

Notice from the City of Oakland regarding the First Friday event planned for Friday, March 1, 2013:

The City of Oakland acknowledges and appreciates efforts on the part of the First Fridays Community Council to work collaboratively to ensure a safe event that appropriately honors the victims of violence. To that end, we commend you for setting a peaceful, unifying tone in the pre-promotion and programming of the March 1 event. After carefully considering all of input received to date - both from the First Fridays organizers and the broader Stakeholders Working Group convened by Mayor Quan - the City has established the following parameters for the March 1 First Fridays event:

1. The City/OPD has reaffirmed that the event footprint/closure will be from West Grand to 27th Street. OPD will establish a mobile command post at Telegraph & West Grand. OPD invites a FF representative to join them in the mobile command post.
2. Vehicle traffic will flow regularly on Telegraph south of West Grand. As such, no FF or other programming will be allowed south of West Grand. This includes the Eat Up food pod at 21st & Telegraph. The City is reaching out to community groups for volunteers to help with any potential spill-over crowds.
3. Event will be alcohol-free. This means no open containers or beer garden will be allowed within the footprint and no alcohol licenses will be approved for art galleries.
4. One (1) music stage with amplified sound will be allowed within the established footprint. In keeping with the stakeholder working group agreement and the subsequent vote of the FF Community Council on 2/13/13, no other amplified or "pop up" music will be allowed.
5. The March 1, 2013 First Friday event will end at 9:00 pm.
6. City suggests a 9:00 pm moment of silence at the stage in addition to the one planned for 7:30 pm. The rationale for this is to instill a calming effect as the event closes.
7. Street closures will begin at 3pm; vendors can start arriving for setup at 4pm.
8. First Fridays Block Coordinators will be responsible for vendor management as follows:
 - A. No unapproved/non-permitted vendors allowed (both food and non-food). Block Coordinators will be relied upon to enforce, with assistance from VMA as needed.
 - B. Block Coordinators please submit names, contact information and location for all food vendors to Nancy Marcus, City of Oakland (nmarcus@oaklandnet.com) by 12 noon on Friday, February 22.
 - C. Block Coordinators please submit a complete list and proposed locations for all non-food vendors/exhibitors and art activities to Samee Roberts, City of Oakland (sroberts@oaklandnet.com) by 12 noon on Monday, February 25. This information

will be distributed to OPD, VMA and appropriate City staff so that everyone is aware of the activities that have been curated/approved by the Block Coordinators and the location of said activities.

- D. Block Coordinators will be relied upon enforce the 9:00pm event closing time for all vendors and exhibitors, with assistance from VMA as needed.
- E. Block Coordinators please use a central telephone to be provided for the OPD Mobile Command Unit to contact VMA for on-site communications and security response. VMA will bring OPD in when appropriate. OPD will circulate the new telephone number no later than Monday, February 25. The KONO offices at 2633 Telegraph (510-343-5439) will still be used for lost & found, other inquiries.
- F. Block Coordinators are encouraged to wear consistent, highly-visible outerwear (vest, tee shirt or hat) for the purposes of identification.

Thank you for your cooperation with these parameters established by the City of Oakland specifically for the March 1 First Fridays event. After March 1, we will collectively debrief to assess best practices moving forward.