



# MINUTES OF RECREATION & PARK COMMISSION MEETING OF AUGUST 14, 2008

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**DATE:** Thursday, August 14, 2008  
**TIME:** 7:00 p.m.  
**PLACE:** Room 360, City Hall, Santa Clara Avenue and Oak Street, Alameda, CA 94501

## 1. ROLL CALL

**Present:** Commissioners Lola Brown, Mike Cooper, Jo Kahuanui, Gina Mariani, and Bill Sonneman (Meeting was chaired by Jo Kahuanui)

**Staff:** Dale Lillard, Director

**Absent:** Chair Terri Ogden and Vice Chair Joe Restagno

## 2. APPROVAL OF MINUTES

The approval of Minutes for July 10, 2008 Recreation and Park Commission Meeting were tabled until the next meeting (September 11, 2008).

## 3. ORAL COMMUNICATIONS, AGENDA

(Any person may address the Commission in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None

## 4. WRITTEN COMMUNICATIONS

None

## 5. NEW BUSINESS

### A. Presentation Regarding Proposed Ballena Isle Housing Project – (Informational Item)

Director Lillard introduced Jennifer Ott, Redevelopment Manager, who provided a presentation regarding the proposed Ballena Isle Housing Project.

The City recently executed a lease with the Marina operator. Part of the lease was to divide the area into three parcels. One of the areas will include housing which would include the City getting a new beach, parks, open space, and trails funded by the developer (Mission Valley Properties). The developer would fund both construction and cost of maintenance.

Ms. Ott introduced Chris Hawke, representative from Mission Valley Properties, who made

the presentation. Mr. Hawke introduced Marty Buxton, Mission Valley Properties, Tim Hurley, BMS Design Group, and Herb Hampton, BMS Design Group who helped with the presentation.

Director Lillard asked if there were any pocket parks. Mr. Hurley stated no.

Commissioner Mariani asked if the street was private or public. Mr. Hurley stated that it would be a public street maintained by the HOA.

Mr. Hawke stated that State Lands Trust has control of the property even though the City owns the property. The Trust has overlying jurisdiction. To take the property out of the State Lands Trust there would need to be a swap. The area that is landscaped would stay in the State Lands Trust and the area that the homes would be built on would be swapped out of the State Lands Trust for other properties that the City owns. One of the areas that could potentially be swapped would be Mt. Trashmore (the old dump site). There is a list of other properties located around the island which could also be considered. Ultimately what will happen is that all the paving and the area identified as passive and active will stay within the State Lands Trust.

Commissioner Brown asked who would maintain the area. Mr. Hawke stated that the HOA would maintain the area. This project is self-funded so there would not be any long-term maintenance needed from the City. Ms. Ott also stated that it will also still be owned by the City and publicly assessable.

Commissioner Cooper asked Mr. Hawke to explain the land swap. Mr. Hawke stated that throughout the State of California, primarily along coastal areas, there was a State Lands Commission that was set up and lands that were along the coastal areas were put in a trust with the idea that they would only be developed for maritime use.

Commissioner Cooper stated that for clarification that the area where the homes were to be built would be taken out of the Trust and Mt. Trashmore would be put in the Trust.

Commissioner Cooper asked how much the developers will pay to the City in addition to the land swap for the property. Mr. Hawke stated that those negotiations are still being held. All of the money paid for the property will go into improvement of the marina slips and marina properties. Once the Marina operator gets the improvements his lease rates increase. That will be the revenue that goes to the City. The City negotiated an extension of the lease and a higher rent for the existing lease as it is today, and any future improvements the City partakes in the increased revenue stream. Ms. Ott stated that those revenues will go into a Tidelands revenue fund that can be used to build additional parks and make improvements to other tidelands areas.

Mr. Hawke stated that this is a very complex transaction/process, and political process. Legislation will have to be passed through the State.

Commissioner Mariani asked how long the project has been going on. Mr. Hawke stated that they have been working on it for approximately seven years.

Mr. Hurley stated that there would be approximately 350 parking spaces provided in the project. Director Lillard asked if there would be parking in the cul-de-sacs. Mr. Hurley stated no, there would not be room.

Commissioner Cooper asked how many units would be built. Mr. Hurley stated there would

be 61 units. Most are single family units. The total development area is approximately five acres. That is mostly the development parcels themselves from property line to property line.

Commissioner Sonneman asked for clarification if the City needs to approve the project before it goes to the State. Director Lillard stated yes.

Commissioner Mariani asked about the cost and size of the units. Mr. Hawke stated that cost is not known at this time. The build is approximately five to six years away. As far as size the units go from approximately 1,100 to 2,800 square feet in size.

Commissioner Kahuanui asked if the merchants were consulted about the project and would the project affect the ability of big trucks, etc., to have access to those businesses. Mr. Hawke stated that they have had extensive discussions with the Marina operator and their main concern has been the availability of parking for their Marina patrons. The plan was developed to address any of their concerns.

The Recreation and Park Commission thanked the presenters and Ms. Ott for their presentation.

## **B. Review of Alameda Theatre Community Use Policy – (Discussion/Action Item)**

Jennifer Ott, Redevelopment Manager, reviewed the Alameda Theatre Community Use Policy with the Recreation & Park Commission.

As part of the development agreement with the developer/operator of the historic theatre one of the stipulations was that the City wanted the facility to have public access to the facility. Therefore the operator is required to provide 12 public/community use days per year free of rental charge. There are fees but they should be cost recovery fees no rental fee.

The idea is that the facility should be used by those who are serving the Alameda community and who are putting on events have to do with serving the community (e.g., cultural, educational, interests of the local population, etc.).

Commissioner Mariani asked what about the non-profit who is raising funds for the non-profit. Ms. Ott stated that would be allowed as long as it was serving the City of Alameda in some way.

The following summarizes the proposed Guiding Policies:

1. **Organization:** Community use days must be used for events presented by existing not-for-profit organizations and local government agencies or school districts located in the City of Alameda and serving the Alameda community.
2. **Purpose:** Community use days must be used for events that serve the community, educational and cultural interests of the local Alameda population.
3. **Accessibility:** Community use days must be used for events that are free to the general public or for events that raise funds for causes that serve the community, educational and cultural interest of the local Alameda population.
4. **Use of Space:** Community use days must be used for events that will attract

sufficient interest from the community to maximize use of the auditorium in the Alameda Theatre.

The Use Policies outline more specific procedures related to the availability of the Theatre for Community Use, the permit process, fees and deposits, and facility requirements. The following highlights the most important Use Policies from each category:

### **Availability**

- The Theatre may be reserved Sunday through Saturday, 9:00 a.m. to Midnight, excluding City holidays, for no longer than six (6) consecutive hours.
- The movie operator reserves the right to reject any given date, provided that he offers at least two alternative dates, each of which shall be within 15 days of the originally proposed dates. There is no guarantee that the reservation of any Friday or Saturday night will be granted.

### **Permit Process**

- Reservations will not be accepted less than sixty (60) working days or more than one (1) year prior to the date requested.
- All requests will be considered on a first-come, first-served basis and granted upon demonstration of their adherence to the Guiding Policies.
- No Organization will be allowed to reserve more than one Community Use day in any given 12-month period.

### **Fees & Deposits**

- A cost recovery fee of \$40 per hour will be charged to pay for an assigned staff person that will arrive 15 minutes before the permit time and will be in charge of the facility during the entire permit time.
- A Security Deposit of \$500 is required at the time of booking, which includes a non-refundable \$25 processing fee; and an additional Security Deposit of \$1,000 is required three (3) weeks prior to the event date.
- A cleaning fee will be charged depending on the size of the event and the inclusion of food and beverage as part of the event.

### **Facility Requirements**

- Community Use events may only use the Theatre's main auditorium and lobby restrooms and are allowed to use the Theatre's lobby mezzanine and auditorium balcony areas upon request. The main lobby concession area and the Cineplex will remain open for business as usual.
- A minimum attendance of 200 people is required for use of the Theatre. A Maximum attendance is 750 people for the combined use of the Theatre's main auditorium, auditorium balcony, and lobby mezzanine areas.

- Food may be served in the lobby mezzanine area by an insured professional caterer selected from the approved catering list.
- Alcohol may be served providing certain insurance guidelines are met and proof of the appropriate liquor license provided. Consumption of alcoholic beverages is restricted to the lobby mezzanine and auditorium balcony areas, only, and event personnel are responsible for enforcement of the restriction of alcohol to the event.

The Alameda Theatre Community Use Policy will go to City Council on August 19, 2008.

Commissioner Mariani asked if there was an application fee. Ms. Ott stated that the fee would be \$25. Commissioner Mariani stated that she felt the application fee should be \$50. People need to be serious about the application process. Ms. Ott stated that they would put down a \$500 deposit. If they cancel three weeks before the event they would lose the \$500 deposit.

Director Lillard stated that the fee can be reviewed every February with the other Recreation & Park Department fees. Ms. Ott stated that the fees can also be brought back for Commission review after a few months if there are issues.

**M/S/C SONNEMAN/MARIANI** (approved)

**“That the Alameda Theatre Community Use Policy be approved.”**

Approved (5): Kahuanui, Brown, Cooper, Mariani, Sonneman  
Absent (2): Ogden, Restagno

## **6. UNFINISHED BUSINESS**

None.

## **7. REPORTS FROM RECREATION COMMISSION AND RECREATION AND PARK DIRECTOR**

### **A. Park Division**

See August 6, 2008 Activity Report.

### **B. Recreation Division**

See August 6, 2008 Activity Report.

- The City Swim Meet Awards will be held on Sunday, August 17, at Emma Hood Swim Center at 1:00 p.m.
- The Movie Night will be held on Friday, August 15, at the Alameda Point Multipurpose Field. Movie begins at approx. 8:15 p.m.

### **C. Mastick Senior Center**

See August 6, 2008 Activity Report.

### **D. Other Reports and Announcements**

**8. ORAL COMMUNICATIONS, GENERAL**

Commissioner Sonneman suggested that the Commission discuss with staff the possibility off having a baseball/softball program for youth in the summer.

Commissioner Sonneman suggested that the Friends of the Parks Inc. should discuss/consider having a fundraiser at the new Alameda Theatre.

**9. ITEMS FOR NEXT AGENDA**

**10. SET DAY FOR NEXT MEETING** Thursday, September 11, 2008

**11. ADJOURNMENT**