

JOINT MEETING # 2  
OF  
CULTURAL ARTS & MARKETING DEPT  
AND  
MEASURE DD COMMUNITY COALITION COMMITTEE  
**PLANNING**  
**For**  
**LAKE MERRITT BOULEVARD CELEBRATION EVENT**  
MEETING AT  
OAKLAND CITY HALL  
2:30 PM -- THURSDAY -- 7 MARCH 2013

Attendees for DD Coalition Committee:

Sandy Threlfall, Mike Udkow, James Vann (Others of Committee not attending:  
Judy Johnson, Barbara Schaaf, Naomi Schiff, Anne Woodell)

Attendees for Cultural Arts & Marketing; and for Public Works Agency:

Samee Roberts, Jim MacIllvaine, and Lesley Estes (PWA)

The meeting reviewed the program proposed by the DD Committee as revised and amended by the Committee at its meeting of 4 February. The joint meeting identified a number of needed followup tasks (*highlighted below in bold italics, with responsible leaders identified*). Following is a brief summary of the joint meeting:

**Final Date for the 'Celebration' Event -- Sunday Afternoon, June 9.**

The event must occur no later than June 9, as from that date CA&M is totally consumed with Oakland's signature "Art & Soul Festival." In respect of religious services, proposed hours for the Celebration are "Noon to 3:30pm."

**'Sunday Streets' & Lake Merritt Blvd Celebration -- A Combined Event(?)**

Mayor Quan has decided to initiate 'Sunday Streets' events in Oakland, and has determined that the kickoff event will be at the new Lake Merritt Blvd. This decision means that the planning currently in process by CA&M and Meas DD Celebration Planning Committee will somehow be combined with a 'Sunday Streets' happening. (In San Francisco, 'Sunday Streets' is a periodic roving designation of locations where streets are temporarily closed, and various activities relating to the location take place.) At present, it can be envisioned that if the north lanes of the Blvd are closed to bike & vehicle traffic, and all traffic is diverted to the south lanes, it is likely that no other city streets would need to be closed. A separate group including Karen Hester, East Bay Bicycle Coalition, Oak-la-Vie, others -- under the Mayor's office -- meets Friday, March 8, to begin the 'Sunday Streets' planning. CA&M will attend and will attempt to serve as linkage between the two event efforts. No clear concept is available at this time to define the objectives of both events, or to define how the two planning efforts will be coordinated.

*[Followup report by Samee Roberts, Director, Oakland Cultural Arts & Marketing Dept: ". . . We [met] with the team planning "Oaklavia by the Lake" (Sunday Streets) on Friday, March 8, and now have more information. I wanted to assure everyone on the [joint] committee that Lake Merritt Boulevard/Measure DD is the umbrella celebration of which Oaklavia will be a part (not the other way around). As such, our [joint] group will define the name, scope and messaging for everything that happens on June 9. I have read through your proposed event names and have an idea that I would like to talk over with Lesley [Estes, Manager, Meas DD Projects] early this week. Once she and I talk, we'll forward to the group. I am very enthusiastic about things after meeting with the Oaklavia folks." -- Cheers, Samee ]*

### **Meas DD Committee's Expectations for Planning and Budgeting**

The DD Committee was asked to estimate the expected turnout and cost for the Celebration. Based on assumptions during meetings of the Committee:

- Appx 2000 – 3000+ are expected to attend throughout the afternoon.
- Appx \$10,000 - \$15,000 is the Fundraising goal.

### **June 9 "Celebration" Event -- Joint Sponsorship**

It was determined that the Celebration Event will be a jointly sponsored undertaking by the Meas DD Coalition and the City of Oakland -- with Cultural Arts and Marketing Dept as partner for the City.

Publicity and marketing materials will list both partners. However, "letters" for (a) formal invitees, (b) solicitation of cooperating venues, (c) fundraising, (d) thank you's will be on Meas DD letterhead, and will have a leading or prominent sentence that acknowledges joint sponsorship such as, "***The Lake Merritt Boulevard Completion Celebration is jointly sponsored by the City of Oakland and the Measure DD Community Coalition.***"

### **Nature of the June 9 "Celebration" Event**

The Celebration Event is envisioned as a multi-venue celebration allowing for a variety of people-place interactions to provide information-enjoyment-appreciation by and to the people of Oakland for their investment and trust in voting to beautify the City. The event is intended to be high enjoyment with minimum cost. Promotion and publicity will primarily depend on media releases. There will be one conveniently located 'information tent.' The event will be centered at the new Blvd amphitheater, however, between scheduled entertainment at the amphitheater, people are expected to rove informally to nearby open cooperating venues throughout the afternoon. Families will spread picnics or setup beach chairs on the amphitheater turf. A selection of food trucks will be nearby. Speakers, acknowledgements, and displays will be minimum. As 'Lake Merritt Blvd' is the focus of the Celebration, other organizations are not invited to setup tents or displays.

### **Review and Discussion of Proposed 'Celebration' Programming**

*[ Leads: Sandy T + James V ]*

**Name of Event:** (not yet decided) ..... ***(DD to determine 'Name' w/ CA&M concur)***

**Theme of Event:** (not yet decided) .....***(DD to determine 'Theme' w/ CA&M concur)*****Opening Ceremony** -- (short) 12:30 to 12:50 PM.:

- (1) MC (local), general welcome and major acknowledgements, including special roles of CALM and former CC members Danny Wan and Jane Brunner;
- (2) Main Speakers: Gov Jerry Brown (early vision); Mayor Jean Quan (value of new improvements and role of city & community);
- (3) "Opening of Boulevard Event" (**DD determine & specify 'opening event' w/ CA&M concur**)

**Information Tent:** Focus of handout, questions and directions. Handout envisioned to have Event program on front, and Area Map with 'open affiliated venues' pinpointed on back. No other general handouts envisioned. (**DD to assign Tent staffing**)  
(**CA&M+DPW to prepare 'Program/Map'**)

**Visual Displays:** General Lake Merritt information and display panels of other completed DD projects. (**Lesley Estes, PWA, lead coordinator**)

**Scheduled Entertainment at Amphitheater:**

CV&M stressed the necessity of a 'stage manager' for supervision of the stage, and coordination of stage entry, exiting, appearances, and as point of information. (**DD is responsible to locate and deploy a 'stage manager,' and to provide beverages for performers**)

1:00PM -- "Prescott Clowns" (only if comp performance); or "Flash Dance Group" or "Mass Yoga/Exercise Group" (**DD to outreach, contact and confirm**)

2:00PM -- "JD Chrisma, Hip Hop Performer" (**Agreed, but DD to confirm for date & time**)

3:00PM -- "Batala Drumming Band" (**Agreed, but DD to confirm for date & time**)

**Children's Activities:**

"Face Painting" and "Balloon Animal Sculptures" allowed -- Impromptu, comp performers.

(**CV&M + DD outreach, coordinate, invite artists**)

**Food Trucks:**

Limited number, designated location convenient to Amphitheater turf area. (**CV&M to select, outreach, invite, & confirm number & selection. DPW to facilitate location and specify rules & conditions**)

**Lake-Related Recreation Activities and/or Demonstrations**

[ *Leads: Anne W + Judy J + Parks & Rec person to be assigned* ]

-- Boating, Kayaking, Sailboats, Peddle Boats (**DD to determine if available for the day, and if "free for the day," or if "for rent"**)

-- "Ladies of the Lake" appearance(?), demonstration(?) (**DD to confirm activity (if any) & time for insertion in program handout**)

-- Bike Parking & Monitoring: (**DPW to contact and coordinate with EBBC to determine location and rules and conditions**)

**"Open Houses" at Cooperating Affiliated Venues**

[ *Leads: Barbara S + Michael U + Anne W* ]

Present DD letterhead Letter to specifically selected venues in vicinity of the Blvd, inviting participation in the Celebration and receiving of roving visitors. (**DD to finalize list of venues; review & refine its invite letter, mail out or deliver letters by target date, and followup to confirm participation and idea of venues' offerings**)

## **Invitation Letters to Designated Persons**

[ Leads: Naomi S + Barbara S + Michael U + Leslie E (PWA) ]

DD to review and revise its list of persons to receive DD letterhead Letter inviting participation in the Celebration. ***(DD to finalize its list of proposed invitees (Excel table) and provide to Leslie (DPW); Leslie to review DD's list and supplement if needed; Leslie to provide addresses &/or email addresses of final invitees list; DD finalizes invitation letter and obtain addresses from Leslie. DD Committee members will hand-address the invite letters; Leslie (DPW) will mail letters designated for snail mail delivery)***

## **Fund-Solicitation Letters to Designated Businesses**

[ Leads: Sandy T + Naomi S + James V ]

DD to review and identify potential fund sources. Initial List and Target Amounts: (a) McQuire & Hester, \$10,000 (or \$5,000?) [*dubious, as McQ&H (and Subs) have suffered significant losses on 12th St reconstruction, and also lost the bid on Phase 2 (10th St Channel reconstruction)*]; (b) Kaiser Permanente, \$5,000; (c) Wells Fargo, \$2,000; Clorox, \$2,000; PGE, \$1,000; BART, \$1,000; Oakland Rotary Club, \$500. DD (possibly with help) to identify appropriate corporate officials to be approached for fund-solicitations. Time is critical as consideration typically requires levels of in-house review. Important to specify to each targeted business what reciprocal value it will receive for its donation? ***(DD to prepare and finalize its proposed list of businesses to be solicited. DD to prepare and finalize its fund-solicitation letter on DD letterhead. DD to obtain official identity of appropriate officials; DD will address and mail or present the fund-solicitation letters, and do needed follow-up)***

## **Marketing and Publicity**

[ Leads: Cultural Arts & Marketing Dept + Special Events Coordinator + Lesley Estes, PWA, as needed. Meas DD requests that Naomi Schiff be a reviewer of print pieces and graphics ]

S Roberts announced that City's Graphics Designer has resigned, effective immediately. Impact on Depts graphics assignments not yet known. The assumed graphics tasks are:

### **[1] Printed Pieces:**

- (a) Invitation letters ***(on Meas DD letterhead & prepared text)***;
- (b) Program of Celebration Activities w/ Notated Map on reverse ***(CA&M and PWA to design and produce)***
- (c) Signage -- identifications, locations, wayfinding ***(CA&M and PWA to design, produce, and install)***
- (d) Posters ?, Flagons on LM street lights? ***(If needed, CA&M and PWA to design produce, and install)***
- (e) Color Postcards for handing out? ***(If needed, CA&M and PWA to design and produce)***

**[2] Fact Sheet on Meas DD Lake Merritt & Other DD Projects** for handouts? (DD recommends "delete" due to added cost and litter effect ***(If desired, PWA w/ CA&M to design and produce)***)

**[3] Photos - Historic and Project-Specific** ***(DD coordinate w/ History Room, Oakland Main Library)***

[4] **Pre-Event Media Tour** *(If desired, CA&M to arrange, prepare for, schedule, and lead w/ notification to Meas DD Committee)*

[5] **Writings -- Press Releases, Blurbs, Inputs** for Newsletters, Websites, E-Blasts *(CA&M lead w/ notice to Meas DD for coordination and assistance)*

[6] **Promotion via Social Media** *(Participation by everyone)*

### **General Production**

*[ Leads: Cultural Arts & Marketing Dept + Special Events Coordinator + Lesley Estes, PWA, as needed ]*

Enabling actions and processes, including setting-up and taking-down, cleanup

[1] Permits

[2] Stage

[3] Sound System

[4] Equipment Rentals -- chairs, tables, tent

[5] Rubbish and Recycle Containers

[6] Porta-Potties (if needed, mass toilet facility with water fountain is on-site)

[7] First Aid

[8] Cleanup & Recycling (Youth organized for Earth Day, or Creek-to-Bay volunteers)

[9] Budget

*(CA&M and SPEC assume lead and responsibility for 'general production' tasks)*

### **NEXT STEPS**

[1] **DD Celebration Committee must convene in a production meeting as soon as can be arranged to make needed determinations, and to clarify understandings of each assigned task designated above. (Date for next Committee meeting: 6:00pm, Thur, Mar 21)**

[2] **CA&M + Special Events Coordinator + Leslie Estes and PWA should delineate needs of various tasks above and should report progress at next joint City-DD Committee meeting.**

**(Hopefully, the next joint meeting can be scheduled by Thurs or Friday, March 28 or 29 (?))**

[3] **Samee Roberts to share outcomes and expectations from March 8 "Sunday Streets" meeting, and how projected "Sunday Streets" planning impacts "Lake Merritt Blvd Celebration" plans. (Included above under "Sunday Streets")**