



DRAFT

**ALAMEDA RECREATION AND PARK COMMISSION
MINUTES FOR REGULAR MEETING**

DATE: Thursday, January 10, 2013
TIME: 7:00 p.m. Called to Order
PLACE: City Hall Council Chambers

1. ROLL CALL

Present: Chair Restango, Vice-Chair Brown, and Commissioners Cooke, Delaney, and Sonneman.

Staff: Amy Wooldridge, Recreation & Parks Director

2. APPROVAL OF MINUTES

Approved the minutes of October 11, 2012 regular Recreation & Park Commission meeting
M/S/C Brown, Delaney (unanimously approved)

Approved the minutes of November 8, 2012 regular Recreation & Park Commission meeting
M/S/C Cooke, Delaney, (unanimously approved with corrections)

3. ORAL COMMUNICATIONS, AGENDA

None

4. WRITTEN COMMUNICATIONS

None

5. NEW BUSINESS

A. Paratransit Program, Gail Payne, Transportation Coordinator, Public Works

Working with Mastick Senior Center, this is an annual report to this Commission. Ms. Payne reported that, thanks to the transportation tax Measure B in Alameda County, we are able to have a Paratransit program and taxi subsidies in Alameda. Starting July 1, 2013, staff is proposing to change shuttle stops, open the shuttle service to the public, purchase schedule displays and benches, shuttle stop flags, alternative fuel shuttle, and add stops on an as needed basis. These are outlined in the report provided. (Attachment A)

Chair Restagno asked about the funds in the 'reserve. Ms. Payne reported there are enough reserves for 1-2 more years.

Commissioner Delaney asked if there is a time limit on Measure B funds. He also asked how do we

promote or market the shuttle for public use, with the plan being paratransit ridership priority over the public. Ms. Payne explained that Measure B this was on the last ballot and even though it wasn't extended at this time, it will expire in 2022. The ad has run in the Alameda Theater before movies for the past year, but they would like to go back to running in the Alameda newspapers, which is a better medium for their target audience.

Commissioner Delaney further asked if there is a goal or marketing plan to increase ridership. If we beef up the marketing and increase the number of paratransit riders, how would that impact the proposal to allow public riders. Ms. Payne reported there is a stable ridership, and would like to see it increase 10%. It is a very specific target group that uses the Paratransit program. They are seniors who can no longer drive, but are mobile enough to get to the bus stop on their own. She is confident that the public still doesn't know the extent of what the program offers and increased marketing can help with that. A name change could potentially increase the ridership as well. The numbers currently meet the Alameda County mandated requirements mandated.

Vice-Chair Brown agreed that there is not enough public awareness. As a hospital volunteer and a Mastick Senior Center volunteer, she speaks with many people who aren't aware of this great service. She suggested providing more agencies with information, but has concerns with the public riding and taking away from those who really need this.

Commissioner Sonneman asked if there is an age requirement for the general public. He voiced concerns with teens riding during the summer. While teens predominantly would not create issues, he felt it would take only one incident to cause problems for the program. He further asked about the signage being on private property. Ms. Payne stated there is no age limit for ridership. The private property owners place the signs in their space and ask for the signs.

Commissioner Cooke asked about the perimeters for adding stops with the example of Waters Edge. She also suggested the public ridership could be a pilot program. Ms. Payne stated there is a lay-over stop at Waters Edge currently.

Chair Restagno asked if the program services the independent living folks. He also asked if she is asking for an approval of the resolution. Ms. Payne replied yes.

Approved with concern of public ridership under the age of 18.

M/S/C Members Sonneman, Cooke (unanimously approved)

B. 2013 Recreation & Park Department User Fee Schedule

Director Wooldridge provided the user fee schedule for the Commission, and that they are receiving this earlier than normal so that the fees can be approved by Council on February 5th to give time to advertise fees for summer programs. In the future, she intends to have annual fees approved by the end of December so that all fees are implemented on the calendar year, starting Jan. 1. She further described how the fees connect with direct and indirect costs and the cost recovery efforts. Ms. Wooldridge explained the proposed fee schedule changes. (Attachment B) She stated that the primary changes is to the structure of how athletic field fees are charged. They will now be an hourly fee with a fee offset available for materials and volunteer time spent improving a field. ARPD is

changing to this system not in an effort to raise field fees but rather to more effectively use field space. Ms. Wooldridge is confident that more field space will be available and can be offered to Alameda groups and non-Alameda groups to raise additional funds.

Director Wooldridge reported on the changes of adding an open space fee, a jumper fee to picnic areas, a city and government fee, along with a holiday charge if an event is on a holiday.

Vice-Chair Brown asked about staffing for large groups. She is delighted to see the picnic areas adjusted for small, medium and larger areas.

Chair Restagno suggested the picnic fees for non-residents be increased for medium area to \$75/hour and for the large areas \$110/hour. (\$15 and \$20 increases)

Speaker Greg Helms, Alameda Girls Softball Assn., stated that their fees for use will go from approximately \$1,500 to \$2,500 but agreed that AGSA could do work for a field fee offset. He wants to know how use will be monitored. Wooldridge replied by saying both ARPD and the leagues will be responsible for tracking time. If a league isn't going to be using a field at any given time, ARPD needs that information. ARPD will track rain-outs. Invoicing will be half up front, then adjustments made at the end of the season.

Motion to accept the fee schedule with the edit made to non-residential picnic areas in the medium and large categories.

M/S/C Members Sonneman, Delaney (unanimously approved)

C. Addition of Pledge of Allegiance to Recreation and Park Commission Meetings

Commissioner Delaney requested this be on the agenda, and would be following the example of other Boards, Commissions and City Council.

Speaker Red Wetherill, resident, stated he chose to be an American citizen and doesn't feel it is a need to say or hear the Pledge of Allegiance before every meeting.

Motion to say the Pledge of Allegiance before each meeting.

M/S/C Vice-Chair Brown, Member Cooke (unanimous approved)

6. OLD BUSINESS

A. Beltline Property Update

Director Wooldridge handed out the press release that was sent out this week, along with flyers and some talking points that were brought to the Board by the subcommittee (Attachment C). She stated the press release had been sent to all media groups, emailed out to over 9,000 people, on the ARPD Facebook and it was sent to residents around the beltline area. She further stated a survey is available online and hardcopies are in various locations. There has already been a significant amount of feedback from over 250 individuals and organizations. She is presenting this at the ACCYF

upcoming meeting and has also spoken with Bike Alameda, Project Leaf, Jean Sweeney Open Space group and other local organizations. Surveys can be submitted until the end of February. After the community meetings, the Commission will review and make a recommendation at their March meeting. She anticipates bringing this item to City Council in late Spring.

Subcommittee Member Delaney reported there is further outreach to various organizations in the form of their newsletters. He encouraged others to think about this form of outreach to groups they may be involved with, including AUSD, and Chamber of Commerce. He reported visiting the property with a local videographer who filmed the entire 22 acres from many angles, which has been edited down to three minutes with a voice over from Director Wooldridge. The video will be available on the ARPD website.

Speaker Jim Sweeney thanked Amy and the Committee for the process. He reported the hard work and 10 years dedicated by Jean in the effort for this City to have this opportunity. He stated at one point someone did a video/audio with bird calls of the Beltline. He read from the argument of the initiative. He thanked Dorothy Freeman for her time and efforts.

Speaker Dorothy Freeman started by saying that it's been 10 years since the initiative passed. She stated she and Jim have made a flyer to remind people of the workshops and next steps. They will be working on getting the word out for completing the survey. She brought ARPD a book by EBMUD on landscaping and planting.

Speaker Red Wetherill stated that he would like to commend the summary from Amy. He would like to know who wrote the talking points and what are they? He would like to see fewer parks with fences. He suggests changing the name to Alameda Parks and Recreation.

Director Wooldridge provided Mr. Wetherill a review of the talking points.

7. REPORTS FROM RECREATION COMMISSION AND RECREATION & PARK DIRECTOR

A. Recreation Commission Reports

Sonneman (Friends of the Parks) – Commended Ms. Shelly Russi for the fitness park recently installed at Lincoln Park. They are looking at May 4th as a Grand Opening.

Delaney (Friends of the Parks) - He reported that he met with editors of Alameda Sun and Alameda Journal and there is discussion on a possible series about parks and programs, with hopes of bring to light the value of parks in a variety of media.

Chair Restagno – He went to check the equipment after the installation and talked to the recreation leader that day. He would like to see staff engage more with the community. Director Wooldridge reported staff is being trained to use the equipment properly in Lincoln Park, and this will lead to more activity with staff and people in the park.

B. Recreation and Parks Director Report

- Golf Course/Greenway has hired environmental consultants who will look at birds, traffic and air quality. The driving range permits are in process with construction anticipated this spring.
- Council items include the ARPD user fee schedule and the Encinal Boat Ramp grant on Feb. 5th and reports on the Meyers House transfer to the Alameda Museum on Feb. 19th.
- Lincoln Park fitness equipment is up and running. ARPD park staff installed the equipment. ARPD spent \$5,000 on the equipment installation, not including staff time.
- Alameda Point Gym rentals are increasing. There is significant work needed on the facility and it will be included in the CIP (Capital Improvement Projects) Plan.
- Infant Water Safety Class is being added this spring. It teaches children as young as 8 months the skills needed to swim in an emergency situation.
- Staff is working to improve cosmetics at the O'Club and has added staff in collaboration with the Alameda Point Collaborative.
- Possible challenges with less full-time staff coordinating for Summer season than previous years. However there are opportunities with this being the 60th Anniversary of Summer Day Camp.
- Mastick Advisory Board - Thrift shop has been painted, and paid for by proceeds. And there has been great success with their appeal letter which raised over \$8,000 . Disaster Preparedness planning is moving forward with training of volunteers to open Mastick in the event of a disaster. Bicycle racks are being installed at Mastick.
- Wooldridge is working with the Department of Boating and Waterways for conceptual design and cost estimate for a full renovation of the Encinal Boat Ramp. These will be used for a grant application due April 1st.
- Woodstock ball field renovation is out to bid with construction anticipated from April to September. This is a full renovation of the field.
- Krusi Park update – the bids came in over 40% over budget with the low bid at \$1.9M. All bids were rejected. Director Wooldridge is exploring options to renovate the Krusi Park recreation center.

C. Other Reports and Announcements - None

8. STATUS REPORT ON ONGOING PROJECTS – None

9. ORAL COMMUNICATIONS, GENERAL - None

10. ITEMS FOR NEXT AGENDA – February meeting is cancelled. Beltline workshops will take place in February.

11. SET NEXT MEETING DATE: Thursday, March 14th.

12. ADJOURNMENT

M/S/C Member Sonneman, Vice Chair Brown and unanimous to adjourn at 8:45 p.m.

AW:sb