

- a. Approval of the Minutes for the Board Executive Committee Meeting February 26, 2025



EAST BAY REGIONAL PARK DISTRICT BOARD
OF DIRECTORS MEETING AGENDA STAFF
REPORT

DATE	April 30, 2025
TITLE	Approval of the Minutes for the Board Executive Committee Meeting February 26, 2025
DIVISION	General Manager's Office
FROM	Yolande Barial Knight, Clerk of the Board

RECOMMENDATION

Recommend approval of the minutes for the Board Executive Committee Meeting of February 26, 2025.

COMMITTEE MINUTES

This meeting was recorded, and the full video and transcript are available on the Park District website:

<https://ebparks.new.swagit.com/videos/335994>

The February 26, 2025, Board Executive Committee (Committee) meeting was held pursuant to the Brown Act. Committee members and staff participated in the meeting in the Board Room at 2950 Peralta Oaks Court, Oakland, California.

Chair Mercurio called the meeting to order at 11:15 a.m.

1. Roll Call

Recording Clerk Debra Fuller conducted a roll call. Present were the following Directors and staff:

Committee: Chair John Mercurio, Director Olivia Sanwong, and Elizabeth Echols (virtually)

Staff: Sabrina Landreth, Lynne Bourgault, Debra Fuller, Lauren Bernstein, Jordon Traverso, Todd Salerno, Kendra Strey, Shannon Rice

2. Approval of Minutes

None

3. Public Comments on Items Not on the Agenda

None

4. Action Items

None

5. Informational Items

a. Regional Parks Foundation Annual Report for 2024/Year-End Report on RFP Contributions to EBRPD

Director of Regional Parks Foundation Lauren Bernstein and Vice President of the Foundation John Martin presented a PowerPoint honoring the legacy of EBRPD Director Ellen Corbett and thanking Directors Dee Rosario and Elizabeth Echols and welcoming the newly elected Board Members; and provided a review of the 2024 Regional Parks Foundation Annual Report and 2025 Goals.

The Committee expressed appreciation to the Foundation.

In response to Committee questions, Director Bernstein and Vice President Martin discussed the success of the estate planning seminars; and the unrestricted grant to the District.

b. Overview of the Creative Design Group (CDG) Operations and Projects

Public Affairs Division Lead Jordan Traverso and Creative Design Group Manager Todd Salerno presented a PowerPoint providing an overview of the Creative Design Group, including sign design, exhibit design, and graphic design.

In response to Committee questions, Creative Design Group Manager Salerno, Public Affairs Division Lead Traverso and General Manager Landreth explained the EEC Design Development; foreign language translations and need for assessment with the Office of Equity; use of QR codes; freeway signs; preservation and consistency of the brand; work order process and park by park evaluation; and use of visitor data to assist in language needs.

c. Overview of Current Public Affairs Publications and Media

Public Affairs Division Lead Jordan Traverso and Communications and Outreach Manager Kendra Strey provided an overview of publications and media outlets; and special projects.

Director Echols asked about more targeted speaking engagements. Chair Mercurio commended the Division on the improvements to maps and requested the Directors receive all email blasts.

6. Announcements

None

7. Adjournment

There being no further business, Chair Mercurio declared the meeting adjourned at 12:37 p.m.

Respectfully submitted,

Yolande Barial Knight, Clerk of the Board