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OAKLAND

2020 FEB -6 PM 3: 02

CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3rd FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

January 29, 2020

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Kaplan and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following persons as members of the following board or commission, subject to City Council confirmation:

Parks and Recreation Advisory Commission

Donna M. Duhe to serve a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2019 and ending May 9, 2021, filling the seat previously held by Chryl N.E. Corbin.

Isaac D. Kos-Read to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2018 and ending March 17, 2021 filling the seat previously held by Christopher O. Norman.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

A large, stylized handwritten signature in black ink, appearing to read "Libby Schaaf".

Profile

Donna _____ M _____ Duhe _____
First Name Middle Initial Last Name

_____ :@comcast.net
Email Address

_____ Suite or Apt _____
Street Address
Oakland CA 94618
City State Postal Code

Mobile: (510) _____ Home: (510) _____
Primary Phone Alternate Phone

American Red Cross Vice President, Fundraising,
Employer Job Title Pacific Division

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

Donna M. Duhe joined the American Red Cross as the Division Fundraising Vice President for the Pacific Division in 2011. Donna has responsibilities for fundraising across 5 states (Hawaii, Alaska, Washington, Oregon and California) totaling approximately \$70 million in monetary contributions.

Donna started her career working in sales for RR Donnelley, a Fortune 500 integrated communications company that provides marketing and business communications, commercial printing and related services. While there she held positions of increasing responsibility beginning as a sales rep then Global account manager, Director for Product Marketing and Business Development, Vice President for Catalog and Retail sales and Vice President for Global Telecom and Technology sales.

After nearly 20 years at RR Donnelley, Donna left the private sector to move into non-profit service in an effort to bring her business skills and experience to make a greater impact in her community. She served as Vice President of Development at the United Way of the Bay Area, where she was responsible for leading a team who managed over 400 corporate fundraising campaigns across 7 bay area counties. She also served as Chief Development Officer for the California Alumnae Association directing new business development, direct mail campaigns, raising money for scholarship programs for underserved incoming students and working with the Board of Directors on strategic initiatives, including growing revenue and alumnae engagement.

Donna holds an MBA from the University of San Francisco, a Masters degree in Sociology from UC Berkeley, and a Bachelor of Arts degree in Sociology from Santa Clara University. She is a Trustee emeritus of Santa Clara University, member of Leadership California, class of 2009 and currently serving on the Board of Leadership California, most recently Vice President of the Executive Committee. She also serves on the Advisory Council for the Salvation Army Adult Rehabilitation Center

Donna is a native of Oakland, California. In her spare time she enjoys jogging, playing tennis, playing piano and all forms of arts and entertainment.

Profile

Isaac	D	Kos-Read
<small>First Name</small>	<small>Middle Initial</small>	<small>Last Name</small>

Email Address

Street Address	Suite or Apt
----------------	--------------

Oakland	CA	94606
<small>City</small>	<small>State</small>	<small>Postal Code</small>

Home: (510)	Home: (510)
<small>Primary Phone</small>	<small>Alternate Phone</small>

Kos Read Group, Inc.	CEO
<small>Employer</small>	<small>Job Title</small>

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

In 2007, my wife and I founded Salsa by the Lake, a group now with over 7,000 followers that organizes impromptu dance gatherings on Lake Merritt, where we have resided since 2004. Through my professional work, I have helped support and promote Oakland parks and recreation spaces and facilities regionally and in Sacramento and DC, securing funding and support to expand public spaces and access. It would be an honor to serve on this Commission on behalf of the community of Oakland.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Resume 2020 - City of Oakland PRAC.pdf
Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Isaac Kos-Read @isaackr on LinkedIn, Facebook, Twitter, and Instagram 347 Wayne Ave., Oakland, CA 94606; 510.292.5715; isaackr@gmail.com OVERVIEW Mission: Contribute positively to Oakland and the SF Bay Area, the community I call home, with an eye toward our common global humanity. Professionally, I contribute as an advocate, communicator, and business-builder; personally, I contribute as a family-man, dancer, volunteer, and community steward. Timeline: 2014-Present Entrepreneur: Building a California-focused communications and public affairs consulting practice seeking results that matter for civic-minded organizations; civictch start-up entrepreneur. 2009-2016 Public Servant: Served in executive leadership positions in three local public agencies in California. 2001-2008 Advocate: Grew a boutique lobbying firm

into one of the top ten in California, working primarily for local public agencies and non-profit educational organizations. 1992-2000 Scholar: Completed a Fulbright Scholarship in Mexico, graduated Stanford University Phi Beta Kappa and Summa Cum Laude, studied classical piano, and was the valedictorian at one of the top public math and science high schools in the country. COMMUNITY & CULTURE • Founder & Lead Community Organizer, Salsa by the Lake: In 2007, founded Salsa by the Lake, a dance community with over 7,000 members on Facebook, which regularly organizes free dance events on Lake Merritt and in other public spaces across the city; 2005 Miami Cuban Salsa Champion; 2006 Casa de la Música (Havana, Cuba) dance competition winner; organized "Salsa Caucus" in Sacramento 2006-2008. • Board Member, CubaCaribe, the leading San Francisco Bay Area non-profit organization promoting the music and dance of the Cuban and Caribbean diaspora. • Chair, Public Image & Communications Committee, and Member, Rotary Club of Oakland: Volunteer my time with the 3rd oldest Rotary club in the world and one of the most active volunteer groups in Oakland. • California Connections, Steering Committee Member, 2010-2014; Participated in the inaugural year of the statewide leadership program and then joined the leadership team to plan successive years. • Fluent in Spanish with deep personal and familial connections to immigrant communities from across Latin America including Guatemala, Mexico, Chile, and Cuba. EDUCATION & RECOGNITIONS • Energy Execs: National Renewable Energy Laboratory (NREL), Colorado, Class of 2011. Participated in 9-month course on renewable energy for national leaders in non-energy fields. • Leadership Southern California: 2010 Graduate; Unanimously selected as Class Speaker. • German Marshall Fund of the United States, Marshall Memorial Fellowship Program: Selected at the age of 28 (youngest allowed) as an Alternate for the 2008 Marshall Fellowship in Europe. • U.S. Fulbright-García Robles Binational Business Grant Scholarship & MBA Studies, Guadalajara, Mexico, September 2000-June 2001. • Stanford University, Stanford, California, September 1996-June 2000; BA in Economics & Latin American Studies, Summa Cum Laude; Phi Beta Kappa, June 2000; performed and recorded a senior piano recital. PROFESSIONAL EXPERIENCE Founder & CEO, Kos Read Group, Inc.; Oakland, CA; 2014-Present; Communications and public affairs for civic-minded organizations seeking results that matter, such as: • San Francisco Estuary Institute: Developed and implemented communications for the leading regional non-profit science organization, increasing funding, public policy support, and coverage of its work. • High Flying Foods: Worked with Bay Area restaurateurs to develop an Oakland-based package to take Oakland International Airport food and beverage concessions to the next level. • Argent Materials: Supporting an eco-friendly East Oakland concrete recycler promote its illegal dumping clean-up work and protect its job-creating operation. • Educate78: Help an Oakland-based non-profit seeking to improve public education for all Oakland kids via communications and advocacy efforts. Start-up Co-Founder and CEO, ProCivica; Oakland, CA; May 2016-January 2018 • Sought to launch a civitech company to deliver an easy-to-use, mobile-friendly, cloud-based, and socially oriented Constituent Relationship Management (CRM) tool for local government. Presented as a finalist in the Governance category at the Singularity University Global Summit in San Francisco in 2017. Chief, Communications & Public Affairs, Oakland Unified School District; Oakland, CA; December 2014-April 2016 • Communications: Quintupled the school district's social media reach, developed suite of newsletters that reached 10x the audience of prior newsletters, and overhauled the District and school websites leading to increased traffic and support from elected officials and community. • Advocacy: Coordinated advocacy at all levels of government that led to increased per pupil funding, increased grant funding, and improved public policy supporting district priorities. • Partnerships: Developed a Harvard University partnership for Oakland to be one of five communities in the nation joining a national study on school-community partnerships; helped launch the Oakland Promise. Director of External Affairs, Port of Oakland; Oakland, CA; January 2011-January 2014 • Funding: Secured a \$15 million stimulus grant from the US Department of Transportation, making Oakland the first to receive two TIGER grants; helped preserve \$242 million in state funding. • External Communications: Transformed a 110-page economic impact report into a visually compelling communications initiative still leveraged by the Port to this day; launched Port's first electronic newsletter. • Internal Communications: Rebuilt the Port's internal communications, including weekly messages from the Executive Director, lobby screens, bulletin boards, and various in-person events. Senior Director, Government Affairs, Port of Los Angeles; Los Angeles, CA; April 2009-December 2010 • Funding: Secured more stimulus funding than any other port in the country for road, security, and environmental projects, as well as the 12th largest of 42 TIGER II grants awarded. • Grants: Initiated the development of a successful grants management program for the Port, increasing the number of grants pursued, dollars secured, and overall success rate. • Partnerships: Collaborated with university and community partners to initiate a world-class marine research center, a transformative, forward-thinking, economic development project. Senior Director, Townsend Public Affairs, Inc.; Oakland, CA; November 2001-December 2008 •

Advocacy: Served as the lead state lobbyist for an average of 20 clients: Cities, including Oakland under Mayor Jerry Brown; educational organizations, including Envision Schools and the Oakland School for the Arts; museums, including the Oakland Museum of California, Chabot Space & Science Center, and East Bay Zoological Society; and businesses, including Gruma, the largest tortilla maker in the world. •
Funding: Secured approximately \$300 million in grants for all of my clients.

Please click the acknowledgement below.

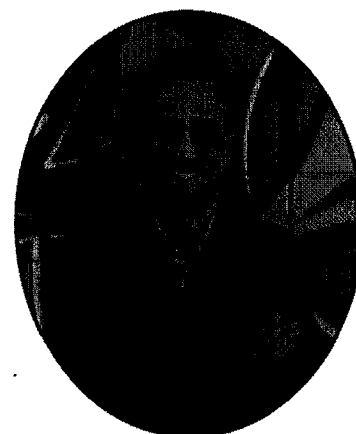
Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

Isaac Kos-Read

, Facebook, Twitter, and Instagram
Oakland, CA 94606; 510.

@gmail.com



OVERVIEW

Mission: Contribute positively to Oakland and the SF Bay Area, the community I call home, with an eye toward our common global humanity. Professionally, I contribute as an advocate, communicator, and business-builder; personally, I contribute as a family-man, dancer, volunteer, and community steward.

Timeline:

- 2014-Present **Entrepreneur:** Building a California-focused communications and public affairs consulting practice seeking results that matter for civic-minded organizations; civictech start-up entrepreneur.
- 2009-2016 **Public Servant:** Served in executive leadership positions in three local public agencies in California.
- 2001-2008 **Advocate:** Grew a boutique lobbying firm into one of the top ten in California, working primarily for local public agencies and non-profit educational organizations.
- 1992-2000 **Scholar:** Completed a Fulbright Scholarship in Mexico, graduated Stanford University Phi Beta Kappa and Summa Cum Laude, studied classical piano, and was the valedictorian at one of the top public math and science high schools in the country.

COMMUNITY & CULTURE

- **Founder & Lead Community Organizer, Salsa by the Lake:** In 2007, founded Salsa by the Lake, a dance community with over 7,000 members on Facebook, which regularly organizes free dance events on Lake Merritt and in other public spaces across the city; 2005 Miami Cuban Salsa Champion; 2006 Casa de la Música (Havana, Cuba) dance competition winner; organized "Salsa Caucus" in Sacramento 2006-2008.
- **Board Member, CubaCaribe,** the leading San Francisco Bay Area non-profit organization promoting the music and dance of the Cuban and Caribbean diaspora.
- **Chair, Public Image & Communications Committee, and Member, Rotary Club of Oakland:** Volunteer my time with the 3rd oldest Rotary club in the world and one of the most active volunteer groups in Oakland.
- **California Connections,** Steering Committee Member, 2010-2014; Participated in the inaugural year of the statewide leadership program and then joined the leadership team to plan successive years.
- **Fluent in Spanish** with deep personal and familial connections to immigrant communities from across Latin America including Guatemala, Mexico, Chile, and Cuba.

EDUCATION & RECOGNITIONS

- **Energy Execs:** National Renewable Energy Laboratory (NREL), Colorado, Class of 2011. Participated in 9-month course on renewable energy for national leaders in non-energy fields.
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- **Communications:** Quintupled the school district's social media reach, developed suite of newsletters that reached 10x the audience of prior newsletters, and overhauled the District and school websites leading to increased traffic and support from elected officials and community.
- **Advocacy:** Coordinated advocacy at all levels of government that led to increased per pupil funding, increased grant funding, and improved public policy supporting district priorities.
- **Partnerships:** Developed a Harvard University partnership for Oakland to be one of five communities in the nation joining a national study on school-community partnerships; helped launch the Oakland Promise.

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OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF DONNA M. DUHE AND ISAAC D. KOS-READ 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 to advise the Mayor, City Council, City Administrator 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 Libby Schaaf has appointed Donna M. Duhe and Isaac D. Kos-Read 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:

Donna M. Duhe, to serve a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2019 and ending May 9, 2022, filling the seat previously held by Chryl N.E. Corbin.

Isaac D. Kos-Read to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2018 and ending March 17, 2021 filling the seat previously held by Christopher O. Norman.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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