

14 MAY -6 AM 9:52

Letter of Nomination

April 24, 2014

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 appoints the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

**CHILDREN'S FAIRYLAND BOARD**

**Karen Boyd** Mayoral reappointment to serve as the City Administrator's representative for a four year term beginning December 9, 2013 and ending December 8, 2017 to the Children's Fairyland Board, filling the seat she previously held.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

- ◆ Created citizens' guide to open government laws in user-friendly language and format in English, Spanish, Chinese and Vietnamese
- ◆ Wrote script for "Legal Chat," a 30-minute show on Oakland's government access cable station

### Community Relations

- ◆ Built positive, two-way communication with Oakland neighborhoods, merchants associations, community groups and service clubs
- ◆ Managed and promoted City Attorney's speaking engagements at community and business functions
- ◆ Used neighborhood listserves to send regular communications, including regular news updates and essays

### City-wide Communications

- ◆ Co-directed development of *Don't Trash Oakland—It's Home* advertising and public relations campaign to beautify Oakland; managed campaign launch; provided direction on creative and strategy
- ◆ Played lead role on city's Emergency Public Information Team. Experienced in disaster preparedness, response and mitigation

### Public Information Specialist

*Public Works Agency, City of Oakland, CA*

*1996 to 2000*

- ◆ **Media relations**—Coordinated press strategy, conducted media events and press conferences, responded to media inquiries, arranged interviews, planned media tours, pitched stories to reporters and editors, developed press kits and media briefing materials, served as Agency spokesperson.
- ◆ **Publicity**—Promoted major Public Works initiatives, such as the *Grime Busters* program. Publicized key milestones on major capital improvement projects, safety initiatives or customer service efforts.
- ◆ **Public information**—Developed and produced educational and informational materials (fact sheets, brochures, flyers, mailers, advertisements, public service announcements) related to winter preparedness, pedestrian and traffic safety, street resurfacing, street sweeping, drainage issues.
- ◆ **Major citywide projects**—Directed publicity and promotion of major community events and initiatives, such as the Great Green Sweep, El Nino emergency preparedness and response, Pedestrian Safety Week and the City Manager's Crime and Grime Initiative.

### Project Manager, Public Involvement Services

*Woodward-Clyde Consultants*

*1988 to 1996*

- ◆ Managed more than \$1.3 million of public involvement projects for municipalities and Federal agencies at this environmental engineering firm.
- ◆ Designed and implemented environmental education, community relations and risk communications programs in multi-cultural, multi-lingual communities.
- ◆ Developed water pollution prevention education and training programs, conducted community relations efforts for hazardous waste investigations and clean-ups, facilitated public meetings, wrote and produced informational materials, developed technical presentations, developed communication strategies to address technical environmental issues.

## EDUCATION

*University of California at Davis, Bachelor of Arts, International Relations, 1988*

*Institut d'Etudes Politiques (Political Science Institute), University of California Education Abroad Program, Grenoble, France, 1986-87*

## PROFESSIONAL AFFILIATIONS

- ◆ President, Board of Directors, East Bay SPCA
- ◆ Member, Board of Directors, Children's Fairyland
- ◆ Member, Rotary International—Oakland Rotary 3

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APPROVED FOR FORM AND LEGALITY



CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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### RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF KAREN BOYD TO THE CHILDREN'S FAIRYLAND BOARD

**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 Bylaws of Oakland Children's Fairyland, Inc., dated October 26, 2006, note that its Board's function is to assist Children's Fairyland by providing funds and services and to develop, cultivate and advocate greater public interest in Children's Fairyland; and

**WHEREAS**, the Children's Fairyland Board consists of eleven (11) members, seven appointed by the Board and four by the City of Oakland, three by the Mayor and one a City Administrator's designee, all four being confirmed by the City Council; and

**WHEREAS**, the Honorable Mayor Jean Quan has reappointed Karen Boyd with the recommendation of the City Administrator to serve a four-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 reappointment of Karen Boyd as the City Administrator's representative for a four year term beginning December 9, 2013 and ending December 8, 2017 to the Children's Fairyland Board, filling the seat she previously held.

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

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

NOES-

ABSENT-

ABSTENTIONS-

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS

City Clerk and Clerk of the Oakland City County