Call to Order, Welcome and Introductions
The meeting was called to order by chairperson, Aisha Knowles at 6:34 p.m.

Committee members present:
Doris Marcie, Hilary Bass, Aisha Knowles, and Patti Hart.

Committee members absent:
Barbara Quintero

County staff present:
Eileen Dalton, Bill Lambert, Lane Bailey and Joe Flores from the Alameda County Redevelopment Agency. Pedro Naranjo from the Alameda County Health Care Services Agency. Rachel Osajima from Alameda County Arts Commission. Richard Slofkosky from the Alameda County Sheriff’s Office. Stanley Fung from the Alameda County Public Works Agency.

General Announcements
On January 10, 2011, Governor Jerry Brown proposed a California State budget in which it would eliminate all Redevelopment Agencies statewide beginning in July 01, 2011. In response to the Governor’s budget proposal, the Alameda County Redevelopment Agency developed a strategy to address the proposed changes. The Agency will ask the Board to: move forward with a bond issuance for those affordable housing projects that have been well defined; more forward with a cooperation agreement with the County to develop those affordable housing projects that are not yet well defined; and execute a public improvement agreement with the County at large to develop infrastructure and community facility projects. The Board of Supervisors has publically stated that they are in support of the Redevelopment Agency and its projects. Redevelopment staff will continue to update the committee as new information from the State is collected.

Open Forum
None

Approval of Minutes
The November 10, 2010 minutes were approved as presented. Doris Marcie moved and Patti Hart seconded the motion. The motion was approved unanimously.
Ashland Youth Center Project
Lane Bailey from the Redevelopment Agency provided background history of the Ashland Youth Center (AYC) project to the committee and audience in attendance. The Hayward Area Recreation and Park District (HARD), the San Lorenzo Unified School District (SLUSD), and the Redevelopment Agency developed a master plan design for the entire Ashland Youth Center campus. In June of 2009, the County Board of Supervisors approved the master plan. The Redevelopment Agency hired an architect in 2010 to design the Ashland Youth Center building. In the Fall of 2010, Alameda County General Services Agency (GSA) released a Request for Qualifications (RFQ) to solicit prequalified design/build teams to construct the building, and ten firms responded. On February 07, 2011, GSA released the official Request for Proposal to construct the AYC building. Four of the ten firms met qualifications to undertake a project of this scope. On February 22, 2011, GSA will conduct a mandatory bid walk at the building site with the firms. Mr. Bailey stated that it is GSA’s goal for the Board of Supervisors to award the building construction contract in July of 2011.

Pedro Naranjo, the AYC Executive Director presented to the committee an Operations Plan for the facility. The plan called for the AYC to operate based on a collaborative approach between service providers and stakeholders. This approach will highlight the strengths from organizations operating within the AYC, minimizing redundant services between providers, while maximizing existing assets. The goal is to have service providers staff their areas accordingly, while the Alameda County Health Services Agency, as the lead operator, will provide core staffing to operate the building. Current staffing plans from the Health Services Agency, calls for two full-time staff members, eight in-kind staff members, and three other contracted staff. Doris Marciel asked if volunteers will be incorporated with the staff, and Mr. Naranjo said that they are counting on volunteerism from the area youth. Patti Hart asked if the AYC will cater to children with special needs, and Mr. Naranjo said yes.

Mr. Naranjo continued to explain the Ashland Youth Center’s sustainability strategies to the committee, including: maximizing the operation funds from the sale of the Fairmont Terrace Park expansion property; the leasing and renting of available spaces within the building; applying to local, state, and federal grants; annual fundraising and donor solicitation events; ensuring that building partnerships bring in funding streams; incorporating cost-efficient building operation strategies; and developing a strong volunteer and AmeriCorps base. Naranjo believes that every partner and participant contributes to the financial health of the AYC.

Ms. Marciel asked Mr. Naranjo why the age range of youth the AYC will serve is from 11 years old to 24, and Mr. Naranjo explained that the AYC will serve youth from the middle school age range due to the building proximity to Edendale Middle School, and also serve youth that are attending local high schools, colleges or youth that are transitioning from correctional facilities. Mr. Naranjo feels that the AYC is flexible to cater to all age ranges at all hours of the day.

A question was raised regarding the rationale for the use of County funds from the Fairmont Terrace park property sale and what impact that the grave sites found on the parcel may have on this process. Eileen Dalton explained that the Redevelopment Agency went to the Planning Commission last October to gain general plan conformance approval for the acquisition of the Fairmont Terrace Park Expansion. The Planning Commission asked the Redevelopment Agency to conduct further research to determine the location of the old Fairmont Hospital pauper graves. The Agency hired Page & Turnbull, a historic architectural firm who solicited the help from the Alameda County Surveyors Department to research their historical documents. They were able to find old plot maps that detailed the gravestone locations within the pauper cemetery, however the maps did not indicate the physical location of the cemetery. The Redevelopment Agency sent the plot maps to a civil engineering firm to determine the physical location of the cemetery, based on the recorded grave stone locations and current physical location of markers in the field. All documentation and materials will be presented at the Planning Commission meeting in March.
Larry Lepore from the Hayward Area Recreation and Parks District (HARD) provided an update regarding Holland Park adjacent to the AYC building. Mr. Lepore stated that the park was scheduled to open in fall 2010, but was delayed due to changes in soil conditions and the recent winter rain. The park is now scheduled to open in March 2011. HARD will advertise a park dedication ceremony to members of the community via mailers and to the surrounding schools and little league via fliers.

Rachel Osajima from the Alameda County Arts Commission presented to the committee highlights of the AYC art selection process. Ms. Osajima stated that the commission was created in 1965, and in 1994 the Alameda County Board of Supervisors passed an ordinance that all new Alameda County publically funded construction projects will contain a public art component equal to 2 percent of the total construction costs. Ms. Osajima explained that the Arts Commission is the County agency that administers the artists selection process for the public art component. The AYC project thus far has identified art pieces that will be located on the exterior of the building and within the outdoor amphitheater. The selection process for the building interior art has not begun. Doris Marciel asked how the final art for the interior of the AYC will be selected. Ms. Osajima stated that potential pieces would have to be appropriate contextually to the location and meet the goals of the AYC. A selection panel and community input will be accessed to determine the collection of art to be installed in the AYC interior. Ms. Osajima also stated that the youth have visited local museums and art galleries to expand their art knowledge to make educated selections of art pieces for the AYC. The youth expressed a desire to have a room dedicated for art exhibition of local school children.

**Eden Area / Castro Valley Chamber of Commerce**

The Castro Valley / Eden Area Chamber of Commerce expanded its service area to include the Ashland, Cherryland, and San Lorenzo communities two years ago. As a result of this expansion, 64 new member businesses joined the Chamber collectively from these communities in 2010. Additionally, in order to leverage the local business-to-business connections, the Chamber has grown its Board of Directors to include five new members from the newly represented Ashland, Cherryland, and San Lorenzo communities. Despite the rise in membership in these areas, the significant economic downturn has affected the membership renewal rate for businesses over the past year, and the discounted new membership fees did not add substantial revenues. Even though the Chamber has made significant cuts to organizational expense, revenues have also dropped, so that the two year goal (as part of the prior contract) of returning to self-sufficiency has not been achieved. The Chamber is requesting $30,000 ($15,000 per year) for two years from the Ashland Citizens Advisory Committee.

Several comments and questions were received from the committee. Doris Marciel asked what advertising methods the Chamber has used to recruit new membership within the past two years, and staff responded that the Chamber has hosted business mixers, membership recruitment on their website, and five one-day seminars for business attraction. Another committee member asked for the current membership fee to join the Chamber, and staff answered that there are different fees based on business size. Hillary Bass asked for the percentage of members that do not renew their membership with the Chamber, and staff answered approximately 50%. Ms. Bass also asked how many businesses were identified as Ashland businesses, and staff answered that in the two years of the expanded Chamber, 80 new businesses was recruited, and 20% of them identified themselves as Ashland run businesses. Ms. Bass commented, that in her line of work, when an issue arises that needs to be brought to local businesses attention, she finds the positive value and convenience to present to a conglomerate group of businesses that the Chamber represents. Doris Marciel asked staff to describe the Cherryland CAC recommendation related to the continued support of the Chamber. Staff answered that the Cherryland CAC approved funding of the Chamber for six months for a total of $7,500. Aisha Knowles commented that she appreciates the work the Chamber has conducted within the past two years, but finds difficulty to financially support for an additional two years.
Hillary Bass motioned to recommend sponsorship of the Chamber for two years, at the base level funding for a total of $30,000. There were no second on the motion.

The committee members asked staff if they can support the Chamber for less than the requested amount. Staff reminded the members that the can recommend any funding amount.

Doris Marciel moved, and Hillary Bass seconded, a motion to recommend sponsorship of the Chamber for one year for a total of $18,000. Aisha Knowles, Doris Marciel, and Hilary Bass voted aye, and Patti Hart voted nay. The motion passed.

**Wireless Video Mesh Network Funding**

Detective Richard Slofkosky from the Alameda County Sheriff’s Office presented a funding request to the committee for replacing the existing wireless network infrastructure and adding new cameras to increase the flexibility and accessibility for video surveillance in Ashland. The detective explained that the current wireless network data cards used to transmit data back to the surveillance system, the same data network mobile phone providers use, is not adequate during peak business hours, causing interruptions of video feeds. The proposed updated system will utilize a microwave system to transmit data to provide a consistent video stream feed from surveillance cameras. In the proposal, five new cameras will be installed to survey the Ashland area, including the Ashland Youth Center Campus.

Doris Marciel moved, and Patti Hart seconded, a motion to recommend funding to upgrade the wireless data network and purchase five surveillance cameras for a total of $43,230. The motion passed unanimously.

**Lewelling Blvd Update**

Stanley Fung from the Alameda County Public Works Agency presented an update of the Lewelling Boulevard Streetscape Project. Mr. Fung reported that the project is currently 40% complete with most of the underground utility work finished. The target completion date is spring/summer 2012. The curb and gutter installation at the Orchard Supply Hardware store is complete, along with new signal fixture installation at the railroad tracks. Aisha Knowles asked if the project is behind schedule, and Mr. Fung answered that due to delays by PG&E, the project is behind schedule approximately six months. Both Patti Hart and Ms. Knowles remarked that the communication with the affected neighbors and the larger community has been poor. Mr. Fung acknowledged the lack of communication from the Public Works Agency and that the Public Works Agency will communicate better to the affected neighbors and the larger community. The committee requested that the Public Works Agency return to the next Ashland CAC meeting to provide another update. Mr. Fung reported that by the next Ashland meeting, all utilities should be underground, and he will attend future meetings to provide updates.

**Topics for Future Meeting Dates**

- Lewelling Blvd Update

There being no further business, the meeting was adjourned at 9:25 p.m.

The Next Ashland CAC meeting will be held on April 13, 2011 at 6:30 p.m.

Note: A full version of the minutes is available at www.ACRenews.org or by through request from the Redevelopment Agency.