

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 APR -2 PM 12: 25

Letter of Nomination

March 29 2013

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby designates the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

Parks and Recreation Advisory Commission

Robert Selna Mayoral appointment to serve the term beginning **November 14, 2012** and ending **November 13, 2015**, filling the seat previously held by **Brad Ricards**.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 APR -2 PM 12:25

APPROVED FOR FORM AND LEGALITY

DRAFT

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF ROBERT SELNA TO THE PARKS AND RECREATION ADVISORY COMMISSION

WHEREAS, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

WHEREAS, Ordinance No. 8065 C.M.S., adopted November 13, 1969 and amended by Ordinance NO. 11731 C.M.S., adopted July 26, 1994, establishes the Parks and Recreation Advisory Commission as responsible for advising the Mayor, City Council, City Manager and the Office of Parks and Recreation on all matters relating to the general policy and operation of the parks and recreation system; and

WHEREAS, the Parks and Recreation Advisory Commission consists of eleven (11) members serving no more than two consecutive three year-terms; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Robert Selna to serve a three-year term, subject to confirmation by the City Council; now therefore be it

RESOLVED, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Robert Selna to serve a three year term on the Parks and Recreation Advisory Commission beginning November 14, 2012 and ending November 13, 2015, filling the seat previously held by Brad Ricards.

**IN COUNCIL, OAKLAND, CALIFORNIA,
PASSED BY THE FOLLOWING VOTE:**

**AYES – KALB, GIBSON MCELHANEY, SCHAAF, GALLO, BROOKS, REID,
KAPLAN AND PRESIDENT KERNIGHAN**

NOES –

ABSTENTIONS-

ABSENT-

ATTEST:

LATONDA SIMMONS

City Clerk and Clerk of the Oakland City Council

ROBERT SELNA

EXPERIENCE

Government Affairs and Communications Consultant January 2012 to present

ROJE Consulting / Oakland Army Base Development: As part of Oakland's largest development project: Managing communications; ensuring regulatory compliance and timely permitting with local, state and federal agencies; assisting in land-use, zoning, legislative issues, community affairs and outreach.

Fort Mason Center: Working with Fort Mason to extend the F-line streetcar and transform a pier into a performing arts center. Managing outreach, strategic communications and public relations.

Alta Planning + Design: Representing San Rafael-based consulting firm with the SFMTA and S.F. Port on commercial property renovations and redesign permits.

T.E. Imports: Secured alcohol and land use permits for Boulder, CO-based wine distributor

Temescal Gardens: Leading a grassroots effort to transform a derelict right-of-way into a community garden and open space. Managing planning, legislation and fundraising.

San Francisco Board of Supervisors
Chief Legislative Aide, Supervisor Ross Mirkarimi February 2011 to January 2012

In a high-volume work environment and under tight deadlines:
Crafted and guided new City laws through the legislative process including managing projects and relationships with city departments, commissions, the Mayor's office, state and federal agencies community, neighborhood and merchant associations and media.

Managed the approval of significant planning and environmental code legislation including the following:

- Plastic bag ban and checkout bag charge
- Limited Live Performance entertainment permits
- Fillmore Street storefront business activation rezoning
- Citywide restaurant definitions and planning code changes
- Booker T. Washington development Conditional Use Permit
- Octavia Boulevard pop-up retail leases

San Francisco Chronicle
Staff Writer and Project Manager – real estate, land use and planning 2006-20011

Examined San Francisco planning and development issues through reporting on the SF Planning Commission, Department of Building Inspection and Board of Supervisors. Focused on neighborhood zoning changes, environmental issues, transformative development projects and real estate business. Managed investigative projects on environmental, public health and energy issues. Served as a radio and TV expert on related topics. Wrote published news stories.

Selected notable topics:

Planning and Development

- Affordable housing at center of **Hunters Point / Candlestick development fight**
- Soft story structures are threat to safety and economy when big one hits
- Eastern Neighborhoods rezoning: preserving industry; developing housing

Investigative

- Politically-connected property owner flouts city law, operates rooftop club
- San Francisco inadvertently licenses brothels, does not enforce laws
- PG&E slow to cleanup decades-old coal tar deposits on San Francisco waterfront.

San Francisco Daily Journal

Staff Writer

2000-2006

Reported on civil and criminal courts and legal issues in the Bay Area.

Reuters, San Francisco

West Coast Bureau Weekend Reporter

2005-2006

The Hearst San Francisco Examiner

General Assignment Reporter

1998-2000

Los Angeles Times

General Assignment Reporter

1997

UC Berkeley School of Journalism

Researcher and Instructor

1996-1998

Free-lance Journalism

1994 to present

Writing for magazines and newspapers, television commentary on KPIX, KQED and others.

Pre-Journalism Work Summary

1989-1994

- Coro Foundation Fellowship in Public Affairs: Interdisciplinary public policy and leadership training program.
- Program Manager: DC Service Corps, Washington, DC.

Volunteer Work

- Non-Profit Board Member, City Hall Fellows, SF (2008-present): Advising on public relations and outreach; contributing to fundraising effort for City Hall Fellows.
- Obama for President 2008, 2012: Voter turnout and education in Incline Village, NV.

EDUCATION

Golden Gate University School of Law, Juris Doctor

2003

Class Rank: Top 15% of day and night program. Member of the California Bar.

University of California, Berkeley

1998

Master of Journalism with emphasis on Public Policy

University of California, Berkeley

1989

Bachelor of Arts, History