



Town of Moraga

MAYOR'S OFFICE

November 7, 2017

Honorable Trish Herrera Spencer
Mayor, City of Alameda
City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

Re: Support for Jill Keimach

Dear Mayor Spencer and Members of the Alameda City Council:

This quote was given to Lamorinda Weekly when Jill left Moraga and started her job in Alameda.

"Jill was certainly a pleasure to work with. She had a real knack and a unique talent to respond respectfully to the public concerns while revealing all of the facts related to any issue. In my view, she offered sound advice to the Council on a litany of issues and was always on point. She will indeed be missed and we wish her well in her new endeavors with the City of Alameda."

Roger Wykle
Mayor of Moraga 2015
Vice Mayor 2017

Moraga's political and civic leaders thought Jill Keimach was an outstanding town manager in Moraga. Given the limited staff and budget available to a town of our size, she advanced our civic agenda on all fronts, leading our staff to new levels of performance while forming excellent working relationships with elected officials and public servants in neighboring municipalities. The challenges that Jill faced always showed her calm, fair, ethical, and kind manner. Moraga people will always have a soft spot for Jill, she is loved by all."

Teresa Onoda
Mayor of Moraga

Submitted under Oral
Communications at the
11/7/17 meeting



Town of Moraga

TOWN COUNCIL

November 7, 2017

Hon. Trish Herrera Spencer
Mayor, City of Alameda
City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

Re: Support for Jill Keimach – Setting the Record Straight

Dear Mayor Spencer and Members of the Alameda City Council:

I've served on the Moraga Town Council since 2006, and as Mayor in 2009 and 2013. I was thus personally involved in interviewing, and ultimately selecting, Jill Keimach in 2010 to serve as Town Manager here in Moraga. As a sitting Councilmember, I worked very closely with Jill over the ensuing five years before her departure to Alameda. I can attest from firsthand experience that Jill Keimach was an outstanding Town Manager. She was appreciated by the Town Council and widely admired by the community for her leadership, personal qualities and acumen in dealing with all manner of governance issues here in Moraga. We were very sorry to see her leave. We still miss her here in Moraga.

It's now come to my attention that someone with a political axe to grind attended the October 17, 2017 meeting of the Alameda City Council to speak critically at Public Comment regarding Jill's tenure as the Moraga Town Manager. Referring to having "represented" the teachers of Moraga, this individual claimed it was "no surprise" that Jill "failed" as Town Manager, and was about to be "fired" when she left for Alameda.

Such statements are both laughable and totally false – plain and simple. You should give no credence whatsoever to them.

The Superintendent of the Moraga School District, Bruce Burns, will also be present at your November 7, 2017 City Council meeting. Superintendent Burns is in a unique position to address the lack of veracity on the part of the previous speaker regarding Jill Keimach and her relationship with Moraga teachers in particular. Respectfully, I would encourage you to let him speak at Public Comment this evening.

What I can definitively add here is this. Jill's arrival in Moraga coincided with a noticeable improvement in relations between the Town and the Moraga School District. As a sitting Councilmember, I never heard a single criticism about Jill Keimach from any Moraga teachers, or their union representatives for that matter.

The reality is that everyone here in Moraga loved Jill Keimach for who she was, and continues to be. Jill displayed excellent skills and integrity as a consensus builder as Town Manager. She got along with everyone. Rather than erect walls, I watched as she built bridges between the Town of Moraga and stakeholders throughout the Moraga community.

Thank you for your careful consideration of these comments, and for the opportunity to bring this information to the Alameda City Council's attention this evening.

Very truly yours,

A handwritten signature in blue ink that reads "Dave Trotter". The signature is fluid and cursive, with the first name "Dave" and last name "Trotter" clearly distinguishable.

Dave Trotter
Councilmember, Town of Moraga



Moraga School District

1540 School Street
Moraga, CA 94556
Bruce K. Burns, Superintendent

November 7, 2017

Hon. Trish Herrera Spencer
Mayor, City of Alameda
City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

Re: Support for Jill Keimach – Setting the Record Straight

Dear Mayor Spencer and Members of the Alameda City Council:

Recent public comment to this Council stated Ms. Keimach's departure from the Town of Moraga was connected to the Moraga Teachers Association, the Moraga School District's local teacher union.

As the superintendent and appointed representative of the Moraga School District, the lead negotiator for the District over the past eight years, and a twenty-three year employee of the District, the facts are quite simple:

1. Moraga Town Managers, including Jill Keimach, have never been directly or indirectly involved in any matters related to teacher or classified staff union negotiations.
2. Upon speaking with the current and former Moraga Teachers Association union presidents, I can further attest there has been no connection – zero - between any Moraga Town Manager and Moraga School District unions.

Any commentary to the contrary is false and is a ridiculous attempt from a misguided person who appears to be using a title for personal or other benefit, and at the expense of the Moraga Teachers Association, the Moraga School District, the Town of Moraga and Ms. Keimach.

The partnership between the Town of Moraga and the Moraga School District strengthened considerably with the support of former Moraga Town Manager Jill Keimach. She was responsive and dedicated, and her work in partnership with the District established a long-term relationship that to this day continues to benefit the Town and District.

Sincerely,

Bruce K. Burns
Superintendent



Hon. Trish Herrera Spencer
Mayor, City of Alameda
City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

Jill Keimach was a productive, effective and highly respected Town Manager during her five years in Moraga. She reached deep into the community to gather input and inspired community leaders to come together and think in new ways to find solutions to problems.

Jill recruited and built a highly competent staff of professionals – many of whom we are still fortunate to work with today.

When a 1% sales tax initiative was introduced to provide revenue to finally fix our failing roads, Jill worked with the Chamber to make sure the businesses community's concerns were heard. The fact that her new public works director clearly articulated the need and timeline to implement the road repair helped to win the support of the business community.

Much needed progress was made during Jill's five years in Moraga. Jill had a way of connecting people and shining a light on The Possible. Moragans tend to get stuck in the past, but she led us forward. I was deeply sorry to lose her to Alameda.

Sincerely,



Wendy Scheck

President, Moraga Chamber of Commerce

MORAGA CHAMBER OF COMMERCE
1480 MORAGA ROAD, SUITE C #254, MORAGA, CA 94556
WWW.MORAGACHAMBER.ORG

Bay Area Boatyards

11/7/17

Saving
Alameda's
Working
Waterfront

contact@SAWWaction.org

Bay Area Boatyards

North Bay

- Crockett Marine
- Harris Marine Boat Yard in Pittsburg
- Fulton Shipyard in Antioch
- Suisun Boat Works (?) in Suisun City
- Spud Point Boat Works in Bodega Bay
- Farara Park Boat Works Bethel Island

North Bay

- Tim Parks Boat Works West Sacramento
- Seeno Boat Works Pittsburg
- Garski (?) Benicia boatyard
- Richmond Boat Works
- Pt. San Pablo Boat Works
- Walton's Boat Works
- S&H Boat Yard/ Bagleys in Antioch
- Mozzetti Marine Bethel Island

Bay Area Boatyards cont.

SF / Marin

- Anderson Christofani Boat Yard in San Francisco
- Allemand Brothers Boat Yard San Francisco
- Sausalito Marine Boatyard
- Sausalito Marine Railway
- Easom's Boat Works/ Yard
- Harbor Marine Boat Works in San Rafael
- Helmut's Marine/ Yacht Yard San Rafael.

Central/ South Bay/ Peninsula

- San Leandro Boat Works
- South Bay Boat Works in Redwood City
- Al' Boatyard in Redwood City (Pete's Harbor)
- Alviso Marina boat yard
- Pillar Point Marin boatyard

Bay Area Boatyards- cont 2

Alameda

- Stones Boatyard in Alameda
- Fortman Marina railway for haul outs
- Grand Marina and parking
- Pacific Marina Boatyard to the left of Encinal YC
- Nelson's Boatyard
- Aeolian YC elevator for haul outs
- Svendsen's

Oakland

- Fifth Ave. Boat Yard
- Seabreeze
- Cryer & Sons Boat yard

That seems like a lot

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Remaining Bay Area Boatyards South of Bay Bridge

Alameda

- Svendsen's ½ size replacement
- Grand Marine ½ size

Oakland

- British Marine Boatyard

San Francisco

- San Francisco Boat works

Replacement for SVENDSEN'S ?

Over 6000 boats on the Estuary!!

TIDELANDS LEASE REQUIREMENT

PUBLIC PRIVATE PARTNERSHIP

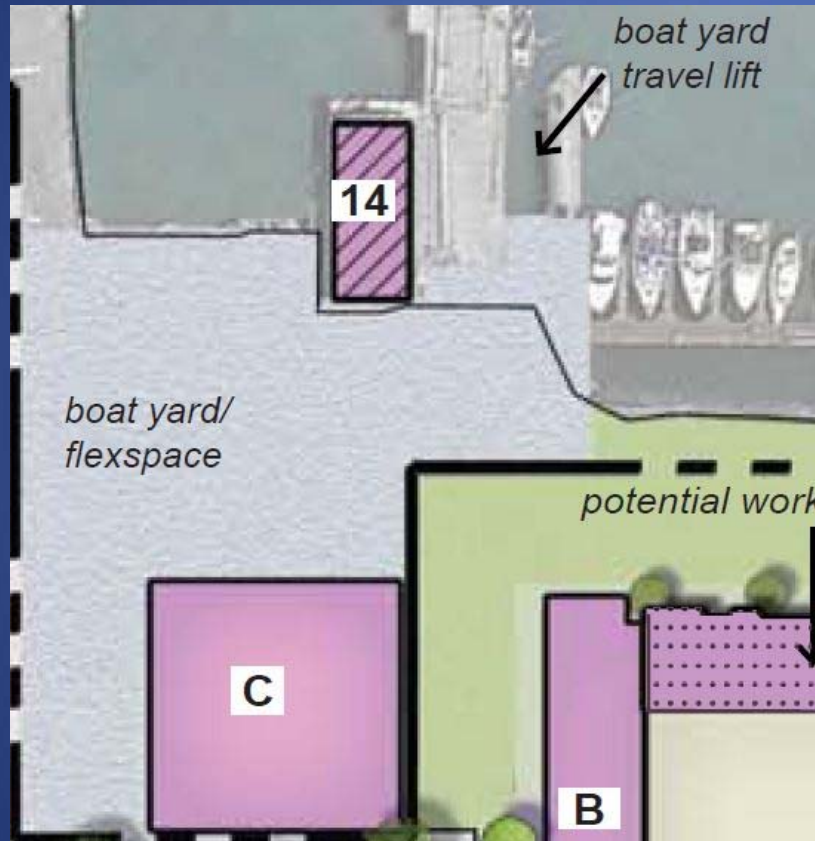


Revised Plan



Parking for Marina ?
Tidelands line redrawn- 3 ton hoist

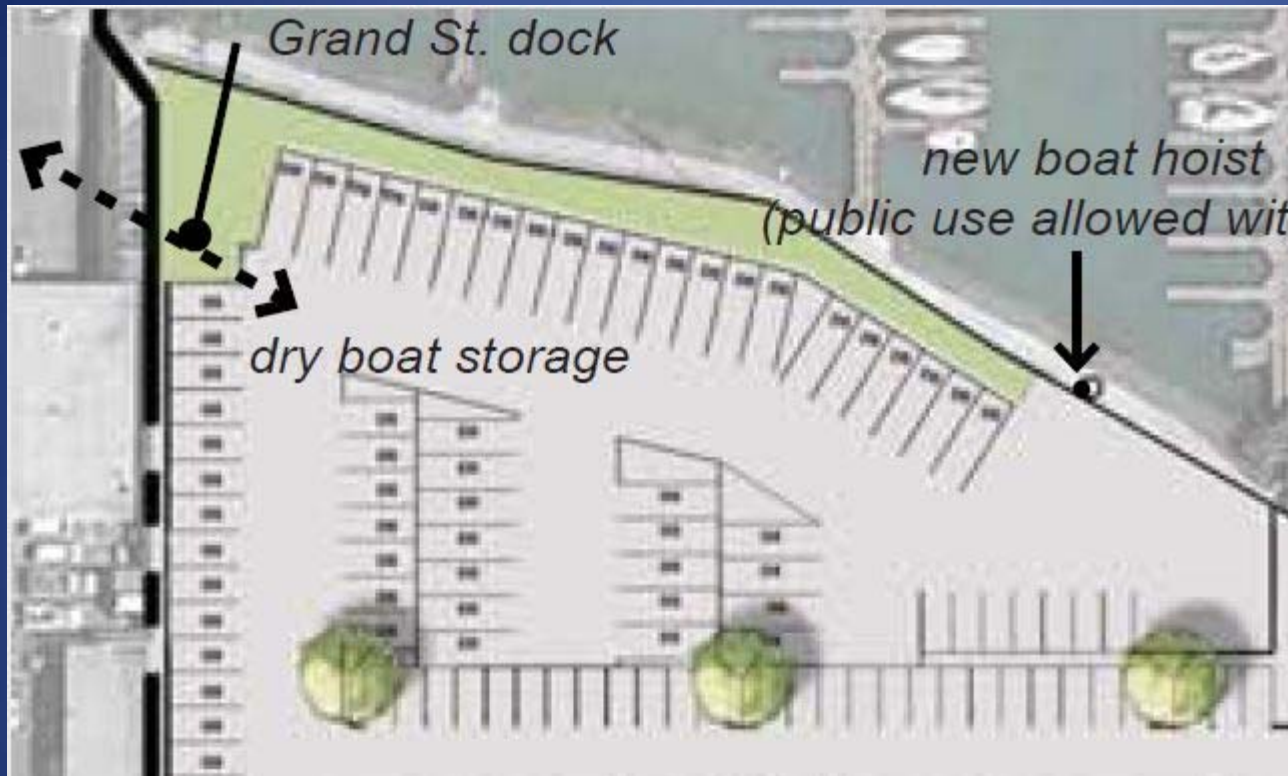
Svendsen's Boat Yard



- 50% smaller- now vacated
- Where is elevator for floating homes?
- When boat yards go away, they don't comeback
- Alameda has lost Stones, Nelsons, Aeolian, and Grand is 50% smaller
- When was most recent new boatyard?
- Sailing is on upswing with recovery
- 3BF record 362 boats
- Alameda Sailing Center rapidly grew to capacity

Replacement for SVENDSEN'S ?
Over 6000 boats on the Estuary!!

Revised Plan



- Too few
- Too short
- Not Aligned
- Too shallow
- 40 hp limit too low
- PARKING?
- How does traffic flow work?

Proposed Dry Storage:

- +/- 60 dry boat storage spaces
- Number of dry boat spaces determined by analysis of current sail boat activity of dry storage users.
- Dry boat storage spaces are combination of: 10'-6" x 22' and 10'-6" x 30'; dimensions of dry boat storage spaces currently existing on-site.
- Dry boat storage area accommodates a travel mule to help move boats to and from space to hoist.
- Dry boat storage within the proposed commercial core and in closer proximity to other maritime uses compared to the east end location proposed in the 2016 Master Plan.

Affordable Eco Friendly Mast Up Storage



Summary

- Why are we losing core/ anchor tenants?
- Baywest is seeking community feedback but not from the boating community such as numerous local Yacht Clubs
- Replacement tenant for Svendsens?
 - Over 6000 boats need maintenance in the estuary
- Audit of tidelands lease income for seawall maintenance
- Status of peer review on seawall repair from planning meeting?



Svendsen's Boat Works Relocates to Richmond, Calif.

Becomes Premier Boat Repair Facility in Northern Calif.

October 16, 2017 12:15 PM Eastern Daylight Time

RICHMOND, Calif.--(BUSINESS WIRE)--Svendsen's Boat Works, serving the boating community from Alameda since 1963, is proud to announce its relocation. Beginning January 1, 2018, Svendsen's renowned team of experienced boatwrights, riggers and metal fabricators will join forces with Bay Marine Boatworks in Richmond, Calif., to become the premier boat repair facility in Northern California.

The soon-to-be combined facility in Richmond will include an expansion of Bay Marine's existing boatyard with use of recently acquired land, as well as state-of-the-art environmental improvements. The site will also include a new marine store, which is presently in the planning stage. Svendsen's/Bay Marine customers in Richmond will have access to the full cache of services, including bottom and topside painting, rigging fabrication and installation, fiberglass and wood repair, metal fabrication and repair, engine repair and repower, custom refits and a 100-ton Travelift capacity.

"The quality and depth of experience we are creating in our Richmond yard will be unparalleled on the West Coast. Our larger Travelift capacity should also be a bonus for Svendsen's customers with larger boats," said Bill Elliott, President and CEO, Svendsen's Boat Works. "The re-designed Svendsen's/Bay Marine facility in Richmond will become a true destination yard with outstanding customer service. We welcome and encourage all current Svendsen's customers to visit our new location in 2018."

In January 2017, Bay Maritime, which owns Bay Marine Boatworks and Bay Ship & Yacht in Alameda, Calif., acquired all of the divisions of Svendsen's, including Svendsen's Marine Distributing, Svendsen's Rigging Shop and Svendsen's Metal Works. Svendsen's products divisions, including the Wholesale Distribution and Chandlery, will continue to operate in the current location in the Alameda Marina.

Svendsen's existing boatyard in Alameda will close its operations on November 3, 2017, to facilitate the company's relocation to Richmond, and the eventual redevelopment of the Alameda Marina. While most of the Svendsen's employees will transition to the new Svendsen's/Bay Marine facility, some will transfer to Bay Ship & Yacht's full-service shipyard in Alameda.

Contacts

Bay Ship & Yacht

Richard Maguire, 510-872-2392

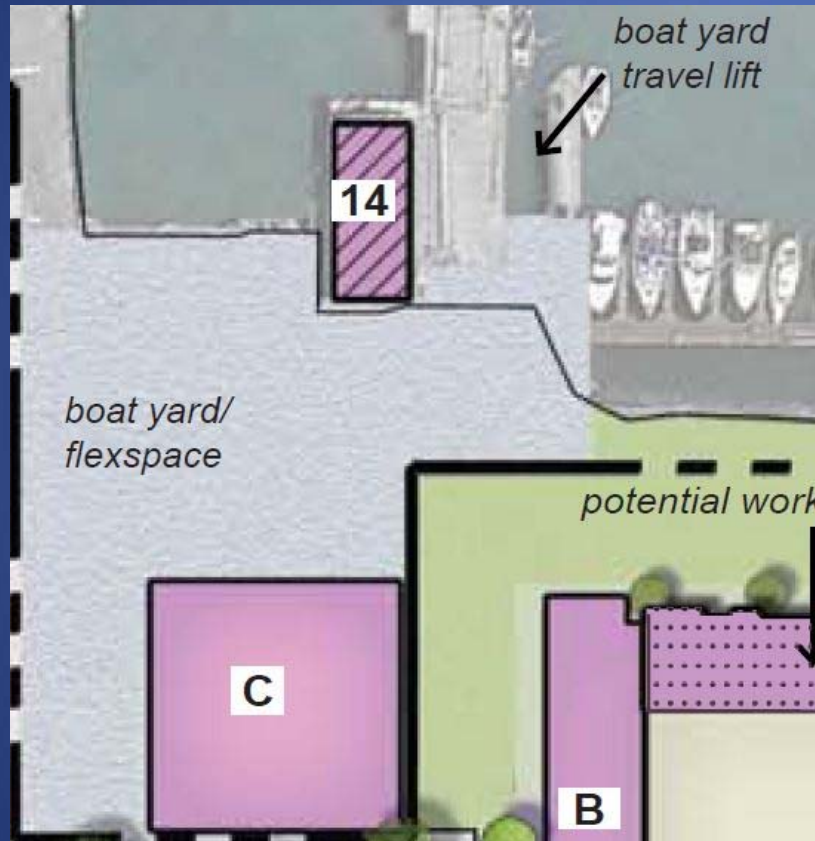
Development Manager

rmaguire@bay-ship.com

OVERVIEW

- “Bay West Community Meeting” IYC Nov 2015
- Community group formed : SAWW
- Initial Focus on getting information
- Jan 2016 Sean Svendsen and Brock leave Alameda Marina
- Nov. 2016 Planning Board meeting- Draft EIR scope
 - City presented overall planning process
 - Bay West (the developer) presented plan
 - SAWW responded to key EIR points
 - Logistics and Usage
- Bay Ship and Yacht acquire Svendsen’s businesses Jan 2017
- DOER Marine evicted Summer 2017
- Bayship announces “Svendsens” Boatyard move to Richmond
- Community outreach phase
- What you can do

Boat Yard



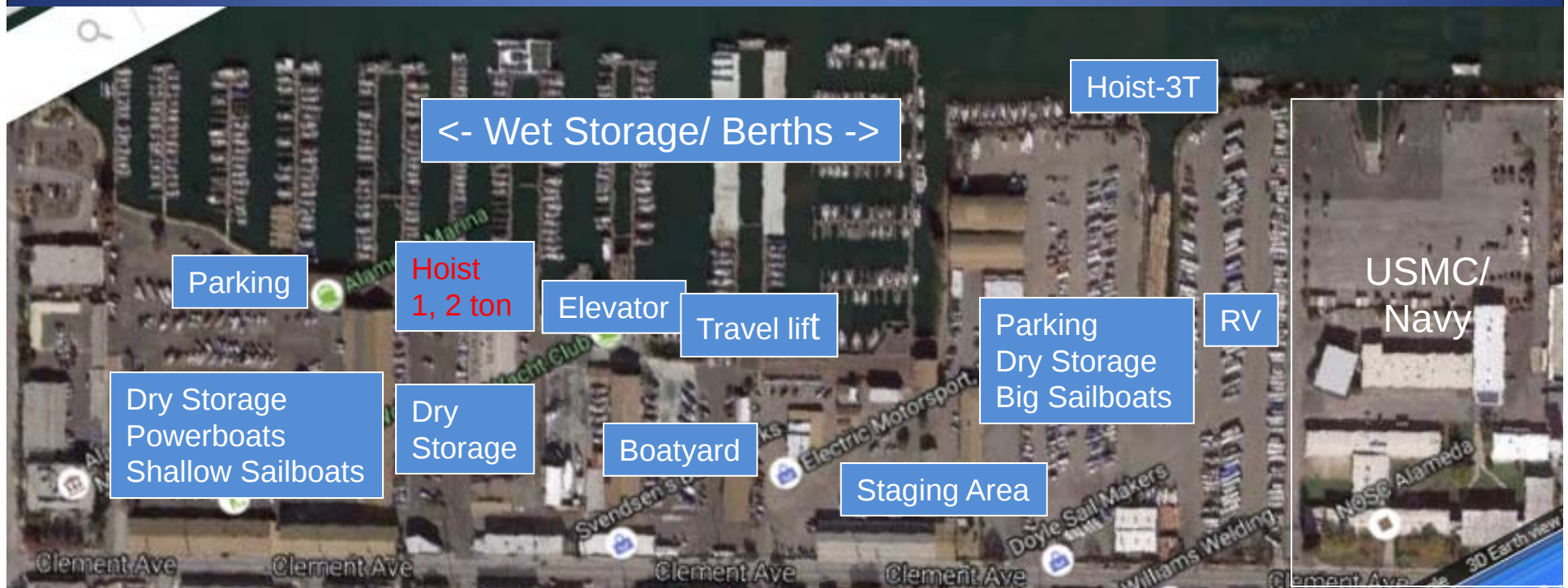
- 50% smaller
- Where is elevator for floating homes?
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- Alameda has lost Stones, Nelsons, Aeolian, and Grand is 50% smaller
- When was most recent new boatyard?
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Exhibit 3.3 - Conceptual Birdseye perspective from southeast of Master Plan at full development

Maritime Ecosystem: Shopping Center, Park, Hardware Stores, Accessories, Boat Storage (Dry and Wet).

- Houses can be many places.
 - Maritime Ecosystem can not – Look -don't touch water
- Where is the parking in the plan? Use logistics?



SUMMARY

- Alameda Marina Complex is an ecosystem
 - Onto itself (B2B) and to boating community (B2C)
 - Neighborhood
 - City
 - Region
 - Global
- Job Losses vs Jobs Gain
- Mast Up Dry Storage and 3 Ton hoist needed to enable affordable middle class boating
- Houses can go anywhere, Alameda Marina ecosystem can not
 - You wouldn't think of tearing down a shopping center, auto mechanic garage, hardware store etc for houses why Alameda Marina Complex?

contact@SAWWaction.org

- Your name and affiliation, Phone #, Area of interest
- Skills (legal, technical sailing, technical IT, event infrastructure support,)
- Volunteer interest (write letters, set up meetings, be a liaison to a club/association, comments on articles, content, invitation to speak)
- \$\$

Reference

contact@SAWWaction.org

Approved Housing

- New Residential:
- Alameda - **1,845 units now approved** X 2.57 persons per unit = almost 5,000 more residents
- All are on North Waterfront and Alameda Point.
- Alameda - 1,674 more units (4,300 more residents) are according to the Alameda city planners “In Progress” - i.e. requested by developers but not yet approved including 650 at Alameda Marina. Note:
- Oakland - The City of Oakland approved the Brooklyn Basin project with among other uses 3,100 residential units (they say 5,000 more residents) that will use the Embarcadero between the Tunnel and Park Street to get on and off the 880 freeway. Effect will be much more congestion on Oakland South Waterfront blocking commute off and on island.
- Alameda North Waterfront and **Oakland** South Waterfront - **4,774 units total approved**, at least 10,000 more residents.

Acknowledgement:
Peter Brand

City Planner

Public Planning Schedule

Environmental Review Process (CEQA)

- ◆ Notice of Preparation (30 days - 11/28)
- ◆ EIR Scoping (Tonight)
- ◆ Draft EIR -Spring 2017 (45 days)
- ◆ Final EIR Summer 2017.

Master Plan Process

- ◆ 1st Draft Master Plan (July 2016)
- ◆ Historic Analysis (Nov. 2016)
- ◆ Market Study (Dec. 2016)
- ◆ Structural Studies +Costs (2017)
- ◆ 2nd Draft Master Plan with Draft EIR (Spring 2017)

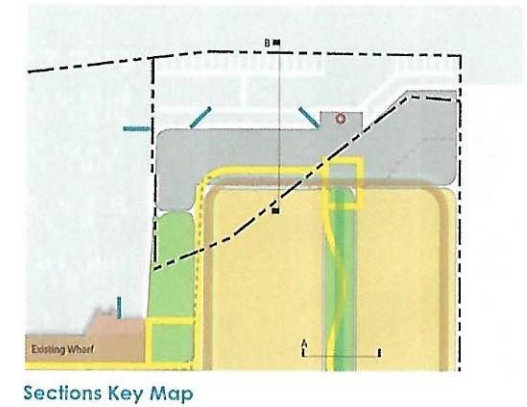
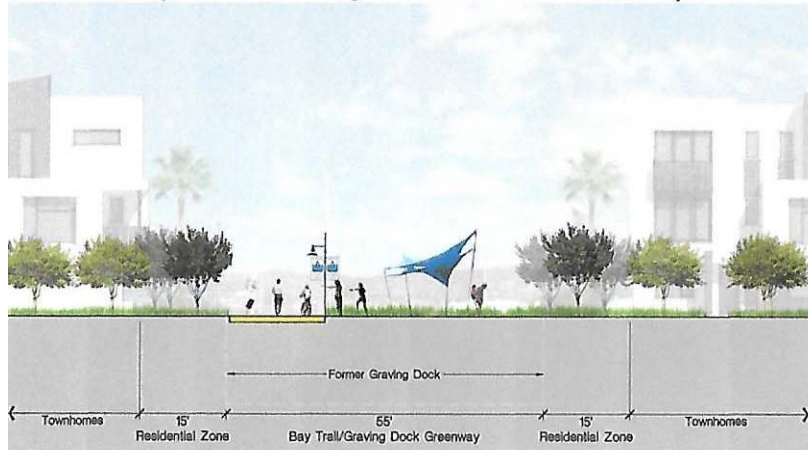
Decision Making Process

- ◆ Planning Board Study Sessions (As needed)
- ◆ Planning Board "Ad Hoc Subcommittee"
- ◆ Planning Board Draft EIR/2nd Draft MP Public Hearing (Spring 2017)
- ◆ Planning Board Final EIR/3rd Draft EIR: Recommendation to City Council (Summer 2017)
- ◆ City Council Public Hearings – Decision (Summer/Fall 2017)

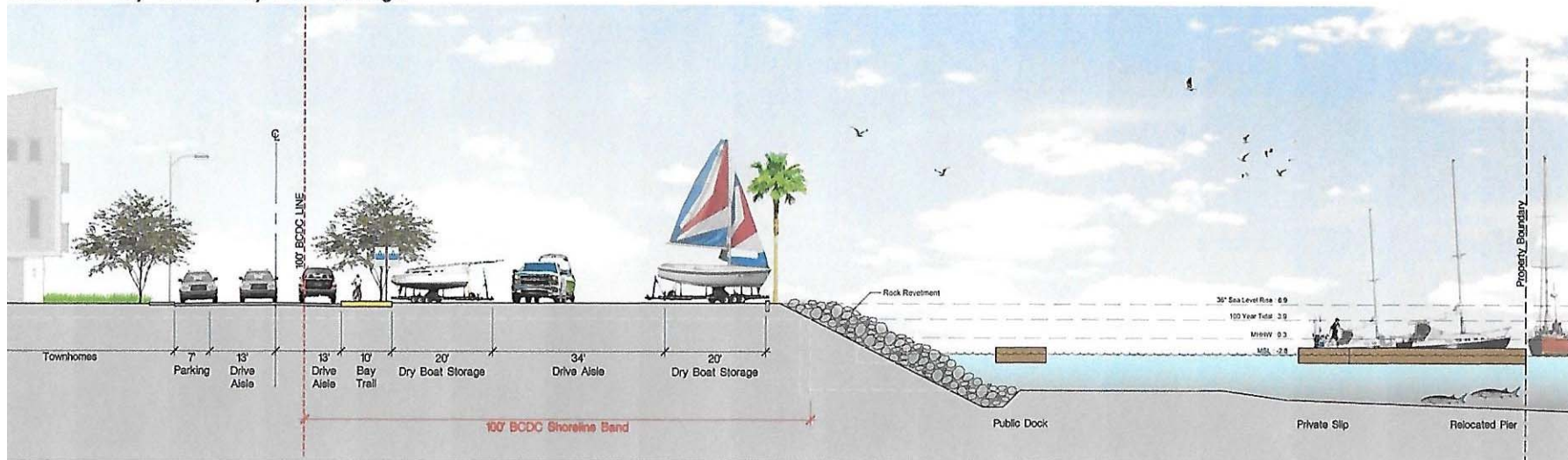
<https://alamedaca.gov/alameda-marina-project>

contact@SAWWaction.org

Section A - Bay Trail at Graving Dock Residential Greenway



Section B - Bay Trail at Dry Boat Storage



3BF Skippers meeting

1/25/17

Saving
Alameda's
Working
Waterfront

contact@SAWWaction.org

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TIDELANDS LEASE REQUIREMENT

PUBLIC PRIVATE PARTNERSHIP



ALAMEDA MARINA MASTER PLAN

Alameda, California, USA



contact@SAWWaction.org

Source:: Bay West

City Planner

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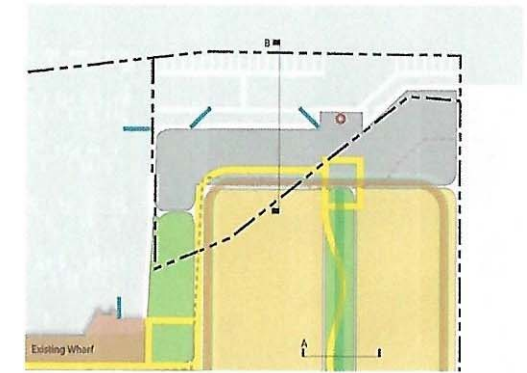
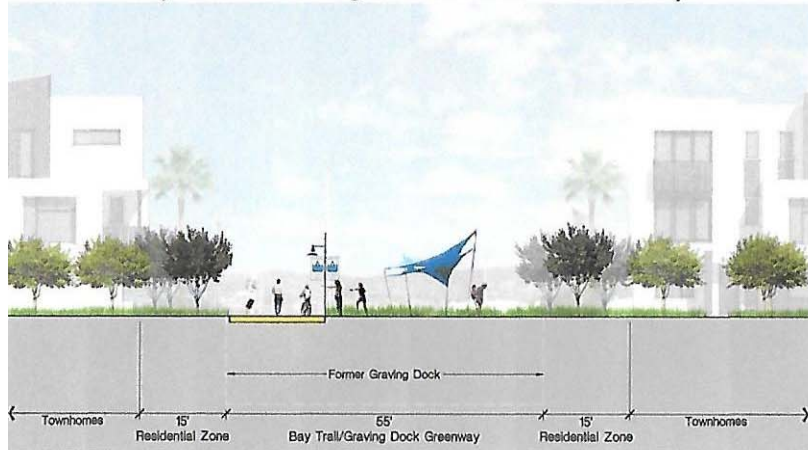
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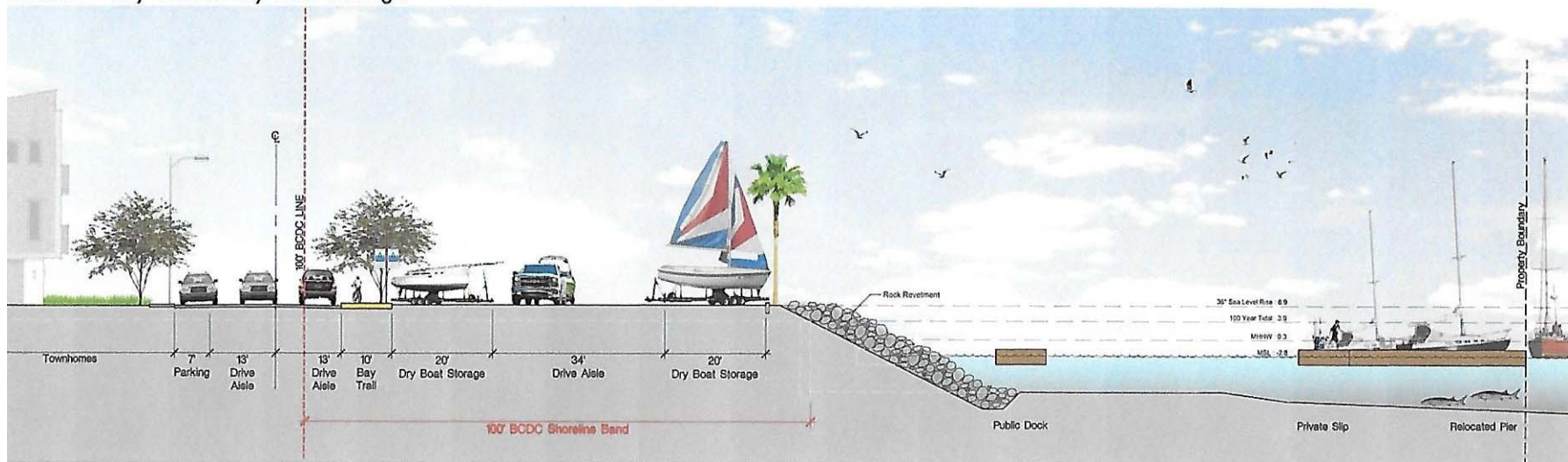
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Sections Key Map

Section B - Bay Trail at Dry Boat Storage



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Jobs vs. Houses

Where is the Balance?

In 2012, the city of Alameda identified locations for housing units and not all of that land was vacant and underutilized. Now, businesses and their employees are being forced to leave.

**Councilman Frank Matarrese has submitted a Referral to add this topic to the City Council Agenda for the Special Meeting to be held February 24th.
(2016)**

Alameda Marina Planning and usage

Planning BOD- Item 7C

Nov 14, 2016

Maritime Ecosystem: Shopping Center, Park, Hardware Stores, Accessories, Boat Storage (Dry and Wet).

- Houses can be many places.
 - Maritime Ecosystem can not – Look don't touch H2O
- Where is the parking in the plan? Use logistics?



Ecosystem: Maritime

- “Cheyenne” previously known as “Virgin Oceanic” and “Play Station”
- Deep sea research
- Billionaires projects – JOB\$



Ecosystem City: Affordable Homes



contact@SAWWaction.org

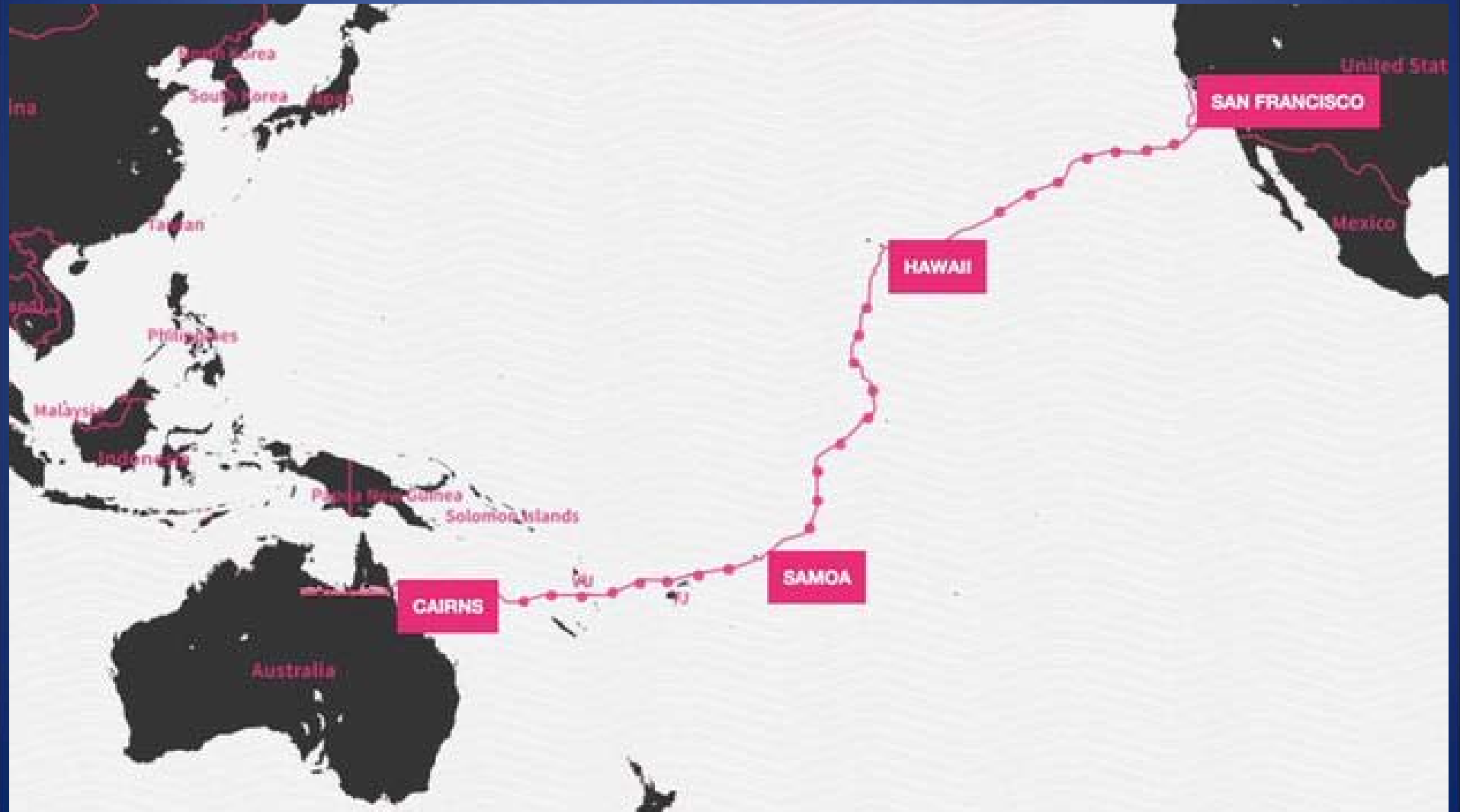
Ecosystem City: Affordable Homes

- Floating Homes need maintenance



Elevator and Boat Yard
contact@SAWWaction.org

Ecosystem Global : Coxless Crew



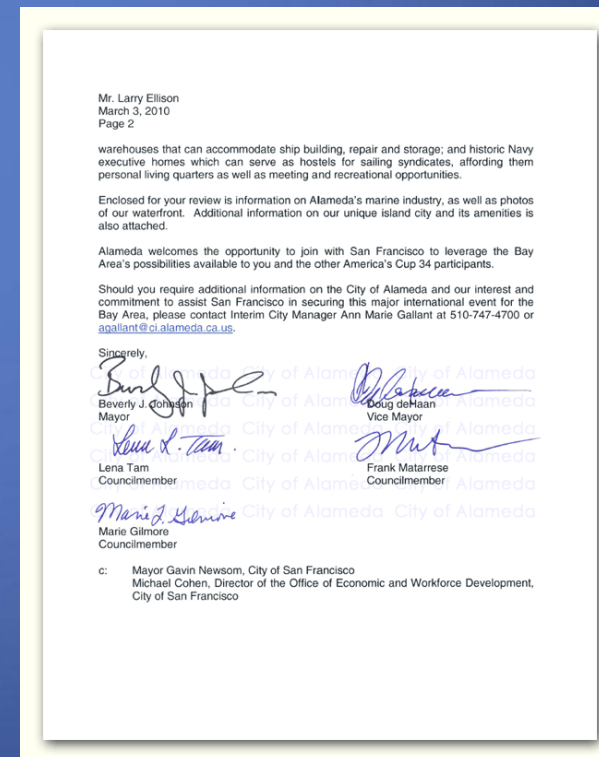
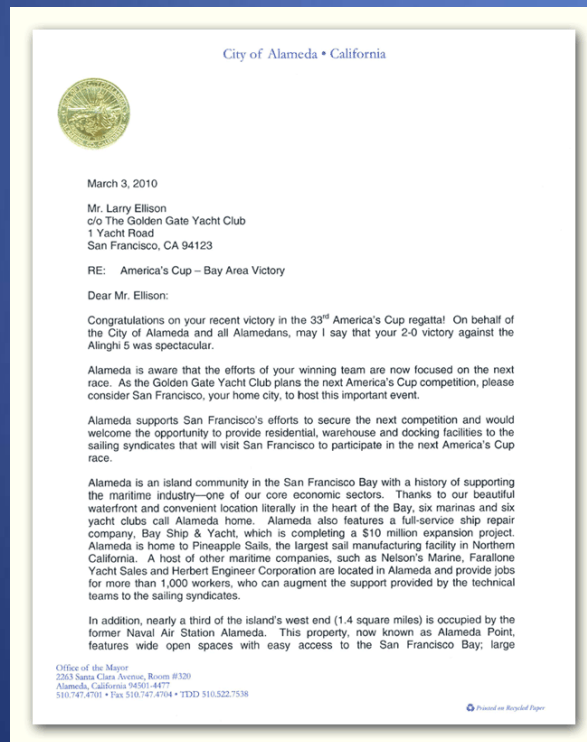
Breast Cancer Awareness Global Ecosystem



Travel Lift and Boat Yard

City, Regional, Global Ecosystem: March 3 2010 Letter to Larry Ellison after Feb 14, 2010 AC33 win

- <http://www.vsail.info/2010/04/23/alameda-urges-ellison-to-bring-americas/>



contact@SAWWaction.org



© Sander van der Borch / Artemis Racing

America's Cup Infrastructure support

- AC benefits report to City
<https://www.youtube.com/watch?v=p4dC20yYmHs>
- <http://thealamedan.org/news/marine-merchant-leaders-thrilled-about-cup-teams-arrival>

America's Cup Infrastructure support

- City, Regional, Global Ecosystem



Staging Area
Source: www.olympic.org

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Backup

contact@SAWWaction.org

Alameda Marina

- Approximately 43 acres
- Half Tidelands Trust on lease to Pacific Shops, Inc.
- Lease signed May 2012
- July 2012 – City Council voted a housing overlay for Housing Element
- Vacant and Underutilized land
- Encinal Terminals and Shipway properties

Svensen's Boatyard

- Only Full Service Boatyard in Central Bay
- DIY Maintenance
- Commission New Boats
- Maintains municipal boats
- Environmental Clean-up Estuary and Central Bay
- Chandlery
- Other maritime services close or in marina

LARA WEISIGER

From: Nancy Gordon <nancy.gordon@bhhsdrysedale.com>
Sent: Tuesday, November 07, 2017 12:46 PM
To: City Clerk
Subject: 11-7 Nancy Gordon—wants to go on record to Support Save Alameda's Working Waterfront (SAWW)* on Tuesday, Nov. 7th at council mtg

Please distribute this to all council members. This email is to state my support for SAWW. Also, I'm not in favor of removing the planter strip on Island Dr. We need the trees and planting's for ecological reasons as well as adding beauty and serenity in this day and age of lots of ugly planning and packing in as many people as possible on our limited-space Island.

In a disaster, we'd be mightily stuck here already, with even more people who aren't about to give up their cars! Also, our cyclists need to know the rules. I observe many don't follow safety rules, and am concerned about accidents. One friend lost her bicycling son a few years ago. Nancy Gordon. 1021 Union, Alameda
Sent from my iPhone

Begin forwarded message:

Resent-From: <ngordon@hbrinfo.com>
From: <announcements@alamedacitizenstaskforce.org>
Date: November 5, 2017 at 9:54:03 AM PST
To: <announcements@alamedacitizenstaskforce.org>
Subject: Please join Save Alameda's Working Waterfront (SAWW)* on Tuesday, Nov. 7th to briefly st and in support at the City Council meetin g

Please join Save Alameda's Working Waterfront (SAWW)* on Tuesday, Nov. 7th at the Alameda City Council meeting which begins at 7:00 p.m. to stand in support of SAWW's brief presentation during the Non-Agenda Public Speaking portion of the meeting which will take place at about 7:15.

SAWW will be asking the City Council to re-zone the western portion of Alameda Marina back to Industrial as it had been prior 2012. (Currently zoned Mixed Use with a Multi-Family Overlay to allow for 396 housing units to be built.) Developer Bay West intends to build nearly 800 housing units on the property adjacent to the Tidelands Trust land at Alameda Marina.

The SAWW speaker will ask people in the audience to stand in place to show the council that a large number of their constituents want to save jobs, commercial maritime business, and recreational boating for the middle class in Alameda. It is imperative that SAWW has a large number of supporters.

* Save Alameda's Working Waterfront (SAWW) was formed two years ago to stop housing developer Bay West from bulldozing 30 historic WWII buildings at Alameda Marina that housed 84 businesses and employed 250 people

with wages adequate for Alameda residency. Many of the businesses support the maritime needs of recreational boat owners for repairs and supplies.