



PARKS AND RECREATION ADVISORY COMMISSION - PRAC

Wednesday, July 10, 2019 - 4:30PM

Lakeside Park Garden Center – 666 Bellevue Avenue

Agenda

1. CALL TO ORDER:
2. ROLL CALL:
AIKENS, COLE, CORBIN, HA, HOWZE, MOORE, NORMAN, REILLY, SMITH, TORRES, WOLFSON
3. DISPOSITION OF MINUTES:
May 8, 2019
June 12, 2019
4. MODIFICATIONS TO THE AGENDA:
5. OPEN FORUM:
6. CONSENT NEW BUSINESS:

Note: Items 6A and 6B will not be presented.

A. Will not be presented

B. Will not be presented

C. Request From The California Dragon Boat Association (CCDBA) To Collect Funds Onsite For Food & Beverages (Non-Alcohol & Alcohol) Sales, Official Event Merchandise And Other Paddling/Fitness Merchandise At The Dragon Boat Races And Cultural Festival At Lakeside Park And Lake Merritt Sailboat House On Saturday, September 28, 2019 And Sunday, September 29, 2018, From 10:00am-5:00pm.

D. Request From American Foundation For Suicide Prevention (AFSP) To Collect On-Site Charitable Donations At Their Out Of The Darkness Walk At Lakeside Park Pergola On Saturday, October 19, 2019, From 6:00am – 9:30am.

E. Request From Oakland East Bay Garden Center, Inc. And Friends of the Gardens at Lake Merritt (FGLM) To Collect Funds On Site At The Annual Autumn Lights Festival/Fundraiser At Lakeside Park Garden Center And The Gardens At Lake Merritt On Thursday, October 17, 2019 – Saturday, October 19, 2019, From 6:00pm-11:00pm

7. NEW BUSINESS:

- A. Request From On Your Mark Events To Collect On-Site Registration Fees At The Dia de Los Muertos 5K Run At Lakeside Park (Picnic Tables Near Sailboat House) On Saturday, November 2, 2019, 9:00am-10:30am.
- B. Request From The Ethiopian Community Cultural Center To Collect Onsite Funds Through Vendor Sells Of Foods, Drinks and Merchandise At The Ethiopian New Year Celebration; To Be Held At Lakeside Park (Bandstand and Beach Area) Sunday, September 8, 2019, 12:00pm-7:00pm.
- C. Request From Hiero Day, LLC Approval To Collect Funds Onsite Through Vendor Sales Of Food, Beverages, Merchandise And Artisan Sales At The 1st Hiero Family Day In The Park At Defemery Park On Saturday, August 31, 2019, 12:00pm-6:00pm.
- D. Request From Five & Dime Tattoo Oakland And Lucky Three Seven Approval To Collect Funds Onsite Through Ticket Sales, Vendor Sales Of Foods, Beverages And Merchandise At Dream Day 2019, To Be Held At Mosswood Park And Amphitheatre On Saturday, August 17, 2019, From 11:00am-7:00pm.

8. PLANNING AND CONDITIONAL USE PERMITS:

9. COMMITTEE AND/OR ADVISORY COUNCIL UPDATES:

10. ANNOUNCEMENTS AND COMMUNICATIONS:

- Review the City Charter creating PRAC

11. DIRECTOR'S REPORT:

- Review of Department Events

12. CONTINUATION OF OPEN FORUM:

13. ADJOURNMENT:

Next Meeting:

Wednesday, September 11, 2019

Lakeside Park Garden Center

666 Bellevue Ave, Oakland, CA

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PARKS AND RECREATION ADVISORY COMMISSION - PRAC

Wednesday, May 8, 2019 - 4:30PM

Lakeside Park Garden Center – 666 Bellevue Avenue

Minutes

1. CALL TO ORDER:

2. ROLL CALL:

**AIKENS, COLE, CORBIN, HA, HOWZE, MOORE, NORMAN, REILLY, SMITH,
TORRES, WOLFSON**

Present: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

3. DISPOSITION OF MINUTES:

April 10, 2019

Motion: Commissioner Corbin entertained a motion to recommend approval of the April 10, 2019 meeting minutes. **Moved by:** Commissioner Wolfson **Second by:** Commissioner Ha. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

4. MODIFICATIONS TO THE AGENDA:

Motion: Commissioner Corbin entertained a motion to modify and to arrange New Business Items in the following order: 7B, 7C, 7A, 7G, 7H, 7I, 7D, 7E and 7F. **Moved by:** Commissioner Ha **Second by:** Commissioner Norman. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

5. OPEN FORUM:

One speaker addressed the Commission under Open Forum

6. CONSENT NEW BUSINESS:

A. Request To Allow Event Organizers To Collect Entrance Fees And Vendor Registration Fees And For Vendor Solicitation Of Fees For Food Concessions, Merchandise And Alcoholic Beverages At Burger Boogaloo, A Two Day Music Festival At Mosswood Park, July 6th And July 7th, 2019.

Mark Ribak, co-sponsor of Burger Boogaloo applied to host the Burger Boogaloo Music Festival for the 7th continuous year at Mosswood Park. Questions were directed to Mr. Ribak regarding his knowledge of active plans to allow cannabis smoking at the event. Per Mr. Ribak, his organization has no plans to encourage the use of cannabis, but also informed the Commission that he was not sure how to respond to cannabis vendors' inquiries. Director Williams informed the body that smoking is not allowed in any city park.

The Chair informed the Commission of Mr. Ribak's work with homeless advocates on behalf of the homeless in Mosswood Park including: 10K raised to provide meals, ongoing work with Homeless Action to provide legal advice, and more.

B. Request To Allow Caribeling Omnimedia LLC 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 June 1, 2019.

C. 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 18, 2019, From 11:00am – 6:00pm.

Motion: Commissioner Corbin entertained a motion to recommend approval of Consent Items 6A – 6C. **Moved by:** Commissioner Ha **Second by:** Commissioner Wolfson.
Motion: Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson
Excused: 4 - Aikens, Cole, Reilly and Torres
Absent: 1 - Smith

7. NEW BUSINESS:

A. Request From A Sista's Touch For Approval To Collect Donations For The "We Run Oakland For Our Daughters" Charity Walk/Run At The Lakeside Park (Pergola) On Saturday, June 1, 2019, 8:00am-11:30am.

The Parks and Recreation Advisory Commission reviewed the staff report was prepared and presented by Zermaine Thomson from Oakland Parks, Recreation and Youth Development (OPRYD), Central Reservations.

A Sista's Touch, non-profit organization, engages multi-generations of African American women and encourages self-empowerment and strength through celebrating and exemplifying positive personal and professional influences. The 2019 Run/Walk will continue the 2018 awareness campaign (*For Our Daughters*) on human trafficking. Organizers requested permission to collect donations at the event.

Approval to collect funds onsite is required from the Parks and Recreation Advisory Commission per the Oakland Municipal Code (OMC) Section 12.64.080.

Motion: Commissioner Corbin entertained a motion to recommend approval to allow A Sista's Touch to collect donations at the June 1, 2019 Walk/Run at the Lakeside Park Pergola. **Moved by:** Commissioner Norman **Second by:** Commissioner Wolfson.
Motion: Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

B. Request Recommendation To Dedicate Two Benches In Memory Of C.F. Tung

The Parks and Recreation Advisory Commission reviewed the staff report was prepared and presented by Gail McMillon from Oakland Parks, Recreation and Youth Development (OPRYD).

Staff received a request from Kenneth two benches in memory of his father C.F. Tung. Both benches are located near the Lake Chalet restaurant on Lakeside Drive. The dedication plaques will read as follows:

Plaque 1
In Loving Memory of
Mr. C.F. Tung
1906-1998

Plaque 2
In Acknowledgement & Enjoyment
Of Lake Merritt
Kenneth Tung

The Commission conducted a brief discussion regarding prohibition of park property dedications to living individuals. Naming Task Force Committee members were not present to provide clarification. Staff informed the body that the main prohibition to inscriptions on park benches or property related to advertisements. The Commission was reminded that a decision on a 2018 request for the same consideration was outstanding. In the case of Mr. Kenneth Tung, the Commission decided to approve plaques 1 and 2, and requested the Naming Committee reconvene and provide an update on their findings so that the Commission can provide consistent messaging to the community.

Motion: Commissioner Corbin entertained a motion to recommend approval of the two bench dedications in memory of Mr. C.F. Tung as written. **Moved by:** Commissioner Howze. **Second by:** Commissioner Wolfson. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson
Excused: 4 - Aikens, Cole, Reilly and Torres
Absent: 1 - Smith

C. Request Recommendation To Dedicate A Plaque In Memory Of Victor McElhaney.

The Parks and Recreation Advisory Commission reviewed the staff report was presented by J. Nicholas Williams, Director of Oakland Parks, Recreation and Youth Development (OPRYD).

Director Williams requested the Commission recommend approval for Oakland Parks, Recreation and Youth Development to dedicate a bench in memory of Victor McElhaney, son of District 3 Councilmember Lynette McElhaney. The bench will be placed in Lakeside Park at Lake Merritt. The inscribed plaque will read:

**In Honor and Memory of
Victor McElhaney
April 13, 1997 – March 10, 2019**

The Oakland Parks and Recreation Foundation will receive donations to purchase the bench, plaque and for installation.

Motion: Commissioner Corbin entertained a motion to recommend approval of the bench dedication in memory of Victor McElhaney, son of District 3 Councilmember Lynette McElhaney. The plaque will be inscribed as written. **Moved by:** Commissioner Norman **Second by:** Commissioner Howze. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson
Excused: 4 - Aikens, Cole, Reilly and Torres
Absent: 1 - Smith

D. Request For The Parks And Recreation Advisory Commission To Review And Provide Comment On The Gift-In-Place From Project Backboard For The FM Smith Recreation Center Basketball Court Project.

The Parks and Recreation Advisory Commission reviewed the staff report was prepared and presented by Dana Riley and Carlos Vargas from Oakland Parks, Recreation and Youth Development (OPRYD).

Staff presented the design options for the Project Backboard sponsored gift-in-place for resurfacing the worn and cracked basketball court at FM Smith Recreation. Community engagement opportunities for the public to view and comment on the proposed court designs was held on May 1 and scheduled again for May 22, 2019 from 5:00 p.m. to 7:00 p.m. GoDaddy, Project Backboard's partner, issued a press release and social media announcements for the design review opportunities. While eleven (11) individuals attended the May 1st meeting, the Commission suggested staff and organizers contact the Chair of the local NCPC – Neighbor Crime Prevention Council to possibly increase community engagement.

Improvements to the site includes cleaning, patching, resurfacing and striping the exterior basketball courts and applications of colorful graphic design created by Alicia McCarthy. The community will be invited to help with painting.

The project is expected to be completed in June 2019.

Motion: Commissioner Corbin entertained a motion to recommend approval accept the report and review and provide comment on the gift-in-place from Project Backboard for the FM Recreation Center basketball court project. **Moved by:** Commissioner Ha **Second by:** Commissioner Wolfson. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson
Excused: 4 - Aikens, Cole, Reilly and Torres
Absent: 1 - Smith

E. The Department Of Transportation And Department Of Public Works ADA Program Division Request That The Park And Recreation Advisory Commission Review And Provide Comment On The Proposed Adaptive Bike Share Pilot Program Locations At Snow Park, Lakeside Park, And The Bay Trail.

The Parks and Recreation Advisory Commission reviewed the staff report was presented by Kerby Olsen from the Department of Transportation (DOT).

In response to a 2016 grievance regarding accessibility to the City of Oakland's bike sharing program, GoBike, the Department of Transportation (DOT), Department of Public Works and the Americans with Disabilities Act (ADA) Program Division, convened a technical advisory committee to study determine best practices for providing more accessible services to persons with disabilities. The proposed adaptive bike share pilot program is the result of over a year of collaboration between the three agencies, in addition to the Metropolitan Transportation Commission.

The proposed 6-month pilot program would operate from various locations Wednesdays and Saturdays from 11:00 a.m. to 5:00 p.m., beginning in late May 2019.

Locations for staging operations have yet to be finalized, but may include Snow Park, Lakeside Park and the Bay Trails near Jack London Square. Each service location will feature a pop-up tent and up to eight bikes.

The pilot program will be operated by Bay Area Outreach and Recreation Program (BORP). Based in Berkeley, BORP's Adaptive Cycling Center is the most active adaptive cycling program in the nation. Participants in the pilot program will have the opportunity to ride or learn about handcycles, recumbent trikes and adaptive tandems during the hours of operation.

The Commission clarified or confirmed that:

- New riders or individuals requiring bike and safety lessons will be referred to BORP in Berkeley.
- Safety helmets will be provided.
- Staff will consider adapting the use of bike safety flags to alert pedestrians and motorists of low riding cycles.
- Membership pricing strategies will be reviewed. BORP members will be allowed to use their membership with Oakland's adaptive program. It was proposed that low income individuals may pay \$55.00 per year in membership fees.
- Cycling equipment is low tech with no tracking devices. Riding time limits will be established. If needed one of two team members will be deployed to locate a rider.
- It is the City's intent to establish a long-term program. Various models around the country are being reviewed.

Motion: Commissioner Corbin entertained a motion to recommend approval to review, make comments and accept the report for the Adaptive Bike Share Pilot Program. **Moved by:** Commissioner Moore. **Second by:** Commissioner Wolfson. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson
Excused: 4 - Aikens, Cole, Reilly and Torres
Absent: 1 - Smith

F. Request For The Parks And Recreation Advisory Commission To Review And Approve The Installation Of Electric Vehicle Chargers, Through Pacific Gas And Electric Company's Electric Vehicle Charge Network Program, At The Jack London Aquatic Center, The East Oakland Sports Center, And Defremery Park.

Note: Item 7F was pulled.

G. Request For The Parks And Recreation Advisory Commission To Allow The Friends Of The Oakland Municipal Band, Also Known As FOMB, To Collect Money On Site At The Edoff Memorial Bandstand In Lakeside Park On July 4, 14, 21, 28 And August 4, 2019 From 12:30 PM TO 3:00 PM.

The Parks and Recreation Advisory Commission reviewed the staff report was prepared and presented by Karis Griffin from Oakland Parks, Recreation and Youth Development (OPRYD).

The Friends of the Oakland Municipal Band (FOMB) requested permission to sell snacks and collect donations during the annual five-day concert series at the Edoff Memorial Bandstand in Lakeside Park on July 4, 14, 21, 28 and August 4, 2019.

Per Oakland Municipal Code (OMC) section 12.64.080, the organization must receive approval from the Parks and Recreation Advisory Commission to receive donations or collect payment for goods and services.

Motion: Commissioner Corbin entertained a motion to recommend approval for the Oakland Municipal Band to collect funds for donations and concession items at the **Lakeside Park Edoff Memorial Bandstand** and the concert series on **July 4, 14, 21, 28 and August 4, 2019**. **Moved by:** Commissioner Howze. **Second by:** Commissioner Moore. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

H. Request For The Parks And Recreation Advisory Commission To Allow The Jamaican American Association Of Northern California "JAANC", To Collect Money On Site At Joaquin Miller Park In The Baywood, Pinewood Area, At The Annual Jamaican American Independence Picnic Celebration On July 4, 2019 From 12pm To 7pm.

The Parks and Recreation Advisory Commission reviewed the staff report was prepared and presented by Karis Griffin from Oakland Parks, Recreation and Youth Development (OPRYD).

On behalf of the Jamaican American Association of Northern California (JAANC), staff requested the Parks and Recreation Commission allow JAANC to collect funds at the July 4, 2019 Annual Jamaican American Independence Picnic Celebration at the Baywood and Pinewood picnic areas in Joaquin Miller Park.

Motion: Commissioner Corbin entertained a motion to recommend approval for JAANC to collect funds at the July 4, 2019 Annual Jamaican American Independence Picnic Celebration at the Baywood and Pinewood picnic areas in Joaquin Miller Park.

Moved by: Commissioner Norman **Second by:** Commissioner Howze. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

I. Request To Allow Afrocentric Oakland To Solicit Donations At The 7th Annual Pan African Family Reunion And For Vendors To Collect Onsite Funds, And To Sell Alcohol At Mosswood Park On September 1, 2019.

The Parks and Recreation Advisory Commission reviewed the staff was report prepared and presented by Erin Burton from Oakland Parks, Recreation and Youth Development (OPRYD).

Organizers of the Pan African Family Reunion requested permission to collect funds and sell alcohol at the 7th annual event on September 1, 2019 at Mosswood Park.

The Chair confirmed that the beer garden policy and process would be followed.

Motion: Commissioner Corbin entertained a motion to recommend approval for organizers of the Pan African Family Reunion to collect funds and sell alcohol at the 7th annual event on September 1, 2019 at Mosswood Park. **Moved by:** Commissioner Moore **Second by:** Commissioner Ha. **Motion:** Passed.

Vote:

Yes: 6 - Corbin, Ha, Howze, Moore, Norman and Wolfson

Excused: 4 - Aikens, Cole, Reilly and Torres

Absent: 1 - Smith

8. PLANNING AND CONDITIONAL USE PERMITS:

9. COMMITTEE AND/OR ADVISORY COUNCIL UPDATES:

Commissioner Wolfson:

- Franklin Recreation Center staff will work to touch-up mural paint.
- The field at Franklin is closed to the public. The recreation center's programs or organized leagues have access.

Commissioner Ha:

FM Smith

- FM Smith Recreation Center's Earth Day event was successful.
- The new staff and the community are building a relationship.
- The Recreation Advisory Council (RAC) may be established by the fall.
- The former Parkway theater will soon open as a cannabis dispensary

10. ANNOUNCEMENTS AND COMMUNICATIONS:

Note: This items will be reviewed at a future meeting.

- Review the City Charter creating PRAC.

11. DIRECTOR'S REPORT:

• Staff Introduction:

Director Williams introduced returning OPRYD staff member Donte Watson. Mr. Watson was a Recreation Supervisor when last employed by the City of Oakland. He has returned to assumed the position of the department's second General Recreation Supervisor.

• Homeless Encampments briefing by Joe DeVries, Office of the City Administrator

The Office of the City Administrator convened a homeless encampment team approximately two years ago to address the issues and concerns regarding this growing population. The team is staffed by several City departments including: Oakland Parks, Recreation and Youth Development (OPRYD), Oakland Police Department (OPD), Oakland Fire Department (OFD), Vector Control, and the Department of Transportation (DOT).

Staff informed the Commission of the City's departure from a single pronged encampment closure policy to a multi-pronged encampment management policy including:

- Observation of each site to determine need

- Removal of trash and garbage as is manageable and safe for staff
- Management of the human waste element
- Clean and Clear Policy: Use closure noticing policy with added permission for occupants to return after the site has been cleared and deep cleaned.
- Closure Policy: Use closure noticing policy with no option to return. Clear and deep clean the site.

Also:

- Encampments have proven to attract illegal dumping. The team deploys staff to remove as much debris as possible without closing the site.
- Where encampments intersect park property on which scheduled events have been permitted by park staff, the encampment team will clear the location if sufficient notice is received.

12. CONTINUATION OF OPEN FORUM:


13. ADJOURNMENT: 7:10 p.m.

Respectfully submitted,

/s/ J. Nicholas Williams

J. Nicholas Williams

Secretary



Diane L. Boyd

Recording Secretary

Next Meeting:

Wednesday, June 12, 2019

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PARKS AND RECREATION ADVISORY COMMISSION - PRAC

Wednesday, June 12, 2019 - 4:30PM

Lakeside Park Garden Center – 666 Bellevue Avenue

Minutes

1. CALL TO ORDER: 4:40 P.M.
2. ROLL CALL:
AIKENS, COLE, CORBIN, HA, HOWZE, MOORE, NORMAN, REILLY, SMITH, TORRES, WOLFSON

Present: 6 – Cole, Corbin, Moore, Norman, Reilly, Smith, and Wolfson
Arrival: 1 - Torres (4:43 P.M)
Excused: 3 - Aikens, Ha and Howze

3. DISPOSITON OF MINUTES: June 12, 2019

Note: The motion to vote on this item was moved to the July 10, 2019 agenda due to an insufficient quorum of members present at the June 12, 2019 meeting.

4. MODIFICATIONS TO THE AGENDA:

Motion: Commissioner Corbin entertained a motion to pull New Business item 7E, and move items 7I and 7J above 7A.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

5. OPEN FORUM:

6. CONSENT NEW BUSINESS:

- A. Request From East Bay Front Runners And Walkers Approval To Collect On-Site Registration Fees And Sales of Limited Merchandise During The 5k/10k Pride Run/Walk At Lakeside Park On Saturday, October 12, 2019, From 9:00am-11:00am.

B. Request From San Francisco Mime Troup Approval To Collect Donations And Sales of Event Related Merchandise At Lakeside Park On July 31, 2019 And August 1, 2019.

Motion: Commissioner Corbin entertained a motion to recommend approval of Consent New Business items 6A and 6B. **Moved by:** Commissioner Cole. **Second by:** Commissioner Reilly. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

7. **NEW BUSINESS:**

A. Request For The Parks And Recreation Advisory Commission To Provide A Recommendation To The City Of Oakland Planning Commission For Approval Of A Major Variance For Alcoholic Beverage Sales In The Existing Concession Stands And Cafés/Restaurants At The Oakland Zoo.

The Parks and Recreation Advisory Commission reviewed the staff report was prepared by Brittany Lenoir from the Planning Department.

Beer and wine sales were proposed to be located within five existing concession stands and cafés/restaurants at the Oakland Zoo, including: Tusker's Restaurant, Children's Zoo Concession Stand, Safari Café, Giraffe Ridge Concession Stand, and the Landing Café. In Exhibit A, staff provided an overview of all five locations as well as the associated floor plans of each establishment. Alcoholic beverages will be sold at these locations during normal hours of operation, which are Monday to Friday from 10:00am to 4:00pm and Saturday to Sunday from 10:00am to 4:30pm.

Planning Staff requested the Parks and Recreation Advisory Commission provide a recommendation of approval to the City of Oakland Planning Commission for a Major Variance for Alcoholic Beverage Sales at the Oakland Zoo as described above.

The following team representing the Oakland Zoo, provide feedback for the Commission.

Steve Rawlings - Rawlings Consulting acknowledged the firm's extensive activity throughout the United States in the hospitality industry representing corporations hosting special events including charity fundraisers.

Ashley Van Veen – General Manager of Service Systems Associates (SSA) the culinary and retail operator at the Oakland Zoo. SSA is a family owned business of 60 years providing service to Zoo organizations around the country including Denver, Texas, Ohio as well as Sacramento, CA.

Bob Westfall – Chief of Public Safety, with the Oakland Zoo for 20 years. The Chief manages a team of 15 security officers including EMT's – onsite 24 hours every day.

Brandon Gervais – Community Services liaison including local businesses.

Upon hearing the staff report, the Commission made the following observations, comments and recommendations, and received clarification from the Oakland Zoo team:

Comments:

Observations:

- Fences nor other boundaries were depicted in the schematic provided establishing separation of concession spaces offering alcohol consumption.
- A Risk Management Plan acknowledging possible risks to introducing the consumption of alcohol on the premises was not included in the report.
- Other than requesting identification, there were no other processes in place for identifying age appropriate consumers of alcohol.
- The concession at the Oakland Children's Zoo was included among the list of 5 to offer alcohol.

Clarifications – Zoo Team:

- It is common for zoo organization to offer alcoholic beverages at concession kiosks located in children's areas. This is a practice at the San Francisco Zoo.
- The initial availability of alcoholic beverages will be offered at the two larger concessions including the California Trail and the one closest to the entrance of the Zoo.
- While alcohol would be available when the Zoo opens at 10:00 a.m., experience shows that sales of alcohol begin at lunchtime.
- Serving sizes include a 12oz or 16oz Solo cup.
- Consumers will be limited to purchasing one alcoholic drink at a time.
- 30% of food and beverage sales will be provided to the Zoo/animal conservation.
- Behavior associated with over intoxication will be managed by the Public Safety Team including the EMT staff.
- Persons will be escorted off the premises.
- SSA provides an intensive training program for its servers to spot intoxication. They must also communicate with the Public Safety Team
- In the event a Zoo patron leaves the premises intoxicated and causes an accident, the facility and individual servers can both be held responsible.
- Spirits will only be served after hours at special events.

Recommendations:

- Would like to see a detailed Risk Management Plan included with recommendation to the Planning Commission.
- Utilize wrist bands to identify age appropriate consumers of alcohol

Motion: Commissioner Corbin entertained a motion to recommend the Planning Commission approve a Major Variance for Alcoholic Beverage Sales at the Oakland Zoo. The PRAC also recommends the Commission consider the inclusion of an articulated pilot program, an articulated Risk Management Plan, and utilization of wrist bands to identify age appropriate consumers of alcohol. **Moved by:** Commissioner Cole. **Second by:** Commissioner Norman. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

B. Request Approval From The Parks and Recreation Advisory Commission to Allow The Evangelistic Outreach Church To Collect On-Site Donations And Allow Vendors to Sell Merchandise, Foods And Wares At Their Juneteenth/Father's Day Celebration at the Eastshore Park On Sunday, June 16, 2019, From 12:00pm-2:00pm.

The Parks and Recreation Advisory Commission reviewed the staff report presented by Zermaine Thomas from Oakland Parks, Recreation and Youth Development (OPRYD), Central Reservations.

Established in 1965, the non-profit Evangelistic Outreach Church requested PRAC's approval to collect on-site donations and to allow vendors to collect revenue from the sale of merchandise, food and wares at the Juneteenth/Father's Day Celebration at Eastshore Park, on Sunday, June 16, 2019. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

Motion: Commissioner Corbin entertained a motion to recommend approval for the Evangelistic Outreach Church to collect donations and for event vendors to collect revenue from the sale of merchandise, food and wares at their Juneteenth/Father's Day Celebration at Eastshore Park, on Sunday, June 16, 2019. **Moved by:** Commissioner Smith. **Second by:** Commissioner Torres. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

C. The SoOakland Collective Requests Approval From the Oakland Parks and Recreation Advisory Commission To Collect On-Site Entry Fees For The OakNik Event At Joaquin Miller Park On Saturday, September 14, 2019, 1:00pm-5:00pm.

The Parks and Recreation Advisory Commission reviewed the staff report presented by Zermaine Thomas from Oakland Parks, Recreation and Youth Development (OPRYD), Central Reservations.

On behalf of the SoOakland Collective, staff requested the Commission allow the organization to collect funds at their OakNik event on Saturday, September 14, 2019 at Joaquin Miller Community Center.

OakNik is an adult only bar-be-que and picnic, featuring live music and throw-back games including, tug-of-war, musical chairs and more.

Organizers approximate attendance at 150 people. Patrons will be charged a \$10.00 entry fee.

Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

Motion: Commissioner Corbin entertained a motion to recommend the staff request to allow SoOakland to collect funds at the OakNik event on Saturday, September 14, 2019 at Joaquin Miller Community Center. **Moved by:** Commissioner Reilly. **Second by:** Commissioner Cole. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

D. Request That The Parks And Recreation Advisory Commission Allow The Oakland LGBTQ Community Center To Receive Donations and Sell Merchandise And Crafts At The People's 5th Annual Oakland Pride Free Run And Wellness Expo At Lakeside Park Pergola On Saturday, September 7, 2019, From 8:00am-4:30pm.

The Parks and Recreation Advisory Commission reviewed the staff report prepared by Zermaine Thomas from Oakland Parks, Recreation and Youth Development (OPRYD), Central Reservations.

Oakland Parks, Recreation & Youth Development received a request from the Oakland LGBTQ Community Center to receive donations and sell merchandise and crafts at the

People's 5th Annual Oakland Pride Free Run and Wellness Expo at the Lakeside Park Pergola on Saturday, September 7, 2019.

The Oakland LGBTQ Community Center is dedicated to enhancing and sustaining the well-being of lesbian, gay, bisexual, transgender and queer (LGBTQ) individuals, families and allies by providing educational, social and health related activities, programs and services.

Proceeds from the volunteer based and volunteer driven event will benefit the organization's sQm (Spectrum Queer Media) wellness programs.

Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

Motion: Commissioner Corbin entertained a motion to recommend approval of the Oakland LGBTQ Community Center's request to receive donations and sell merchandise and crafts at the People's 5th Annual Oakland Pride Free Run and Wellness Expo at the Lakeside Park Pergola on Saturday, September 7, 2019. **Moved by:** Commissioner Norman. **Second by:** Commissioner Moore. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

- E. Request From Topsy Turvy Queer Circus To Collect On-Site Donations, Vendors Sales Of Festival Merchandise And Food At The Performance Festival To Be Hosted At Lakeside Park (Bandstand & Surrounding Area) On Saturday, August 17, 2019, From 4:00pm-8:00pm.**

Note: Item 7E was pulled.

- F. Request From BBQ'n While Black For Approval To Collect Donations, Vendor Sales Of Merchandise And Foods On-site At The 2nd BBQ'n While Black Event To Be Held At Lakeside Park (Cleveland Cascade Site) On Sunday, July 21, 2019, From 12:00pm-6:00pm.**

The Parks and Recreation Advisory Commission reviewed the staff report presented by Zermaine Thomson from Oakland Parks, Recreation and Youth Development (OPRYD), Central Reservations.

Oakland Parks, Recreation & Youth Development received a request from the organizers of BBQ'n While Black (BBQWB) to collect donations, and to allow vendors to sell

merchandise and food at the 2nd BBQ'n While Black event at Lakeside Park (Cleveland Cascade Site) on Sunday, July 21, 2019.

The BBQ'n While Black movement was born from the Oakland community's response after an incident took place at Lakeside Park in May 2018, where a white woman's interaction with two black men barbequing went viral.

The BBQWB movement and event calls on all community members, regardless of race, gender or place of origin to come together in celebration of Oakland.

Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

Motion: Commissioner Corbin entertained a motion to recommend approval for the organizers of BBQ'n While Black to collect donations and allow vendors to sell merchandise and food at the 2nd BBQ'n While Black event at Lakeside Park (Cleveland Cascade Site) on Sunday, July 21, 2019 from 12:00pm to 6:00 pm. **Moved by:** Commission Reilly. **Second by:** Commissioner Norman. **Motion:** Passed.

Vote:

Yes: 7 - Cole, Corbin, Moore, Norman, Reilly, Torres and Wolfson

Abstained: 1 - Smith (Cited a conflict of interest)

Excused: 3 - Aikens, Ha and Howze

G. Request For The Parks And Recreation Advisory Commission To Review, Provide Comment And Recommend Acceptance Of A Gift Of In-Kind Services From The United States Soccer Federation Foundation, Inc. For The Concordia And Patterson Park Mini-Pitch Soccer Renovation Valued In An Amount Not To Exceed One Hundred Twenty Thousand Dollars (\$120,000).

The Parks and Recreation Advisory Commission reviewed the staff report presented by Dana Riley from Oakland Parks, Recreation and Youth Development (OPRYD).

The Oakland Parks, Recreation and Youth Development Department (OPRYD) received a project commitment from United States Soccer Federation Foundation, Inc.

(Foundation), a non-profit corporation, to provide in-kind services for the renovation of the exterior tennis court in Concordia Park located at 2901 64th Avenue and one exterior tennis court in William "Bill" Patterson Park located at 9175 Edes Avenue.

The project involved up to \$120,000 of in-kind services to convert an underutilized tennis court at each location to a soccer "mini-pitch" including a new acrylic surface, game lines, tamper proof soccer goals, a windscreen with design from a local artist, and heritage signage to commemorate the history of the location.

The gift in-kind services would allow Parks and Recreation to activate spaces that would otherwise sit idle due to the lack of funding sources. Improvements and upgrades to these assets improve neighborhoods and the quality of life of the surrounding community. The Concordia Park and Patterson Park courts were chosen by the Foundation because of these same benefits.

The sports industry provides three standard colors for surfacing courts including red, green and blue. The coordinator for this project chose red, but received Commissioner Reilly's suggestion to consider another color given Target's brand association with the same. The Commissioner expressed his preference that corporate advertisement should not take place on city property and objected to the inclusion of sponsor logos on the courts.

Commission members engaged in a brief discussion regarding corporate advertisement verses sponsor acknowledgements, and surface logos verses signs or plaques. The Commission also discussed the importance of acknowledging the needs of the recipient communities and the beneficial impact the in-kind service process has on the children and under-resourced neighborhoods.

Therefore, the Commission determined that, in acknowledgement of the gift and commitment to the City of Oakland, the Foundation and Target Corporation would be recognized through placement of medallion logos on the court surface along with the OPRYD logo.

Motion: Commissioner Corbin entertained a motion to recommend acceptance of a gift of in-kind services from the United States Soccer Federation Foundation, Inc. for the Concordia and Patterson park mini-pitch soccer renovation valued in an amount not to exceed one hundred twenty thousand dollars (\$120,000), consider another industry standard color rather than red and place the Parks and Recreation logo center of the court. **Moved by:** Commissioner Cole. **Second by:** Commissioner Smith. **Motion:** Passed.

Vote:

Yes: 7 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Abstained: 1 - Reilly
Excused: 3 - Aikens, Ha and Howze

H. Request For The Parks And Recreation Advisory Commission To Recommend The City Council Adopt A Resolution Naming Four (4) Parks At The Brooklyn Basin Development Township Commons, Brooklyn Plaza, Mayhew Park, And Sii Tka Park.

The Parks and Recreation Advisory Commission reviewed the staff report presented by Dana Riley from Oakland Parks, Recreation and Youth Development (OPRYD)

The Oakland Parks, Recreation and Youth Development Department (OPRYD) received a request from the Brooklyn Basin project sponsor Zarsion Oakland Harbor Partners I, LLC (ZOHP), to name the four parks at the development. The Park Name–Land Plan illustrates the parks and location within the project. The first park, Township Commons, is anticipated to open in July, 2019. The proposed park names and the background on each name follows.

Township Commons: The name was chosen in honor of the Brooklyn Township, established in 1856 at the site of today’s Brooklyn Basin development.

Brooklyn Plaza: The name was also chosen in honor of Brooklyn Township. The park is envisioned as a plaza that connects visitors to retail shops and the Clinton Basin waterfront.

Mayhew Park: Named for Brooklyn Township’s first and only mayor, elected and re-elected three times before the township incorporated into the city of Oakland.

Sii Tka Park: The Ohlone translation of "Sii Tka" is “Into the water”. The naming of the park was proposed by the Sogorea Te Land Trust and is pronounced *Seed-Kah*.

City policy to name a public facility is set forth in Resolution No. 65024 C.M.S. and requires that all requests for naming of parks and recreation facilities be referred to the Parks and Recreation Advisory Commission (PRAC) and the Rules & Legislation Committee before the name is recommended to the City Council. Resolution No. 65024 C.M.S. states criteria for appropriate naming that includes a) a geographical area of the City or a significant historical event, b) an individual philanthropist, family, or estate name, and c) unique or civic circumstances.

The proposed park names were vetted with and recommended by Councilmember Nikki Fortunato Bas. Based on the Councilmember’s recommendation, all names were reviewed by the Sogorea Te Land Trust.

Oakland Parks, Recreation and Youth Development will assume programming activities at the locations and Oakland Public Works will manage the maintenance.

Motion: Commissioner Corbin entertained a motion to recommend to the City Council to adopt a resolution naming four (4) parks at the Brooklyn Basin Development Township Commons, Brooklyn Plaza, Mayhew Park, and Sii Tka Park.

Moved by: Commissioner Smith. **Second by:** Commissioner Wolfson. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson

Excused: 3 - Aikens, Ha and Howze

I. Request Recommendation To Dedicate A Plaque In Memory Of Michael Gurmu.

The Parks and Recreation Advisory Commission reviewed the staff report presented by Gail McMillon, from Oakland Parks, Recreation and Youth Development.

The Oakland Parks, Recreation and Youth Development Department (OPRYD) received a request from Lu Girmu to dedicate a bench in memory of his uncle, Michael Gurmu. A beloved and active member of the Ethiopian community, Mr. Gurmu was also an athletic and avid runner who frequented the paths around Lake Merritt. Mr. Gurmu bequeathed his body to the University of California San Francisco Hospital to further his support of the greater community.

A location for the bench will be selected in an area around Lake Merritt/Lakeside Park. Its dedication plaque will read:

In Loving Memory of

MICHAEL GURMU

Motion: Commissioner Corbin entertained a motion to recommend approval of a bench dedication and plaque inscription to read "In Loving Memory of MICHAEL GURMU". An area around Lake Merritt /Lakeside Park will be chosen to locate the bench. **Moved by:** Commissioner Reilly. **Second by:** Commissioner Norman. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson

Excused: 3 - Aikens, Ha and Howze

J. Request Recommendation To Dedicate Two Plaques In Memory Of Fakhri And Mohsen Pakzad.

The Parks and Recreation Advisory Commission reviewed the staff report presented by Gail McMillon, from Oakland Parks, Recreation and Youth Development.

Parks, Recreation & Youth Development received a request from Fara Pakzad to dedicate two benches in memory of his parents, Fakhir and Mohsen Pakzad.

The Pakzad's are a Bay Area family who which to have a local place to retreat and pay honor to Fakhir and Mohsen Pakzad who were buried in Newport Beach, CA. The benches will be located at Lake Merritt/Lakeside Park near Harrison Street.

The plaque inscriptions will read:

PLAQUE #1

**In Loving Memory of Our Mother and Grandmother
FAKHIR PAKZAD 1910 – 2000**

No Boundary In Kindness and Love

PLAQUE #2

In Loving Memory of Our Father and Grandfather

MOHSEN PAKZAD 1915 – 2008

No Boundary In Kindness and Love

Motion: Commissioner Corbin entertained a motion to recommend approval of a two bench dedications and plaque inscriptions to read as written for Fakhir Pakzad and Mohsen Pakzad. An area around Lake Merritt /Lakeside Park near Harrison Street will be chosen to locate the benches. **Moved by:** Commissioner Moore. **Second by:** Commissioner Smith. **Motion:** Passed.

Vote:

Yes: 8 - Cole, Corbin, Moore, Norman, Reilly, Smith, Torres and Wolfson
Excused: 3 - Aikens, Ha and Howze

8. PLANNING AND CONDITIONAL USE PERMITS:

None

9. COMMITTEE AND/OR ADVISORY COUNCIL UPDATES:

- Commissioner Reilly: No information to share regarding the Recreation Advisory Committee (RAC) for the Rotary Nature Center
- Commissioner Corbin: Attended a meeting for Mosswood topics included
 - Replacement of rec center
 - Water fountain
 - Bike rack
 - Restrooms

*Earth Day Event: Debris from dog park spilled onto tennis courts below.

10. ANNOUNCEMENTS AND COMMUNICATIONS:

- Review the City Charter creating PRAC.

11. DIRECTOR'S REPORT:

None

12. CONTINUATION OF OPEN FORUM:

None

13. ADJOURNMENT: 6:32 P.M.

Respectfully submitted,

/s/ J. Nicholas Williams

Dana Riley
Acting Secretary



Diane L. Boyd
Recording Secretary

Next Meeting:

Wednesday, July 10, 2019

Lakeside Park Garden Center

666 Bellevue Ave, Oakland, CA

This meeting location is wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email dboyd@oaklandnet.com or call (510) 238-7532 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, Cantonés, Mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a dboyd@oaklandnet.com o llame al (510) 238-7532 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 dboyd@oaklandnet.com 或致電 (510) 238-7532 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
Oakland Parks, Recreation & Youth Development

TO: C.N.E. Corbin, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: Request From The California Dragon Boat Association (CCDBA) To Collect Funds Onsite For Food & Beverages (Non-Alcohol & Alcohol) Sales, Official Event Merchandise And Other Paddling/Fitness Merchandise At The Dragon Boat Races And Cultural Festival At Lakeside Park And Lake Merritt Sailboat House On Saturday, September 28, 2019 And Sunday, September 29, 2019, From 10:00am-5:00pm.

SUMMARY

Oakland Parks, Recreation and Youth Development received a request from the California Dragon Boat Association (CDBA), a IRC 501(c)(3) non-profit organization with nearly 1,000 members that runs many dragon boat races and events in the Bay Area. Dragon boating is a 2,500-year-old sport that originated in China, but is now truly international, with teams in North America, Europe, Asia, Africa, and Australia. CDBA is requesting approval to collect funds onsite for food and beverages sales and merchandise at their 24th Annual Northern California International Dragon Boat Festival to be held at Lakeside Park and Lake Merritt Sailboat House on Saturday, September 28, 2019 and Sunday, September 29, 2019. All proceeds from this event benefit their nationally recognized CDBA Youth Dragon Boat program, which promotes teamwork, leadership, cultural awareness, health and fitness among high school youth through a yearlong dragon boat program offered at Bay Area high schools and youth organizations. Approval from the PRAC is required per O.M.C. Section 12.64.080.

FISCAL IMPACT

California Dragon Boat Association is paying all rental fees associated with the event.

PROJECT / PROGRAM DESCRIPTION

The International Dragon Boat Festival is organized by the CDBA. It is the largest competitive dragon boat festival in the United States, regularly hosting close to 130 teams from all over the United States, Canada, Europe, and Asia. The festival is a major event in the Bay Area, and is distinctive from other community festivals and Bay Area sports events in its unique blend of cultural heritage, athletic competition, and community festival activities. Over the years, the CDBA has developed the festival into a major community event that attracts families, young professionals, athletes, seniors, and more.

The following funds are being requested to collect onsite:

- Food and Beverage sales – The event typically has a combination of food/beverage vendors and food trucks that sell lunch and snacks for the public. Prices normally range from \$3 to \$10 depending on the item being sold. A beer garden with adult beverages range from \$5-\$8.
- Official merchandise sales – The CDDBA sells official festival merchandise, primarily t-shirts, athletic shirts, jackets, and sweatshirts, with the festival logo on it. Prices typically range from \$10 to \$50 depending on the item being sold.
- Other paddling / fitness and merchandise sales – Other vendors will be onsite that sell paddling or fitness oriented clothing and equipment (i.e., paddles, life jackets, paddle bags, paddling shorts, etc.) and including Asian cultural children's books, handmade candles, artisan chocolate, etc. These prices vary widely by product type. For example, a children's book may cost around \$10, while a carbon fiber dragon boat paddle may cost around \$150.

The estimated attendance is 8000. CDDBA will provide 16 portable restroom facilities to accommodate the number of attendees in accordance with O.M.C. Section 12.64.360, which provides for the provision of temporary restroom facilities at the ratio of one to every 500 persons.

BACKGROUND / LEGISLATIVE HISTORY

The CDDBA was founded in 1996 and promotes strong, healthy communities in the Bay Area through high quality dragon boat programs. The organization is one of the most well-respected dragon boat organizations in the United States, with extensive adult, college, and youth dragon boat programs.

The Dragon Boat Festival is one of three major holidays celebrated in Chinese communities around the world. A dragon boat team consists of 20 paddlers, a drummer, and a steersperson, and is heavily reliant on timing and teamwork. There are no "stars" in dragon boating, as the success of the boat depends upon how well the team works together. Due to its ability to bring teams together, dragon boating has been exceptionally popular with corporate, community, and civic organizations.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from California Dragon Boat Association to collect funds onsite for food/beverage sales, official event merchandise and other paddling/fitness merchandise at the Dragon Boat Races and Cultural Festival at Lakeside Park and Lake Merritt Sailboat House on Saturday, September 28, 2019 and Sunday, September 29, 2019.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Darrin Hodges

Approved by:

Darrin Hodges

Facilities Manager

Attachments: Exhibit A – California Dragon Boat Association Proposal Letter

Exhibit B – Post Event Report (2018)



June 6, 2019

Parks and Recreation Advisory Commission
Office of Parks and Recreation
666 Bellevue Ave
Oakland, CA 94610

Dear Commissioners:

On behalf of the California Dragon Boat Association (CDBA), we would like to submit this request for approval to collect funds on site for the 24th Annual Northern California International Dragon Boat Festival, to be held at Lake Merritt on September 28 – 29, 2019. In this Proposal Letter, we have provided the following, per the PRAC requirements:

- Brief history of the California Dragon Boat Association;
- Overview of the event;
- Review of key categories of funds to be collected;
- Reason for on-site fund collection; and
- Organization and program benefitting from collected funds.

THE CALIFORNIA DRAGON BOAT ASSOCIATION (CDBA) AND DRAGON BOAT RACING

The CDBA, founded in 1996, promotes strong, healthy communities in the Bay Area through high quality dragon boat programs. The organization is one of the most well-respected dragon boat organizations in the United States, with extensive adult, college, and youth dragon boat programs. The CDBA is a non-profit, 501(c)3 organization with nearly 1,000 members that also runs many dragon boat races and events in the Bay Area. We started as a partnership with Self Help for the Elderly, a senior-serving organization with whom we still work closely and contribute to annually. The CDBA is a volunteer run organization.

Dragon boating is a 2,500 year old sport that originated in China, but is now truly international, with teams in North America, Europe, Asia, Africa, and Australia. The Dragon Boat Festival is one of three major holidays celebrated in Chinese communities around the world. A dragon boat team consists of 20 paddlers, a drummer, and a steersperson, and is heavily reliant on timing and teamwork. There are no "stars" in dragon boating, as the success of the boat depends upon how well the team works together. Due to its ability to bring teams together, dragon boating has been exceptionally popular with corporate, community, and civic organizations.

Additionally, dragon boating is very accessible from both a cost and physical needs perspective. The CDBA provides the boats, sites, equipment, and coaches necessary to learn dragon boating, and it is something which can be learned at a basic level in a very short time. It is also very physical accessible, which has led to the development of many cancer survivor and sight impaired teams.

THE NORTHERN CALIFORNIA INTERNATIONAL DRAGON BOAT FESTIVAL

The International Dragon Boat Festival is organized by the CDBA. It is the largest competitive dragon boat festival in the United States, regularly hosting close to 130 teams from all over the United States, Canada, Europe, and Asia. The Festival is a major event in the Bay Area, and is distinctive from other community festivals and Bay Area sports events in its unique blend of cultural heritage, athletic competition, and community festival activities.

Over the years, the CDBA has developed the festival into a major community event that attracts families, young professionals, athletes, seniors, and more. The festival includes the following elements:

- **Dragon Boat Racing** - The racing features competitive level teams from around the world, novice teams representing many of the Bay Area's major corporations and community organizations, and high school and college teams.
- **Health & Wellness Pavilion** – In the past this has included the well-known Sunscreen Bar, eyeglass cleaning, body fat and blood pressure measurement, massage, spin art, and airbrush tattoos.
- **Cultural Stage** – The stage features two days of high quality performers and entertainment, such as lion dance, taiko drumming, Chinese acrobats and folk dance, martial artists, Hawaiian dancing, magicians, gospel choirs, and much more.
- **Dragon Land** – This children and family activity area, centered around a large activity pavilion, has been a major attraction for the family audience and includes arts and crafts, games, roving dragons, Chinese stilt walkers, magicians, face painting, and animal balloons.
- **Opening Ceremony** – Every year, the CDBA holds an Opening Ceremony where Buddhist monks present a traditional blessing ceremony that historically is associated with dragon boat racing, where the elected officials and community leaders “dot the eye” of the dragon to bring good luck to all teams.
- **Vendors / Booths** – The festival features a modest vendor area, including food trucks, artisan food vendors, arts and crafts, and fitness or paddling oriented vendors.
- **Shuttle Buses** – In order to increase accessibility and to promote sustainability goals, the CDBA funds free shuttle buses to the event.

KEY CATEGORIES OF FUNDS TO BE COLLECTED ON-SITE

The CDBA collects the following on-site funds:

- **Food & Beverage Sales** – The event typically has a combination of food vendors and food trucks who sell lunch and snacks for the public. Prices normally range from \$3 to \$10 depending on the item being sold.
- **Official Merchandise Sales** – The CDBA sells official festival merchandise, primarily t-shirts, athletic shirts, jackets, and sweatshirts, with the festival logo on it. Prices typically range from \$10 to \$50 depending on what is being sold.
- **Other paddling / fitness and merchandise sales** – In addition, we have other vendors who sell paddling or fitness oriented clothing and equipment (i.e. paddles, life jackets, paddle bags, paddling shorts, etc.) and other merchandise including Asian cultural children's books, handmade candles, artisan chocolate, etc. These prices vary widely by product type. For example, a children's book can cost around \$10, while a carbon fiber dragon boat paddle can cost around \$150.

REASON FOR ON-SITE FUND COLLECTION

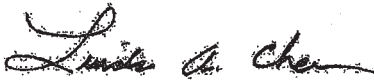
The event is a cultural and dragon boat festival, and as such, we have vendors who reinforce this theme and provide additional activities for the public and participants. The limited number of food booths and food trucks are there to serve the public and paddlers and to encourage a longer length of stay. Also, we market ourselves as a family festival, so having snacks and food available for children is important.

ORGANIZATION AND PROGRAM BENEFITTING FROM COLLECTED FUNDS

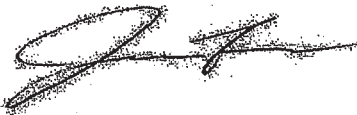
The food and merchandise booths, as well as the festival merchandise, do not generate large amounts of revenue for the CDBA. However, all proceeds from our festival benefit our nationally recognized CDBA Youth Dragon Boat program, which promotes teamwork, leadership, cultural awareness, and health and fitness among high school youth through a year-long dragon boat program offered at Bay Area high schools and youth organizations. The program serves a wide diversity of youth, but in particular has been able to reach many immigrant high school youth who do not traditionally participate in competitive sports activities, and therefore would not have been otherwise able to realize the benefits of participating in a team sport. Many of the youth who participate in our programs do not have parents who are involved as coaches or team managers in soccer or baseball programs, so for most, dragon boating is their first experience with a team sport. Furthermore, many high school sports have certain height, size, or physical skill or ability requirements, but dragon boating is accessible to all, including those with disabilities. Many of the youth who participate have never thought about fitness or athletic competition, but after a year or two are able to compete at a very elite level in dragon boating. The program is offered either free or at very low cost to participating youth.

Thank you for your consideration of our request. Feel free to contact us should you have any questions.

Sincerely,



Linda Cheu
Festival Director



Jonathan Kong
CDBA President



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: Kaiser Permanente Northern California Dragon Boat Festival

Location of Event: Lakeside Park & Lake Merritt

Date/Hours of Event: Sept 15 - 16, 2018, 10am - 5pm Permit No. _____

Contact Person: Steve Perich Phone No. (650) 678-0381

Contact Person Address: 106 44th Avenue, San Mateo, CA 94403

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

September 2016 and 2017

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

2. Check other permits required for event?

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

II. ATTENDANCE/COLLECTION OF FUNDS

- Total number in attendance: Approximately 4,000 per day
- Were registration or donation fees collected on-site for the event? Yes No
 Not Applicable
- If yes, how many people registered? _____ How many people made donations? _____
- What was the cost for registration? _____
- How much money was collected on site for registration fees? _____
- How much money was collected on site for donations? _____

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

Of 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				

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.)

See Attached

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

See Attached

Submitted by: Steve Reich

Date: 12-14-18

Approved by: [Signature]

(OPR Staff)

Date: 12-18-18

Comments: _____

Food Vendor Name	Description of Vendor Product
15 Tea	boba smoothie; mocha latte, thai tea, coconut, milk tea, strawberry green
Auntie Viv's Shave Ice	Auntie Viv's Shave Ice serves Hawaiian Style Shave Ice made with sweet, homemade syrups and fluffy, delicate snow. Artisan Furokake Snack Mix.
COOL BEADS ICE CREAM	Beaded Ice Cream similar to Dippin Dots, but my ice cream is higher quality and I offer organic, gluten-free, vegan, nut free, and soy free flavors.
Get Goes Mobile Cafe	Full service Espresso/coffee bar featuring espresso, mocha and jasmine tea milkshakes, affogotos and iced cafes.
Ice3 (Ice Cube) Creamery	We are a trendy gourmet ice cream and gelato shop offering house made flavors.
Irma's Pampanga Restaurant	Filipino food. BBQ - chicken and pork, Lumpia (Filipino eggrolls), Pancit (noodles), Chicken Adobo, Pork Sisig
Linda's catering (food truck)	Spicy tuna sushi burrito, salmon sushi burrito, chicken kazu sushi burrito, beef Shikiyaki bowl, spam musubi, pork belly musubi, California sushi burrito.
Thai & Thai BBQ	Teriyaki bowl, Orange Chicken, BBQ Sticks, Fried Rice, Noodles, Egg Rolls
Tula Bakeshoppe	We serve gourmet brownies and blondies in 3 options: Made with dairy, Vegan or Gluten-Free. We carry 5-7 flavors of bars for each of the 3 different diets
Waffle Puffs & Catering	Waffle puffs, Crepes, Churro, Waffle dog (similar to corn dog), Garlic shrimp plate Cotton Candy, Root beer float, Fresh lemonade and juices
Wonton Crunchies	Chicken Wonton Tacos, fruit infused ice teas, thai tea, ice coffee, chicken teriyaki bowl

All Food vendors had required Alameda County Health Permits and Oakland Business License or City of Oakland Special Event Seller Permit

Merchandise Vendor Name (profit)	Description of Vendor Product
Burnwater	Dragon Boat Gear
Call Paddler	Paddling lifestyle brand -- hats, t-shirts, etc
Fantastic Fam Inc	Original Design Merchandise Asian Inspired
Immedium	Asian American children's picture books.
Kai Wai Li	Hand made crystal prisms, natural quartz/gemstone jewelry, leather brace
Kialoa Canoe Paddles	Dragon Boat paddles
GL GIFT	Stuffed animals.
Old School Copes	Custom original t-shirts, sweaters and books highlighting the City of Oakland
Silver Chic	Original Crafts
T-Mobile	Cell Phones & Cell Phone Accessories.

All merchandise vendors had City of Oakland Business License or City of Oakland Special Event Permit

Non-Profits

California Telephone Access Program

SF Hep B Free-Bay Area

Note: two of our regular non-profits, Self Help for the Elderly and Asian American Donor Program were unable to attend due to dates conflicts with other events.

IV. COMMENTS

The planning and operation of the 2018 went very well, the best so far! We made significant changes in 2017 based upon Lakeside Park stakeholder and City Department feedback, all which were very positive. 2018 only required some fine tuning.

We had planned to hire an OPD officer to be at the entrance of Lakeside Park to assist with traffic control, as we did in 2017. Unfortunately, OPD had to cancel at the last minute due to staffing needs at a concert. With the completion of the entrance construction and Oakland parking staff experience with the US Rowing Championships, the situation was greatly improved from 2017 and all ran smoothly. The parking staff also assumed responsibility for handling Fairyland birthday party groups (a major item for Fairyland), which also went well. Conclusion - an OPD officer is no longer needed to assist with traffic control.

We will continue to work with Lakeside Park stakeholders to minimize the impact of the Dragon Boat Festival upon their operation and discuss ways in which synergy can be created between the festival and the stakeholder to have a positive impact.

CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development



TO: C.N.E. Corbin, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: Request From American Foundation For Suicide Prevention (Afsp) To Collect On-Site Charitable Donations At Thier Out Of The Darkness Walk At Lakeside Park Pergola On Saturday, October 19, 2019, From 6:00am – 9:30am

SUMMARY

Oakland Parks and Recreation received a request from American Foundation for Suicide Prevention (AFSP), a non-profit organization that fund research to improve interventions, train clinicians in suicide prevention, and advocate for policy that will save lives. AFSP is requesting to solicit on-site charitable donations from supporters at their Out of Darkness Walk to be held at the Lakeside Park Pergola on Saturday, October 19, 2019, 6:00am – 9:30am. 100% of the donations collected will benefit prevention and education about suicide with 50% of the funds retained locally for crisis support in the Bay Area. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

American Foundation for Suicide Prevention will pay all fees associated with this event which is estimated at a total of \$572.00.

PROJECT / PROGRAM DESCRIPTION

American Foundation for Suicide Prevention has held their Out of the Darkness Walk at the Lakeside Park Pergola location beginning in 2009 to current and each year's event has been successful. This event consists of participants representing survivors of suicide, who have collected sponsorship donations for the education and distribution of information about suicide awareness and prevention. This event is open to the public and typically collects approximately \$3000 on-site. The sole purpose of this event is to raise funds for suicide prevention awareness.

BACKGROUND / LEGISLATIVE HISTORY

American Foundation for Suicide Prevention was established in 1987, it's a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy. AFSP is dedicated to saving lives and bringing hope to those affected by suicide. AFSP created a culture that's smart about mental health by engaging in the following core strategies:

- Funding scientific research
- Educating the public about mental health and suicide prevention
- Advocating for public policies in mental health and suicide prevention

Parks and Recreation Advisory Commission
July 10, 2019

- Supporting survivors of suicide loss and those affected by suicide in our mission

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request to allow the American Foundation for Suicide Prevention to collect donations on-site for their event on Saturday, October 19, 2019, 6:00am-9:30am.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Darrin Hodges

Approved by:

Darrin Hodges

Facilities Manager

Attachments: Exhibit A - American Foundation for Suicide Prevention Request Letter
Exhibit B - Post Event Report (2018)
Exhibit C - Rental Application

American Foundation for Suicide Prevention
**Out of the
DARKNESS**
COMMUNITY WALKS

February 7, 2019

To Oakland Parks and Recreation Advisory Commission:

This is a request from the American Foundation for Suicide Prevention, a nonprofit organization, for permission to host a walk-a-thon on Saturday October 19, 2019 from 6am to 10am and to collect donations at Lakeside Park preceding a walk around Lake Merritt. 100% of the proceeds from this event will benefit the prevention and education about suicide with 50% of the funds retained locally for crisis support in the Bay Area and the local chapter of the American Foundation for Suicide Prevention, a 501(c)(3) non-profit foundation.

This is planned to be the 10th Community Out of the Darkness Walk in the East Bay following the same event held at this location annually since 2009. The event will consist of participants representing survivors of suicide, who have collected sponsorship donations for the education and distribution of information about suicide awareness and prevention. Participants would check-in, receive a T-shirt and then listen to guest speakers. Some registration will occur on site with voluntary donations collected. After a short introduction to the event, they will walk together around the Lake and will be greeted at completion with brochures and certificates of completion. We typically collect about \$5,000-\$7,000 on site.

This event is open to the public. The sole purpose of this event is to raise funds for suicide prevention and awareness.

Please do not hesitate to contact me at the number below or my co-chair, Alanna Coyote, at 206-987-2114 with any additional questions.

Sincerely,



Teresa Ferguson
Co-Chair
Oaklandwalk@aol.com
510-292-5211

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: Out of the Darkness for Suicide Prevention *American Foundation*

Location of Event: Pergola Lake Merritt

Date/Hours of Event: October 13, 2018 Permit No. _____

Event Contact Name: Teresa Ferguson Phone No. 510 292-5211

Event Contact Address: 1047 Alameda Road Berkeley, CA 94705

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

every year since 2009

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?
- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> OPD Special Events Permit | <input checked="" type="checkbox"/> Food Handler's Permit | <input type="checkbox"/> Seller's Permit <i>N/A</i> |
| <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: 620
2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
3. If yes, how many people registered? _____ How many people made donations? 50
4. What was the cost for registration? 0
5. How much was collected on site from registration fees? 0
6. How much was collected on site from donations? 3,600
7. 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): *N/A*

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
		<i>N/A</i>	<i>N/A</i>	

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.)

Really need sprinklers off the night before event to avoid wet slippery grass

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

no problems.

Submitted by: *[Signature]* Date: *11/9/2018*

Approved by: *[Signature]* (OPR Staff) Date: *11/15/18*

Comments: _____



Oakland Parks, Recreation & Youth Development (OPRYD)
 666 Bellevue Avenue Oakland, CA 94610
 Central Reservations: (510) 238-3420; Fax: (510) 637-0362
 Office Hours: Monday-Friday 9:00 a.m. - 4:00 p.m.
 Email: centralreservationsunit@gmail.com



Rental Application

ATTENTION: Zermaine

Date of Application: 2/9/2019

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: American Foundation for Suicide Prevention

Business/Organization Address: 120 Wall St. 22nd Fl New York NY 10005
Street Address City Zip Code

Applicant Name: Teresa M. Ferguson

Applicant Mailing Address: 1047 Alvarado Rd Berkeley CA 94705
Street Address City Zip Code

Phone Number: 510 292-5211 Fax Number: 510-832-2496 mail: oaklandwalk@aafp.com

Facility/Park Name: Lakeside Park Pergola

Room(s)/Site(s): outdoor event

Event Information: Saturday

Date(s) of Event: 10/19/2019

Time In/Prep Time 6am Actual Event Time 6:30am to 9am Time Out/Cleanup Time 9:30am

Type of Event/Purpose: (be specific, i.e. Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Backstrava/Bathstrava, etc.) Walk

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission (PRAC) 60 days or more in advance of event date.

Number of Participants (Total) 295 Approximate # of Adults 255 # of Teens 10 # of Children/Infants 10

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
NONE

Will you require a caterer for your event? Yes No

If yes, Name of Caterer: N/A

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Non-Refundable Permit Processing Fees:
 -Park Use/Building Rentals/Special Events (Party): \$30:

- (1) 48 * = 192
(Hourly Rate) (# of hours)
- (2) 1 * = 30
(Hourly Rate) (# of hours)
- (3) Permit Processing Fee = 30
- (4) Deposit = 300
- (5) Setup/Teardown = 6

- (6) Kitchen = 0
- (7) Alcoholic Beverage Fee = 0
- (8) Administrative Service Fee = 0
- (9) Sound Use Fee = 50
- (10) Other Charges = 0

TOTAL: 522 Less Advance Minimum Payment of \$ 300; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 222
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Payment type: Check #: _____ Type of Credit Card: Visa or MasterCard: VISA
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/4 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/4 Rental Fee
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE Juanita DATE 2/9/2019

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: C.N.E. Corbin, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: Request From Oakland East Bay Garden Center, Inc. And Friends of the Gardens at Lake Merritt (FGLM) To Collect Funds On Site At The Annual Autumn Lights Festival/Fundraiser At Lakeside Park Garden Center And The Gardens At Lake Merritt On Thursday, October 17, 2019 – Saturday, October 19, 2019, From 6:00pm-11:00pm

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Oakland East Bay Garden Center, Inc., (OEBGCI), the umbrella nonprofit for Friends of the Gardens at Lake Merritt (FGLM), to collect funds onsite for their 8th Annual Autumn Lights Festival/Fundraiser. The funds collected from this event will benefit improvements to the Gardens at Lake Merritt and Lakeside Park Garden Center. This event has been successful each year. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

OEBGCI is responsible for this event, including its costs and impacts. OEBGCI has pledged: 1) This event will have minimal impact on OPRYD facilities, 2) To indemnify OPRYD and the City for this event, 3) To be responsible for all costs.

OEBGCI and FGLM have successfully managed events such as this in cooperation with OPRYD and Oakland Public Works (OPW) over the past five years what benefits may be funded by the proceeds.

PROJECT / PROGRAM DESCRIPTION

The event, entitled “Autumn Lights Festival” will comprise of decorating the Gardens with various styles of artist-produced illuminating art pieces that enhance the existing gardens, food trucks and vendors, in addition to various sound environments and musical performances consistent with contemplation of the Gardens lit up by artist illuminations.

Admission

- \$20.00 for general admission in advance
- \$25.00 at the door
- \$7.00 per child (ages 6 and older) in advance
- \$10:00 at the door
- Ages five and under are admitted free of admission

The primary sources of revenue will be ticket sales, food vendor fees, beer and wine sales, OEBGCI and FGLM-branded merchandise, donations, and sponsorships. Proceeds will be accounted for by OEBGCI and reported to OPRYD. Net receipts will go entirely towards benefitting The Gardens at Lake Merritt and to extend the reach of the Gardens throughout Oakland and the East Bay.

Autumn Lights Festival tickets will be sold in advance, with ticket sales at the door should any tickets remain available after pre-sales. Food and beverage sales in addition to sales of art by local artisans will be sold at Autumn Lights Festival. OEBGCI and FGLM will solicit donations in support of the event and their respective community-based organizations.

OEBGCI and FGLM will solicit, curate and install lighted exhibits and other art displays, primarily produced by Oakland and East Bay artists. Oakland-based Heart of the Town Events will manage music production, publicity and event logistics.

The primary patron experience will be an opportunity to see the Gardens at their best, illuminated at night by innovative art installations and surrounded by other works from similarly-minded garden enthusiasts. Food trucks and local food vendors, as well as musical performances, will provide additional avenues of enjoyment at the event

BACKGROUND / LEGISLATIVE HISTORY

OPRYD and OPW, in addition to other City departments, have worked closely with FGLM for over ten years, and its parent organization, OEBGCI, since the early 1950s. Over the years, both organizations have provided considerable financial, volunteer, and other resources in support of the Gardens.

Fundraising and publicity provided by OEBGCI and FGLM have resulted in many benefits to the Gardens and the people of Oakland. Among the thousands of hours of volunteering facilitating the improvements at the Gardens, the redevelopment of the Sensory Garden, the Mediterranean Garden, the Japanese Garden, Bonsai Garden, and several newer editions. Many less obvious but critical additions of soil, compost, path materials, signage and plants have been funded by or facilitated via OEBGCI and FGLM.

A significant portion of garden maintenance has also been accomplished by teams of volunteers that FGLM has encouraged and managed. These teams have included those drawn by important dates such as Martin Luther King, Jr. Day and Earth Day, as well as by the regularly scheduled bi-monthly volunteer opportunities.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request Oakland East Bay Garden Center, Inc. and Oakland Public Works to collect funds onsite at their 8th Annual Autumn Lights Festival to be held at Lakeside Park Garden Center and Gardens at Lake Merritt on Thursday, October 17, 2019 to Saturday, October 19, 2019.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Darrin Hodges

Approved by:

Darrin Hodges

Facilities Manager

Attachments: Exhibit A – OEBGCI Request Letter

Exhibit B - Post Event Report 2018

Oakland East Bay Garden Center, Inc.
666 Bellevue Avenue
Oakland, CA 94610

April 15, 2019

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

Dear Commissioners:

Oakland East Bay Garden Center, Inc. (OEBGCI) and Friends of the Gardens at Lake Merritt (FGLM) hereby submit this request for approval to collect funds on site for the **8th Annual Autumn Lights Festival, taking place October 17-19, 2019 in the Gardens at Lake Merritt and adjacent Lake Merritt Garden Center.**

This letter of request provides the following information, per the PRAC requirements:

- Brief history of Autumn Lights Festival
- Overview of the event;
- Review of key funds to be collected on site;
- Reason for on-site fund collection; and
- Organization and program benefitting from collected funds.

Brief History of the Autumn Lights Festival

Since 2012, the Autumn Lights Festival community fundraiser has been successfully staged in the Gardens at Lake Merritt and adjacent Lake Merritt Garden Center. All of the net proceeds from the event are invested in to the Gardens.

FGLM has worked closely with OPRYD and Oakland Public Works on various projects in the Gardens for over ten years – and its parent organization, OEBGCI, since the early 1950s. Over the years, the two organizations have provided considerable financial, volunteer, and other resources in support of the Gardens.

Fundraising and publicity provided by OEBGCI and FGLM have resulted in many benefits to the Gardens and the people of Oakland. Among the thousands of hours of volunteering facilitating the improvements at the Gardens, the redevelopment of the Sensory Garden, the Mediterranean Garden, the Japanese Garden, Bonsai Garden, and several more new editions. Many less obvious but critical additions of soil, compost, path materials, signage and plants have been funded by or facilitated via OEBGCI and FGLM.

A significant portion of garden maintenance has also been accomplished by teams of volunteers that FGLM has encouraged and managed. These teams have included those drawn by important dates such as Martin Luther King, Jr. Day and Earth Day, as well as by the regularly scheduled bi-monthly volunteer opportunities.

All net proceeds from Autumn Lights are re-invested in to the many community projects OEBGCI and FGLM carry out at the Gardens at Lake Merritt year-round.

Overview of the Event

The 8th Annual Autumn Lights Festival will again comprise of decorating the Gardens with various styles of artist-produced illuminating art pieces that enhance the existing gardens, food trucks and vendors, in addition to various sound environments and musical performances consistent with contemplation and appreciation of the Gardens. Artist commissions are underway and a spectacular display is anticipated again this year.

Funds to Be Collected On-Site:

The event plans to collect the following on-site funds:

- Food Vendors/Sales – As in past years, plans are underway to have food vendors and trucks. Food prices are likely to range from \$5 to \$15 depending on the item(s) being sold. OEBGCI/FGLM will charge each food vendor/truck a fee to participate.
- Beverage Sales – Beer, wine and soft drinks will be sold by OEBGCI/FGLM. Estimated beer and wine prices will be in the \$7 - \$9 range. Estimated price for soft drinks is \$2-\$3.
- Donations – OEBGCI and FGLM will solicit donations in support of the event and their respective community-based organizations.
- Tickets – Tickets to the event will be sold both in advance and on site. 2019 ticket prices are as follows: \$20 for general admission in advance; \$25 at the door, \$7 per child (ages 6 and older) in advance; \$10 at the door. Ages five and under are admitted free of admission.
- Art Market Sales – Several local artists and artisans, most of whom will also be displaying art in the Gardens, will participate in a central art market in the Ebell Room of the Garden Center. The artists and artisan will be selling their art on site. Prices vary depending on the type of art being sold. The artists/artisans will pay OEBGCI \$30 each to participate in the market.

Reason for On-Site Fund Collection

The event is a community fundraiser. All net proceeds from the event are re-invested in to capital projects and other ongoing enhancements at the Gardens.

Organization/Program Benefitting from Collected Funds

Proceeds from any fees will be applied to event-related expenses, including permits, operations, production, security, transportation, marketing, etc. The estimated overall operating budget for the 2019 Autumn Lights Festival is approximately \$120,000. 2018 ticket sales totaled \$222,567.94. We anticipate similar results for ticket sales again this year.

Both OEBGCI and the event producers, Heart of the Town Events, are (501c3) nonprofit organizations. OEBGCI is the umbrella organization for FGLM.

Respectfully submitted,

Carole Levenson and Tora Rocha
Co-Presidents

Oakland East Bay Garden Center, Inc. /Friends of the Gardens at Lake Merritt.



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: **7th Annual Autumn Lights Festival**

Location of Event: The Gardens at Lake Merritt; Lake Merritt Garden Center

Date/Hours of Event: October 18-20, 6:00 p.m. – 11:00 p.m.

Permit No. 30225: Garden Center – Central Reservations

Contact Person: Helga Mahlmann, Oakland-East Bay Garden Center, Inc.

Phone No. 510-635-2943

Contact Person Address: POB 18095, Oakland, CA 94610-0895

Is this a first time event at this location? Yes No If no, when was the event held previously? **The event began in 2012 and continued through 2018.**

-
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 – Fire, ABC

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: **10,295 (not including volunteers + staff)**
2. Were registration or donation fees collected on-site for the event? Yes No
 Not Applicable
3. If yes, how many people registered? **10,295 people purchased tickets to the event.**
How many people made donations? **11**

POST EVENT REPORT (Continued)

Page 2

4. What was the cost for registration? **Tickets were \$25.00 for adults and \$10 per children at the door; \$7.00 per child (ages 6 and older) in advance; \$20.00 per adult in advance. Five and under were admitted free of admission.**
5. How much money was collected on site for registration fees? **\$243,290.80 in ticket sales.**
6. How much money was collected on site for donations? **\$ 5,194.65**

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

Of 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
Cool Neon Wire	F	N	Participating artist	Y
Zero DB "Silent Disco"	F	N	Rental of audio headphones	Y
Propagation Garden Group	N	N	Plant Sales	Y
Misc. local artists that were part of the art show – most were displaying in the gardens as well.	Artisans	N	Various types of art – paintings, sculpture, artifacts, etc.	Y
Misc. food vendors – including Torpedo Sushi, Bomzies BBQ, Company Confections, Halal Bites of Chicago, Javi's Cooking, Cassave Taqueria, Antonik's, (included vegetarian and vegan options).	F	Burritos, Tacos, Asian, BBQ, Indian, vegan, etc.	Food	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.)

POST EVENT REPORT (Continued)

Page 3

The event has been very successful, selling out for the past three years. We plan to build on the significant improvements initiated in 2016 with respect to ticketing and in 2017/2018 with the improved and expanded food court. Last year, significant improvements were made to enhance accessibility for attendees with special needs. This year, OEBGCI will again work with City/OPR staff on ways to further enhance the City-run parking operation.

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

See above.

Submitted by: Victoria Rocha Date: _____

Approved by:  Date: 6-6-19
(OPR Staff)

Comments: _____



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: C.N.E., Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: Request From On Your Mark Events To Collect On-Site Registration Fees At The Dia de Los Muertos 5K Run At Lakeside Park (Picnic Tables Near Sailboat House) On Saturday, November 2, 2019, 9:00am-10:30am.

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from On Your Mark Events an athletic event management, consulting and timing company in Northern California, requesting approval to collect on-site registration fees at the 5K Dia de Los Muertos Run at Lakeside Park on Saturday, November 2, 2019. Proceeds from the fees collected will benefit the Spanish Speaking Citizens Foundation of Oakland. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

On Your Mark Events is paying all rental fees associated with the event estimated at \$668.00.

PROJECT / PROGRAM DESCRIPTION

This is On Your Mark Events, first year hosting the Dia de Los Muertos 5K Run which will consist of 1-lap around Lake Merritt. The participants will utilize the existing trails and pathways; the run will start and finish on the path along side of the Picnic Area near to Sailboat House. Event set-up will begin at 6:00am and cleanup at 12:00 noon. The actual run starts at 9:00am.

The following funds are being requested to collect on-site:

- Adults (19 & Over): \$40
- Youth (18 & Under): \$30

The estimated attendance is 200.

BACKGROUND / LEGISLATIVE HISTORY

On Your Mark Events established in 1988, is a race timing and management organization. The organization has produced over 1300 running races, triathlons, open water swims, and bike races all over Northern California. On Your Mark Events, has worked with many organizations as well as producing their own events.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from On Your Mark Events to collect onsite registration fees at the Dia de Los Muertos 5K Run at Lakeside Park (Picnic Tables Near Sailboat House) on Saturday, November 2, 2019, 9:00am-10:30am.

Respectfully submitted,

/s/ Zermaine Thomas

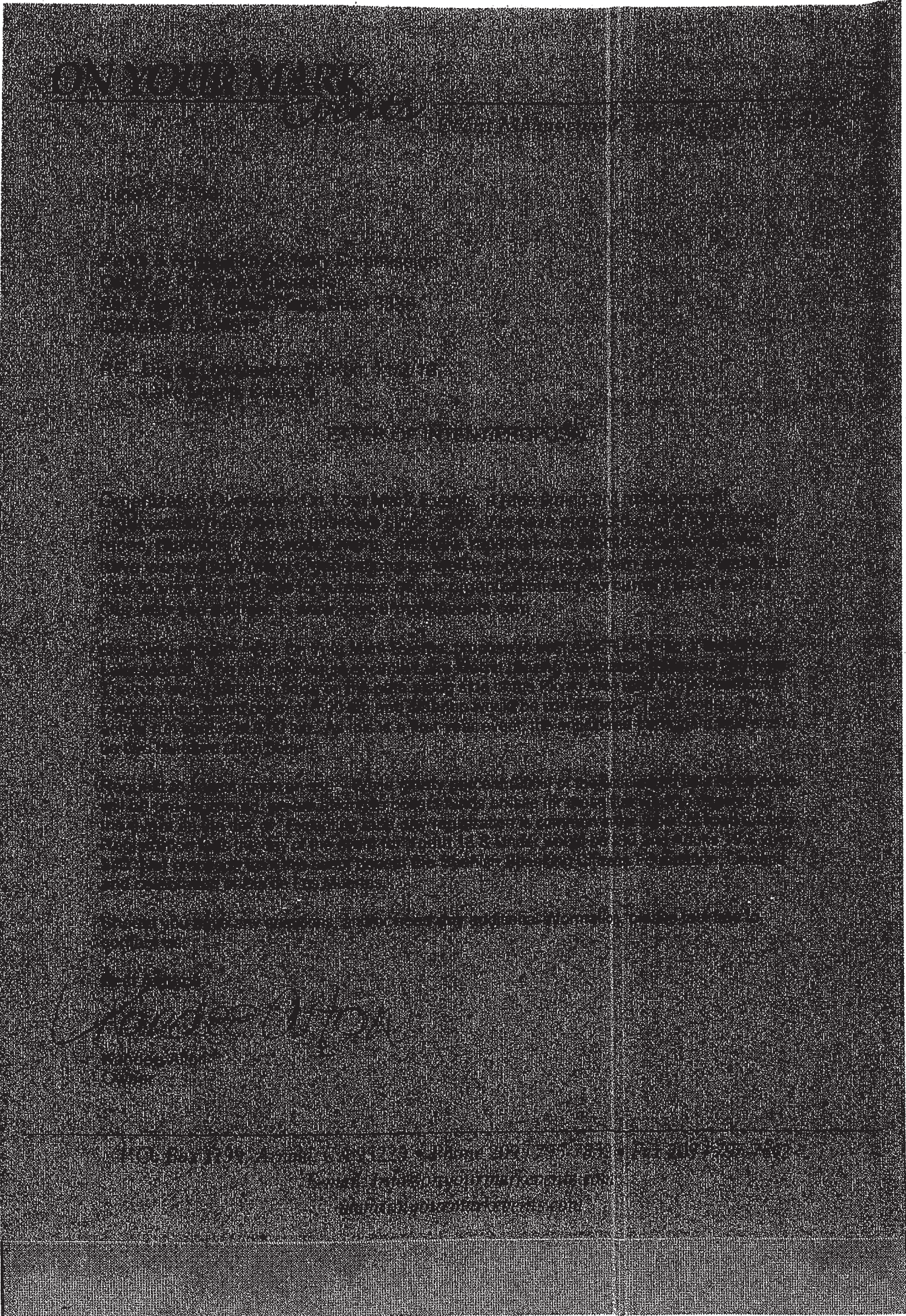
Prepared by:
Zermaine Thomas
Central Reservations

/s/ Darrin Hodges

Approved by:
Darrin Hodges
Facilities Manager

Attachments: Exhibit A – On Your Mark Events Proposal Letter
Exhibit B – Rental Application

ON YOUR MARK
 GET SET GO!



[Handwritten Signature]



Oakland Parks, Recreation & Youth Development (OPRYD)
 666 Bellevue Avenue, Oakland, CA 94610
 Central Reservations Unit: (510) 238-3480; Fax: (510) 637-0362
 Office Hours: Monday-Friday 9:00 a.m. - 4:00 p.m.
 Email: centralreservationsunit@gmail.com
www.oaklandnet.com/parks



Rental Application

ATTENTION: _____

DATE: 5/28/19

**RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED. **

Name of Business/Organization: On Your Mark Events

Business/Organization Address: PO Box 1199, Arnold, CA 95223
Street Address City Zip Code

Applicant Name: Kandee Aiton

Applicant Mailing Address: PO Box 1199, Arnold, CA 95223
Street Address City Zip Code

Phone Number: 209.795.7832 Fax Number: _____ E-mail: kandee@onyourmarkevents.com

Facility/Park Name: Lake Merritt
 Room(s)/Site(s): Boathouse

Event Information:

Date(s) of Event: 11/2/19

Time In/Prep Time 6:00 am Actual Event Time 9:00am to 10:30a Time Out/Cleanup Time ~~11:45am~~ 12:00 pm

Type of Event/Purpose: *(be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceañera, Bar/Mitzvah/BatMitzvah, etc.)*
5K Run-Dia de Los Muertos benefiting Spanish Speaking Citizens Foundation

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: *(i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)*
Finishline, 3-4 tents, PA systems with controllable sound, generator

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission. (PRAC) 60 days or more in advance of event date.

Number of Participants (Total) 400 Approximate # of Adults 275 # of Teens 10 # of Children/Infants 15

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
Restrooms

Will you require a caterer for your event? Yes No
 If yes, Name of Caterer: _____

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Non-Refundable Permit Processing Fees:		
-Picnic & Related Events: \$15 (50+ people)		
-Park Use/Building Rentals/Special Events (Parks): \$30:		
(1) <u>48</u> x <u>6</u> = <u>288</u>	(6) Kitchen	= _____
<small>(Hourly Rate) (# of hours)</small>	(7) Alcoholic Beverage Fee	= _____
(2) _____ x _____ = _____	(8) Administrative Service Fee	= _____
<small>(Hourly Rate) (# of hours)</small>	(9) Sound Use Fee	= <u>50</u>
(3) Permit Processing Fee = <u>30.00</u>	(10) Other Charges	= _____
(4) Deposit = <u>300.00</u>		
(5) Setup/Teardown = _____		

TOTAL: \$ 668.00 Less Advance Minimum Payment of \$ 300.00 BALANCE DUE 30 DAYS BEFORE EVENT: \$ 368.00
(Deposits are refunded 0-5 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Check #: 20142 Type of Credit Card: Visa or MasterCard
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: Kandee Aiton DATE: 5.28.19
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



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

TO: C.N.E. Corbin, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: **Request From The Ethiopian Community Cultural Center To Collect Onsite Funds Through Vendor Sells Of Foods, Drinks and Merchandise At The Ethiopian New Year Celebration; To Be Held At Lakeside Park (Bandstand and Beach Area) Sunday, September 8, 2019, 12:00pm-7:00pm.**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from The Ethiopian Community Cultural Center (ECCC), a non-profit organization established in 2001, dedicated to strengthening the bond between Ethiopians and Ethiopian origins in the diaspora, helping newly arriving Ethiopians navigate the American system. ECCC is requesting approval to collect onsite funds through vendor sells of foods, beverages and merchandise at Lakeside Park on Sunday, September 8, 2019. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

The Ethiopian Community Cultural Center is paying all rental fees associated with the event estimated at \$3827.00.

PROJECT / PROGRAM DESCRIPTION

The Ethiopian Community Cultural Center will celebrate Ethiopia's New Year at Lakeside Park to reconnect with others while celebrating their culture and tradition; with the sales of foods, drinks and merchandise.

The following is a list of fees to be collected onsite:

- Food/Beverage Vendors \$5-\$20
- ECCC Merchandise \$5- \$30

Food/Beverage Vendors proceeds will go directly to vendor for sales of products. All proceeds from ECCC Merchandise sold will go towards offsetting the cost of the event.

BACKGROUND / LEGISLATIVE HISTORY

The Ethiopian Community & Cultural Center was established in 2001, as a nonprofit community-based organization to empower Ethiopians and Ethiopian-Americans through education, advocacy, services, and development of community-based resources. ECCC coordinates educational programs and social services that empower and support Ethiopian immigrants/refugees to become self-sufficient.



The Ethiopian Community Cultural Center
6116 Telegraph Avenue
Oakland, CA 94609

PROPOSAL LETTER

Organization Overview and History:

The Ethiopian Community Cultural Center ("ECCC") is a California-based non-profit organization. ECCC was established in 2001 with the mission of strengthening the bond between Ethiopians and Ethiopian origins in the diaspora; helping newly arriving Ethiopians and new Americans navigate the American system; enhancing the promotion of Ethiopian culture, tradition and values; becoming a hub of various resources; and launching economic development projects that will boost the quality of life of its subjects.

Overview and Objective of the Event:

Ethiopia is one of the few countries in the world with unique calendar system; as such, the Ethiopians and Ethiopian-Americans will celebrate our New Year on September 8, 2019. During the event public leaders will deliver speech, merchandise will be sold, and food and drinks will be served. Moreover, the event will be a good avenue for Ethiopians and Ethiopian Americans to reconnect while celebrating our culture and tradition.

Request to Collect Funds On-Site:

Vendors will sell their products and services and collect the proceeds of their sale. The ECCC will also sale merchandise like T-shirt, food and drinks, to mention, to subsidize the cost of the event. The ECCC, as a nonprofit corporation, accepts donations. There will be no entrance fee.

MISCELLANEOUS:

Along with this Proposal, the ECCC has furnished its Non-profit Certificate; Rental Application, guaranteed Minimum Rental Payment and Deposit.

Minilik Andarge,
President

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VISUAL ART | CULTURE | CUISINE | DANCE | LANGUAGE | TRADITION | MUSIC | EDUCATION

6116 TELEGRAPH AVENUE, OAKLAND CA, 94609 | www.ethiopianccc.org | Tel: (510) 268-4770 | Fax: (510) 268-4003



Oakland Parks, Recreation & Youth Development (OPRYD)
 666 Bellevue Avenue Oakland, CA 94610
 Central Reservations: (510) 238-3420; Fax: (510) 637-0362
 Office Hours: Monday-Friday 9:00 a.m. - 4:00 p.m.
 Email: centralreservationsunit@gmail.com
Rental Application



ATTENTION: _____

Date of Application: 6/8/2019

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: Ethiopian Community's Cultural Center

Business/Organization Address: 6116 Telegraph Ave OAKLAND 94579
Street Address City Zip Code

Applicant Name: Minilik Andarge

Applicant Mailing Address: 6116 Telegraph Ave OAKLAND 94579
Street Address City Zip Code

Phone Number: (510) 258-3961 Fax Number: (510) 268-4779 Email: minilikbitu@yahoo.com

Facility/Park Name: Lake Merritt Park

Room(s)/Site(s): (Bandstand, Beach Area)

Event Information:

Date(s) of Event: September 8/ 2018

Time In/Prep Time 11:00 Actual Event Time 12pm to 7pm Time Out/Cleanup Time 8:00 pm

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitzvah/BatMitzvah, etc.)
The Ethiopian New Years Celebration.

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)
The Ethiopian New Year Celebration.

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission. (PRAC) 60 days or more in advance of event date.

Number of Participants (Total) 480 Approximate # of Adults 280 # of Teens 120 # of Children/Infants 50

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.

Will you require a caterer for your event? None Yes No

If yes, Name of Caterer: Rasdaneh

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Non-Refundable Permit Processing Fees:			
-Park Use/Building Rentals/Special Events (Parks): \$30:		<u>Bandstand (1pm-5pm)</u>	
(1)	$\frac{130}{60} \times \frac{2=20}{2=20} = 1380.00$	<u>1pm-3pm = \$260</u>	<u>\$120</u>
(2)	$\frac{127.50}{60} \times \frac{2=20}{2=20} = 1147.50$	<u>3pm-5pm = \$60x2 = (6) Kitchen</u>	<u>_____</u>
(3)	Permit Processing Fee = <u>\$30</u>	(7) Alcoholic Beverage Fee	<u>_____</u>
(4)	Deposit = <u>\$1000</u>	(8) Administrative Service Fee	<u>_____</u>
(5)	Setup/Teardown = <u>_____</u>	(9) Sound Use Fee	<u>\$100</u>
		(10) Other Charges <u>Special Event Fee = \$1200</u>	<u>_____</u>
TOTAL: \$ <u>3827.50</u>		Less Advance Minimum Payment of \$ <u>1800.00</u>	BALANCE DUE 30 DAYS BEFORE EVENT: \$ <u>2027.50</u>

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Payment type: Check #: _____ Type of Credit Card: Visa or MasterCard: _____
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE Minilik Andarge DATE 06/8/2019
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



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

TO: C.N.E., Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: June 26, 2019
SUBJECT: Request From Hiero Day, LLC Approval To Collect Funds Onsite Through Vendor Sales Of Food, Beverages, Merchandise And Artisan Sales At The 1st Hiero Family Day In The Park At Defemery Park On Saturday, August 31, 2019, 12:00pm-6:00pm

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Hiero Day LLC, an organization that plays an integral role in the Oakland music festival culture that exists in the city today. It is recognized for fostering a unifying atmosphere while maintaining a commitment to groundbreaking music and community development. Hiero Day, LLC is requesting approval from the Parks and Recreation Advisory Commission to collect funds onsite through vendor sales of foods and beverages, vendor sales of merchandise and artisan wares at Hiero Family Day in the Park a FREE family-friendly event to be held at DeFemery Park, Saturday, August 31, 2019. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Hiero Day, LLC is paying all rental fees associated with the event estimated at \$1735.00.

PROJECT / PROGRAM DESCRIPTION

Hiero Family Day in the Park will celebrate Oakland and the community. It is a FREE family friendly event to give back to the Oakland community, while sharing local music, resources, vendor's sales of food, drinks and merchandise, and activities for all ages.

Hiero Day, LLC. is requesting to collect funds onsite for sales of food, beverages and vendor sales of merchandise and artisan wares with the approval from the Parks and Recreation Advisory Commission.

The collection of fees are as follows:

- Food Sales: \$5 - \$25 (Food Trucks & Booths)
- Beverages: \$3 - \$8 (Non-Alcoholic)
- Vendor Sales: \$10 - \$30 (Clothing Merchandise, Wares, Art)

The estimated attendance is 300.

BACKGROUND / LEGISLATIVE HISTORY

HIERO DAY began as a day of celebration from fans on September 3rd (9/3), to listen to and appreciate Hieroglyphics' music. Following suit, the collective responded to the fans with HIERO DAY! 2012 marked the first year of what now has become an annual celebration showcasing a

plethora of culture, talent and a variety of the best local food and crafts available in the greater Bay Area. HIERO DAY plays an integral role in the Oakland music festival culture which exists in the city today. It is recognized for fostering a unifying atmosphere while maintaining a commitment to groundbreaking music and community development.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Hiero Day, LLC to collect funds onsite through vendor sales of food and beverages, vendor sales of merchandise and artisan wares at Hiero Family Day in the Park at Defemery Park on Saturday, August 31, 2019, 12:00pm-6:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:
Zermaine Thomas
Central Reservations

/s/ Darrin Hodges

Approved by:
Darrin Hodges
Facilities Manager

Attachments: Exhibit A – Hiero Day, LLC Proposal Letter
Exhibit B – Rental Application

June 24, 2019

Hiero Day LLC,
1200 50th Avenue
Oakland, CA 94601
HIERO DAY WEEKEND

Dear Parks & Recreation Advisory Commission,

2019 will mark the first "**Hiero Family Day in the Park**" to celebrate Oakland and our beautiful community. **HIERO FAMILY DAY IN THE PARK** is a free event to give back to Oakland, while sharing local music, resources, vendors and activities for all ages. Hiero Day in the Park is an extension of Hiero Day Block Party, a music event which started as a free event. However, with the amazing growth of the event, came growth in costs, which forced us to charge a ticket fee.

Now, we want to continue to give back to those who have supported Hiero Day and Hieroglyphics over the past 20+ years with an event to celebrate Oakland. HieroFamily Day in the Park features a family friendly atmosphere, resource vendors, sports, and much more. We will have organized activities on the basketball court and skate park.

All funds collected prior to the event (vendor fees, sponsorship) will be redistributed to pay for the event (security, porta potties, insurance). Any monies collected will be to cover their costs of production and staffing. There will be various vendors (food, resource and artisan) on site to provide food, information and resources to the attendees.

Monies being Requested on Site:

Food & Beverage Vendors
Artisan Vendors

Sincerely,



Hiero Day, LLC Staff & Team
Veronica Webber
Khari Bailey



Oakland Parks, Recreation & Youth Development (OPRYD)
 666 Bellevue Avenue Oakland, CA 94611
 Central Reservations: (510) 238-3420; Fax: (510) 637-0362
 Office Hours: Monday-Friday 9:00 a.m. - 4:00 p.m.
 Email: centralreservationsunit@gmail.com
Rental Application



ATTENTION: ZELMINE THOMAS

Date of Application: 6/28/19

RESERVATION IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: HIELD DAY, LLC
 Business/Organization Address: 1200 50TH AVE OAKLAND CA 94601
 Applicant Name: KHARI BAILEY
 Applicant Mailing Address: 905 MALIBOSA ST VALLEJO CA 94590
 Phone Number: 323-362-2224 Fax Number: N/A Email: khari@hieldday.com
 Facility/Park Name: DEFILEMERY PARK 1151 ADELINE ST OAKLAND, CA
 Room(s)/Site(s): BASKETBALL COURT SKATE PARK OPEN PARK

Event Information:

Date(s) of Event: 8/31/19
 Time In/Prep Time: 10:00AM Actual Event Time: 11:00pm to 6:00am Time Out/Cleanup Time: 9:00pm

Type of Event/Purpose: (be specific, i.e. Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, 5K Walk, Run, Festival, Race, Open House, Rehearsal/Dinner, etc.) STREET FAIR COMMUNITY EVENT

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e. musical instruments, live band, cd player, amplifiers, microphones, etc.)
(1) BOOTH (2) AMPLIFIERS (3) MICROPHONES

Note: Charging, soliciting, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission (PRAC) 60 days or more in advance of event date.

Number of Participants (Total): 300 Approximate # of Adults: N/A # of Teens: N/A # of Children/Infants: N/A

Please provide below special accommodations requests for your event. If no special accommodations required, please write NONE.
TBD

Will you require a caterer for your event? Yes No
 If yes, Name of Caterer: _____

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance)

Non-Refundable Permit Processing Fee		(6) Kitchen	=	<u>N/A</u>
Park Use/Building Rental/Special Events (Park) \$50		(7) Alcoholic Beverage Fee	=	<u>N/A</u>
(1) SPECIAL EVENT Fee <u>1200.00</u>		(8) Administrative Service Fee	=	<u>75.00</u>
(Hourly Rate) (Rat Board)	<u>N/A</u>	(9) Social Use Fee	=	<u>100.00</u>
(2) (Hourly Rate) (Rat Board)	<u>N/A</u>	(10) Other Charges	=	<u>30.00</u>
(3) Permit Processing Fee	<u>30.00</u>			
(4) Deposit	<u>300.00</u>			
(5) Setup/Tear-down	<u>N/A</u>			
TOTAL: \$1735 Less Advance Minimum Payment of \$ <u>300</u>				BALANCE DUE 30 DAYS BEFORE EVENT: \$1435

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

Payment type: Check # _____ Type of Credit Card: Visa MasterCard N/A
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 60 days notice: Forfeit Deposit Plus 1/2 Rental Fee
 31 to 60 days notice: Forfeit Deposit 19 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: Khari Bailey DATE: 6/28/19
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



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

TO: C.N.E. Corbin, Chair, Parks and Recreation Advisory Commission
FROM: Terri Westbrook, Mosswood Recreation Center, Acting Director
DATE: June 26, 2019
SUBJECT: Request From Five & Dime Tattoo Oakland And Lucky Three Seven Approval To Collect Funds Onsite Through Ticket Sales, Vendor Sales Of Foods, Beverages And Merchandise At Dream Day 2019, To Be Held At Mosswood Park And Amphitheatre On Saturday, August 17, 2019, From 11:00am-7:00pm.

SUMMARY

Oakland Parks, Recreation and Youth Development received a request from Five & Dime Tattoo Oakland and Lucky Three Seven. Five & Dime Tattoo Oakland opened in 2010, who artists create quality, professional tattoos for satisfied clients throughout the Bay Area. Lucky Three Seven is a family based restaurant in Oakland with strong ties to the community. Where their focus is providing, and delivering the highest quality of "daily fresh" street cuisines. These two businesses are collaborating to host a community event to celebrate the life of Michael "Dream" Francisco, one of Oakland's prolific artists, locally renowned and globally respected, not only for his innovative and original style, but also for his community and social justice outlook. They are requesting approval to collect funds onsite through ticket sales, vendor sales of foods, beverages and merchandise at Dream Day 2019, to be held at Mosswood Park on Saturday, August 17, 2019. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Mosswood will provide 2 staff to help monitor this event for a total fiscal impact of approximately \$750.00 and expend 20 hours for the day. An additional \$4275.00 will be generated in rental fees.

Oakland Public Works will provide an additional 30 trash boxes to be placed throughout the park to accommodate for extra trash.

PROJECT / PROGRAM DESCRIPTION

Dream Day 2019 will honor local Artist Michael "Dream" Francisco, one of Oakland's prolific artists. There will be live music, dance performances, live painting and wooden standalone panels along the perimeter of the event. There will be a gallery section with completed artwork featuring local artists and along the MacArthur side of the park Dream Day 2019 plans to have a full stage with professional audio equipment for Bay Area DJs, artists and performers.

BACKGROUND / LEGISLATIVE HISTORY

Dream, also known as "King Dream," as referred to by many, was a gifted artist, with a passion for hip-hop, he collaborated with countless hip-hop artist, including Hobo Junction. He was an outspoken individual concerned about his community, and never afraid to speak out against the ills of society. He was one of the featured artists in the anti-police brutality show No Justice, No Peace at downtown Oakland's Pro Arts Gallery. Dream was a pioneering Bay Area graffiti artist from the

early eighties up until the time of his death, both as a solo artist and with his crew TDK (Those Damn Kids), the Alameda born DREAM's legacy has grown in the nine years since his untimely death. Many exhibits have been dedicated to Dream over the years, including the May 2007 exhibit, held at the RX Gallery in San Francisco. In 2010, ten years after his death, the City of Oakland honored a proclamation for the day of his death.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Five & Dime Tattoo Oakland and Lucky Three Seven to collect funds onsite through ticket sales, vendor sales of foods, beverages and merchandise at Dream Day 2019 to be held at Mosswood Park on Saturday, August 17, 2019, from 11:00am-7:00pm.

Respectfully submitted,

/s/ Terri Westbrook

Prepared by:

Terri Westbrook

Mosswood Acting Center Director

/s/ Elena Bermeo

Approved by:

Elena Bermeo

Recreation Supervisor

- Attachments: Exhibit A – Dream Day Event Committee Proposal Letter
Exhibit B – Rental Application

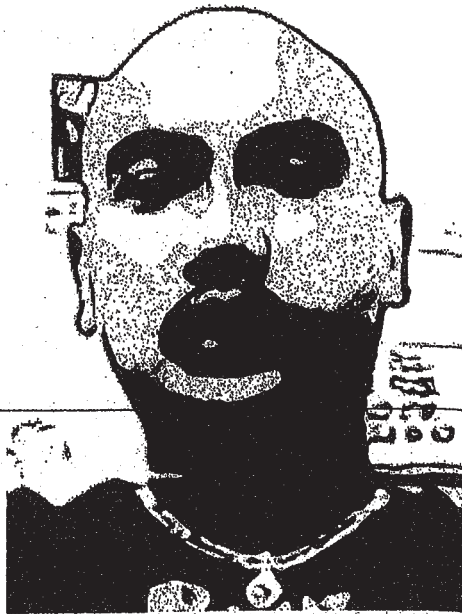
Application Cover Letter



Dream Day 2019

Presented by Five & Dime Tattoo and Lucky Three Seven

Dear Oakland Parks and Recreation:



We, the Dream Day organizers, would like to host a community event to celebrate the life of Michael "Dream" Francisco, one of Oakland's prolific artists, locally renowned and globally respected,

not only for his innovative and original style, but also for his community and social justice outlook.

In 2010, ten years after his death, the City of Oakland proclaimed the day of his death,

February 17th, Dream Day, to honor the contributions he made to the City. We would like to have a public event in honor of his birthday, which is actually August 15th. He would've been 50 this year.

We've been celebrating his life with live performances and art installations for almost 2 decades now, problem free. This year, we would like to bring this celebration of life to Oakland's Mosswood Park.

We are able to obtain all permits and insurance required, with the support of the Oakland Police Department and the Oakland Fire Department. We are requesting the approval of the Oakland Parks and Recreation to move forward in our planning process.

We would like to have live painting on wooden standalone panels along the perimeter of the event. We also plan to have a gallery section with completed artwork featuring local artists.

Along the MacArthur side of the park, we plan to have a full stage with professional audio equipment for Bay Area DJs, artists and performers. We plan to have speakers on the hour to share stories and memories.

This will be a family friendly event with local food vendors, interactive arts and crafts activities and a dance floor.

We will be expecting a few thousand attendees entering our gates.

All proceeds will be going to the Dream Fund, trust account benefiting Mike Dream's family.

In celebrating Mike Dream, we hope to build community by honoring the legacy of one of our own local legends.

We hope to educate and continue to enrich the lives of the longtime residents of Oakland, as well as newcomers, through artwork and community involvement.

We thank you for your cooperation and we hope to work with you for years to come. We completely appreciate your time and consideration. We look forward to hearing from you and hope to see you at the event!

Regards,

Dream Day Organizers

Art Anabo

Mark Legaspi

Mary Cabarles

Carlo Sumang



Oakland Parks, Recreation & Youth Development (OPRYD)
 666 Bellevue Avenue Oakland, CA 94610
 Central Reservations: (510) 238-3420; Fax: (510) 637-0362
 Office Hours: Monday-Friday 9:00 a.m. - 4:00 p.m.
 Email: centralreservationsunit@gmail.com
 Rental Application



ATTENTION: _____

Date of Application: 6-6-19

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: WCKY THREE SEVEN & FIVE RIDING

Business/Organization Address: 2508 FRUITVALE AVE 94601
Street Address City Zip Code

Applicant Name: ARTAN BOGIC

Applicant Mailing Address: 471 37th ST OAKLAND CA 94609
Street Address City Zip Code

Phone Number: 510-472-0165 Fax Number: N/A Email: artanbogic@gmail.com

Facility/Park Name: MOSSWOOD PARK

Room(s)/Site(s): _____

Event Information:

Date(s) of Event: _____
 Time In/Prep Time 10AM Actual Event Time 11 to 7 Time Out/Cleanup Time 7-10PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Bar/Mitzvah/Bat/Mitzvah, etc.) DREAM DAY A. CELEBRATION OF MIKE FRANCIS'S LIFE

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.) SCALE AND PROFESSIONAL AUDIO

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission (PRAC) 60 days or more in advance of event date.

Number of Participants (Total) _____ Approximate # of Adults _____ # of Teens _____ # of Children/Infants _____

Will you require a caterer for your event? Yes No

If yes, Name of Caterer: _____

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Non-Refundable Permit Processing Fees:		(6) Kitchen	= _____
-Park Use/Building Rental/Special Events (Parks): \$30:		(7) Alcoholic Beverage Fee	= <u>195.00</u>
(1) <u>175.00</u> x <u>10</u> = <u>1750.00</u>	(Hourly Rate) (# of hours)	(8) Administrative Service Fee	= _____
(2) _____ x _____ = _____	(Hourly Rate) (# of hours)	(9) Sound Use Fee	= <u>100.00</u>
(3) Permit Processing Fee = <u>30.00</u>		(10) Other Charges:	= _____
(4) Deposit = <u>2200.00</u>			
(5) Setup/Tear-down = _____			

TOTAL: \$ 4275.00 Less Advance Minimum Payment of \$ 1200.00 BALANCE DUE 30 DAYS BEFORE EVENT: \$ 3075.00
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Payment type: Check #: _____ Type of Credit Card: Visa or MasterCard: _____
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/4 Rental Fee
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE _____ DATE 6-13-19
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.