

MEASURE DD COMMUNITY COALITION
COMPLETION CELEBRATION PLANNING COMMITTEE
MEETING # 1 – 8 NOV 2012
CULTURAL ARTS & MARKETING OFFICE – OAKLAND CITY HALL

After receiving and reviewing an “ideas draft” of celebration thinking, the Committee – in a joint meeting with staff of the City’s Cultural Arts and Marketing Office and Joel Peter, DD Projects Manager, Office of City Administrator – held an initial and very productive meeting at City Hall. All current volunteer members of the DD Planning Committee attended.

In Attendance:

Measure DD Coalition Members: James Vann, Sandy Threfall, Naomi Schiff, Judy Johnson, Barbara Schaaf, Mike Udow

City Staff: Samee Roberts, Marketing Manager, Cultural Arts & Marketing; Jim MacIlvaine, Special Events Coordinator, Cultural Arts & Marketing; Joel Peter, Project Manager, Office of City Administrator.

Goals of the Celebration Event:

- Celebrate the approval, implementation, and completion of this major civic public/private achievement and investment on the part of Oakland voters.
- Broaden public awareness of & support for the project, future plans, & funding needs
- Build community appreciation for & increased usage of the park and its surroundings
- Cultivate cadre of community volunteers to help maintain the improvements over time

Following broad discussion on pros and cons of various elements and considerations relating to the event, it was determined to organize into subcommittee with specified responsibilities:

Organization committees:

1. **Programming** (will work closely with Group 5 – Partner/Stakeholders)

Leads: Sandy T + James V

Overall theme (Connections)

Visual displays

Info tables

Speakers

Activities

Flash dance / Flash yoga

Face Painting / Kids activities

Artists exhibitions

Entertainment / Live music / Performances

Food trucks

2. **Open House/Venues in area**

Leads: Barbara S + Mike U

Oakland Museum

Camron-Stanford House

Laney College
BART-Lake Merritt Station
Fairyland
Lake Chalet
Alameda County Courthouse
Sailboat House (Park & Rec)
Gondola Servizio

3. **Recreation Activities/Demonstrations**

Leads: Park & Rec (person TBD) + Judy J
Boating (Kayaking, Gondola, Sailboats)
Ladies of the Lake
Biking
Walking

4. **Marketing/Publicity**

Leads: Kristine Shaff (PWA) + Samee Roberts (C Admin) + Naomi S
Printed pieces:
Invite
Program
Passport
Signage
Poster
Postcards
Project fact sheet
Pre-event media tour
Collect photos (historic + project specific)
Write blurbs /cut lines for websites, newsletters, e-blasts
Social Media strategy

5. **Partner/Stakeholder Outreach**

Leads: Joel P (?) + Naomi S
Federal
State
County
City
Business
Community

6. **Production**

Lead: Cultural Arts & Marketing Office -- Special Events Coordinator,
Sound
Rentals: chairs, tables, booths

Permits
Porta-Potties
Cleanup/Recycling
Youth organized to assist or Earth Day/Creek to Bay Day vols??
First Aid
Bike valet
Budget

7. **Sponsorship / Business Support**

Leads:  + 
Kaiser
Wells Fargo
Lake Merritt Breakfast Club
Clorox
PG & E
McGuire & Hester

Upon conclusion, committee members that before our next gathering, the first two tasks of the various subcommittees are to gather lists of speakers and lists of stakeholder groups that are to be specifically invited to the event (either as speakers or attendees)

Special thanks to Jim MacIlvaine, Special Events Coordinator, Cultural Arts & Marketing Office for compiling notes of the meeting.

Report presented to Measure DD Coalition Meeting of 21 January 3012