

MEASURE DD COMMUNITY COALITION
CELEBRATION PLANNING COMMITTEE
For
LAKE MERRITT BOULEVARD COMPLETION EVENT
MEETING #2 - UDKOW RESIDENCE
21 MARCH 2013 – 6:00 PM

Attendees: Mike Udkow, Judy Johnson, Barbara Schaaf, James Vann; New Members:
George Duncan & Erik Niemann;

For Okalavia: Renee Rivera (EBBC) & Chris Hwang (WOBO).

Not Attending: Naomi Schiff, Sandy Threlfall, Anne Woodell.

Preparation for the meeting included reviewing and referencing circulated notes of the March 7 joint City-Meas DD meeting, including comments submitted by Samee Roberts on the subsequent March 8 meeting at City Hall on the proposed “Oaklavia” (Sunday Streets) event possibly to coincide with the planned Lake Merritt Boulevard Opening Celebration. As “Oaklavia” is in the early planning stage and is tied to a minimum fundraising goal, Ms Roberts repeated that the Boulevard Opening “is the umbrella celebration of which ‘Oaklavia’ will be a part.” Accordingly, planning for the Boulevard Opening is to continue moving forward for Sunday, June 9 opening, and depending on outcomes, “Oaklavia” will coordinate with settled Celebration plans.

1. Summary of Meeting Objective

The objective of the meeting was announced as a “decision meeting.” The Agenda was prepared with decision points. The goal being to prepare sets of recommendations for each responsibility of each DD subcommittee, so as to be as ready as possible for presenting to the next City/Meas DD joint meeting for final determinations. (*Recommendations from the DD meeting are expressed in ‘italics.’*)

2. Subcommittee on Program Tasks (Sandy + James +)

A. "Name of Event" Recommendations

(1) *“Celebrate ! 12th Street becomes Lake Merritt Boulevard”*

(2) *“Celebrate the New Lake Merritt Boulevard & Bridge”*

B. "Theme of Event" Recommendation

“Celebrate new Lake Merritt Boulevard, its new bridges, new & improved parks, creeks, landscapes, and waterways throughout the city. Come ! Participate ! Enjoy the new city-enriching attractions completed with your Measure DD funds !”

C. Define an Activity to Signify the "Formal Opening": Recommendations.

(1) *At the appropriate time, Mayor Quan holds up an illustrative pane, a photo of the “old” 12th Street, an overlay sheet. Mayor then rips off the overlay sheet revealing a color photo of the “new” Lake Merritt Boulevard, and declares that the new roadway and bridge is now officially dedicated “Lake Merritt Boulevard.”*

(2) *At the time of declaring that the new roadway and bridge is now officially dedicated "Lake Merritt Boulevard," a collection of Helium-filled balloons, that are arranged and held down out of sight behind Mayor Quan, are simultaneously released, and rise to a tethered height of 20 feet (not released into the atmosphere).*

(3) *Combine (1) & (2).*

D. Speakers

(1) MC Recommendations;

Committee feels that MC should be selected from among community volunteers who have been participants in the DD process: Naomi Schiff and James Vann were mentioned.

(2) *Governor Jerry Brown: Invite to speak on his LMB "vision" (10 minutes)*

(3) Mayor Jean Quan: Invite to speak on "Value of LMB to city" (10 minutes) *(request was sent)*

(4) Mayor Quan performs the "official dedication of LMB." (2 minutes)

E. Information Tent

(1) *Tent provided by Cultural Arts & Marketing; Meas DD to provide staffing.*

(2) *"Information" sign to be visible on/over tent.*

(3) *"LM Weed Warriors" to be asked to "staff" the Info Tent (request was sent)*

(4) *Oakland Parks Coalition also to be asked to staff Info Tent.*

(5) *Lake Merritt Institute also to be asked to staff Info Tent.*

(6) *"Program/Venue Map" handout available at Info Tent*

(7) *Info Tent to be equipped for First Aid, contact to Police, lost children, etc*

F. Entertainment & Performers: *(Proposed times shown may change)*

(1) *"Stage Manager" – Mike recommends and will ask 'John Bliss.'*

(2) *"Artists" Recommendations & Followup:*

-- 2:00pm -- Performer Recommendations Presented – J Johnson to followup

-- 3:00pm -- "Hip Hop" Performer -- JVann to followup. *(request was sent)*

-- 4:00pm -- "Drummng Group" Performer -- JV to followup *(confirmation received)*

(3) *(Potential) Childrens Activities – (B Schaaf is following up)*

(4) *(Possible) "Face Painting" & "Balloon Animals" – Artists recommendations ?*

3. Lake-Related Activity (Anne + Judy + (P&R Staff(?) +)

A. *Defne Potential and Committed Activities & Followup*

B. *Method of Contact & Followup (Same as "Attractions" Outreach Letter ?)*

C. *Commitment on "Bike Parking & Monitoring" -- (EBBC to be contacted) (Determination: Refer to A Woodell who has direct contacts)*

4. "Open House" Attractions (Barbara + Mike +)

A. Determine Final List of Venues (*all to be on map w/ "open houses" highlighted*)

Recommendations:

- (1) Oakland Museum
- (2) Camron-Stanford House
- (3) Children's Fairyland (?? B Schaaf to affirm)
- (4) Lake Chalet Restaurant
- (5) LM Sailboat House
- (6) Gondola Servizio
- (7) Cleveland Cascade Steps
- (8) Lake Merritt Methodist Church
- (9) 1200 Lakeshore Apartments (?? Erik to affirm)
- (10) Oakland Main Library – History Room
- (11) The Gardens at Lake Merritt
- (12) Cathedral – Christ the Light
- (13) Cathedral – Lady of Lourdes
- (14) Rotary Nature Center
- (15) Portal Restaurant
- (11) Laney College (?? J Johnson to affirm)
- (12) Lake Merritt BART Station(?? Robert Raburn to be asked)
- (13)
- (14)

B. Complete and Final "Outreach Letter" to identified potential "venues"

(B Shaff & M Udkow are revising Draft #2 w/ comments from meeting)

- (1) Complete and Final Method of Contact
- (2) Determine "Drop Dead Date" for Mailing letters of making Contact --
(April 5).
- (3) Determine Method of Followup *(Subcomm will do direct followup)*

5. "Invitation Letters" ([Naomi] + Sandy + Barbara + George + [Leslie (PWA)])

A. Determine Final List of "Invitees" (Correlate S Threlfall's Excel Chart w/ L Estes (PWA))

B. (W/ Leslie (PWA)) -- Determine Method & Responsibility for Mailout
(Draft "invite" letter was reviewed and commented on by meeting attendees, G Duncan prepared and submitted Draft #2 of "invite letter" – to be finalized by subcommittee)

C. Determine "Drop Dead Date" for Mailing Letters *(April 4 recommended)*

D. Determine Method of Followup (if any)

6. "Fund Solicitation Letters" ([Naomi] + Sandy + James +)

A. Determine Final List of (Potential) "Fund Sources"

B. Committee reviewed and commented on Draft "Fund Solicitation" letter.

C. Draft letter to be revised and finalized by Subcomm.

D. Review & Determine "Ask" Amounts

Recommendations: List & "Ask" Amounts proposed by Meeting Attendees:

- (1) \$5000 McGuire & Hester, Project General Contractor
- (2) \$2000 Wells Fargo Bank
- (3) \$2000 Clorox Corporation
- (4) \$1000 Rotary Club of Oakland
- (5) \$1000 Shorestein Development Corporation
- (6) \$1000 Southwest Airlines
- (7) \$1000 Port of Oakland
- (8) \$1000 Phil Tagami, Developer
- (9) \$5000 McGuire & Hester, Project General Contractor
- (10) \$500 Lucky Supermarket
- (11) \$500 Walgreens
- (12) \$500 Chase Bank
- (13) \$500 Cahill General Contractor
- (14) \$500 JH Fitzmaurice General Contractor
- (15)
- (16)

E. Determine "Drop Dead Date" for Mailing "Fund Solicitation" Letters

(As soon as coordinated with S Roberts, CA&M Director)

7. Other Matters: None

8. Next Steps

As there are less than 6 weeks until the Celebration event, JVann to contact J Roberts immediately to schedule next joint meeting within last week of March; otherwise ASAP.