basketball Club, a non-profit organization, founded in 1987, which helps kids develop both academic and social skills, as well as their basketball skills. Their emphasis is essentially the participants academic performance requires the participants to maintain a high GPA to participate in their athletic program. They provide their student athletes with services such as academic tutors and mentors in both school and life. The Oakland Rebels Youth Basketball Club is requesting to collect ticket sales at the door, collection of onsite donations, sales of alcohol and non-alcohol beverages and to host a silent/live auction at their Crab Feed fundraiser to be held at Lakeside Park Garden Center on April 27, 2025. The event organizer 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

There is a positive fiscal impact Oakland Rebels Youth Basketball Club is paying all the rental fees associated with the event estimated at \$880.40.

PROJECT / PROGRAM DESCRIPTION

This event is an all-you-can-eat crab feed, that will provide 3-6 pounds of Dungeness Crab per person. There will be live entertainment, sales of raffle tickets, silent and live auctions. Oakland Rebels Youth Basketball parents, guardians, and staff members are invited to join this event. There will be presales of tickets and day of event tickets sold at the door along with food, drinks, and entertainment.

BACKGROUND / LEGISLATIVE HISTORY

Oakland Rebels Youth Basketball Club, a non-profit organization, founded in 1987, which helps kids develop both academic and social skills, as well as their basketball skills.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Oakland Rebels Youth Basketball Club to collect ticket sales at the door, collection of onsite donations, sales of alcohol and non-alcohol beverages and to host a silent/live auction at their Crab Feed fundraiser to be held at Lakeside Park Garden Center on Sunday, April 27, 2025, from 4:00pm-9:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Special Events Coordinator

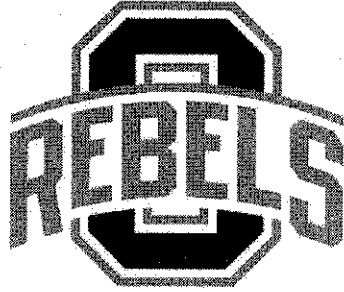
/s/ Harith Aleem

Approved by:

Harith Aleem

Interim Assistant Director

Attachments: Exhibit A – Oakland Rebels Youth Basketball Proposal Letter
Exhibit B – Oakland Rebels Youth Basketball Post Event Report



March 17, 2025

Parks and Recreation Advisory Commission
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94610

Dear Parks and Recreation Advisory Commission,

On behalf of the Oakland Rebels Youth Basketball please accept this proposal letter requesting approval to collect entry fees at door (although most of the ticket are pre-sold), sales of beverages (alcohol and non-alcohol), donation, sales of raffle tickets, silent & live auction. The monies collected will off set the cost of expenses, athletic scholarships, and student travel expenses.

The Oakland Rebels Youth Basketball Club is a non-profit organization, founded in 1987 to help kids develop both academic and social skills, as well as their basketball skills. They emphasize the "Student" in their organization. Their emphasis is essentially the participants academic performance requires the kids to maintain a high GPA to participate in our athletic program. They provide their student athletes with services such as academic tutors and mentors in both school and life.

The Oakland Rebels is hosting an all-you-can-eat crab feed, that will provide 3-6 pounds of Dungeness Crab per person. There will be live entertainment, sales of raffle tickets, silent and live auctions.

- Crab Feed Ticket: \$75
- Donations: Open
- Raffle Ticket: \$2 per ticket
- Beverages: \$2 - \$10
- Auction Items: \$20 - \$500

Thank you taking the time to review this proposal, I look forward to your approval and continuing to work with OPRYD Staff.

Thank you,

Melvin Landry, Founder/President
Oakland Rebels Youth Basketball
2321 107th Avenue
Oakland, CA 9403



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: OAKLAND REBELS CRAB FEED

Location of Event: GARDEN CENTER

Date/Hours of Event: 4/8/24 5:00PM-8:00PM Permit No. _____

Event Contact Name: MELVIN LANDEY Phone No. 510-773-8882

Event Contact Address: PO BOX 22240 OAKLAND 94623

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

WE HAVE USED THIS LOCATION FOR MANY YEARS. IT WAS OUR FIRST TIME REQUESTING TO COLLECT FUNDS ON SITE FOR THE PRIVATE EVENT.

- Were Facility Rental/Set-up fees waived? Yes No Not Applicable
- Check other permits required for event?

<input type="checkbox"/> OPD Special Events Permit	<input type="checkbox"/> Food Handler's Permit	<input type="checkbox"/> Seller's Permit
<input type="checkbox"/> Charitable Solicitations Permit	<input checked="" type="checkbox"/> Certificate of Insurance	<input type="checkbox"/> Other -- Please list

II. ATTENDANCE/COLLECTION OF FUNDS

- Total number in attendance: 250
- Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
- If yes, how many people registered? N/A How many people made donations? 13
- What was the cost for registration? N/A
- How much was collected on site from registration fees? N/A
- How much was collected on site from donations? \$ 225
- How much was collected on site from other fees? \$ 500

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? N/A

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
<u>N/A</u>				

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 EVENT WENT WELL.

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

NO CONCERNS. THE STAFF WAS VERY ACCOMMODATING AND PROFESSIONAL

Submitted by: MELVIN SANDRY Date: 3/17/25

Approved by: [Signature] Date: 3/17/25
(OPR Staff)

Comments: [Signature]



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Marc Barach, Chair, Parks and Recreation Advisory Commission
FROM: Lisa Beverly, Public Service Representative
DATE: March 26, 2025
SUBJECT: REQUEST APPROVAL FOR FALSE PROFIT, INC TO COLLECT CASH DONATIONS ONSITE AT THEIR SPRING TRAINING MUSIC EVENT HOSTED AT JOAQUIN MILLER PARK (BAYWOOD, FERNWOOD AND PINWOOD PICNIC SITES) ON SATURDAY, MAY 17, 2025, FROM 10:00AM – 7:00PM.

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from False Profit, Inc., a nonprofit organization requesting approval to collect cash donations onsite at their Spring Training Music Event at Joaquin Miller Park (Baywood, Fernwood and Pinewood Area). The applicant is aware of the additional permit required. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

False Profit, Inc. is paying all the rental fees associated with the event estimated at \$2867.90.

BACKGROUND / LEGISLATIVE HISTORY

False Profit was established in 2001 as an LLC corporation. In December 2013, False Profit, LLC, was dissolved, then re-established in May 2014 as False Profit, Inc., at which point they began filings for federal nonprofit status and have operated as a 501(c)(3) nonprofit since that time. False Profit, Inc., engages in a variety of cultural and political activities to further their vision of a society that is less profit driven. They offer programs that are free or at low cost to the public. Support a lifestyle that is rooted in strong relationships, education, and access to cultural experiences.

PROJECT / PROGRAM DESCRIPTION

False Profit, Inc Spring Training Music Event is a free outdoor gathering, open to the public, organized by volunteers and features local musicians who play at no charge. This event serves as a social bridge for all communities.

False Profit, Inc., will collect cash donation and publicly display donation links to collect donations that range from \$5-\$40 or more.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from False Profit, Inc to cash donations onsite their Spring Training Music Event hosted at Joaquin Miller Park (Baywood, Fernwood and Pinewood Sites) on Saturday, May 17, 2025, 10:00am-7:00pm.

Respectfully Submitted,

/s/ Lisa Beverly _____

Prepared by:
Lisa Beverly
Public Service Representative

/s/ Zermaine Thomas _____

Approved by:
Zermaine Thomas
Special Events Coordinator

Attachments: Exhibit A – False Profit, Inc Proposal Letter



False Profit Inc
584 Castro St #2293
San Francisco, CA 94114-2512

Dear Commission Members,

We request permission to publicly post donation links to collect donations in support of our 501(c)(3) nonprofit at our upcoming event in Joaquin Miller Park on Saturday, May 17.

1. **History of organization:** False Profit, Inc., is a community-based organization that engages in a variety of cultural and political activities to further our vision of a society that is less profit-driven. Our programs - offered free or at low cost to the public - support a lifestyle that is rooted in strong relationships, education, and access to cultural experiences. False Profit was established in 2001 as an LLC corporation. In December 2013, False Profit, LLC, was dissolved, then re-established in May 2014 as False Profit, Inc., at which point we began our application and filings for federal nonprofit status and have operated as a 501(c)(3) nonprofit since that time. False Profit, Inc., and all of its programs (including an annual arts and music festival, free monthly music events, and the annual Spring Training music event in Joaquin Miller Park that is the subject of this letter) are run and coordinated by an all-volunteer staff.
2. **Overview of event:** Spring Training is a free outdoor gathering, open to the public, organized by volunteers and featuring local musicians who play at no charge.
3. **Request to collect funds onsite:** We would like to publicly display a cash collection box and PayPal and Venmo links for donations to False Profit, Inc., in the Meadow area of Joaquin Miller Park during the event, which we have reserved from 10am until 7pm on Saturday, May 17, so that attendees who would like to donate can easily do so. We will not specify a suggested dollar amount for the donation, so donation amounts may vary widely, but we expect most would fall between \$5 and \$40 per donor. Donation is not required in order to attend or participate; every aspect of the event is still 100% free and open to the public. We are not selling anything or having vendors onsite, and donors will receive nothing in exchange for their donation except the joy of supporting False Profit's mission. We will remove the cash collection box and posted donation links during cleanup at the end of the event.
4. **Why funds are being collected onsite:** Although Spring Training is organized by volunteers and all the musicians play for free, it still costs over four thousand dollars to throw the event (primarily for permits, portapotties, and security staffing). Many attendees tell us onsite they would like to donate to help cover the event's costs, but it is currently not obvious to them how to do so.
5. **Who will benefit from the funds being collected:** Donations collected will be directly used to pay for the costs of throwing the event. Any and all financial surplus will be put back into the False Profit, Inc., nonprofit organization for future events and to improve general operations.

Regards,

Maryann Hulsman
Board Member & Spring Training Event Lead

Bonnie Barrilleaux
Spring Training Event Co-Lead



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

TO: Marc Barach, Chair, Parks & Recreation Advisory Commission
FROM: Tanya Nicholson, Public Service Representative
DATE: February 27, 2025
**SUBJECT: REQUEST APPROVAL FOR KEEP OAKLAND BEAUTIFUL
TO HOST A SILENT AUCTION AT THEIR FUNDRAISING EVENT TO
BE HOSTED AT LAKESIDE PARK GARDEN CENTER ON SATURDAY,
MAY 10, 2025, FROM 5:00PM-8:00PM**

SUMMARY

Oakland Parks, Recreation and Youth Development received a request from Keep Oakland Beautiful, a non-profit group dedicated to creating and sustain a beautiful, clean, green, litter-free Oakland through education, community engagement, and volunteer action. Keep Oakland Beautiful is requesting to host a silent auction at their fundraising event at the Lakeside Park Garden Center, on Saturday May 10, 2025. This program supports Oakland residents in local beautification efforts such as green space creation, mural installation, tree planting, and sustainability practices. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Keep Oakland Beautiful is paying all the rental fees associated with the event estimated at \$3,087.90

PROJECT / PROGRAM DESCRIPTION

Keep Oakland Beautiful will host a silent auction to raise funds for their programs. Attendees can bid on donated items and the winning bidder pays for the items before departing the event. Keep Oakland Beautiful request to collect funds on-sit for donated silent auction items.

The estimated attendance is 180.

BACKGROUND / LEGISLATIVE HISTORY

In existence since 2003 and initially part of the City of Oakland, Keep Oakland Beautiful became a fully independent nonprofit 501(c)3 organization in 2018. In the last two years, Keep Oakland Beautiful has awarded over \$21,000 in Community Grants to 28 projects across diverse Oakland neighborhoods.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Keep Oakland Beautiful to host a silent auction at their Fundraising event, held at Lakeside Park Garden Center on Saturday, May 10, 2025, from 2:00PM-9:00PM

Respectfully submitted,

/s/ Tanya Nicholson

Prepared by:

Tanya Nicholson

Public Service Representative

/s/ Zermaine Thomas

Approved by:

Zermaine Thomas

Special Events Coordinator

Attachments: Exhibit A – Keep Oakland Beautiful - Proposal Letter



February 24, 2025

Subject: Keep Oakland Beautiful Oakland Parks & Rec Proposal Letter Addressed to Parks and Recreation Advisory Commission

Dear Parks and Recreation Advisory Commission,

In existence since 2003 and initially part of the City of Oakland, Keep Oakland Beautiful became a fully independent nonprofit 501(c)(3) organization in 2018.

Our mission is to create and sustain a beautiful, clean, green, litter-free Oakland through education, community engagement, and volunteer action.

In the last two years, Keep Oakland Beautiful has awarded over \$21,000 in Community Grants to 28 projects across diverse Oakland neighborhoods. This program supports Oakland residents in local beautification efforts such as green space creation, mural installation, tree planting, and sustainability practices. KOB has distributed over 6,200 daffodil bulbs to be planted and brighten up Oakland spaces, an event that neighbors look forward to every year. KOB has also co-sponsored two public murals which were installed by incredible artists. Please visit them at Marcus Books and on International Blvd.

In 2024, we held events that attracted over 500 volunteers, picked up over 2,000 pounds of litter, and planted 85 trees. We have so much to look forward to building upon and creating in 2025.

To celebrate our community's shared vision of a clean and green Oakland, we are hosting our 4th Annual Earth Day Celebration on Saturday, May 10th from 5:00-8:00 PM at the Lakeside Park Garden Center (666 Bellevue Ave). This event is an exciting opportunity for people to connect and share ideas, celebrate their accomplishments, and spread the love of our Town. Community Grants awardees share their stories of success in beautifying our communities, and we give out our KOB Community Impact Award recognizing the outstanding work being done by volunteers.

During the event, we hold a silent auction to raise funds for our programs. Attendees are able to bid on donated items and the winning bidder pays for the items before departing the event. We request to collect funds on-site for donated silent auction items.

Oakland Adopt-A-Spot volunteers who receive a Community Grant from Keep Oakland Beautiful are the primary beneficiaries. However, we also give out thousands of daffodil bulbs to Oakland volunteers, and run city-wide clean ups throughout the year including our Earth Day Beautification event.

The following are donated items to date and their value. Please note that final amount collected may be under or over the estimated value:

Item	Donor	Estimated Value
3 Pilates Reformer Classes	Truve Fitness	\$180
2 Personal Training Sessions	Truve Fitness	\$300
1 Month of Unlimited Group Fitness Classes	Truve Fitness	\$250
Tasting Room Gift Certificate	St George Spirits	\$100

Thank you,
Christina Porter
Executive Director
Keep Oakland Beautiful



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

TO: Marc Barach, Chair, Parks and Recreation Advisory Commission
FROM: Tanya Nicholson, Public Service Representative
DATE: February 24, 2025
SUBJECT: **REQUEST APPROVAL FOR MENTAL HEALTH ASSOCIATION OF ALAMEDA COUNTY TO COLLECT ON-SITE DONATIONS, SALES OF MERCHANDISE, FOOD, ALCOHOL AND NON-ALCOHOLIC BEVERAGES AT THE FUNDRAISING CONCERT EVENT HOSTED AT DUNSMUIR HELLMAN HISTORICAL ESTATE SATURDAY, JUNE 21, 2025, FROM 1:00PM-5:00PM.**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from the Mental Health Association of Alameda County, a non-profit organization, requesting approval to collect on-site donations, sales of merchandise, food, alcohol, and non-alcoholic beverages which will go towards supporting the mission and program services of the Mental Health Association of Alameda County. 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

Mental Health Association of Alameda County is paying all fees associated with the event estimated at \$5,525.82.

PROJECT / PROGRAM DESCRIPTION

The Mental Health Association of Alameda County concert is an opportunity to come together to support and raise funds for multiple programs to help individuals, and their families thrive.

The following funds are being requested to collect on site:

Food and Beverages:

- Box lunches \$25
- Beer \$8
- Wine \$10
- Premium Wine \$15
- Bottled water \$5
- Non-alcoholic beverages \$5
- Snacks \$5

Merchandise with Mental Health Association of Alameda County logo:

- Coffee mugs \$15

- T-shirt \$25
- Hoodies \$50
- Tote bags \$15
- Beanies \$10

The estimated attendance is 100.

BACKGROUND / LEGISLATIVE HISTORY RECOMMENDATION

Mental Health Association of Alameda County (MHAAC) is a nonprofit organization that has been advocating for individuals with mental illness in Alameda, San Mateo, Sonoma, and Marin Counties since 1958. Mental Health Association of Alameda County provides free support, education, and mental health resources to family caregivers.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the Mental Health Association of Alameda County request to collect on-site funds at Dunsmuir Hellman Historical Estate on Saturday, June 21, 2025, 1:00PM-5:00PM.

Respectfully submitted,

/s/ Tanya Nicholson

Prepared by:

Tanya Nicholson

Public Service Representative

/s/ Zermaine Thomas

Approved by:

Zermaine Thomas

Special Events Coordinator

Attachments: Exhibit A – Mental Health Association of Alameda County Proposal Letter



February 11, 2025

Oakland Parks, Recreation, & Youth Development
Recreation Center Sites & Parks
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

The Mental Health Association of Alameda County (MHAAC) is a nonprofit organization that has been advocating for individuals with mental illness in Alameda, San Mateo, Sonoma, and Marin Counties since 1958. Governed by a Board of Directors and staffed by qualified individuals who are trained in trauma-informed care and passionate about standing by people with mental health conditions, MHAAC runs multiple programs to help individuals, and their families thrive. Serving over 24,000 individuals every year, we are proud to offer free support, education, and mental health resources to family caregivers.

On June 21, 2025, the Mental Health Association of Alameda County will host a fundraising Concert event at the Dunsmuir Pavilion, 2960 Peralta Oaks Ct, Oakland, CA 94605. We will have live entertainment by Onye and the Messengers. Onye and the Messengers are an electrifying 7-piece Afrobeat and Global Dance Band from Northern California.

The Mental Health Association of Alameda County is requesting to sell the following items on site:

1. Food and Beverages:

➤ Box lunches	\$25
➤ Beer	\$8
➤ Wine	\$10
➤ Premium Wine	\$15
➤ Bottled water	\$5
➤ Non-alcoholic beverages	\$5
➤ Snacks	\$5

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Rafael Rosado Moreno, Oakland



Mental Health Association of Alameda County

MHAAC // mail@mhaac.org // (510) 835-5010 // 2855 Telegraph Ave. #509, Berkeley CA 94705

2. Merchandise with Mental Health Association of Alameda County logo:

➤ Coffee mugs	\$15
➤ T-shirts	\$25
➤ Hoodies	\$50
➤ Tote bags	\$15
➤ Beanies	10

Additionally, MHAAC will have donation boxes at the event.

We anticipate collecting between \$9550 and \$12,000 on-site. The final number will depend on the number of attendees. MHAAC will collect both cash and Square payments. Funds are being collected on site for food, beverages, and branded items sold at the event. Since this is a fundraiser, the agency is hoping to raise additional funds via donation boxes at the event.

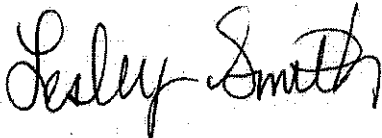
The programs of the agency will benefit from all event proceeds.

Please find attached the following:

Non-Profit Certificate: 501c3

Our completed Facility and/or Park Use Application

Respectfully submitted,



Lesley Smith
Mental Health Association of Alameda County
DEVELOPMENT ASSOCIATE
C (510) 735-5552
O (510) 830-3803
2855 Telegraph Ave., Suite #509
Berkeley, CA 94705
mhaac.org

