



## CITIZENS ADVISORY COMMITTEE MINUTES

Monday  
September 20, 2010

### **Call to Order:**

The regular meeting of the Hayward Area Recreation and Park District Citizens Advisory Committee was called to order at 6:30 pm by Mr. Darryl Gray, Citizens Advisory Committee Vice 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 Mr. Gray.

### **Roll Call:**

**Present:** CAC Members Paul Ferreira, Kathy Gil, Darryl Gray, Leslie Rothwell, Delcea Wills, Arthur Wydler, Ruth Baratta (6:40). **Absent** (excused): Deborah McHenry, Betty Moose, Judith Radousky. H.A.R.D. Board Members present: District Directors Minane Jameson. H.A.R.D. Staff present: Recreation Superintendent Kerrilyn Ely, Business Manager John Gouveia, Parks Superintendent Larry Lepore, Golf Operations Manager Dan Giammona, Lori Oakman, Recording Secretary Gail Hansen.

### **Approval of Minutes:**

Minutes from the June 7 meeting were approved as read. **Ferreira/Rothwell**

### **UNFINISHED BUSINESS – District Marketing and Outreach**

Darryl thanked sub-committee members Betty, Judith and Paul for their report. All members received an electronic version as well as hard copy that was distributed at the meeting. The sub-committee began working on the list of topics about 18 months ago focusing on outreach activities and marketing. What differs in this document than in the past two documents is the list of recommended best practices. HARD has already developed a number of marketing strategies. The sub-committee is ready to pass this information on to staff and board members. Darryl asked if the youth commission has had the opportunity to review the information and Kerrilyn stated it could be put on the agenda for them to review. Kathy inquired about a time frame and Kerrilyn mentioned there is none but obviously it is important that the sub-committees work be communicated and implemented prior to this coming summer. Kerrilyn explained that work is done six months in advance in the programming, brochures and outreach programs. She commended the sub-committee on a very thorough report. Paul requested that if there was anything that needed clarification to please contact him.

Minane asked about the impact of YouTube on promoting programs. Kerrilyn stated that a majority of cities are using Twitter and Facebook for their teen targeted programs. She said social media is how teens communicate. Minane stated that we would need to know their contact information and Kerrilyn explained that information would need to be provided to us and the youth program coordinator would take the lead in collecting the needed information and tweeting or sending emails. John and Paul suggested that it can be a very powerful tool.

Darryl asked HARD staff if there were some budget concerns regarding some of the suggestions and do resources need to be identified. Kerrilyn stated that she felt it was something that could be worked into

existing resources if the board decided this was the direction they wanted to go. Paul suggested that many were community service activities so it would not be an issue.

Motion made and approved to accept the report. **Baratta/Wills**

#### **UNFINISHED BUSINESS – Facility and Park Inspections**

Kerrilyn reiterated that this is an on-going project and when anyone is visiting a park or facility to take a look. Art shared his written report on comments and observations that he has made as well as from residents of San Lorenzo. He mentioned that HARD will be invited to the San Lorenzo Homeowners Association meeting in the next month or two to discuss complaints and concerns. Kerrilyn will take the report and she and Larry will do work orders as needed. John explained some issues have already been addressed because of a community meeting that was held a couple months ago.

#### **UNFINISHED BUSINESS – Graffiti Project**

Ruth introduced her husband Mike who has been actively pursuing this project. Ruth explained that it will take multiple agencies to achieve the goal of having this done at the culvert that runs through Meek Estate. Darryl explained the county has two types of creeks – naturalized and concrete (softscape vs. hardscape). He expressed the possibility of working with both options and a naturalist group.

Mike said that events are held throughout the country where local artists are invited. He passed around photos from previous events. He explained that a theme is determined and is usually held with another event. Mike mentioned the organizer from ESTRIA requests three things when doing an event – the artists will get half of the money raised from the art, no junk food is to be sold and the event needs to be well planned. Mike has talked with Seth Kaplan and Myron at the historical society, the COP shop rep. and Hank Ackerman who is in charge of the culvert – all are interested. The county art commission would need to also be involved. Mike estimates a two year window for planning with the initial focus being to raise money for DSAL. The target age group is 17-27 years old. Mike stated the organizer felt this would be an excellent destination for the Bay Area. Mike would like to see a community event that would happen yearly in the park and he added that the participation of HARD is vital. The organizer is searching for corporate/organizational support. Mike explained that funding can be provided by selling vendor space or charging a percentage to vendors. Ruth mentioned the event in Oakland had large framed canvases where the art was created and enabled movement of the artwork. The artists stated they are a bit reluctant to have their artwork shown in this way because they are not sure where it will end up therefore becoming a concern for participating. If it is a stationary wall they know where to find their artwork. There is a possibility of creating a walking path along the creek.

Kerrilyn stated this would be a great opportunity to reach an audience that we do not reach often and also work collaboratively with many different organizations. Darryl suggested the committee start tracking public agencies sponsorship groups with HARD, Alameda County Art Commission, Alameda County Flood Control and DSAL and look for corporate sponsors. Paul suggested it be a program added to Outreach Activities. Kathy commented that since the organizer attracts the artists that have graffiti skills how would this involve HARD. Kerrilyn envisions a clinic before the event that the artists can put on with younger children. Mike and the event organizer had discussed the possibility of the artists paint one side of the wall and teens who take graffiti classes paint the other.

Motion made and approved to establish a graffiti project sub-committee – Art (chairperson), Ruth, Delcea and Darryl. **Ferreira/Wydler**

### **STAFF UPDATES - Program and Project Update**

Larry reported Castro Valley Creek Park has been completed and the dedication was the end of August. The park is always well utilized by kids. KABOOM project was a success with more than 300 volunteers. Meek Estate West Terrace project architect is designing the master plan that was adopted by the board and will hopefully go out to bid the end of October or early November. The district purchased the two acre Via Toledo property and work is being done to secure the area. Darryl had asked if there was funding to clear the site and Larry explained there is money in the financing plan for the demolition and site clearing to be done at a later date. Darryl also suggested that if it is going to be vacant that perhaps there may be a group that may want to do a community garden but he understands there are liability issues and other concerns. Larry stated that is a possibility but it is very important that it be constructed as a park as intended. Holland Park is a little behind schedule with trees and plantings hopefully going in next month. The irrigation system, skate park and street are completed. The dog park is under fencing construction at Edendale Park. HARD is in escrow for the purchase of a house next to Fairmont Terrace Park.

Dan Giammona introduced himself and gave a brief background history. His main priority is to focus on increasing revenue at the facilities and fine tuning what is already there. He mentioned that greens at both golf courses will be aerated within the next week.

John stated the budget was passed and it is posted on the district website. He reiterated that there is money available for property purchases that cannot be used for operations (park in lieu dedications fees, Measure WW funds). He believes it will be 3-5 years before the economy starts turning around.

Kerrilyn mentioned that the district summer programs were very popular because many summer school programs were reduced or eliminated. There were almost 15,000 clients enrolled in programs. The fall programs are showing approximately 5,000 registered. Nancy Engle retired (but is still working part-time) and her position will not be filled but Jennifer Koney is taking over the theatre program. Robin Toussaint, aquatics coordinator, also retired and her critical position will be filled. HARD hosted the ASA western national tournament for girls 18 and under with 30 teams from California, Oregon, Washington, Utah and Arizona participating. During the Week of Caring, Volunteer Hayward worked with Chevron and adopted the Adobe Art Center where eight hours were spent painting, landscaping and doing general cleanup, the Castro Valley Community Center where 4.5 hours were spent on painting and landscaping and the Meek Estate.

Darryl asked about the aquatics incident and Kerrilyn explained that the investigation is ongoing and the staff has been provided counseling.

### **NEW BUSINESS – Committee Topics**

Darryl distributed a current future topic areas/new board priorities list highlighting the transition of current projects from 2008-2010 (which some have been completed). He stated he wants to be sure that all tasks are completed that have been assigned to the current CAC board. There was discussion to assign committee members to the new priorities for 2011-2012 as well as gather suggestions of other activities that could be added to the list.

Kerrilyn explained the partnership/sponsorship committee would look at existing partnership and sponsorships and then look at other models that are being used at other agencies. Darryl noted the

time commitment that is generally one or two meetings in addition to the regular CAC meeting. Kerrilyn reminded all present that a few members are terming out in December and new members will be voted in and they could be considered for staffing a committee. Interested sub -committee members are Ruth, Darryl, Delcea and Paul.

#### **NEW BUSINESS – Sub-committee Assignments**

Larry explained the park design/master plan sub-committee would review community ideas/concepts of what park renovation would look like and also could be involved in the selection of the architect. He mentioned the HARD master plan identifies a few parks for renovation and a couple HARD board members have voiced interest in adding a few more parks. Minane suggested that instead of choosing several parks would it be better to work on Kennedy Park. Larry stated that Kennedy is currently in the master plan and John added that the five year strategic plan specifically names Kennedy as a park needed for renovation because it is a revenue producing facility and a destination park. Interested sub-committee members are Darryl, Kathy, Leslie and Art (alternate).

#### **NEW BUSINESS – CAC Applicant Applications**

CAC applicant applications were distributed. Kerrilyn explained there will be an application period and applicants will be interviewed by the board of directors. She also stated there will be an article in the paper giving deadlines. Please note the April 20, 2009 date on the application is not correct – she will email an electronic version of the corrected application.

There is a correction for Delcea’s address on the CAC member roster – it should be San Lorenzo. Leslie stated that her job has changed so her term will end. Darryl inquired if a person can run for a second two year term and John believed that was correct. The bylaws will be reviewed for verification. Kerrilyn stated that members will be contacted if they are available to be reappointed again.

#### **COMMITTEE ANNOUNCEMENTS:**

Ruth has a student who has a Norfolk Island Pine in a planter that needs to be planted in a large area – preferably one of the parks. Ruth will give Larry an email address to contact her. Darryl distributed a flyer for the Eden Area Energy Efficiency Fair to be held on Oct. 16<sup>th</sup>. Alameda County, League of Women Voters, City of San Leandro and City of Hayward will be participating. The event is targeted toward residents and small businesses to educate the community on how to go green, save money and save the planet. He spoke with Rita and she said that HARD would help market the event by putting an announcement on the website.

#### **NEXT MEETING: December 6, 2010**

**The meeting was adjourned at 8:13 pm.**

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PAUL FERREIRA, Secretary