

MEASURE DD COMMUNITY COALITION  
**CELEBRATION PLANNING COMMITTEE**  
**For**  
**LAKE MERRITT BOULEVARD COMPLETION EVENT**  
DD MEETING #3 - UDKOW RESIDENCE  
30 APRIL 2013 – 6:00 PM

**Attendees:** Mike Udkow, Anne Woodell, Barbara Schaaf, George Duncan, Erik Niemann, Sandy Threlfall, James Vann. (Not Attending: Naomi Schiff, Judy Johnson)  
**For Okalavia:** Chris Hwang (WOBO).

**1. Summary of Meeting Objectives**

The objective of the meeting is to report on, and assess the status of letter writing and outreach tasks of each subcommittee; to discuss and make recommendations for matters still to be resolved; and to make preparations for the next City-Meas DD joint meeting -- now scheduled **Monday, May 6, 3:00pm at City Hall.**

**2. Status of Meas DD Letter Tasks:**

- A. **"Open House" Attractions Subcommittee** (*Barbara + Mike & Erik*)
  - (1) (9) + (3) = 12 letters sent.
  - (2) Followup will be by phone calls in the coming weeks.
- B. **"Lake-Related Facilities" Subcommittee** (*Anne + Judy*)
  - (1) 4 letters sent, in addition to personal contacts.
  - (2) Followup will be by personal visits &/or phone calls in coming weeks.
- C. **"Fund-Solicitation" Subcommittee** (*James + Sandy & Naomi*)
  - (1) (16) + (1) = 17 letters sent. (Pledges: Supv K Carson \$250; BART \$500)
  - (2) Followup should be personal phone calls, where possible.
- D. **"Special Invitation Letters" Subcommittee** (*Sandy + Naomi & George*)
  - (1) 85 letters prepared (sent w/ assistance of SPCoordinator).
  - (2) Followup needed ?
- E. **Followup re Two (2) Selected Speakers** (*James w/ assistance of C Hwang*)
  - (1) Email #2 sent to Governor's office – C.Hwang will assist to get response.
  - (2) Confirmation & participation of Mayor assured by CA&M Director.

**3. Status of "Oaklavia & Sunday Streets" (from Chris Hwang)**

- A. Event Coordinator was hired (Karen Hester). Duties include strategy and outreach (not media or fundraising).
- B. Meetings on 'Street Closures' proceeding with OPD, Traffic, PWA, OPR. Determinations almost concluded. EBBC working with traffic management. Route not yet confirmed (DL is May 8). Some changes from initial projections.
- C. Major fundraising (via Mayor's office) has produced \$22K cash, and over \$40K in pledges.
- D. WOBO will provide volunteer staffing. EBBC and Sierra Club to provide additional volunteers. Estimated need: 150.

- F. Event Coordinator requests, ASAP, info on attractions that will be “open.”

#### **4. Status of, and Plans for Publicity & Marketing (from Chris Hwang)**

- A. Plan is for a 2-sided map, with DD attractions highlighted as ‘activity nodes’ on map. Program and descriptive information on one side. First iteration of ‘program/map’ not expected to be complete. (DD requests early review.)
- B. (DD requests expanded info be included for “open house” attractions. such info should be gathered NOW by DD in advance of EBX printing.)
- C. ‘Posters & Leaflets’ are presently in process (DD suggests 8½ x 11” size for Posters & Leaflets) (Erik (DD) requests a ‘jpeg’ version as soon as possible.) (The Committee received, via DD Coordinator, an email link to the poster/leaflet design on May 3.)
- D. ‘Postcards’ for handout distribution will also be produced in quantity (number ?).
- E. Intend to utilize ‘Sandwich Boards’ for advance and day-of publicity.
- F. East Bay Express’ is planning a 4-page pull-out on “Love Our Lake Day.”
- G. Clear Channel will place ads on AC Transit buses.

#### **5. Status of “B-Line Shuttle Bus”**

- A. CA&M assessed use of the B-line Shuttle, and concludes that its use is not financially feasible. Shuttle is owned and operated by AC Transit; contract with City does not provide for Sunday service. Closed streets also present safety concerns for pedestrian celebrants of Sunday Streets. More limited alternative shuttle service to and from the HJ Kaiser Convention Center lot may be more feasible, though available routes may not be satisfactory for open venues.
- B. (DD requests further discussion on shuttle usage and re routes for increased access to “open house” venues. DD also suggests, rather than renting outside facilities, to utilize the two (2) OPR-owned vans which each seat 18.) .

#### **6. Extension of Hours for ”Love Our Lake Day” – 11:00 AM to 4:00 PM**

- A. On exceeding its fundraising goal, decision was made to activate “Oaklavia-Sunday Streets,” with hours of 11am to 4pm. The City then determined that the hours of “Lake Merritt Blvd Celebration “ should expand from presently planned 1pm-4:30pm also to 11am-4pm (more probably 4:30pm at the Amphitheater), and the combined events be titled: “Love Our Lake Day.”
- B. (Extension of hours for the celebration/dedication of Lake Merritt Blvd affects program, possible expenses, and commitments of Meas DD volunteers, and will require further discussion and determinations.)

#### **7. Extension of Hours & Proposed Entertainment at Boulevard Amphitheater**

- A. After attaining commitments of entertainers for the LM Boulevard at the Amphitheater, it was discovered that 2 of 3 proposed acts – although regular performers in Oakland -- are based outside the city. CA&M and Measure DD Committee agree that the entertainment be Oakland-based
- B. At its Tues April 30 meeting, the Measure DD Committee confirmed the decision that entertainers at the Amphitheater be Oakland-based. However, the Committee did not have suggestions for alternative performers, and requests to pass the

selection of appropriate entertainment to CA&M and SPC, who have vast contacts with Oakland performers. (CA&M responded that they “have it covered.”)

#### **8. Proposals for Entertainment at the Boulevard Amphitheater**

- A. **11:00 AM [vacant]:** (The opening spot – which is now added -- is vacant. Meas DD recommends that what is needed as an opening act is something ‘noisy’ and attention-getting, like a marching band or similar.)
- B. **12:00 Noon [vacant].** (The second added spot is vacant, and needs an assignment.)
- C. 1:00 PM: “Pickle Family Circus.” [committed].
- D. 2:00 PM: [Reserved for short “Dedication Program”: Special Introductions, and Two Speakers: Governor Jerry Brown & Mayor Jean Quan.
- E. **3:00 PM: [possibly vacant]:** [Presently committed to “non-Oakland performer”].
- F. **4:00 PM: [possibly vacant]:** [Presently committed to “non-Oakland performer”].
- G. Entertainments are purposely limited to 15-20 minute segments, to thus allow for attendees to freely roam to nearby “open house” venues and attractions.
- H. Meas DD has obtained a commitment from “Dennis Evanosky” who, in authentic costume, performs an “historic walk-around as first mayor of Oakland.”
- I. **CA&M will propose a “revised detailed lineup of entertainment” for the event.**

#### **9. Discussion and Determination of “Master of Ceremony (M.C.)”**

- A. The Measure DD Committee deliberated a submitted recommendation that local radio personalities are available and agreeable to serve as M.C. for the Dedication Ceremony. The recommendation emphasizes that such personalities could lend added ‘cache’ and publicity to the event.
- B. After discussion, the Committee unanimously confirmed DD’s initial decision that the position of M.C, to host the dedication event be community-based; be a person or persons who have been actively involved in the LM Blvd process, and be representative of the Measure DD Community Coalition.
- C. The Committee, by consensus, recommends that Naomi Schiff & James Vann share the role of M.C., and that the two collaborate to determine how the role will function.

#### **10. Possible Participation of Fairyland in “Love Our Lake Day”**

- A. Fairyland is open on June 9, but lacking a shuttle, does not anticipate walking traffic from the dedication event. (It was noted that parking at the ‘Cathedral of Light’ is free on Sunday, and is proximate to Fairyland.)
- B. Although relatively remote from the Amphitheater for walkers, Fairyland is enthusiastic about the Celebration, will publicize the event, and is eager to participate at some level as appropriate.
- C. An early proposal to provide “costumed kids” to roam the Amphitheater area proves financially infeasible. The Jolly Trolley on which the kids travel would

require both police escort and parental support. Security of the Trolley is also a concern.

- D. "Costumed Adults" were suggested as alternative to meandering kids.(Decision ?)
- E. Possible entertainers proposed by Fairyland who might be useful in some capacity:
  - (1) 'Asheba,' Caribbean musician of childrens' songs;
  - (2) 'Blake Maxan,' on-stage or walk around magician;
  - (3) 'Jacqueline Lynaugy,' on-stage or walk around storyteller & musician.
- F. Re Entertainment for Kids: "Balloon Artists" and "Face Painters" have earlier been suggested. C.J. of Fairyland recommends against using face painters ("because the lines get too long, which frustrates the kids.")
- G. Jessica Martin of Fairyland (452-2259) given as reference for kid-related performers and fees.
- H. **CA&M is knowledgeable about the possible Fairyland entertainers, and is relied on to propose possible selections and deployments.**

### **11. Status and Expectation of Fundraising for Amphitheater Event**

- A. In accord with directions to leave major fund sources to Oaklavia outreach, the Measure DD Subcommittee mailed out 16 'Fund-Solicitation' letters to minor sources with a hoped-for goal of \$8K-\$10K.
- B. As of Friday, Apr 26, notification of two pledges (\$250 [Supv K Carson] and \$500 [BART}) have been received in response to DD mailings.
- C. McGuire & Hester, 'Lake Merritt Boulevard' general contractor, is being solicited by Oaklavia FR source on behalf of the dedication event. To date, no response yet reported.
- D. Early announcements were that 'Oaklavia fundraising' would have the objective of funding the combined events of "Love Our lake Day
- E. Realistic budgets for both events -- 'Oaklavia' and 'LM Dedication' -- are yet to be developed.

### **12. Additional Matters that Need Attention**

- A. Graffiti removal and control.
- B. Necklace-type "lanyards" needed as identification of event volunteers
- C. Is identification needed for performers ?
- D. What is resolution and responsibilities regarding "stage management" ?
- E. What is resolution and responsibilities regarding "bicycle management" ? (CA&M reported earlier that "Richmond Spokes" would be contacted about assuming bike storage and monitoring duties.) Outcome ?
- F. DD Committee requests name & contact info for McGuire & Hester to inform Head to prepare for introductions and recognition of the "building team."

### **13. Meeting adjourned at 8:00 PM**

### **14. Next Joint Meeting of City Representatives and Measure DD Celebration Committee – Monday, May 6, 3:00 PM at CA&M Office, 9<sup>th</sup> Floor, City Hall.**

Park in City Hall Garage (off Clay St); bring token to meeting for validation.