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 MacI1vaine, 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
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 2012