



CITIZENS ADVISORY COMMITTEE  
MINUTES  
Monday  
December 6, 2010

**Call to Order:**

The regular meeting of the Hayward Area Recreation and Park District Citizens Advisory Committee was called to order at 6:35pm by Betty Moose, Citizens Advisory Committee Chairperson, in the Conference Room of the Hayward Area Recreation and Park District Administrative Office.

**Pledge of Allegiance:**

The Pledge of Allegiance was led by Ms. Moose.

**Roll Call:**

**Present:** CAC members Ruth Baratta, Paul Ferreira, Kathy Gil, Darryl Gray, Betty Moose, Leslie Rothwell, Delcea Wills, Arthur Wydler, Judith Radousky (6:40). HARD Board Members: District Directors Minane Jameson and Paul Hodges. HARD Staff: Recreation Supt. Kerrilyn Ely, Business Manager John Gouveia, Golf Operations Manager Dan Giammona, Recording Secretary Gail Hansen. **Absent** (excused) Deborah McHenry.

**Approval of Minutes:**

Ruth remarked that her husband Mike thought staff had indicated that members of the Art Council and county agencies would be invited to the December meeting based on the presentation he made at the September CAC meeting. Minutes were approved as read. **Gray/Gil**

**UNFINISHED BUSINESS – Facility and Park Inspections**

There were no reports but Betty suggested that it be kept on the agenda for the next meeting.

**UNFINISHED BUSINESS – Graffiti Project at Meek Estate**

Mike Baratta distributed handout of a power point presentation. The proposed project culvert wall is 2290 ft. He would like to establish art as a priority in Cherryland and Ashland. Murals would be used to unify and give a sense of space and place of pride. It would be an irreplaceable gift to the sustainable community. Mike explained that the neighborhood watch group was excited about the project and that the friends of the creek were interested in making a path along the creek. Minane requested clarification regarding the artwork – was it similar to the artwork shown in the power point handout. Mike explained it was artwork that had been done in other communities and that the art commission would have some input on what they would like to see.

Betty inquired who would remove the existing graffiti on the site and Mike believed the Creek Authority and Darryl thought Alameda County Flood Control. Darryl suggested that the CAC committee could come up with some theme suggestions. Judith asked if we would work with a standard group and Mike stated it would be the ESTRIA foundation. Kerri stated it would be helpful to have a representative from ESTRIA attend a meeting and Mike said a rep was invited to the meeting tonight. Ruth asked if this

group had done a graffiti project at culverts in the past and Mike was not certain. Director Hodges asked if there was specific paint that would be used due to the fact of flooding in the culvert and at what depth could a mural be on the wall. Mike stated it would be something that needs to be discussed as well as how permanent the mural would be. Mike believes the concept should be to raise money – perhaps an annual youth oriented event. Betty expressed concern that if it were permanent who would be responsible for repairs.

Mike stated that nothing can take place until the Creek Authority, Fish and Game and the County Art Commission meet and discuss ideas and requirements. It was suggested that all three agencies be contacted. Mike said he has contacted Supervisor Miley's office, the COP SHOP, the San Lorenzo Creek Management Authority, DSAL, Ashland Youth Campus, San Lorenzo High and Eden Middle School and all expressed interest in getting involved. Paul proposed that a meeting be set at the Carriage House in the spring with all potential stakeholders. Darryl thought spring was too soon and to look at summer so promotions, business connections and fundraising can get started. Mike said there is a budget of approximately \$7000. Director Jameson stated she likes the project but a concern is that the theme and colors fit with the environment. The public needs to be happy with the results because a very large part of the park is visible. Director Hodges agreed. Mike explained there would be no mockups of what would be painted – typically it is a one word theme and the word is not known until the day the painting begins.

A guest from ESTRIA explained there are a couple of options for having an event. One option is for a graffiti battle where the artists get the "word" and they have all day to paint whatever their vision is, whatever colors they wish to use – not a great deal of input allowed in this structure. At day end the entries are judged and a winner announced. Another project that the foundation has done is murals related to water. A group of artists collaborate on a solid piece that has a theme – this would allow more input as to what it should look like and more mockups or sketches would be used. She stated that ESTRIA needs to know where they can paint, can there be an event held and will HARD support the project. Ruth suggested that this proposed event could be ongoing similar to the Battle of the Bands which HARD sponsors and many youth in the community participate.

Nancy from ESTRIA explained she was hired to coordinate the water mural project. Ten cities throughout the world will be selected that are having relevant water issues going on in the community and then partnering with local organizations that work with young people, artists or people who work on environmental issues. With that collaboration a mural project will be created. She mentioned that Meek Park is beautiful but the value is in the relationships that are built between the young people, the artists, the community organizations and the process of working together to create the mural. There are workshops and discussions with some of the young people and the water rights organizations or local organizations that are working on relevant issues. They will then come up with an image and a sketch that is projected onto the wall which is traced out of charcoal and then the painting begins. During this time of painting there can be an event going on or t-shirts with the sponsoring organizations logo can be made and given to all volunteer painters.

Delcea asked if there were any budget figures available from other projects and Nancy stated the last wall that ESTRIA did was about 200 ft. long and 10 ft. high with approximately \$12,000 being spent which entailed paying for the paint for the wall, food for participants attending various meetings, DJ's at the actual event, printing of the t-shirts and paying the artists. Delcea had concerns whether we could even fund this type of event. Nancy explained there are numerous ways to hold this type of event that would affect a budget. Darryl believes the budget is reasonable and asked who carries the insurance

rider. Nancy said it varies from project to project and needs to be discussed on an individual basis. ESTRIA would manage the budget and resources.

Betty inquired if HARD could get involved and Kerri stated that a collaborative meeting could be set up at the Carriage House in January. Kerri will work with Mike and Ruth on scheduling. A sub-committee has already been assigned that include Darryl, Art, Ruth and Delcea. Kerri stated the first requirement is to get permission to have access to the culvert and meet with the County Art Commission and also have the approval of the HARD Board. Mike stated that Mr. Ackerman, head of Creek Authority Management, believes it would be ok to work in the culvert. Mike also mentioned that he would email a copy of the handout to anyone who requests one.

#### **UNFINISHED BUSINESS – Committee and Sub-committee reports**

Partnership/sponsorships committee has not met yet but will likely meet in January. May dovetail into the graffiti project. The park design review committee has not met. Betty stated she would like a chair person named by the next meeting.

#### **STAFF UPDATES – Programs and Projects**

John stated the Holland Park project should be completed later in December or January. There will be a ceremony planned in the future. West Terrace at Meek is on the next board agenda for accepting the low bid but the bids were actually higher than anticipated. Construction will hopefully begin in January. Southgate Community Center – the ADA accessible pathways are complete, the ADA restroom upgrades will begin in January as well as the roof replacement. Shoreline levee repairs will probably begin in the summer. Castro Valley Community Center – parking lot renovation will begin in January. There is water root damage and safety issues that need to be fixed. Trail repairs at Ward Creek and Memorial Trail due to storm damage from 2004-2005. This is a FEMA project that should have started in spring but bids came in too high. FEMA redesigned the project and bids were better so we will move forward. All hazardous material is currently being removed at the Via Toledo purchase. The building will be demolished and funding will be identified to develop the area into a park. A house was purchased that sits adjacent to Fairmont Terrace Park with the plan to eventually demolish the house and open up the frontage on Manchester Dr. for easier accessibility to the park. Currently the house is rented to an employee who is the resident caretaker. Betty inquired if it was a Victorian house and John explained it has no historical value.

Dan explained the Mission Hills driving range synthetic turf is being repaired because of tears. He stated both golf courses are in good condition and are in winter mode due to cold and rainy weather. Always looking for ways to increase revenue at the courses , during the month of January a \$99 unlimited golf special will be offered. If it is successful the special offer may be extended.

John stated the web based work order system has been upgraded. This was one of the goals of the strategic plan.

Kerri said the Fall 2010 registration has been as good as summer registration. The enrollment numbers are high and new programs have been added with approximately 6500 people participating. Top four programs are aquatics, pre-k, adult special interest and senior classes. HARD will be offering more affordable programs to youth because there will be no summer school offered through the school district. Winter camps and non-school day programs will also be offered in the future. Cody George has replaced Robin Toussaint as Recreation Coordinator II and Vicente Zuniga has replaced Brad Helfenberger as Program Coordinator at MJCC. A thrift store has opened at Sorensdale Recreation

Center and all proceeds go back into their programs. An additional \$5,000 in scholarship money was received from the park foundation. Battle of the Bands is scheduled for 2/5 at Chabot College and the Hayward Idol is at the Douglas Morrisson Theatre on 4/9.

**NEW BUSINESS – CAC Member Outreach**

There are three vacancies and applications are currently being accepted. The deadline is 12/17/10. Applications were available at the meeting as well as the HARD website.

**NEW BUSINESS – Acknowledgment of CAC members**

Betty presented certificates of recognition to outgoing CAC members Leslie and Paul F. and to Ruth as past chairperson of the committee. Pictures were taken and Betty requested a group photo be taken at the end of the meeting.

**COMMITTEE ANNOUNCEMENTS**

Ruth mentioned the Hayward Historical Society is not sponsoring the Day of the Dead event next year and asked if HARD would possibly be involved. Kerri said it would be considered. John congratulated Delcea on her retirement. Kerri congratulated those staying on the CAC for reappointment and thanked Leslie and Paul for their time and service and thanked Ruth for being past chairperson. Darryl offered good luck to Leslie and Paul and thanked HARD for providing tents at the Alameda Co./City of Hayward efficiency fair. Judy was impressed with the current brochure and Leslie expressed her thanks to HARD and enjoyed being on the CAC board the past two years. Betty thanked all present and expressed her happiness about attending HARD meetings.

**NEXT MEETING MARCH 7, 2011**

**The meeting was adjourned at 7:55 pm.**

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