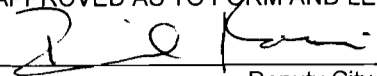


OFFICE OF THE CITY CLERK  
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APPROVED AS TO FORM AND LEGALITY:

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. 81219 C.M.S.

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**A RESOLUTION AMENDING RESOLUTION NO. 80750 C.M.S. TO AUTHORIZE AN AMENDMENT TO A PROFESSIONAL SERVICES AGREEMENT WITH THE OAKLAND MERCHANT LEADERSHIP FORUM (OMLF) FOR MERCHANT ORGANIZING AND COMMERCIAL DISTRICT SUPPORT SERVICES TO INCREASE THE CONTRACT AMOUNT BY \$40,000 FOR FY 2007-2008 FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$112,500**

**WHEREAS**, there are many neighborhood commercial districts in Oakland that range from thriving and viable to struggling and economically challenged; and

**WHEREAS**, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City; and

**WHEREAS**, the City has few resources to nurture and build merchant organizations and to market neighborhood commercial districts; and

**WHEREAS**, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

**WHEREAS**, the City finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts; and

**WHEREAS**, the City Council approved Resolution No. 80750 C.M.S., dated July 10, 2007, which authorized a professional services contract with the Oakland Merchant Leadership Forum in the amount of \$72,500 to provide organizational development assistance to merchant groups; and

**WHEREAS**, the Oakland Merchant Leadership Forum performed the tasks included in the contract scope of services and despite a slow start-up, the overall evaluation of their performance was rated satisfactory; and

**WHEREAS**, the City finds and determines that the Oakland Merchant Leadership Forum continues to be uniquely qualified to coordinate development and capacity building of merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing campaign; and

**WHEREAS**, staff will conduct an evaluation of the Oakland Merchant Leadership Forum's performance at the end of the contract term approved by Resolution 80750 C.M.S.; now therefore be it

**RESOLVED**: That Resolution No. 80750 C.M.S is hereby amended to authorize an increase to the contract amount by \$40,000 for a total of \$112,500 for FY 2007-08 for the contract with the Oakland Merchant Leadership Forum to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns, and the City Administrator is authorized to negotiate and execute a contract amendment to increase the contract amount and revise the scope of services as appropriate; and be it

**FURTHER RESOLVED**: That funding for this contract amendment will be allocated from General Purpose Fund (1010), Business Development Org (88559), Merchant Organizing/Shop Oakland (P275310), Miscellaneous Contract Services (53719), Program SC11; and be it

**FURTHER RESOLVED**: That the contract amendment shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, APR 15 2008, 2008

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, ~~KERNIGHAN~~, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE - 7

NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused- kernighan - 1

ATTEST:

  
LATONDA SIMMONS

City Clerk and Clerk of the Council  
of the City Of Oakland, California

Dele  
\$400