

Board Update-- Facilitated Board Workshop held 10/27/2017—Recap by Jenni Koidal

Attendees: Saied, Bill, Savlan, Jenni, Paul, Vivian, Sara

Overview: Jack London Improvement District Board members focused their annual workshop on Stakeholder Engagement. While this topic is broad, we spent our time reflecting on who are “Stakeholders” are and what “Engagement” means to each of the team. Savlan gave presentation on current engagement efforts of the District and results by numbers, participation, and activity. We identified key words and concepts to form a definition of engagement, and brainstormed about how we as a Board are engaging and what more we need to do to engage the community for our purpose and service as an Improvement District.

The words Pride, Participation, Education, Interaction and Communication resonated with the team. We identified the following opportunities for further engagement:

Outreach – through direct contact with District Stakeholders we can introduce ourselves and communicate what we are doing to contribute to the success of Jack London. Outreach is an opportunity for education and to invite participation.

Continued focus on District Mission: We discussed the importance of prioritizing issues and projects according to our capacity to take them on and relevance to our mission

Definitions of Stakeholder Engagement According To.....

Vivian: “Community engagement through enhanced capacity to successfully and creatively address critical issues of concern”

Savlan: “When we engage our community, we are accessible and responsive, invite participation and resource-sharing, fostering pride and ownership in Jack London.”

Sara: “Through the pursuit of information participation and pride, we are able to act together with greater effectiveness.”

Paul: “Collectively, we receive and deliver creative answers to issues and opportunities that result in a sense of pride.”

Jenni:

- Outreach to emphasize purpose
- Education on services and resources
- Creating a welcoming space for open dialogue
- Commitment to seek solutions collaboratively

Saied: “To engender a sense of pride of ownership of Jack London Improvement District whereby community members view it as a reliable objective source for information, perspective, and resources.”

Tim: “To advocate on behalf of those who live work and visit the District by encouraging community participation and promoting neighborhood pride in a transparent manner”

Next Steps: In December we will discuss a consolidated definition of what stakeholder engagement looks like in Jack London, and we will identify one initiative for 2018 that engages our stakeholders.



**Jack London Improvement District
Stakeholder Testimonials October/November 2017**

October 13th, 2017

Savlan, Courtney and Board,

Thank you for all you have accomplished and for all good you provide to our neighborhood.

You and your contributions are much appreciated. Your neighbor, Gail

Gail Staba

[415-305-5380](tel:415-305-5380)

gailstaba@yahoo.com

September 27th, 2017

Thank you very much for putting together such an informative panel [A Ballpark for Everyone]...can only guess at the effort that went into making that happen so bravo for doing so! And thank you for including me!...best h

Helen Sause- Longtime Resident and LAI Member
Alameda, CA

November 10th, 2017

To Whom It May Concern,

This review is well overdue!! La Furia Chalaca on Broadway is beyond thankful for Allen's professionalism. A few weeks ago, we had a homeless living near our premises therefore we called Allen to help with the situation. Allen went above and beyond to accommodate both the restaurant and the homeless with patience, kindness and professionalism. Unfortunately, we are aware that there's nothing you can do in regards of the homeless camping near Jack London businesses. However, we wanted to take the time to let you know that Allen did an excellent job and we are glad that he is part of the Jack London Improvement District.

If you have any questions please feel free to contact Carlos or Veronica at [510-451.4206](tel:510-451-4206).

Thank you,

La Furia Chalaca

November 8th, 2017

Let me just say I love the Ambassadors. My very first day moving into the District, I was unloading furniture from the moving van and an Ambassador welcomed me to Jack London and offered help! That was the first welcome I got to the neighborhood.

Michael Redmond
Phoenix Lofts

Jack London Improvement District

Meeting of the Board of Directors -333 Broadway, November 13th, 2017 4:00PM

- | | | |
|----|---|--------------------|
| 1. | Call to order and introductions | 4:00 |
| 2. | Public Comment and Announcements | 4:05 |
| 3. | Financial Review | 4:10 |
| | a. Financial Report: District Operations Budget vs Actual As of October 31 st , 2017 | |
| | b. Financial Report: Foundation Grant MOC Budget vs Actual As of October 31 st 2017 | |
| 4. | Executive Update | 4:20 |
| | a. Advocacy for Action on Illegal Dumping in Public Space-Statement and Response Attached | |
| 5. | Ambassador Update | 4:30 |
| 6. | Governance Update | 4:35 |
| | a. Board Member Resignations | |
| | Michael Carilli, Founding Member, and Bill Stotler, Founding Member and Past President -- | |
| | Thank you for your contribution and volunteer service | |
| | b. Set number of Board Members for 2017-19-(Current 5 Vacancies. Current Board Positions: 11) | |
| | | Action Item |
| | c. Elections- Board of Directors 2017-2019 | |
| | | Action Item |

The following 12 individuals are candidates for Board Membership. The Board of Directors is the governing body of the Jack London Improvement District, and Board Members are strategic partners in advancing the mission of the organization. Eligible Candidates represent a property or own a business in the District, and are encouraged to have participated in District projects and programs.

Candidate Name Affiliation

| | |
|-------------------|---|
| Chris Pastena (1) | Lungomare, Chop Bar |
| Dan Dunkle (1) | Radiance Oak |
| Lou Rigali (1) | Property Owner |
| Ben Delaney (1) | Property Owner |
| Paul Thyssen (3) | Property Owner |
| Vivian Kahn (3) | Kahn Mortimer Associates |
| Sara May (3) | Metrovation LLC |
| Mark Everton (1) | CEO, Visit Oakland |
| Rodd Lee (1) | BART Gov't&Comm. Relations Manager |
| Greg Pasquali (1) | Carmel Partners, Developer 4 th &Madison |
| Tim Engler (1) | Property Owner |
| Chris Curtis (1) | Owner, Bloc15 Group |

(Term Sought)

Voting procedure: Only Board members not up for re-election will vote. Each candidate will offered 1 minute to introduce themselves and their interest in Board membership. Voting Board members are given a ballot with the names of the candidates to vote for as many candidates as there are seats vacant in a secret ballot. Then a member of the public, or if none present, an Ambassador will count the votes. In case of a tie, voting Board members will vote in a runoff to determine the final member.

- | | | |
|----|--|------|
| 7. | Facilitated Board Workshop Recap- Stakeholder Engagement in 2018 – Jenni Koidal | 5:25 |
| | Defining what Stakeholder Engagement means in Jack London: summary of group activity | |
| | • Accessible and responsive | |
| | • Invites participation and resource-sharing, | |
| | • Fosters pride and ownership | |



8. **Approval of transfer of existing 401K Plan** 5:30
Approval of the transfer of an existing 401K Plan with Guideline for Jack London Employees to contribute to a retirement plan, maximum employer match of up to 4% of employee salary, consistent with prior benefit offered to employees through third-party management company. **Action Item**
9. **Approval of Minutes** 5:30
a. September 11th, 2017 **Action Item**
b. September 20th, 2017 (Special Meeting) **Action Item**
10. **Adjourn**

Next Meetings:
December 11th, 5:00 PM
January 8th, 2017, 4:00 pm

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Jack London Improvement District agendas are posted with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item during agenda item number 2.

Jack London Improvement District Budget Report: Year-to-Date

January - October 31st, 2017

| | YTD Actual | Annual Budget | Remaining | Notes |
|---|----------------------|----------------------|----------------------|---------------------------------------|
| Revenue | | | | |
| 4000 Assessment Income | | | | |
| 4100 Port of Oakland Assessment | 115,361.80 | 115,361.80 | 0.00 | |
| 4200 Non Port Assessment Income | 658,596.83 | 704,139.01 | 45,542.18 | |
| 4250 Prior Year Assessment Adjustments | 16,501.52 | | 16,501.52 | <i>Late-collected assessment</i> |
| Total 4000 Assessment Income | \$ 790,460.15 | \$ 819,500.81 | \$ 29,040.66 | |
| 4300 Grants/Contributions | | | | |
| 4350 Corporate Donations | 5,000.00 | | 5,000.00 | <i>Urban Wine Festival Donation</i> |
| Total 4300 Grants/Contributions | \$ 5,000.00 | \$ 0.00 | \$ 5,000.00 | |
| 2016 Carryover Distributed to 7400 and 7800 | | 29,467.00 | 29,467.00 | |
| 9100 Bank Interest | 715.08 | | 715.08 | |
| Total Revenue | \$ 796,175.23 | \$ 848,967.81 | \$ 52,792.58 | |
| Expenses | | | | |
| 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | | | | |
| 7100 Ambassador Services | 322,289.89 | 362,138.20 | 39,848.31 | |
| 7150 Ambassador Services-Port of Oakland | 78,634.83 | 94,361.80 | 15,726.97 | |
| 7200 Services on Tidelands Trust Lands | | 21,000.00 | 21,000.00 | |
| 7400 Maintenance Operations | 25,068.75 | 25,554.96 | 486.21 | |
| Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | \$ 425,993.47 | \$ 503,054.96 | \$ 77,061.49 | |
| 7700 MED Marketing & Economic Development | | | 0.00 | |
| 7710 District Management | 66,361.50 | 94,594.00 | 28,232.50 | |
| 7750 Marketing Operations | 4,475.10 | 8,000.00 | 3,524.90 | |
| 7800 Special Projects | 34,398.17 | 41,912.04 | 7,513.87 | |
| Total 7700 MED Marketing & Economic Development | \$ 70,836.60 | \$ 102,594.00 | \$ 31,757.40 | |
| 8000 AGCR Administration & Government/Community Relations | | | 0.00 | |
| 8010 District Management | 66,361.50 | 94,594.00 | 28,232.50 | |
| 8050 Training & Professional Development | 2,141.23 | 4,500.00 | 2,358.77 | |
| 8110 Accounting & Taxes | 1,974.00 | 2,500.00 | 526.00 | |
| 8130 Computer Service & Support | 373.00 | 500.00 | 127.00 | |
| 8150 Consulting & Legal Expenses | | 3,000.00 | 3,000.00 | |
| 8200 Fees & Permits | 254.96 | 500.00 | 245.04 | |
| 8410 Insurance (D&O) | 600.00 | 675.00 | 75.00 | |
| 8420 Insurance (General Liability, Volunteer Coverage, & Auto) | 3,225.00 | 2,900.00 | -325.00 | <i>District now has volunteer cov</i> |
| 8450 Special Projects | 496.40 | 500.00 | 3.60 | |
| 8510 Office rent | 31,500.00 | 34,250.00 | 2,750.00 | <i>Paid through 12/1</i> |
| 8520 Office Improvements | 774.81 | 2,500.00 | 1,725.19 | |
| 8530 Office Furniture & Equipment | 51.35 | 1,400.00 | 1,348.65 | |
| 8540 Postage, Shipping, Delivery | 805.43 | 500.00 | -305.43 | |
| 8545 Local transportation | | 1,000.00 | 1,000.00 | |
| 8550 Printing & Copying | 784.97 | 1,200.00 | 415.03 | |
| 8560 Supplies | 1,280.09 | 1,700.00 | 419.91 | |
| 8570 Telephone & Telecommunications | 1,622.00 | 3,000.00 | 1,378.00 | |
| 8580 Utilities | 3,128.34 | 4,320.00 | 1,191.66 | |
| Total 8000 AGCR Administration & Government/Community Relations | \$ 115,373.08 | \$ 159,539.00 | \$ 44,165.92 | |
| 8600 Collection Fees & Contingency | | | | |
| 8680 Contingency allowance for uncollected assessments (5%) | | 40,985.21 | 40,985.21 | |
| Total 8600 Collection Fees & Contingency | \$ 0.00 | \$ 40,985.21 | \$ 40,985.21 | |
| 8610 Collection Fees | | | | |
| 8630 Alameda County fees (1.7%) | 10,617.76 | 10,764.00 | 146.24 | |
| 8640 City of Oakland fees (1% except Port) | 6,621.65 | 7,043.00 | 421.35 | |
| Total 8610 Collection Fees | \$ 17,239.41 | \$ 17,807.00 | \$ 567.59 | |
| 9310 Taxes/Fines/Penalties | 75.00 | | -75.00 | |
| Total Expenses | \$ 629,442.56 | \$ 823,980.17 | \$ 194,537.61 | |
| Bank Account Balances: | | | | |
| Operating | \$ 51,192.92 | | | |
| Checking/Discretionary | \$ 1,196.06 | | | |
| Savings | \$ 234,559.22 | | | |

Jack London Improvement District
Budget vs. Actuals: Museum of Capitalism - FY17 P&L
 January - October 31st, 2017

| | Total | | |
|---|----------------------|----------------------|---------------------|
| | Actual | Budget | Remaining |
| Revenue | | | |
| 4300 Grants/Contributions | | | |
| 4310 Foundation Grants (Restricted Funds) | 200,000.00 | 200,000.00 | 0.00 |
| Total 4300 Grants/Contributions | \$ 200,000.00 | \$ 200,000.00 | \$ 0.00 |
| Total Revenue | \$ 200,000.00 | \$ 200,000.00 | \$ 0.00 |
| Gross Profit | \$ 200,000.00 | \$ 200,000.00 | \$ 0.00 |
| Expenditures | | | |
| 7700 MED Marketing & Economic Development (Restricted Funds) | | | |
| 7800 Special Projects | | | |
| 7810 Core Exhibition | 139,408.04 | 155,000.00 | 15,591.96 |
| 7820 Video and Documentation | 18,510.27 | 25,000.00 | 6,489.73 |
| 7830 Curatorial Dev Funds | 5,086.66 | 5,000.00 | -86.66 |
| 7840 Living Artists Stipend | 14,992.47 | 15,000.00 | 7.53 |
| Total 7800 Special Projects | \$ 177,997.44 | \$ 200,000.00 | \$ 22,002.56 |
| Total 7700 MED Marketing & Economic Development | \$ 177,997.44 | \$ 200,000.00 | \$ 22,002.56 |
| Total Expenditures | \$ 177,997.44 | \$ 200,000.00 | \$ 22,002.56 |
| Net Revenue | \$ 22,002.56 | \$ 0.00 | \$ 22,002.56 |

Tuesday, October 31st, 2017 - Accrual Basis



Executive Update, November 2017

Here are the main highlights and projects we're working on:

- **Ballpark Stakeholder Engagement:** We had a record turnout at our last panel talk that focused on the timely and relevant issue of the development of a Ballpark close to our District with local economic, retail, and planning expert panelists. We talked about the economic, retail, and social impacts, and how we can leverage the opportunity for maximum positive impact. Thank you to all who participated and attended. The event was mentioned in the recent [article in SF Business Times](#).
- **Welcome A's Headquarters to Jack London:** The A's offices will make their temporary home in Jack London Square. We welcome the team leadership and employees to the District, and are looking forward to recommending great places to eat, shop, drink, and things to do.
- **Oakland Alameda Access Project Underway** Jack London convened a community meeting on October 19th to ensure that Jack London-specific priorities are represented in the development of this transformative project reconfiguring freeway access and underpasses within our District. Comment period closed October 31st. The consultant team will report back to our group in the next phase.
- **322 Broadway Addition and Rehabilitation:** Jack London convened a developer meeting with the community on October 30th as an opportunity for District stakeholders to get to know the project and share comments. The experienced development group, Citrine Advisors, shared the architectural concept drawings and City of Oakland historic resources expert Betty Marvin explained the layers of history of the building, originally the headquarters of Dodwell Paint Co. The District looks forward to activation of a long-vacant, notable building at the gateway to our neighborhood on 4th and Broadway.
- **Monthly Neighborhood Crime Prevention Council:** residents and businesses gathered in October to meet Sargent Perrodin, who is in charge of the Encampment mitigation on behalf of Oakland Police Department to make progress on ongoing safety and crime challenges. Also, Look for "Curb Theft" signs posted at parking areas throughout District. Want one? Email info@jacklondonoakland.org.
- **Advocacy for safe and clean public spaces:** Jack London Improvement District escalated its advocacy for City action and accountability in keeping public right-of-ways safe, clean, and accessible. The staggering amount of illegal dumping and collection of debris in and around encampments is not safe for anyone, and the District has made three simple demands of the City to take action. Statement letter attached. Additionally, the District joined a coalition of City business leaders to express concern and support for a solution. We will be meeting with the Mayor and Deputy Administrator this month.
- **2 Bike Stations to extend to Jack London!** We are working with the team at Ford GoBike and the City of Oakland DOT to get two stations installed ASAP at useful, accessible locations near 2nd and Washington and 2nd and Webster, to serve District destinations as well as the regional Ferry and Amtrak transit connections. It's all about improving transit choices and access to and from the District.

District Event Highlights

- **A Ballpark for Everyone was on September 26th,** with Noah Friedman of Perkins + Will, Jeff Bellisario of Bay Area Council, Michael Berne of MJB Retail Consulting, and Robert Gammon of Oakland Magazine/East Bay Express as moderator. Online recording to be available online soon!
- **BAY DAY was October 7th, 2017:** An annual day to celebrate our Bay centered around Jack London Square with music, educational activities, and visitors enjoyed being in, on, and near the Bay!
- **Jack London is ready to Shop Local on Plaid Friday:** We're kicking off Plaid Friday (Weekend) with great Jack London array of shops, restaurants and events! See you out shopping and dining on November 24th, 25th, 26th. Visit <https://www.oaklandgrown.org/holiday2017> for more information on all of our participating businesses.

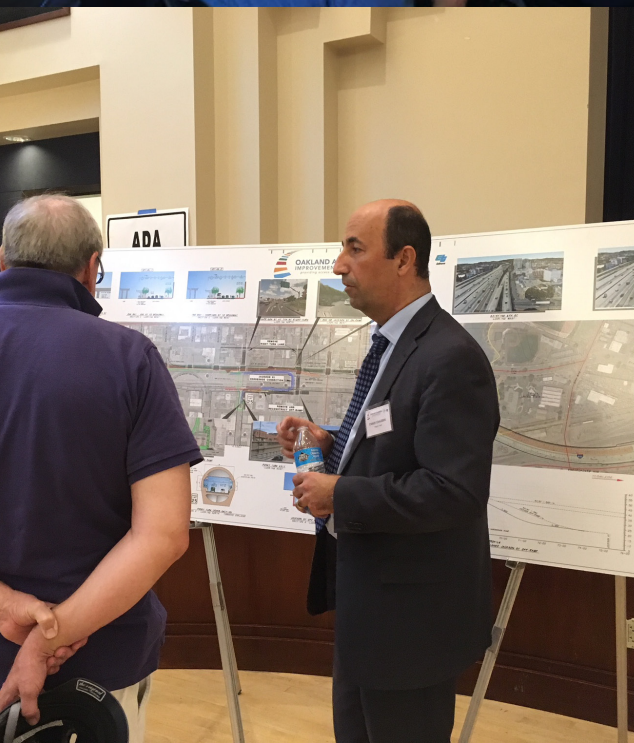
Construction Updates

- **4th and Madison-** by Carmel Partners- 330 Homes in two buildings on North & South sides of 4th Street/Planned completion date Q2 2018 (south)/Q2 2019(north). Construction contact: JLS4thAndMadison@gmail.com
- "Mirador"-Austin Group, **201 Broadway-** 48 Homes 4,000sqft retail/ planned completion date Q32018
- "Modera"- Mill Creek , **377 2nd Street-** 134 Homes /Broke ground Q22017, planned completion Q2 2018
- Citrine Advisors' Rehabilitation at **322 Broadway @ 4th/** Ground breaking slated for January 2018

We invite you to (re)discover our great businesses—and exciting [collaborative events](#) in the District.

-Savlan Hauser, Executive Director

This Month in Jack London





October 12th, 2017

RE: City Action on Illegal Dumping Hazards in Public Space

Board of Directors

TO: Mayor Libby Schaaf
Councilmember Lynette Gibson-McElhaney
CC: Members of the Oakland City Council

Saied Karamooz, President
Property Owner

Sara May, Treasurer
Metrovation LLC

Dear Mayor Schaaf and Councilmember Gibson-McElhaney,

Peter Gertler, Secretary
Property Owner

We need your attention on a critical and growing problem in Oakland. The City’s response to the cleanliness and safety of public right-of-ways at Downtown / Jack London underpasses is insufficient. There is unmitigated illegal dumping and amassing of hazardous waste on public sidewalks and streets. This directly impacts the ability of our local businesses to attract customers, employers to provide safe access to work for their employees, and residents to walk to and from home. Significant tenants are opting not to renew their leases or invest in Jack London, citing firsthand experience with hazardous conditions. Oaklanders are being denied their right to safe public space. A transparent and immediate response to avert danger to the public is warranted and we are offering our full support in taking action.

Tim Engler
Property Owner

Vivian Kahn
Kahn Mortimer Associates

Sam Nassif
Owner, Z Hotel

Bill Stotler
Property Owner

Criminal actors are taking advantage of the areas where encampments have settled as waste dumping grounds, with no apparent recourse taken by the City. There is serious exposure to risk for all-- caused not only by the sheer existence of dangerous material and health hazards strewn in the public space, but also by the physical blockage of safe passage for pedestrian, bicycle, and vehicular transit.

Jennifer Koidal
GM, Jack London Square

Paul Thyssen
Property Owner

Erin Coburn
Business Owner, minimo

We ask that the City take action in the following three areas that will have noticeable impact:

Michael Carrilli
Oakland America Company

- **Enforce Oakland’s existing Illegal dumping ordinance by catching, apprehending and punishing perpetrators to the maximum extent of the law.** Install signage and surveillance immediately on 5th at Jackson, Webster, MLK, and Brush and other known dumping hotspots.
- **Provide assurance that Waste Management is performing under its contract** in providing 1) all 30 illegal dump site pickups and 2) the residential bulk waste pickups to which the City of Oakland is entitled. Provide publicly available monthly reports on Waste Management activity in these two critical contributing areas.
- **Hold Caltrans, BART and other public agencies accountable for maintenance and security at properties under their control.** Provide reports on monthly land use meetings between Caltrans and City representatives.

We know the City of Oakland’s resources are limited so we are prepared to work together. Our commitment to Jack London’s 500 registered, taxpaying local businesses, 1,180 property owners, and over 3,500 residents demand it. As an example, we’ve identified one significant untapped funding source—that’s also actually contributing to the localized blight. Two different Caltrans parcels within our



District close to Webster are leased long-term to parking lot operators who do not provide maintenance or security, nor do they hold a business license nor pay Oakland's 18.5% parking tax. One of these parcels alone represents lost revenue to the City of about \$22,000/year. Caltrans leases tens of parcels for parking lot operation throughout Oakland; and these operators should be paying their fair share.

On a related but separate topic, the planned "Safe Haven Site" at 6th between Castro and Brush formerly owned by Caltrans should be implemented as soon as possible with proper maintenance and security provided, and we offer our support to the City and its partners in facilitating community outreach or otherwise.

We invite both of you to join our next Board Meeting on November 13th to initiate the dialogue and progress together towards immediate solutions for this critical problem.

A handwritten signature in black ink, appearing to read "Savlan Hauser", with a long, sweeping underline.

Savlan Hauser
Executive Director
Jack London Improvement District

The Homeless Encampments: Here's the Plan

Mayor Libby Schaaf <officeofthemayor@oaklandnet.com>
Reply-To: officeofthemayor@oaklandnet.com
To: savlan@jlid.org

Thu, Oct 12, 2017 at 2:33 PM



Dear Oaklanders,

A few weeks ago, I walked over to [Cityteam](#) in downtown Oakland and met with two outreach workers, Andrea and Mike. Our job that afternoon was to deliver salami sandwiches to people living in the encampments underneath Interstate 880 near 7th Street.

I'm an immersive researcher, and our cost of living crisis is one of those issues I need to understand from every angle.

I drive by the encampments too - and feel the surge of angst as I see debris piled onto the sidewalk and into traffic.

I've met with residents who, rightfully so, are deeply angered the camps have eliminated key corridors and made some public spaces hazardous to navigate.

I've talked to our public works crews who clean the sites weekly - and then carry away literally tons of garbage.

This is *the* issue that keeps me up at night.

We have an immediate plan, as well as along term strategy.

Right Now:

1. The City Council has [approved three sites to set up Tuff Shed shelters](#) that will move people off the sidewalks and into safety and services. Once an encampment is moved to one of these sites, we will clean that sidewalk and prohibit any encampments from returning.
2. The City Council has also adopted a two-year ordinance declaring a shelter crisis in Oakland, which will allow the City more flexibility to build and provide public facilities for unsheltered residents.
3. We've allocated funds to purchase and operate a new supportive rapid-housing facility within a year - doubling the success of our existing [Henry Robinson Center](#).
4. We're reducing impacts and health risks of encampments by offering regular cleanings, hand washing stations, portable toilets, and trash service.
5. And when necessary, we're closing the most dangerous encampments.

Our goal is to open our first Tuff Shed site before the rainy season. Each location will shelter up to 40 people in Tuff Shed structures for up to six months - then they'll move into a rapid-housing facility.

The outdoor locations will be staffed with wrap-around social services so clients can get indoors as fast as possible. We've budgeted funding to open one site so far, and we're working with partners to fund the other two locations. We will also continue to coordinate with volunteer, non-profit groups, and private partners to staff and provide services at the designated locations.

But the Tuff Shed locations are only a quick fix. The next step is to get folks into rapid re-housing facilities like Oakland's Henry Robinson Center, which last year saw 87 percent of its clients successfully move into permanent affordable housing.

Oaklanders are contributing to that success by opening their homes to some of our recently homeless who transition out of Henry Robinson - house sharing. In fact, if you've got a spare room or vacant in-law unit, and would like to rent to a person who needs transitional housing, please contact Daniel Cooperman at RoomsInOakland@bayareacs.org

The proven success of the Henry Robinson Center is why we've allocated the funds in the budget to open another facility with the same supportive rapid rehousing model that will serve another 300 clients each year.

Finally, [we're closing the most dangerous encampments](#) as quickly as our compassion and capacity allows. Our city staff monitors the camps, and offers social services to the majority of people living outdoors. We work with residents before we close their encampments, and do it with both compassion and strategic efficiency to ensure they don't return. It is difficult and complex work. Our progress is slow because we aim to move people to safety - not just move them along. We also will follow up to ensure cleared areas are cleaned and then regularly patrolled so that sidewalks and other area remains clear and available for their originally intended use.

[Watch the recent special on Homelessness on KTVU-2, featuring mayors from Oakland, Berkeley and San Jose, and Jeff Kositsky of SF's Department of Homelessness](#)

Long Term:

Getting people into Tuff Sheds takes on the immediate crisis, but it won't help solve the larger problem - [the cost of living crisis](#). Put simply, we need to prevent people from losing their housing as well as create more housing units for all income levels ASAP, and particularly housing that's affordable for our most vulnerable residents.

1. We're implementing the ["17K/17K Housing Plan"](#) developed by Oakland's Housing Cabinet that will protect 17,000 Oakland

households from displacement and build 17,000 new units of housing within eight years - with at least 28 percent of those units affordable-to-low to extremely low income residents.

2. We're educating renters and helping enforce the stronger tenant protections we've enacted over the past few months - including broader Just Cause eviction protections, stronger rent control laws and meaningful relocation benefits. Visit <http://rapwp.oaklandnet.com/> to learn more. Helping Oaklanders remain in rent-stabilized housing is the most immediate way to fight displacement and prevent homelessness for the long haul.
3. We're also creating new affordable housing funds, as well as streamlining approvals. This includes my Measure KK, the county's A1 funds and the [affordable housing bills package](#) that was signed by Gov. Jerry Brown just last week here in the Bay Area, which included a \$4 billion bond that will build and preserve affordable housing for families. The bills will get more housing on the market faster, but perhaps most encouragingly, they will also incentivize neighboring cities to lift housing restrictions and ease the pressure for us all.
4. We're also leading the regional conversation about housing through my role on the Metropolitan Transportation Commission and the newly formed [CASA - The Committee to House the Bay Area](#).

As we continue to get more affordable housing on the market, know that every day and night I'm determined to fix the encampment crisis.

Our new Tuff Shed shelters offer an innovative approach to an old problem. It will get people off sidewalks and into safety and services immediately, but it will not curb skyrocketing rents tomorrow.

The cost of living crisis is something that impacts us all, whether we are sheltered or unsheltered, and I am determined to fix it both in the here and now, and for future generations.

But first, we all need to understand the issue on every level, from every angle.

Back on 7th street, as we walked beneath the freeway, Andrea and Mike described some of the trends they've witnessed among unsheltered residents in the last few years.

It used to be that a nearly all their clients suffered from addiction, mental health challenges, or both.

Now, when they look in to the encampments, they also see the "working-class poor" - a taxi cab driver, a security guard, a day laborer.

"Some of the people who live out here have jobs," Andrea told me. "They used to live indoors and when they got pushed out, and lost their apartment or the room they rented, they found it didn't cost what it used to."

At one tent, I met a man who told me he has a part time job at a bakery, rising early in the morning to get to work on his bicycle.

After I handed him a sandwich, I asked him what else he needed. He mentioned mobile bathrooms and garbage cans - [requests I heard several times.](#)

"But mostly," he said, "I just need to know that people see us out here. We live in a time when people just pass right by, pretend like they don't see us, and just think about themselves.

"The best thing you can do," he said, "is just think of me and don't forget I'm here. That's enough."

But thinking of folks as we drive by simply isn't enough.

We need to tackle this problem head on, with passion and persistence. We need get people into services as quickly as possible, and return our region to an affordable place to live.

And we need to do it together.

Sincerely,



Libby Schaaf, Mayor of Oakland

KEEP ME POSTED. BE IN TOUCH.

You can also reach out via email by clicking on the icon above or through social media. I'm on [Facebook](#), [Twitter](#) and [Instagram](#). You can also sign up for more regular alerts from my office using our [gov.delivery](#) system. We're also on [NextDoor](#).

Office of Mayor Libby Schaaf, City of Oakland, 1 [Frank H. Ogawa Plaza, 3rd Floor](#), Oakland, CA [94612](#)

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JACK LONDON CLEAN AND SAFE

STATISTICS

NOVEMBER 2017 YTD

Jack London's Ambassadors have been hard at work

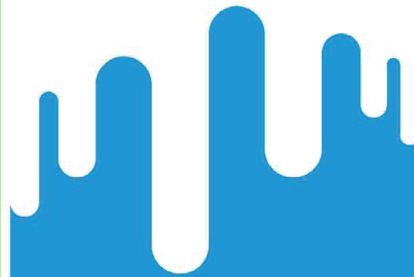
Comments? Contact us at:
info@jacklondonoakland.org



57,498 LBS
of trash and debris
removed from the
Public Right-Of-Way

1,443
Graffiti sites
addressed

1,291
Blocks of weed
abatement



808
Illegal Dumping
sites have been
cleared.

2,608
Stickers, Posters,
Flyers removed
from City Fixtures.

2,725
Individuals
assisted by our
Ambassadors

Chris Pastena

Owner of Lungomare, Chop Bar, and Calavera Restaurants

Chris Pastena has been in the restaurant industry for 28 plus years. Over the many years of living and working in Oakland, Chris and his wife, Jana Pastena, have developed deep ties in the East Bay's hospitality community. A central tenet of their work is to actively support local growers and artisans of all types. Coupled with Chris' passion for a wide variety of restaurant projects, this unwavering focus has resulted in Chris creating vibrant and welcoming restaurants that offer thoughtful menus highlighting the best ingredients the Bay Area has to offer.

Growing up in Monroe Township, New Jersey, Chris spent many of his childhood years in Manhattan. He comes from a family of accomplished cooks (including two Italian grandmothers), which reinforced his passion for the culinary arts. At age 14 he began experimenting in the kitchen. His first professional kitchen job was cooking at a small hotel while still in college earning Bachelor of Science in accounting. After graduation, Chris traveled around Europe where he visited family in San Pablo, Italy, and dined at their family-owned restaurant. Struck by his cousin Vincenzo's command of the restaurant, Chris was inspired to enroll at the Culinary Institute of America in New York immediately upon his return.

Chris' first externship was in San Francisco in 1994. He fell in love with the incredible culinary landscape, bounty of fresh ingredients, and immediately took to San Francisco's small European city feel. Over the following years, Chris cooked in some of the Bay Area's favorite restaurants, becoming skilled in the art of using wood fired grills and ovens. Chris worked in the kitchens of Roti, Mustards Grill, and Rose Pistola. He developed an understanding of the nuances of fine dining at Acquerello and he honed his creative and culinary business skills at Indigo and Eastside West.

Chris was executive chef and managing partner of Bruno's, a popular nightclub in San Francisco's Mission district. In addition, he was the owner of Coda, a jazz supper club in San Francisco. Because of these experiences, Chris is uniquely talented in being able to understand a restaurant's front of house, back of house, and finances, managing all of these aspects to create a dynamic, successful business. Chris has been honored by the James Beard Foundation's *Spoons Across America* program for his involvement in food and nutrition education and has also received an American Culinary *Gold Award of Excellence*.

In 2009, Chris opened Chop Bar restaurant in Oakland, which quickly became wildly popular, receiving national acclaim for its food, cocktails, wine program, and décor. Lungomare opened in February 2013 with coastal Italian-inspired fare and a prime waterfront location in Oakland's Jack London Square. In 2015, Chris opened Calavera, a beautiful and stylish restaurant serving regional Mexican-inspired fare and the Bay Area's largest selection of tequilas and mezcals. Chris and his wife, Jana, continue to actively give back to the community through special events and support of a variety of local organizations.

DAN DUNKLE

PRINCIPAL ARCHITECT, INFRASTRUCTURE

BACKGROUND

Dan Dunkle, MSAE, leads the Infrastructure group of Guidewire Software. The scope of work is comprehensive, and includes hardware sizing estimates, performance analysis, and assisting with customer performance-related issues. He manages the group and its processes, and drafts and implements its long-term vision. Dan frequently travels to customer sites to provide Infrastructure healthchecks, related training, and assistance with performance issues.

Dan previously worked for Guidewire as a technical instructor, course developer, and training program designer. He has over 25 years of work experience in the fields of Computer and Database Programming, Project Management, and Technical Instruction. He brings a high level of technical expertise to his work, as well as real-world project experience, sound understanding of adult learning, effective teaching strategies, and strong leadership skills. All this with a sense of humor and occasional magic tricks.

Dan enjoys translating technical details and complex architectures to customer technical staff, describing performance recommendations in non-technical, value-added terms, and communicates effectively with decision makers in a friendly and professional style. He takes pride in “exceeding expectations” on all projects and in all interactions.

PROJECT EXPERIENCE

8/12 – Present

Guidewire Implementation Services, Infrastructure, Foster City, CA
Principal (formerly Senior) Implementation Architect, Infrastructure

Group management, technical and process leadership. Hardware sizing, performance analysis, and recommendations. Customer support for performance-related issues.

Customer deliveries of Guidewire Infrastructure courses, course development and maintenance.

4/08 – 7/12

Guidewire Implementation Services, Education, San Mateo, CA
Senior Implementation (formerly Implementation) Architect, Education - Foundation and Technical

Foundation Technical Instructor
Deliveries, course materials, mentoring, evaluation of Technical and Functional Certification candidates.

Inception, development, deployment, and maintenance of Guidewire Certification exams.

Customer deliveries of Guidewire courses.

NON-GUIDEWIRE EXPERIENCE

11/91 – 4/08

ThoughtWare LLC, San Francisco, CA and Yosemite, CA

Founder and Senior Consultant

Technical Training Provider, Technology Assessment and Planning, Course Development

Instruction and mentoring, course planning and authoring, for a broad range of **J2EE**, **.NET** and **SOA** projects and technologies. Assessment, planning, design, development, integration, and application development. **Open Source** and **Linux** cost reduction and integration consulting. Platforms include Linux and Windows OS, mainframe, IBM z/OS and OS/390, **WebLogic**, **WebSphere**, **JBoss**, **Oracle AS** and **Sun** Application Servers.

Broad-spectrum JEE skills and instruction: Java Programming Language expert, UML and Software Development Processes, XML, Web Services, Web App development with Servlets, JSPs. Struts, JSF, Spring, Hibernate and other open source frameworks. EJB, Object Oriented Design Patterns, J2EE Design Patterns and Architecture. Performance issue resolution, Development and Administration for WebSphere, WebLogic, JBoss, Oracle AS. J2EE Best Practices and Java Blueprints, Rapid Application Development, Development Team Strategies, Skills Acquisition Planning, and Mentoring.

BEA WebLogic courseware development and course delivery for WebLogic Server Development and Administration tracks, WebLogic Workshop / Studio, WebLogic Portal, WebLogic Integration with BPEL. SOA with products including BEA AquaLogic / LiquidLogic and IBM WebSphere Business Modeler and WebSphere Integration Server.

IBM WebSphere App Server, WebSphere Portal, Business Process Modeling, courseware development and delivery. IBM Rational Software Delivery Platform (RSDP) and Rational Application Developer (RAD) Tools.

Relational Database courseware authoring and marketing, for DB2, Oracle, Sybase, MS SQL Server.

JEE Development, **Web Components**, Enterprise Java Beans (**EJBs**). **BEA** WebLogic: Programming, Administration, Performance and Tuning course design, development, and delivery. **XML** and **Web Services**. Deep experience in mentoring and teaching BEA and IBM technologies, from basic through expert seminar levels. Certified Instructor for BEA Product Training. **IBM WebSphere**, WebSphere Studio, JBoss. Oracle Application Server and JDeveloper Studio Tools.

Certified by Sun Microsystems to teach Sun Authorized Courses.

Technical Instruction and mentoring in programming Multi-tier **Web Applications**, Object-Oriented Programming concepts (**OOP**), Object-Oriented Analysis and Design (**OOAD**) including **UML**, **Design Patterns**, JEE Design Patterns, and **Java** Language Fundamentals, Advanced Java / Web-related topics and technologies such as **JDBC**, **JavaBeans™**, **RMI**, **CORBA**, **XML**, Enterprise Java Beans (**EJB**), **Servlets**, **JSP**. Trainer and courseware developer for **BEA**, **Sun Java**, **Microsoft** Administration and Programming courses, **Web**, **C++**, and other programming curricula. Instructor for network administration and business applications. Programming Team Skills Development Advisor.

Installation and Administration of Windows **2000 and NT Server**, **UNIX (Solaris, AIX, HP, and others)** and **Novell** networks. Extensive in-field experience with a wide variety of systems, applications, and needs. Database design and training using **Sybase**, **Oracle**, **DB2**, **SQL Server**. Microsoft **.NET** programming, Eclipse, **Visual C++** and **Visual Studio** tools. Programming in **Java**, **C++** and **Visual Basic**. Conducted **PC** and **Macintosh** network sales, installation, and support for medium to large commercial, government, and private clients.

Some typical ThoughtWare clients, active during the period January 2001 to December 2007, follow.

Cal State Hayward, Hayward California

Administration consulting and mentoring for WebLogic Server and Portal projects, related to

University website and Registration System implementations (WebLogic Portal and Integration Server used to provide web-based access to MQSeries on a Mainframe System). Provided over-all guidance and key skills transfer in support of the development and admin teams.

National Park Service, Yosemite California

Day-to-day administration, and mentoring of Support Team, during implementation and early rollout of a WebLogic Server-based procurement and tracking system.

Harbor Freight Tools, Ventura California

Headquarters of an international chain of retail hardware stores. Web Application port and integration of the legacy ERP system used to manage purchasing, sales, and inventory for all stores. Performed key training, mentoring, and technical advisory to get this J2EE implementation (WebLogic-to-DB2 on mainframe system) developed and operational. Several multi-week periods of training and mentoring over the one-year development cycle, leading to a successful rollout.

Dow-Jones Online, New Brunswick New Jersey

Web-enablement of the online subscription News Service for the Wall Street Journal. Training design, delivery, and mentoring, targeted to project implementation (WebLogic administration, and development using Eclipse).

5/90 - 11/91

Marmot Mountain Works, Berkeley, CA

Outdoor Shoe Department Manager

Managed the outdoor shoe repair department to tripled profit levels. Planned and supervised shop construction, coordinated marketing, and provided customer support. Hired and trained repair staff, and set up a computer network for scheduling and record keeping.

1/88 – 5/91

ANT Nachrichtentechnik, Stuttgart, Germany

Aerospace Engineer and Sys Admin

Performed systems administration on Digital Equipment (DEC) mainframe network using **UNIX**. Program engineering for a European Space Agency project, testing high-data rate satellite navigation using infrared lasers.

6/83 – 1/88

TRW Corp., Los Angeles, CA

Aerospace Engineer and Programmer

Represented the company at critical technical presentations. Installed and maintained the company's first **PC LAN** to support software development on the Gamma-Ray Observatory project. Managed a group of eight engineers and programmers developing highly accurate orbital modeling software. Programmed in **C++**, **COBOL**, **FORTRAN** and **Pascal**. **EBI** and **Secret** clearances.

TRAINING

Guidewire Certifications in Functional and Technical tracks.

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Fluent in **German**, conversational **French**.

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MS Aerospace Engineering; University of Southern California, Los Angeles, CA, May 1985

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Heavy computer modeling in these curricula.

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A well-respected educational program for Leaders and Teachers of Adults

Other CERTIFICATIONS

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Sun Certified Java Instructor and Architect

MCSE, MCSD, MCT, CAN, A+

Apple Certified Server Engineer, Apple Authorized Service Provider

Member Java Developer's Community, Microsoft Developer Network, IBM Developer

Network, FileMaker Pro Developer, BEA Dev2Dev

Beta Tester for Visual Studio and Magic Draw products

References: Sent upon Request

TECHNICAL SKILLS

Certified Trainer: BEA, Sun, Microsoft, CIW, FileMaker Pro

Certified Developer: Sun, Microsoft, FileMaker Pro

Operating Systems: Windows 2000, XP, Vista; UNIX (Solaris, BSD, HP, AIX), Linux, Macintosh OS

Languages: Java, .NET, C#, C++, C, Visual Basic, COBOL, SQL, PL/SQL, T-SQL, SQL PL, UML, RUP, BPEL, Object-Oriented, HTML, XML, JavaScript

Database: Oracle, DB2, MS SQL Server, Sybase, MySQL, MS Access, FoxPro, Crystal Reports, XML

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Database: Oracle, DB2, MS SQL Server, Sybase, MySQL, MS Access, FoxPro, Crystal Reports, XML

255 4th St. #101 510 679 4894
Oakland CA 94607

Lou Rigali

Experience

2016-Current

Founder Home It, Product and concept for shelters, transitional and permanent housing.

1999-Current

President & Founder Ardency, Inc.

- Manufacturer, publisher and distributor of gift products to the Retail Market
Developed on-line marking tools and other distribution methods.

1985–1999

President & Founder March Instruments, Inc.

Manufacturer of equipment for the Semiconductor increased sales to \$12,000,000 per year, workforce of 60 people

Hold patents on automatic processing for semiconductor devices

1972-1984

Founder & President Tegal Scientific, Inc.

Independent laboratory equipment sales agent & distributor

- increased sales to \$2,500,000 with a workforce of 12 people

Previous positions, Product Manager, Research Chemist

Education

BS Chemistry Northeastern University Boston MA

Interests

Editor of *The Vortex*, a newsletter of the local American Chemical Society Section and Web Master (volunteer)

- Executive Board Member (volunteer) of the California Section of the American Chemical Society, 2016 Chair, Editor of newsletter
- Volunteer for several non-profits dealing with Housing issues, Volunteer with Friends of Public Banking of Oakland, Volunteer and partner with Saffron Strand, a 501 non profit with training and housing policies for the Homeless.

BEN DELANEY

OFFICE: +1 510 419-0800, MOBILE: +1 917 862-6572, ben@bendelaney.com, www.bendelaney.com

Effective, Accountable Leadership For Nonprofit Organizations

Over 30 years of executive leadership, marketing, and evaluation experience enables me to increase the impact of a mission-driven organization and social enterprises. I lead and collaborate on teams that enhance the mission, values, culture and impact of organizations that serve the community and the world. I have had executive responsibility in organizations showing consistent growth and triple bottom line impact. I consider mentorship and team growth an important aspect of my leadership.

Seven Qualifications and Accomplishments

I believe the nonprofit and for-profit organizations have a lot to learn from each other. My approach to nonprofit leadership challenges is to creatively apply the best and most effective practices from both sectors, create or maintain a culture of accountability and strong team rapport, and use data to evaluate results. I have developed and led strong teams of internal and external members domestically and internationally. Here are a some of my accomplishments.

1. **More than 30 years of successful executive experience** in both for- and nonprofit organizations as team member, board member, and leader. Strategic, operational, and bottom-line responsibility.
2. **Record of increasing social enterprise revenue.** Including, in one case, by >300% during the 2008 great recession. I exceed expectations by taking business best practices and applying them in the not-for-profit culture.
3. **Created over 150 jobs.** ReliaTech's paid internships give participants a 25% greater chance of obtaining their next technology job within the year.
4. **Raised over \$1,000,000** in financial and in-kind donations from corporate, foundation, nonprofit and government partners.
5. **Develop effective and accountable marketing and communications campaigns** using social and conventional media to optimize results while controlling costs. All marketing programs are data-driven.
6. **Award winning communications skills:** Over 100 articles in print, and scores of public presentations and citations. Award-winning book on nonprofit marketing. Popular book on Virtual Reality. Many US and international television appearances, dozens of citations in US and international publications, presentations in 13 countries.
7. **Deep experience:** Executive management of non- and for-profit organizations, strategic planning, evaluation, operations, program management, budgeting, branding, advertising, audience development, fund-raising, social media, SEO, direct marketing, public relations, product management, market research, technology trends.

Professional History

Executive Director, SCRAP (San Francisco, CA) 2015-present

Reviving a foundering 40-year old nonprofit social enterprise serving Bay Area Educators, Students, Artists, and the environment while creating jobs.

As the fourth Executive Director in a year, this challenging position required dealing with personnel issues, a poor financial position, an ineffective Board of Directors, poor public perception, mediocre communications,, and a non-existent development effort.

In the first year, I met with major donors and supporters, oversaw a reorganization of physical space to increase efficiency, engaged our constituents at higher levels, and revived an organization that was in danger of closing its doors.

Implemented Salesforce to improve record keeping and to open new communications options. SCRAP has also doubled the amount of materials rescued from landfills while providing supplies to more than 750 teaches and their 75,000 students.

SCRAP's 2015 annual appeal raised a record number and value of donations. The 40th anniversary celebrations in October of 2016 included an acclaimed, juried art show, a gala celebration party, and a community day that invited friends and neighbors to a free celebration of art and the environment. Over 1000 member of the community were engaged in these profitable activities.

Reduced deficit by 75% in two years by reducing expenses and increasing funding by almost 20%.

Chief Executive Officer, ReliaTech (Oakland, CA), 2008-2013

Created 150 jobs, more than tripled revenue during recession.

ReliaTech is the nonprofit social enterprise of the Stride Center: ReliaTech creates jobs and provides essential IT equipment and support to nonprofits and low-income individuals by running one of the state's largest nonprofit computer refurbishing businesses, recycling e-waste in a responsible manner, operating retail computer stores, and selling surplus equipment online.

Steady growth during the recent recession included revenue increase of more than 300% while losses shrank, starting two new business lines, and creating more than 150 jobs.

Opened (July 2012) the ReliaTech Refurbishing, Recycling and Distribution center, a 5,200 sq. ft. facility in Richmond with the capacity to refurbish 10,000 computers per year while handling 300 tons of e-waste and selling \$90,000 per annum on eBay.

Created a new concept in computer stores: the ReliaTech Neighborhood Technology Center in San Pablo, providing increased community services while increasing profitability and creating jobs. Opened March 2013.

- Developed new business model that increased revenue by over 300%, during recession
- Increased corporate in-kind donations over 600%
- Obtained more than \$584,000 in donations
- Created two new business lines
- Added new facilities and created profitable model for retail growth
- Created over 150 jobs since 2008
- More than doubled inquires from advertising and tripled website visits. Social media community growth continues

Director of Marketing and Communications, Pivot Learning Partners (formerly Springboard Schools, San Francisco), 2005-2007

Led successful rebranding, raised funds for communications, increased inquiries 1000 times.

Non-profit public school reform organization, this non-profit was successfully re-branded as a fee-for-service consulting business that grew to a statewide leader in school research, educator professional development, and other services.

- Led successful effort to change name and create new branding as organization moved from local, grant-giving model to state-wide fee-for-service business model.
- Supported Program and Development Teams through dozens of sold-out events throughout California, obtained national media coverage, "sold-out" policy briefings in Washington, DC and Sacramento, award-winning video for presentation at annual gala
- 400% increase in web traffic in six months
- Increased website-originated inquiries by 1000%
- Planned and executed successful PR, advertising, and direct contact marketing efforts for a variety of events and programs resulting in national and statewide coverage
- Obtained Google Grant valued at \$45,000 (more than 10 times preexisting annual budget) for online advertising for non-profit school reform organization

Jack London District Association Board of Directors (Oakland), 2006-Present

Volunteer position raising funds, interfacing with various public and private parties, helping to shape city policy.

- President: 2006-2015
- Founding board member (2005) of neighborhood association representing about 3,000 residents and businesspeople of the Jack London District.
- Obtained \$11,000 grant from previous neighborhood association
- Spearheaded effort to create Neighborhood Crime Prevention Council as a committee of JLDA, to provide regular and frequent liaison between residents/businesspeople and police
- Participated in city/developer/resident negotiations on Jack London Partners' \$200,000,000 renovation plan, with significant compromises reached, and continued interaction. Obtained \$2.5 million mitigation pledge.

Member of the Board of Directors, Social Enterprise Alliance, SF Bay Area: 2011-Present:

Helping social Enterprise thrive in the Bay Area and world-wide.

I believe that every enterprise can and should be a social enterprise. I help provide local leadership to this alliance of business leaders using enterprise to benefit communities.

President, CyberEdge Information Services, Inc. (Sausalito, New York City, Oakland), 1990-2005:

Provided accountable marketing and market research services to high tech, medical, and other industries.

A full service agency providing marketing and market research services in the non-profit, high-tech, and bio-med industries.

- Developed *System Marketing* a data-driven, full business approach to marketing and communications scalable to any size business.
- Provided full-service marketing, including acting/interim marketing director, product management, branding, advertising, and market research to non-profit, high-tech, and medical technology organizations
- Created direct marketing campaigns with as much as 24% response (as compared to industry average of 1-2%)
- Provided highly-regarded proprietary and public research reports bought by major corporations world-wide

Selected CyberEdge Clients

- Bird & Bird, Attorneys (Sweden), Expert witness
- Committed Capital LLC (Australia), Market research as part of investment due diligence
- Digital Element, Acting Marketing Director for software publishing and distribution, and contract programming services
- Eastman Kodak Company, Market research related to new product launch
- EDS Europe (Belgium), Marketing of VR Consulting Services
- KMPG, *Connected Intelligence Training and Development Initiative*, Knowledge expert and trainer
- MedfoNet, Acting Marketing Director for online medical informatics company
- Siemens (Germany), Market Research
- Systems Engineering Research Institute (SERI, Taejon, Korea), Technical Review and Advisory Service

Publisher/Editor, *CyberEdge Journal* (Sausalito, CA.), the world's leading newsletter of virtual reality, 1990-1997:

The journal of record of international virtual reality news, people, and product information.

Provided news and information on virtual reality and advanced computer graphics to a world-wide audience.

- The newsletter of record, read by thousands of readers in over 40 countries
- Provided articles and presentations world-wide – scores of articles and presentations in 13 countries
- Produced successful international conference with over 300 attendees and nearly three dozen exhibitors

Direct Marketing Manager, *PC WORLD* (San Francisco, CA.), a leading publication for users of personal computers, 1988-1990:

Developed program to predict ROI on print advertising.

Managed response program which generated over 2,000,000 leads annually.

- More than doubled number and quality of responses while increasing budget only 8%.
- Developed unique research methodology to measure ROI for print advertisers.

Selected Publications, Presentations, and Citations

Publications

IEEE's Computer Graphics and Applications, article, *Forget the Funny Glasses*

The Market for Visual Simulation/Virtual Reality Systems (six annual editions)

Visions 2000 and Beyond, (book) Chapter: *The destination of the species: Beyond Darwin*

Public Utilities Fortnightly, article, *Technology Corridor: Enter the Cyber-Utility*
IEEE's Computer Graphics and Applications, article, *Computer Graphics: Helping to Cope with Terrorism*
IEEE's Computer Graphics and Applications, article: *Here's Looking in You, Kid: Issues in Medical Imaging*,
Art New England, with Ck Kuebel, article, *Ars Electronica 2001: Impact*
Computer Graphics World, article, *Virtual Course – Real Sweat*
IEEE's MultiMedia, article: *The Power of P2P*
IEEE's MultiMedia, article: *Art is Where You Grow It*
IEEE's MultiMedia, article: *In the News; Digital Cinema*
IEEE's Computer Graphics and Applications, article: *Visualization in Urban Planning*

Presentations

Keynote Address, Embry Riddle Aeronautical University, Daytona Beach, Florida
Keynote Address, Schlumberger Information Services Forum, Madrid, Spain
Keynote Address, WSCG Conference, Plzen, Czech Republic
Invited Presentation, University of San Francisco, MBA Class in Social Enterprise
Invited Presentation, International Computer Refurbishers Summit, Phoenix, Arizona
Invited Presentation, MIND Lab, Michigan State University
Invited Presentation, International Association of Science Parks, Funchal, Madeira
Invited Presentation, Korean Information Processing Society International Conference, Seoul, Korea
Invited Presentation, National Research Council Workshop on Modeling and Simulation, Monterey, Cal.
Guest, *WABC Radio*, New York City
Guest, *Newton's Apple*, National TV science program, PBS network
Guest, *Next Step*, National TV science program, Discovery Channel

Awards

Next Generation Indie Book Awards Finalist 2015, *Ben Delaney's Nonprofit Marketing Handbook*,
MarCom Platinum Award 2015, *Ben Delaney's Nonprofit Marketing Handbook*,
Ava Gold Award: Springboard Schools 2007 Gala Commemorative DVD.
MarCom Gold Award: 2007, Writing, Springboard Schools Annual Report.
2007, Nonprofit Annual Report, Springboard Schools.
2006, Springboard Schools Commemorative DVD.

Quoted and Cited by

| | |
|-------------------------------------|--------------------------------|
| <i>Associated Press</i> | <i>San Francisco Chronicle</i> |
| <i>Boston Globe</i> | <i>San Jose Mercury News</i> |
| <i>Business Week</i> | <i>Savannah Morning News</i> |
| <i>Chicago Tribune</i> | <i>TIME</i> |
| <i>CNN</i> | <i>Wall Street Journal</i> |
| <i>Denver Business Journal</i> | |
| <i>International Herald Tribune</i> | |
| <i>KTVU TV</i> | |
| <i>Los Angeles Times</i> | |
| <i>MacWeek</i> | |
| <i>Newsday</i> | |
| <i>Orange County Register</i> | |
| <i>PC WEEK</i> | |
| <i>Popular Science</i> | |

Paul Thyssen

Paul Thyssen has lived in Oakland since 2007 and the Jack London District since 2010. Paul is the Director of Sales and Marketing for Gallery Systems, Inc., a company that specializes in developing database software solutions for museums, private and corporate collectors, artists, foundations, universities, governments and other international cultural institutions. Paul has his BS in Mechanical and Network Engineering and has been instrumental in obtaining some of the most prestigious museums and cultural institutions as clients for his company. Paul is active in The Ellington Community Association and was previously Vice-President of the Board of Directors. Paul previously served on the Jack London District Association Board of Directors, where he was Co-Chair of the Land Use and Transportation Committee. Paul and his partner enjoy walks along the Jack London waterfront, the Farmer's Market and the growing dining and entertainment scene in the district.

Paul's work with the District has been central to the development of the branding and voice of the organization, tenant recruitment, and marketing programs and events.



VIVIAN KAHN, FAICP PRINCIPAL

Vivian Kahn has more than 45 years of professional planning experience in the public and private sectors with particular expertise in the preparation and administration of land use regulations, environmental review requirements, historic preservation, and housing programs. She is a principal with Kahn/Mortimer/Associates (K/M/A), an Oakland-based architecture and planning firm that she co-founded in Seattle in 1979. She served for more than a decade as Acting Deputy Director for the City of Berkeley's Department of Planning and Development and as Berkeley's Current Planning Manager and Zoning Officer. Previously, she was Chief of the Community Assistance Division of the State of California Office of Planning and Research (OPR), which provides technical and financial assistance to cities and counties on compliance with the State's general plan and zoning requirements.

Vivian is a resident of the Jack London District of Oakland, where she helped to establish the Jack London Improvement District and continues to serve as a board member. She has also served on the boards of Jubilee West and the West Oakland Housing Development Corporation and president of the Metropolitan Greater Oakland Democratic Club.

EXPERIENCE

Preparation of Zoning and Subdivision Ordinances. Ms. Kahn has extensive experience preparing zoning and other land use and development regulations. In addition to initiating a major revision to the City of Berkeley's complex Zoning Ordinance that was adopted in 1999, she drafted the ordinance allowing expedited processing of applications for rebuilding following the 1991 Fire. She also undertook a comprehensive revision to Berkeley's sign ordinance, wrote new zoning regulations for Panoramic Hill, and assisted staff with preparation of zoning to implement its innovative Downtown Berkeley Plan. She drafted Berkeley's first zoning regulations for wireless telecommunications facilities and wrote the City's design guidelines for facilities in the right-of-way as well as preparing telecommunications regulations for other municipalities. Ms. Kahn prepared the City of Alameda's live-work ordinance and, with Hoffman and Associates, Los Angeles, she conducted a study for the City of El Monte on the regulation of community care and correctional facilities.

In partnership with Dyett & Bhatia (D&B), urban and regional planners, San Francisco, she is currently working on projects including revisions to zoning regulations in Long Beach and Pasadena and previously had major responsibilities for projects including comprehensive updates of the Santa Monica and Oakland zoning ordinances, the Castro Valley General Plan and Environmental Impact Report, and Residential Design Standards and Guidelines for the unincorporated communities of west Alameda County.

Zoning Administration. As Berkeley Current Planning Manager, Ms. Kahn supervised administration and enforcement of zoning, design review, environmental review, condominium conversion, and landmarks preservation regulations, acted on a wide range of permits not requiring action by the Zoning Adjustments Board, and advised the Board and the City Council on all matters regarding implementation and interpretation of the City's land use regulations. Following the 1991 Berkeley-Oakland Hills Fire, she supervised operation of Berkeley's One-

Stop Center for Fire Area Reconstruction. Subsequently, as a consultant to the City, she managed a complex initiative that succeeded in merging a significant number of substandard lots in the Panoramic Hill area.

Development Assistance. Ms. Kahn's experience covers "both sides of the zoning counter" and includes services to private property owners and developers. Her work for the private sector has involved preparation of development applications, feasibility analysis, expert witness testimony, and consultation on planning, zoning and subdivision matters for projects such as Building 8 at Alameda Point, Saint Mary's College High School, Christian Church Homes of Northern California Crockett Senior Housing, and the East Bay Waldorf School.

Legal Requirements. Ms. Kahn has served as an expert witness and litigation consultant on planning and zoning issues for public and private sector clients and has been accepted as an expert witness on land use by the Superior Courts in Alameda and Solano Counties. Her publications include co-authoring two chapters on zoning in California Continuing Education of the Bar's *California Land Use Practice* (2006), a definitive reference on California land use law, and a chapter in *The RLUIPA Reader: Religious Land Uses, Zoning, and the Courts* (American Planning Association and American Bar Association, 2009). She chairs the APA California Chapter's Amicus Curiae Committee, which files friend-of-the-court briefs on behalf of the organization in critical planning litigation, and is a former member of the American Planning Association's Amicus Curiae Committee. She teaches classes on land use planning, environmental review, and other development review procedures for extension programs at UCLA, UC Berkeley, and UC Davis. She is also a frequent speaker on regulatory issues at planning seminars and state and national American Planning Association (APA) conferences including an annual session on takings for the APA California chapter conference and topics including regulatory approaches to obtaining community benefits, retail business regulation, and the regulation of religious land uses.

EDUCATION

Ms. Kahn received a B.A. cum laude from the City College of New York, where she was accepted into Phi Beta Kappa. She also studied at the Pratt Institute's Department of City and Regional Planning and the Graduate School of Journalism at Columbia University.

AFFILIATIONS AND HONORS

A Charter Member of the American Institute of Certified Planners, Ms. Kahn was inducted into the AICP College of Fellows in 2000. She is a former member of the National Board of the American Planning Association and chaired the Board's Legislative and Policy Committee on which she continues to serve.

- Editorial Advisory Board, Journal of the American Planning Association, 1997-2001
- California Planning Roundtable, 1986-present
- Planner-in-Residence, Sonoma State University, 2005
- Co-Chair, APA National Conference, 2005
- Planners Emeritus Network Honor Award, October, 2007
- American Planning Association, Northern Section, Special Recognition Award of Excellence, 2017

Sara May, Current Treasurer

Sara May is an Oakland Resident, California native and alumnus of San Francisco State University. In August she joined the board of the Downtown Oakland Association. Sara is currently Director of Operations at Metrovation, an Oakland-based specialty real estate company that conceptualizes, creates, markets and manages unique properties that bring new possibilities and new life to places. Metrovation creates compelling, energetic properties that stimulate growth while remaining true to the character of the communities in which they are located. Metrovation develops, owns, and manages six commercial properties located throughout the District totaling approximately 200,000 square feet, including majority ownership of the residential condo project at 200 Second Street. Metrovation has been a major property owner/operator in the District since the early 1980s.

Mark Everton

Mark Everton is the President & CEO of Visit Oakland.

Prior to his role as CEO, Everton had been serving as Interim President & CEO of Visit Oakland after the departure of Alison Best. He brings along over 30 years of experience in hotel and hospitality management. Most recently, he served as the Area Managing Director at Commune Hotels & Resorts for their Silicon Valley and San Francisco hotels and the General Manager of the Waterfront Hotel in Jack London Square in Oakland. Mark has managed three of Oakland's full service hotels during his tenure in the industry.

Everton is an established community leader in Oakland. He is the Chairman of the Board of Directors for the Oakland Chamber of Commerce. He also served on the Visit Oakland Board of Directors, most recently holding the title of CFO. Mark's involvement with Oakland's hospitality and business communities is multi-faceted as he also co-founded the Oakland Restaurant Association.

Visit Oakland has been a valuable marketing partner for Jack London Improvement District through our initial branding development as well as a number of marketing campaigns including the Urban Wine Trail and Ale Trail; as well as a key advocacy partner in tackling challenging small business and economic development issues in Oakland, and Jack London in particular.

Rodd Lee

Roddrick Lee is the Federal, State and Local Government Affairs and Community Relations Department Manager at BART, a regional transportation agency which owns and manages several parcels in the Jack London Improvement District, and has worked with the District to promote safe access for Jack London residents and commuters to and from BART.

Roddrick is also member of the Executive Committee of the California Transit Association, whose mission is to promote multi-year transit funding and to represent transit's interests before the California State Legislature, the Governor and regulatory agencies on the local, state and federal levels. The California Transit Association maintains direct access to elected officials and government professionals, working closely with them to shape the future of transit.

Roddrick is a property owner and Resident at the Sierra at Jack London Square.

GREGORY N. PASQUALI // gregory.pasquali@aya.yale.edu // (310) 704-5115 // 5237 Lawton Avenue // Oakland, Ca // 94618

- Education** **Yale University** **New Haven, Ct**
Bachelor of Arts – Architecture, Urban Studies **September 2000 – May 2004**
- Graduated with distinction in the Architecture major (based on GPA and coursework).
 - Wrote thesis on economic and social benefits and limitations of resource sharing in community design.
- Experience** **Private Real Estate Investment** **Oakland and Berkeley, Ca**
Owner **September 2012 – Present**
- Managing acquisition, rehabilitation, investment and asset management in small multifamily properties in Oakland and Berkeley for myself and investors.
- Carmel Partners** **San Francisco and Oakland, Ca**
Director of Development **November 2014 – Present**
- Leading entitlement and execution of large multi-family residential development projects including:
 - Pleasanton, CA: 345 homes and 35,000 SF retail - managed design, permitting, initial construction.
 - Jack London, Oakland, CA: 2 buildings with 330 homes and 5,000 SF retail – managed design, City and CEQA approvals with full EIR in a historic district, permitting. Now under construction.
 - Downtown Oakland, CA: High rise with 633 homes and 18,000 SF retail – led acquisition, design and approvals process. Now in permitting and construction loan financing process.
 - Alameda, CA: Acquisition/rehab of 146 former military homes – managing approvals process.
- Holliday Development** **Oakland, Ca**
Project Manager **September 2011 – October 2014**
- Managed project entitlements, design and engineering, permit processing and preconstruction for 105-unit apartments with 20k sf commercial space in Emeryville and 136-unit condominium project in San Francisco.
 - Coordinated environmental remediation, infrastructure phasing, grant writing for public subsidies and land use strategy for a 35-acre mixed use brownfield land redevelopment.
 - Led research, diligence, initial underwriting, preparation of LOIs, and response to RFP/Qs for new sites.
- Tenderloin Neighborhood Development Corporation** **San Francisco, Ca**
Housing Development Project Assistant **March 2011 – October, 2011**
- Developed a best practices manual of construction specifications for new construction and rehabilitation of affordable and supportive housing through collaborative interdepartmental process.
 - Conducted research and analysis in support of predevelopment of two affordable multifamily housing development s in San Francisco and a \$90+million historic rehabilitation project under construction.
- International Honors Program** **Hanoi; Cape Town; Sao Paulo; Detroit, Mi**
Cities in the 21st Century Fellowship **June 2010 – February 2011**
- Met with leading government, academic, private sector and NGO representatives involved in urban development in major metropolitan areas in rapidly developing countries on four continents.
 - Taught college level courses, facilitated discussions, coordinated site visits and logistics for 32 university students and three faculty traveling together studying urban planning and development internationally.
- Community Design + Architecture** **Oakland, Ca**
Associate, Project Manager **November 2005 – June 2010**
- Consulted on private and public land use planning and urban design projects with focus on sustainability.
 - Managed multi-disciplinary teams of design, engineering, environmental (CEQA) and economic consultants on projects with value from \$10k to \$2,000,000.
 - Quickly rose from Junior Planner to Project Manager to Associate based on professionalism, organization and subject matter expertise in LEED for Neighborhood Development and related strategies.
- Backroads International** **Switzerland, Ireland, France, Wyoming**
Trip Leader **May 2008 – August 2011**
- Led up to 25 guests per week on week-long luxury cycling and hiking vacations.
 - Did extensive public speaking and presentations, logistics coordination, and problem solving.
- Language** **Spanish**
- Fluent conversation, document translation and basic construction management.

Software

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge)

Microsoft Office (Excel, Word, PowerPoint)

2d and 3d modeling and mapping (3d Sketch-up, ArcView GIS, AutoCAD)

Volunteer

Urban Land Institute, San Francisco District Council

- SF Programs Committee and Sustainability Committee member.

Rockridge Community Planning Council, Board of Directors (former)

- Parks Committee (Chair), Transportation Committee (Co-Chair), Land Use Committee.

PROFILE

- Accountant with experience leading teams, implementing controls, running a month-end close and analyzing and solving a variety of business issues
- Volunteer HOA treasurer with 3 years of experience analyzing operating expenses, projecting reserve expenditures and collaborating with property management and board colleagues in resolving a variety of community issues

PROFESSIONAL EXPERIENCE

Meltwater

San Francisco, California

Accounting Manager (September 2014- present)

- Responsible for monthly close of Canada, Argentina and Brazilian entities
- Improved process for payroll reconciliation and implemented controls to ensure accuracy of general ledger for payroll accounts
- Coordinated with third-party consultants to open Brazilian entity and office and develop accounting processes to ensure accurate financial records
- Improved process for calculating Canadian tax liabilities, ensured proper registration in Canadian tax jurisdictions, and directed responses to tax audits

McKesson Corporation

San Francisco, California

International Accounting Manager (March 2012- September 2014)

- Led project to streamline month-end close by moving our task list to an online task manager and using an in-house system to document completion of tasks and to store deliverables
- Consolidated international subsidiaries and ensured that intercompany journal entries eliminated correctly
- Prepared statutory financial reports for international subsidiaries

Alberto Culver (a Unilever company) Mexico City and Melrose Park, IL

Nine years of increasing responsibilities in Accounting and Finance

Financial Controller (January 2009 – December 2011)

- Earned successful Sarbanes-Oxley reviews and audit reports with no significant issues
- Analyzed new flat tax (IETU) and devised strategies to monitor and reduce tax liability for the two legal entities in Mexico
- Drove process to reduce aged items in received-not-invoiced account
- Implemented new consolidation process to upload financial results to Headquarters and other improvements that resulted in a reduction of the time to close the books by one business day
- Reviewed accounts receivable aging and devised action plans to ensure that invoices, payments, deductions and other client documents were processed accurately and timely
- Coordinated with the Sales Department and Financial Planning Department in order to ensure that monthly net sales and sales provisions were correctly stated

- Improved royalties payable calculation process, fixed prior period errors in calculation and applied for tax credit for those prior errors
- Worked with external auditors, internal auditors and tax consultants to ensure that subsidiary was in compliance with local law and company guidelines
- Analyzed inventory and accounts receivable and reported key metrics to Headquarters

Assistant Controller of Mexican Operations (June 2008 - December 2008)

- Managed the month-end close process and the reporting of monthly financial results as well as quarterly reporting requirements to headquarters
- Ensured balance sheet reconciliations and journal entries were accurate, in accordance with GAAP, and corresponding documentation was prepared in a timely manner
- Developed action plans to resolve old or unusual items in the general ledger accounts in conjunction with the Operations, Marketing and Sales departments
- improved control environment around accounting, payroll and accounts payable processes
- Supervised a staff of seven individuals, delivered performance evaluations and ensured yearly objectives were set and accomplished
- Performed high importance account reconciliations for judgmental accruals and prepared journal entries as necessary to ensure timely month-end close
- Traced the payroll system interface to the general ledger system in order to improve the accuracy of payroll expenses

Corporate Audit Supervisor (August 2007 – May 2008)

- Managed teams of up to three auditors for audits of various international subsidiaries
- Ensured identification of audit issues during field work and appropriate resolution and communication of those issues to management
- Oversaw presentation of audit results and reviewed audit reports before issuance
- Prepared and delivered staff performance reviews

Corporate Auditor (June 2002 – December 2004) - Senior Auditor (January 2005 – July 2007)

- Presented audit results to audit vice president and management
- Composed audit report and recommendations for management's action plans
- Performed testing and financial analysis as part of financial audits
- Performed special projects at the request of management

Arthur Andersen, LLP

Chicago, IL

Audit Associate (September 2000 – June 2002)

- Performed audits and financial analysis for clients including NiSource and Sara Lee
- Reviewed and reported on the results of several physical inventory counts
- Represented firm in a variety of recruiting events

EDUCATION AND PROFESSIONAL CREDENTIALS

- University of Illinois at Urbana-Champaign - Bachelor of Science in Accountancy and Bachelor of Arts in Spanish
- Certified Public Accountant with active Illinois license
- Dean's List, GPA: 3.2/4.0
- Studied abroad for semester in Granada, Spain

COMPUTER AND PROFESSIONAL SKILLS

General Computer Applications: Microsoft Word, Excel, PowerPoint, NetSuite, PeopleSoft, SAP, Hyperion

Language Skills: Fluent in English and Spanish, and able to adapt in foreign cultures.

Christopher S. Curtis - Bio

Chris is the Managing Director of Bloc 15 Group LLC and Jig & Scroll LLC, two companies that jointly own the property at 205 Alice Street here in the Jack London District and operate the soon-to-be open special events venue at the same location. He additionally owns and manages Terra Gallery (<http://terrasf.com/>), a highly successful event venue that has been open since 2003, as well as 1544 Events (<http://1544events.com/>), a newer venue that opened in downtown Oakland at the start of 2016.

Chris has actively been on the ground in Oakland, with a particular focus on Jack London District, since the start of 2015, as he and his partners have been networking with a wide spectrum of Oakland entities and individuals as they have planned and have continued building out their venues. Chris has forged strong relationships with a large number of City departments and key staff members as part of that process and continues to build upon that base. At the same time, the event venue business has afforded him with unique access to civic, corporate, non-profit and community / cultural leaders across the City.

Work / Professional Experience

From a very humble start working at Enterprise Rent-A-Car following his graduation from UC Berkeley, Chris has gone on to work as an early employee at eBay, where he helped shaped eCommerce and global online trading at a company that went from less than 50 employees to over 6,000 employees by the time he left 4.5 years later. During that time, Chris worked in a wide range of roles including business development, consumers insights & analysis, strategic planning, and international expansion.

Following his exciting time at eBay, Chris went on to help found several small technology startups, primarily focused on online advertising, that included VERTual Media, an advertising network targeting the 18-34 year old male audience, and Salvo Marketing, an online marketing consulting agency.

At the same time as his other entrepreneurial activities were underway, Chris found himself as an investor and ultimately in an active management role at a new event venue in San Francisco called Terra Gallery. The early and continued success and growth of the event venue business led Chris to shift his focus exclusively to expanding the portfolio of event venues, initially in the SF Bay Area and eventually to other metropolitan areas. Chris was additionally a co-founder in Elixir Saloon, a small neighborhood bar with a rich history, where he worked with his partners to rehab an establishment that needed a lot of TLC, and developed a strong understanding of the challenges and rewards of owning a small business.

Academic Experience

Thunderbird School of Global Management, Glendale, AZ
MBA / MIM (Masters of International Management), December 1997
International Marketing / Management & Entrepreneurship

University of California at Berkeley, Berkeley, CA
B.A. in Political Science and a Minor in German, 1992

San Francisco State University, San Francisco, CA
Social Media Marketing – Professional Development Certificate, April 2013

Jack London Improvement District - Meeting of the Board of Directors September 11th, 2017 – 4:00 p.m., 472 Water Street

Present: Erin Coburn, Saied Karamooz, Jenni Koidal, Sara May, Paul Thyssen, Erin Coburn, Sam Nassif, Vivian Kahn, and Bill Stotler via video conference

Absent: Peter Gertler, Michael Carilli

Staff: Savlan Hauser

Guests: Steve Lowe, Gary Knecht, Pam Kershaw, Mark Everton, Alicia Bert, Sam Norman, Darren Deffner, Alex Marqusee

Discussions held and decisions made by the Board of Directors

| SUBJECT | DISCUSSION | ACTION? |
|--|--|----------------|
| 1. Call to order and introductions | The meeting was called to order at 4:00 p.m. | |
| 2. Public comment and announcements | No public comment. For all interest in Board of Director seats, see Board of Directors application on District website: http://www.jacklondonoakland.org/board_member_recommendations_and_election | |
| 3. Oakland Clean Energy Initiative | Darren, Alicia, Sam from PG&E presented an overview of the Clean Energy Initiative: <ul style="list-style-type: none"> • The energy station at 2nd and Jefferson currently operates only when high demand is reached and serves Jack London and most of West Oakland and Port Property. • The Station is reaching the end of its lifespan and PG&E will be seeking development proposals for a new system. • The potential District impacts may be: change of use at the site, planning for more distributed energy generation systems (such as rooftop solar on properties throughout District). • PG&E also continues to do outreach and create incentives for users to reduce peak load and improve efficiency. | |
| 4. Executive update | Savlan presented the Executive Update to the Board in slideshow format, reviewing recent District accomplishments, in-progress projects, and continuing challenges. Invited Board and community to upcoming Panel Talk on A Ballpark for Everyone, and participation in Marketing opportunities Bay Day (October 6 th) and Plaid Friday Weekend (November 24 th -26 th) | |
| 5. Ambassador Update a. YTD Statistics b. 20 Minute Brainstorm: Public Spotlight on Illegal Dumping | a. Savlan highlighted the Ambassador work statistics- the crew is set to substantially surpass the Illegal dumping site cleanup over last year. b. Savlan initiated the Board brainstorm on Illegal Dumping— and acknowledged the multifaceted nature of the problem but asked for specific responses on implementable solutions to illegal dumping. Given the increase in illegal dumping and heightened resource allocation of the District dedicated to cleanup, the District wishes to highlight the problem and ask for clear measures of support from the City. The Board focused on the following immediately implementable solutions to relay to the City: <ul style="list-style-type: none"> • Signage and surveillance for dumping deterrence • Designate dump sites to consolidate hazardous dumping • Distribute dumpsters (staffed or locked) to encampment | |

| | | |
|---|---|---|
| | <p>areas for trash that’s generated onsite</p> <ul style="list-style-type: none"> • Hold Waste Management accountable under their contract with the City to perform required Bulky Waste pickups and Illegal Dumping pickups. • Suggest allocation of 300K funds proposed for anti-illegal dumping marketing campaign or billboards to be used instead for immediate cleaning response • Advocate for better partnership from Caltrans and BART <p>The relationship between Encampments and illegal dumping was acknowledged. Encampment residents do not generate the bulk of the illegal dumping; instead it is caused by outside bad actors dumping in areas that appear unsupervised, already blighted, or are dumping under the (incorrect) assumption that the items will be used by the encampment residents. Instead the dumping exacerbates the blight and hazardous conditions for the unsheltered as well as general public. Illegal dumping is one of the biggest grievances from our unsheltered residents. Therefore the Board agrees that illegal dumping is a surmountable problem that can be dealt with separately from a much more difficult issue, homelessness in Oakland.</p> <p>Alex Marqusee, Policy Director of D3/Lynette McElhaney, described current and planned actions to address the encampment crisis in the area. The Downtown has seen a notable increase in homelessness, and as much as 70% of homeless live in D3. Oakland has effectively ended family homelessness but many individuals remain on the streets. Alex recapped the Compassionate Communities Efforts, work in coordination with Caltrans (District is working closely with D3 Staff in this regard), plans for Transition Center, new dedicated City Staff, and offered to assist with securing deterrent signage from Department of Public Works and check on Waste Management Service.</p> <p>Sam and Vivian commended Alex for attendance and recommended Staff to hold D3 Staff accountable for the areas where they promised assistance with immediate responses to illegal dumping. Savlan reported ongoing work with D3 staff on a number of these issues and agreed to follow up with D3 staff to relay the additional Board direction. Saied volunteered to write a letter on behalf of the Board to send to Mayor Schaaf and Councilmember McElhaney.</p> | |
| <p>6. Governance Update a. Approval of slate of District Organizational Policy and Governance Documents (Thanks to volunteers John Betterton, Bill Baker, and Officers for their</p> | <p>a. Board commented on revisions of organizational and operational documents. The District is grateful for volunteer advisor support. Gary suggested that the language describing the responsibility of Budget drafting should be strengthened. Erin asked for clarity on how future amendments are made: changes to the Bylaws and other guiding documents can be made as needed or suggested, and adopted through Board action. The Board will plan to revisit these documents for needed updates or additions in one year.</p> <p>b. Saied introduced the idea of holding discussion meetings every other month, to be alternated with regular Board</p> | <p>Sara moved and Saied seconded the motion to approve the slate of revisions and additions of organizational documents, including the suggested language. The motion passed unanimously.</p> |

