

JOINT MEETING # 3
OF
CULTURAL ARTS & MARKETING DEPT
AND
MEASURE DD COMMUNITY COALITION COMMITTEE
PLANNING
For
LAKE MERRITT BOULEVARD CELEBRATION EVENT
MEETING AT
OAKLAND CITY HALL
4:00 PM -- WEDNESDAY -- 3 APRIL 2013

Attendees: DD Coalition Committee: Sandy Threlfall, Judy Johnson, Mike Udkow, George Duncan, Erik Niemann, James Vann (Committee not attending: Naomi Schiff, Barbara Schaaf, Anne Woodell)

Attendees: Cultural Arts & Marketing; Special Projs Coordinator; PW Agency: Samee Roberts, Jim MacIllvaine, and Lesley Estes

Attendee: Oaklavia: Chris Hwang (WOBO).

An excellent 2-hour joint meeting with good exchange and participation by all convened from 4 to 6 pm. The meeting reviewed the actions and recommendations of the Mar 21 DD Planning Committee. S Roberts informed the joint meeting of decisions that resulted from various internal City Hall meetings in the interim since the last joint planning meeting.

Three (3) decisions have immediate effect on the current letter-writing tasks of each DD Subcommittee

Decision 1 – Name and Theme of the Celebration Event.

As result of meetings at City Hall, increased confidence that Oaklavia will happen, and concern for adequate inclusion of "Oaklavia," the official name of the celebration event is now decided to be:

"LOVE OUR LAKE DAY"
featuring
"LAKE MERRITT BOULEVARD DEDICATION"
and
"OAKLAVIA - SUNDAY STREETS"

The new name is to be incorporated in all DD outreach letters, and in all promotion material that may be developed.

Decision 2 – Uniform Hours for the Celebration Event

The hours for Oaklavia will be 11:00 AM to 4:00 PM. (Yesterday, April 18, Lesley announced that Oakland via had exceeded its \$40K Apr 15 fundraising goal, and was now a definite 'Go.')

For uniformity and clarity to the public, the hours for the

Blvd Dedication event are now desired to conform to the hours for Oaklavia. DD stressed, however, that numerous personal contacts were based on the earlier agreed hours of **1:00PM to (appx) 4:00PM**, and as some venues are arranging a ‘special’ Sunday opening, those commitments are unlikely to change. Samee states that the ‘Information Tent’ should be operative beginning at 11:00 AM, and that additional performances should be added to fill the added time from 11am to 1pm. (Until the Meas DD Committee meets to consider these changes, CA&M/SPC indicated they will assume responsibility for possible additions to the prior agreed schedule. (It is recognized that to permit time for 'roving' to various Open-House venues, Amphitheater performances are scheduled on the hour (1,3,4) with the final performance at 4:00 PM, which will close out the Celebration about 4:15 – 4:20pm.) The Presentation/Speakers portion of the Celebration is scheduled for **2:00PM**.

Decision 3 – Outreach Coordination for both Meas DD and Oaklavia

As a jointly-sponsored event, for which the City is assuming significant responsibility and costs, final versions of 'drafted' outreach letters of the various DD Subcommittees are submitted for review and confirmation by CA&M before being mailed. Accordingly, DD’s Subcommittee drafts of all proposed outreach letters were submitted April 7 to CA&M. The “Fund Solicitation,” and “General Initiations” letters were confirmed (with comments) and have been mailed. As of today – August 20 – the “Open House Attractions” and “Lake-Related Facilities” letters remain ‘on hold’ to allow comparison to avoid duplication with Oaklavia-identified outreach. **[As time becomes critically short to provide the cooperating venues adequate time for preparation, and to permit desired Oaklavia coordination, it is proposed that DD’s outreach letters will be mailed Wed, 24 April.]** All Subcommittees should retain receipts of their costs. Depending on the success of fundraising, receipts will be submitted for reimbursement.

Following descriptions and discussions of the three major decisions, the remainder of the meeting referred to the Celebration Task Schedule that developed from the Mar 27 meeting of the DD Planning Committee.

LAKE MERRITT BOULEVARD – JOINT CELEBRATION PLANNING TASK CHART

	TASK	MEAS DD	CA&M+SPC/PWA	STATUS
1	Name of Event	Options	Decision 1 (above)	√
2	Theme of Event	Recommdation	Decision 1 (above)	√
3	Confirm Mayor	Invite sent 4/2		CA&M confirms
4	Confirm Governor	Invite sent 4/2		DD to followup
5	Action to Signify ‘Official Opening’	3 Recommdations	SPC will arrange	Eco-Confetti Cannon? Other?
6				

	TASK	MEAS DD	CA&M+SPC/PWA	STATUS
7	Information Tent		Decision 2 (above)	SPC will arrange
8	Volunteers at Information Tent	DD Coalition, LM Weed Warriors, FP&R, OPC(?) confirmed		√
8A	DD Projects Tent		LEstes	LEstes w/ SPC
9	Stage		Maybe Podium only	SPC to visit site & decide
10	Sound System(?)		Yes	SPC to arrange
11	Stage Manager	1 Recommendation	Need experience	SPC to arrange, perhaps assist by DD recommendation
12				
12A	Pre-11am Performances		CA&M	??
13	Performer 1 (1pm)	'Prescott Circus'		√
14	Performer 2 (3pm)	'JD Charisma Hip-Hop'		√
15	Performer 3 (4pm)	'Batala Drumming Band'		√
16	Childrens Activities(?)	Fairyland response -- 'YES'	CA&M to confirm for cost	??
17	Childrens' Artists(?)	via Fairyland(?)	CA&M to confirm	??
18				
19	'Invite People' Letter	Completed-4/5	Confirmed 4/10	Mailed 4/19
20	'OpenHouse' Venue Letter	Final Proposed submitted-4/5	'On-Hold' for coordtn w/ Oaklvia	DD Action Date: 4/24
21	'Lake-Related Facilities' Letter	Final Proposed submitted-4/5	'On-Hold' for coordtn w/ Oaklvia	DD Action Date: 4/24
22	'Fund Solicitation' Letter	Completed-4/5	Confirmed 4/15	Mailed 4/16
23	Postage / Envelopes	Subcommittees advance cost		Reimbursemt ?
24				
25	BikeParkg/Monitorg	EBBC cannot due to 'cost'	CA&M to contact 'Richmond Spokes'	??
26	Food Trucks-Invite		SPC	??
27	Food Truck-Locatns		SPC	??

	TASK	MEAS DD	CA&M+SPC/PWA	STATUS
28				
29	Program+Area Map	Review Input by DD	CA&M w/DD Coordination	??
30	ProgrmMap-Prodctn		CA&M / SPC	??
31				
32	Signs-Wayfinding(?)		SPC	??
33	Sign at Info Tent		SPC	??
34	Meas DD Letterhead	JV provides w/ confirmed Letters	2 Letters 'on-hold'	DD Action Date: 4/24
35	Celebration Lettrhd		??	??
36				
37	Posters(?)		CA&M says 'YES'	??
38	Hand-Out Cards(?)	Desired	??	??
39	Lightpole Flags(?)		SPC(?)	??
40				
41	Press Notices / Media Releases		CA&M	??
42	Media Tour(?)		CA&M says 'YES'	??
43	Newsletter Blurbs	Desired	Desired	??
44	Social Media Promo	Desired	Desired	??
44A	Email Notices	All	All	??
45				
46	Permits		SPC	??
47	Chair/Table Rental(?)		CA&M/SPC	SPC to visit site & decide
48	Info Tent Rental(?)		SPC	??
49	Rubbish/RecycleBins		SPC / PWA	
50	Porta-Potties Rental		SPC	??
51				
52	First Aid Supplies(?)		SPC / Add Station	??
53	Closing Cleanup	DD Volunteers	SPC	EB Civil Corp (EB Conserv Corp) ??
54				
55	Trash Collection		SPC w/ W Mgmt	??
56	Budget Goals, Min	\$5000 (Meas DD)	\$40,000 (Oaklavia)	??
57				
58				
59				
60	Evaluation, Post-Event	??	??	??

With all business concluded, Joint Planning meeting #3 adjourned at 6:00pm.