



Oakland Measure DD Community Coalition

Measure DD Community Coalition Meeting Notes for May 20, 2013

The meeting was called to order in the Ebell Room at Lakeside Garden Center at 7:10 PM.

The meeting was chaired by Rick Rickard and Bill Threlfall served as recorder.

1. Measure DD Coalition Attendance List:

Alameda County Historical Society – Anne Woodell

CALM – James Vann

East Bay Garden Center – Susan Veit

East Bay Regional Park District – John Sutter

EBBC – Glenda Barnhart, Rick Rickard

Friends of Gardens at Lake Merritt – Dick Austin

Friends of Oakland Parks & Recreation – Judy Johnson, Dean Johnson

Lake Merritt Breakfast Club – Aileen Frankel

Oakland Heritage Alliance – Naomi Schiff

Oakland Parks Coalition – Judy Johnson, Barbara Schaaf, Mike Udkow

Waterfront Action – George Duncan, Bill Threlfall, Sandra Threlfall

Interested Citizens – Rory Crowder, Kay Mervin, Joel Peter, Shannon Rubicam, Paul Tutwiler

City of Oakland

City Administrator's Office - Samee Roberts

Public Art Project – Kristen Zarembo

Public Works Agency – Brooke Levin, Jim Ryugo, Ali Schwarz

The chair noted that the agenda order would be adjusted to accommodate the needs of invited speakers.

2. Minutes of 3/18/2013 were approved by consensus.

3. Invited presentation - Vitaly Troyan, Director, Public Works Agency (PWA) Topic: PWA plans for maintenance and preservation of new public facilities at Lake Merritt

Due to an unexpected schedule conflict, Mr. Troyan sent Brooke Levin, Assistant Director, Public Works Agency to discuss the topic. She first described the maintenance staffing cutbacks that have been imposed on the PWA and the impacts on service of those cuts. She briefly listed the PWA maintenance staff FTE assigned at Lake Merritt.

She then reviewed some general estimates of the budget and staff requirements for enhanced landscape maintenance at Lake Merritt under two scenarios – "Level A", the ideal level, with first-year annual staff cost at about \$918,000 and "Level B", a compromise which would still be much improved over the current level, with staff cost at about \$465,000. Either would also entail about \$279,000 for new vehicles.

Ms. Levin briefly discussed possible options for augmented funding, including assessment districts and special taxes.

4. Love our Lake Day Update – Samee Roberts, City Administrator’s Office

Sammee offered an overview of the current plans. She noted that the Lake Merritt Boulevard Grand Opening concept is probably well-understood by the public, while the Oaklavia at the Lake concept may be less clear. She indicated that there will be a pull-out information section on the event in the June 6 edition of the East Bay Express and referred interested parties to www.loveourlakeday.com for additional information.

5. Discussion: Long-range strategies to address maintenance needs

The discussion touched briefly on three strategies to augment maintenance funding: 1) Parcel tax or similar measure, 2) Conservancy, 3) Business improvement district. After noting some of the challenges or issues related to each, the Coalition acted to appoint a Maintenance Strategies Committee consisting of Jennie Gerard, Glenda Barnhardt, George Duncan, Naomi Schiff, and Mike Udkow. This will be a startup committee, whose membership may evolve as the work proceeds, and it is expected to function for an extended period. The committee is charged with studying possible strategies for funding enhanced maintenance and bringing related recommendations to the Coalition at some future date to be determined. Bill Threlfall will send an initial E-mail to the committee members to establish communications.

6. Update on current DD projects – Ali Schwarz:

Ali offered the following project highlights:

Lake Merritt Channel Improvement at 10th Street:

The contract was awarded to Gordon N. Ball Construction and the project is scheduled to start in mid-June.

Lake Merritt Channel Bridge and Bay Trail to Laney College

Design scope of work is complete and the contract for design will go to council for approval May 28, 2013.

Snow Park - Lakeside Green Street Project

Design is 100% complete. The bid still on hold until dog park issue is resolved. PWA applied for a \$7 million Alameda County Transportation Commission One Bay Area Grant and has been recommended for a \$7M award. To comply with grant requirements, the project will have to be federalized, which takes 12-18 months.

Sailboat House Shoreline Area

Design is 100% complete. The project will be bid in June.

12th Street Reconstruction

Lesley reported that the bulk of the project will be complete by April, with a few more months needed to complete all work and fully open the park.

7. Lake Merritt Boulevard Opening Celebration Committee report -James Vann

James reviewed the recent Celebration Committee meetings and progress. He responded to several questions concerning event logistics, Measure DD information tables, and publicity plans, including the June 6 East Bay Express special pull-out section. He noted that City staff have assumed a greater role in the process than originally anticipated. Minutes of the Planning Committee meetings are available in the **Committee Notes** section of the [Coalition's documents archive web page](#).

8. Coalition recommendation re: nameplate for 18th Street Pier - James Vann

As a follow-up to his March 18 presentation on this topic, James circulated a [sheet with two design drawings for the nameplate labeled Option A and Option B](#). The consensus favored Option A, which contained the following text:

HISTORIC
EAST 18TH STREET
PIER
1908

Ali Schwartz agreed to take the matter forward for implementation.

9. Historic/Interpretive signage at Snow Park area of Lakeside Green Streets Project

Bill Threlfall briefly described the role of Henry Snow in establishing the Snow Museum, a key precursor to the Oakland Museum of California. The Snow Museum was housed in the Cutting Mansion, formerly located in the space now known as Snow Park. Bill suggested that the Lakeside Green Streets Project include interpretive signage about this local history, and based on Coalition consensus, Ali Schwarz, Green Streets Project Manager, agreed to research and implement the suggestion.

10. Invitation to Lynette Gibson McElhaney (Council District 3) to send a delegate to participate in Coalition meetings - Naomi Schiff

Naomi noted that the majority of Lake Merritt lies within District 3 and noted that it would therefore be appropriate to invite to Lynette Gibson McElhaney to send a delegate to participate in Coalition meetings. The Coalition agreed, and Naomi offered to extend the invitation on behalf of the Coalition.

11: Advocacy Report - Bill Threlfall

Bill reported that the Advocacy Committee appointed at the March 18, 2013 meeting drafted and sent letters to each Council member regarding budget priority for Measure DD project maintenance. The letters were copied to Vitaly Troyan, Director, Public Works Agency and to the Budget Advisory Committee. Copies of the letter can be found in the **Coalition Position Statements & Advocacy Letters** section of the Coalition's [documents archive web page](#).

12. Lake Merritt Weed Warriors Program Update

Joel Peter noted that the next work day will Saturday, May 25, 9:00 am to 12:00 Noon. Volunteers should meet on Lakeshore Ave. across from Brooklyn.

13. Agenda Suggestions for July 15, 2013 meeting:

None

14. Review of Work Assignments to Coalition Members:

1. Bill Threlfall: coordinate initial contacts of Maintenance Strategies Committee.
2. Naomi Schiff: extend Coalition invitation to Lynette Gibson McElhaney.
3. Ali Schwarz: initiate implementation of nameplate for 18th Street Pier.

The next Coalition meeting will be Monday, July 15, 2013 at 7:10 p.m. at the Garden Center.

Adjourned at 9:00 p.m.