

2011 JAN 20 PM 1:50

Letter of Appointment

February 1, 2011

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

Dear President Reid and Members of the City Council:

Pursuant to City Charter section 601, the Mayor has appointed the following person as member of the following Board or Commission, subject to City Council confirmation:

Violence Prevention and Public Safety Oversight Committee

MELANIE SHELBY, Mayoral appointment, recommended by Vice Mayor Desley Brooks, (District 6), to serve the term that began April 21, 2010 and ends April 20, 2011, previously held by Maureen Dorsey.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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APPROVED FOR PARLAMENT LEGALITY
DRAFT

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION APPOINTING MELANIE SHELBY, AS A MEMBER OF THE VIOLENCE PREVENTION AND PUBLIC SAFETY OVERSIGHT COMMITTEE

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, the Violence Prevention and Public Safety Act of 2004, also known as Measure Y, creates the Violence Prevention and Public Safety Oversight Committee; and

WHEREAS, the Violence Prevention and Public Safety Act of 2004 specifies that members of the Violence Prevention and Public Safety Oversight Committee are to be appointed one by each Member of the City Council and three members by the Mayor, to serve such terms as set by the City Council by Ordinance; and

WHEREAS, Vice Mayor Desley Brooks (District 6) has recommended that the Mayor re-appoint Melanie Shelby, as a member of the Committee and the Mayor hereby appoints Melanie Shelby subject to confirmation by the City Council; now therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individual to the term set forth below:

Melanie Shelby to serve the term that began April 21, 2010 and ends on April 20, 2011, filling the seat previously held by Maureen Dorsey.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE

BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE, BROOKS, KAPLAN, and
PRESIDENT REID

AYES-

NOES-

ABSENT-

ABSTENTIONS-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

MELANIE M. SHELBY

SUMMARY OF QUALIFICATIONS

- **Nationally recognized business professional with 16 plus years of executive leadership experience building effective teams, creating infrastructure, managing employees, contract lobbyists, consulting firms and billion dollar budgets**
- **Visionary experienced at navigating complex legislative and regulatory environments while managing and aligning government and external affairs, diversity and inclusion initiatives and supplier diversity with business priorities**
- **Exceptional communicator with excellent relationship building skills responsible for engaging key external stakeholders and media across the United States**
- **Results driven leader accountable for high level counsel to C-suite executives and the board of directors on key operational objectives**
- **Strategic thinker that promotes diversity and inclusion while understanding its correlation to retention, customer satisfaction, stakeholders and the bottom line**

PROFESSIONAL EXPERIENCE

Gray, Greer, Shelby & Vaughn LLC, Oakland, California Present – 2009
GGSV LLC is a consulting firm that creates tailored public affairs solutions for business clients

Managing Director (2008-Present)

- **Featured panelist at national energy conferences for industry leaders, legislators, regulators, and vendors to discuss alternative energy solutions, business development opportunities, supplier diversity and inclusion efforts**
- **Developed marketing campaigns and facilitated retail management seminars for international oil and gas company to increase representation of minority retail business owners**
- **Provide insight, government relations representation (local, state and national), strategic counsel, business and strategic planning services to various business clients including national cable and energy companies, diverse businesses, statewide representatives, municipalities and other key influencers and stakeholders**

Pacific Gas and Electric Company, San Francisco, California 1999-2008
PG&E is a Fortune 200 gas and electric utility with 20,000 employees and 15 million customers

Director, Supplier Diversity (2006-2008)

- **Revitalized 25-year program to secure contracts for diverse businesses within the company's supply chain (\$598 million); worked with internal clients to identify Tier 1 and Tier 2 business opportunities in the areas of engineering, emerging technologies, alternative energy, smart meters, construction, business consulting, IT, human resources, public affairs and other support services**
- **Worked closely with CEO, CFO, COO and other senior executives to exceed regulatory procurement goals and implement companywide operational metrics, organizational tools, resources and an incentive based recognition program for management employees**
- **Built strategic alliances and collaborated with utility industry peers to leverage vendor relationships; unveiled targeted marketing and outreach campaign to advertise increased procurement business opportunities for women, people of color and disabled veterans**

- Honored by National Association of Regulatory Utility Commissioners as 2007 Advocate of the Year; NARUC represents all State Public Utility Commissioners responsible for regulating energy, telecommunications, transportation and water across the United States

Manager, Federal Governmental Relations (2004-2006)

- Led company's congressional effort to leverage and increase federal appropriation for the low income home energy assistance program (LIHEAP) by \$1 billion which accounted for the highest programmatic total in LIHEAP's history; California's LIHEAP allocation nearly doubled to \$175 million for the 2005-2006 fiscal year which represented state's highest allocation
- Reestablished national philanthropic and developed new strategic partnerships with diverse constituencies post bankruptcy to support congressional and federal energy business objectives
- Created innovative alliances such as media tours with national policymakers and educational projects focused on energy efficiency for low income communities to build capacity for affinity groups and enhance company's external brand and reputation
- Represented company across the United States on advisory boards, community foundations, industry trade associations, membership groups, nonprofits and political action committees

Regional Public Affairs Manager (2002-2004)

- Identified, implemented and advocated political and community support for companywide initiatives including bankruptcy, general rate cases (regulatory) and legislative proceedings, with municipalities, associations and key influencers
- Developed strategic partnerships with local and ethnic business chambers to increase procurement opportunities for local and minority vendors
- Led companywide team that aligned operational strategies with business objectives to enhance customer experiences related to utility service as measured through opinion surveys

Acting Director, Governmental Relations (2001-2002)

- Led Central Valley public affairs team; developed and managed strategy and budget to support PG&E's business, charitable, political and regulatory objectives throughout the region
- Secured \$7 million in additional fiscal year budget dollars from senior executive officers to address local competitive business retention and customer satisfaction challenges; successfully defeated several attempts by local municipalities to annex company's service territory with the intent to provide electric service and diminish customer revenues
- Worked proactively with regional, local and ethnic media to educate customers on energy conservation, energy efficiency and financial assistance programs through multilingual communications

Various Professional Positions

(1995-2001)

EDUCATION

B.A., University of California, Los Angeles

AFFILIATIONS (current and past)

California Hispanic Chamber of Commerce	Sacramento, CA
Congressional Black Caucus Foundation Corporate Advisory Board	Washington, DC
Lincoln Child Center	Oakland, CA
Museum of Children's Art	Oakland, CA
National Urban League	New York, NY
National Association of Regulatory Utility Commissioners	Washington, DC
US Hispanic Chamber of Commerce Corporate Advisory Board	Washington, DC
Women's Business Enterprise National Council	Washington, DC