

**North Richmond Waste & Recovery Mitigation Fee  
Joint Expenditure Planning Committee  
Meeting Minutes**

Wednesday, May 6, 2009  
3:00 pm – 5:00 pm  
Richmond City Hall Chambers  
1401 Marina Way South  
Richmond, CA 94804

Members in Attendance:

Richmond City Councilmember Nathaniel Bates, **Chair**  
Incorporated Area Representative Lee Jones, **Vice Chair**  
Contra Costa County Supervisor John Gioia (*portion*)  
Unincorporated Area Representative Dr. Henry Clark  
Unincorporated Area Representative Joe Wallace  
Committee Member Alternate Luz Gomez  
Committee Member Alternate Mayor Gayle McLaughlin

Members Absent:

Committee Member Jim Rogers  
Committee Member Maria Viramontes

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**1. Welcome and Introductions**

**2. Public Comment**

There was no public comment.

**3. Action – Consider approving October 27, 2008 Meeting Notes/ Minutes**

Minutes from the meeting were approved.

**4. Receive Staff Report – April Expenditure Plan Implementation Update / Tonnage & Revenue Update**

Staff presented the Tonnage and Revenue Update to the Committee Members. Staff highlighted a few of the strategies for the Committee Members including; Neighborhood Clean-ups, Public Outreach Campaign, Vacant and Abandoned Lot Clean-up and Fencing, Illegal Dumping Investigator/Officer, and Senior Center Improvements. Staff outlined the above mentioned strategies and explained how they would be implemented during the remaining 2008/2009 expenditure plan cycle.

*Illegal Dumping Officer* - Staff explained the recent staffing changes for the Illegal Dumping Officer position and informed the Committee that Deputy Monroe will no longer be in that position. Six new deputies are being assigned to the North Richmond Area to replace Deputy Monroe. Staff informed the Committee that the six deputies will work on three rotating shifts which will provide additional law enforcement coverage for illegal dumping and community patrols in the North Richmond Area (including portion of nights and weekends).

Lieutenant Bradley of the Contra Costa County Sheriff's Office addressed the Committee and explained how the transition would take place. He explained that instead of having only one deputy assigned to illegal dumping, there would instead be six conducting patrols looking for illegal dumping and other crimes. A total of two deputies would be on duty per shift in the North Richmond area to combat illegal dumping and other crimes, including patrolling the streets, Housing Authority and Health Center. They will rotate shifts at night and on the weekends for expanded coverage.

Committee member Gioia explained that there will be double the amount of patrols serving the area. Committee member Jones asked where the money was coming from to fund these positions, and why this was not brought to the North Richmond Municipal Advisory Board (MAC). Committee member Gioia explained funding is coming from a variety of sources including County Health Services, County Housing Authority, County Redevelopment Agency, the North Richmond Waste & Recovery Mitigation Fee and other mitigation funding in order to have six full-time Deputies assigned to work exclusively in North Richmond. He went on to explain that increased law enforcement was identified as a high-priority need that the Board choose to act upon swiftly rather than waiting. He said he expected the details to be provided to the MAC at an upcoming meeting.

*Public Outreach Campaign/NR Green* - The Committee received a brief presentation from Saleem Bey, Community Services Coordinator, proposing to use North Richmond Green as the "identity" or "brand" for future outreach efforts related to beautification and dumping/blight elimination. Mr. Bey stated that feedback from the community has been consistently positive showing overwhelming support for the use of North Richmond Green as new "identity" for outreach materials. He also mentioned this branding could really help create more visibility for related mitigation funded programs like beautification/clean-up efforts (clean-up events) and the proposed community gardening program (see Agenda Item 6). Mr. Bey proposed use of \$6,100 of the funding under Strategy 6 funding to cover cost of sponsoring three Little League Baseball teams involving "North Richmond Green" brand for team uniforms and related outreach materials (e.g. banners at all games) which is expected to increase community recognition and help stimulate regular use of the 3<sup>rd</sup> Street Ballfield. Alternate Committee Member Gayle McLaughlin asked whether details regarding proposed sponsorship of Little League Baseball was included in the agenda packet and staff indicated the written details had only recently been received and was not included in their packet (see attached proposal received by staff, but not provided to the Committee). *The **Committee voted unanimously to support use of North Richmond Green as the identity/brand for all future outreach materials, including the Little League Baseball Team Sponsorships, funded under Strategy 6 which is to be relabeled as "North Richmond Green Outreach".***

- 5. Discussion – Proposed process for developing 2010-2011 Expenditure Plan**  
Staff provided a brief staff report highlighting several issues related to preparation for development of the 2010-2011 Expenditure Plan. Staff said approach would

attempt to retain similar split or as close as possible, however where funding to be shifted acknowledge past direction/interest in increasing funding allocated to community investment. In an attempt to solicit more community input/feedback related to funding allocations to be included in the 2010-2011 Expenditure Plan, staff is planning to post a suggestion forms to be posted on website and distributed in hardcopy form at local community meetings. Additionally, staff mentioned that there may be need to have an additional meeting in order to have Expenditure Plan ready for consideration by City/County prior to end of 2009.

**6. Action – Provide direction regarding the Community Gardens Project proposal**

Staff explained that this matter had been placed on the agenda in response to Committee Member Viramontes' request at the last meeting asking that staff gather and provide some additional details regarding the gardening project, including potential locations (permanent and temporary). Staff reported that the "Lots of Crops" proposal for the community gardening project and a brief written staff report were included in the agenda packet. Staff explained that the proposal included two tables showing different annual budgets, one showing specific line item costs for the overall multi-site gardening project (\$56,600) and the other showing what portion of that budget is proposed to be used for "Phase I" (\$30,953) broken down into the specific line item costs to establish a single garden site on a vacant lot on 3<sup>rd</sup> Street (the only actual location provided in the proposal). Staff called the Committee's attention to the table included in the staff report which provides a side-by-side comparison of the two budgets contained in the proposal. The budget comparison shows that \$25,647 of the funding allocated in the overall budget is not included in Phase I. The comparison also shows the relationship between the line items in the two proposed budgets, including what portion of the overall funding allocated for supplies & water would be used for Phase I as well as funding allocated in overall budget that would be used in full for Phase I (project manager responsible for implementing and overseeing the entire community gardening program) or would not be used at all in Phase I (transportation). *The **Committee voted** to approve the "Lots of Crops" proposal included in the agenda packet involving use of \$56,500 for the items detailed in the proposed budget in order to establish the community gardening program.*

**7. Discussion – Consider City of Richmond Police Department's camera request**

Staff presented the staff report to the Committee outlining the City of Richmond Police Department (RPD) proposal to relocate eight (8) of the Pan-Tilt-Zoom (PTZ) surveillance cameras in the North Richmond Mitigation Area. Deputy Chief Ed Medina from RPD addressed the Committee and provided written proposal with details regarding the request to switch out 4 of North Richmond's 8 PTZ cameras for fixed (non-moveable) cameras, viewing the exact same illegal dumping locations. Deputy Medina stated that the RPD believes they have a greater need for the PTZ cameras in the City's existing network and could better utilize the PTZ abilities in high crime areas where RPD is currently limited by a fixed camera view. *The **Committee voted** to approve RPDs request to allow temporary use of the four*

*specified PTZ cameras which will be switched with fixed cameras currently in use within the City.*

**8. Action – Establish meeting schedule for 2009**

Several Committee members indicated they would be available for meetings on Wednesday afternoons. Staff reminded the Committee that Committee Member Jim Rogers had indicated he would not be available to attend meetings if they were regularly scheduled for that day/time. Alternate Committee Member Gayle McLaughlin indicated that she was prepared to attend regularly scheduled meetings in Roger's place if the Committee decided upon that day/time. **The Committee voted to establish regular meeting date/time as 3:00 to 5:00pm on the 4<sup>th</sup> Wednesdays of January, April, July and October.**

**9. Receive Presentation(s) – Verbal update(s) about mitigation funded strategies**

Saleem Bey, Community Services Coordinator asked to address the Committee on a time-sensitive project proposal regarding potential use of funding allocated for Capital Improvements (Strategy 17i) to help create an "EcoAcademy". He indicated there was a pending deadline in June related to the other potential funding/resources needed to create the proposed EcoAcademy project. Potential partners include the Young Adult Empowerment Center (YAEC), YouthBuild, County Housing Authority, Redevelopment and local university/college. The EcoAcademy would be a "green vocational school" that is proposed to be a campus comprised of five schools located in five different vacant houses owned by the County Housing Authority. The houses would be rehabilitated as "green buildings" during the initial phase of the project and they would all be connected electronically using wireless computer network. The committee members briefly discussed the concept and expressed interest and support for the concept. Alternate committee member Luz Gomez explained that the availability and plans for the houses mentioned had not yet been determined by the County Housing Authority. She indicated that the language as written provided some flexibility and suggested that a written proposal and budget be developed. *Committee members expressed support and asked that this be further explored, including identifying what elements of the overall project this funding would be used for and requested a progress report at the next Committee meeting.*

**10. Adjourn – Next meeting date to be scheduled**

The Committee adjourned the meeting at 5:00 PM.

Attachment:

1. North Richmond Green Little League Outreach Program Proposal

## North Richmond Green - Little League Outreach Program

### Sponsorship of Little League

Mitigation funded the restoration of 3<sup>rd</sup> St. ball field. An established program is needed to keep it in excellent shape and serving the community. Community pride will be directly associated with NR Green and allow us to increase community visibility and popularity.

NR Green will use this sponsorship to recruit the children and parents to be our voice in the community. This will give us a direct entry into the homes of community members and give us excellent exposure in the schools, street and greater community. Patches on the uniforms and banners at the games will deliver the best good will exposure and credibility in the community, while tying directly into our marketing goals outlined in the greater Green Campaign.. NR Green will be able to distribute educational literature at games. This positive reinforcement will contribute to our overall outreach goals.

This visible connection with the children of the community will instill pride and encourage wider participation from community members that otherwise would not be inclined to volunteer their time in other NR Green projects. As part of their responsibility all participants will have to attend the NR Green Eco-Academy which teaches “green” classes. This way they will learn and distribute Beautification and Mitigation literature among family and friends and participate in community beautification and cleanup activities, during and after the season in their jerseys. This positive visible representation in the community will increase the effectiveness of our total outreach efforts exponentially and make it easier to implement other aspects of Beautification.

### Source: Outreach and Marketing Category Expenditure Plan

| <b>North Richmond Green LL Base Ball</b> |                   |      |
|--|-------------------|------|
| <b>Sponsor Teams Fees</b>                |                   |      |
| T-Ball                                   | \$ 350.00         |      |
| Minor                                    | \$ 350.00         |      |
| Major                                    | \$ 350.00         | RPAL |
| <b>Uniforms/Equipment</b>                |                   |      |
| 36                                       | \$2,550.00        |      |
| <b>Outreach</b>                          |                   |      |
| 3x10 Banner                              |                   |      |
| Educational Literature                   |                   |      |
| Green Classes                            |                   |      |
| Community Clean up days                  |                   |      |
| Field Trips                              | \$2,500.00        |      |
| <b>Total</b>                             | <b>\$6,100.00</b> |      |