

2014 JAN -6 PM 2: 26

Letter of Nomination

January 6, 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

**VIOLENCE PREVENTION AND PUBLIC SAFETY OVERSIGHT COMMITTEE**

**Nwamaka Agbo** Mayoral appointment to serve the term beginning September 15, 2013 and ending September 14, 2014, filling the seat previously held by Lucas Daumont

**Jose Dorado** Mayoral appointment to serve the term beginning June 7, 2013 and ending June 6, 2014, filling the seat previously held by himself

**Melanle Shelby** Mayoral appointment to serve the term beginning April 20, 2013 and ending April 19, 2014, filling the seat previously held by herself

Thank you for your assistance in this matter

Sincerely,

Jean Quan  
Mayor

The Honorable Mayor Jean Quan  
1 Frank H. Ogawa Plaza  
3<sup>rd</sup> Floor  
Oakland, CA 94612

November 18, 2013

Dear Mayor Jean Quan,

I am honored at the opportunity to represent the Oakland community on the Measure Y Oversight Committee. As an East Oakland resident with deep relationships within the Oakland community, combined with an informed and balanced perspective on the public safety issues facing the City, I am eager to bring my skills and experience to the Measure Y Oversight Committee to better serve Oakland.

I welcome the opportunity of serving Oakland with a progressive-pragmatic leadership style. As a bridge-builder, a peaceful and decisive leader, my attributes will benefit both the city of Oakland and the Measure Y Oversight Committee. As someone deeply engaged in the community, I have a vast amount of experience in bringing together unlikely allies for the sake of accomplishing mutually beneficial goals. Whether working together with community based organizations, labor and/or environmental groups as the Ella Baker Center for Human Rights' former Deputy Director and/or the Policy Director of the Green Jobs Working Group, I understand the challenges of considering the interests of all the stakeholders around the table and the necessity of coming to a decision that best serves the needs of the community and the engaged stakeholders. The Measure Y Oversight Committee and the city of Oakland require a Committee Member that can bring the community together around our city's complex public safety issues, and service that I am confident that I can provide.

As a peaceful and decisive leader, I consider tension as an opportunity to take advantage of. When a challenging discussion is meaningfully and intentionally facilitated, it can make way for a breakthrough, lying just beyond the conflict. As the current Director of Programs at Transform Finance and an Advisory Board Member of Oakland Rising Action, I am consistently engaging in or facilitating sometimes challenging discussions, that all require a decisive outcome at the end. As a potential Committee Member, I understand that situations are not always black and white, and that our role and responsibility is to understand the often unseen gray areas in complex issues and to be prepared in making hard decisions in a timely manner.

Combining my background in executive management, public policy, advocacy, civic engagement and community organizing expertise I welcome the opportunity to more actively engage in decisions that shape Oakland's quality of life. Youth and young adult violence is an extremely challenging but urgent issue for our city to address. Whether someone has been the victim of an act of violence or has committed an act of violence themselves, we must engage both these entities as well as business, government, educators, social service providers, public safety workers and so many others to identify more effective public safety solutions that build healthy and vibrant communities.

Through my community work, I have enjoyed working closely with organizations like the Green Youth Media Arts Center, Youth Uprising, and Urban Peace Movement to develop events and programs that focus on creating opportunities for youth as an alternative to violence. I look forward to working with members of the Committee to evaluate Measure Y's impact on public safety in our city and identify ways to make the policy stronger for the long-term safety of our community.

I welcome the opportunity to serve the city of Oakland as a Measure Y Oversight Committee member. Bringing strong leadership skills as a bridge-builder and decisive leader with a vision for holistic public safety solutions, I look forward to representing the city of Oakland. I look forward to speaking with you in the future, and am available for any questions.

Sincerely,

Nwamaka C. Agbo

## NWAMAKA C. AGBO

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### EDUCATION

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Masters of Public Administration, (Emphasis Financial Management), San Francisco State University  
12/2014

Bachelor of Arts degree in Sociology, (Emphasis Law and Society), University of California, Davis, 6/2006

Bachelor of Arts degree in African American and African Studies, University of California, Davis, 6/2006

### WORK EXPERIENCE

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Director of Programs, Transform Finance, Oakland, CA (10/2013-Present)

- Consult with local non-profits and community leaders in leveraging impact investments to develop earned revenue streams for their organizations
- Advocate for community ownership principles to be adopted as part of impact investment guidelines
- Develop trainings and curriculums for community leaders, investors and social entrepreneurs
- Develop annual Program Department Operating Plan
- Manage website edits and additions
- Work with Founder and Executive Director to achieve the organizations mission and vision
- Build and maintain strategic relationships with allies and investors
- Provide race and class analysis to the emerging impact investment movement

Deputy Field Director and Advisory Board Member, Oakland Rising Action, Oakland CA (Fall 2010-Present)

- Supervise and coach a staff of 20 for the electoral field campaigns
- Develop and implement electoral civic engagement field plan the campaign
- Write a script to use on the phones and doors
- Vet possible candidates for organizational endorsement
- Manage campaign outreach to voters in low-income and communities of color

Deputy Director, Ella Baker Center for Human Rights, Oakland, CA (1/2013-10/2013)

- Manage and supervise Program Department
- Coordinate and integrate program team and their work to meet programmatic goals and objectives
- Represent the Program Department at the Executive Team
- Support and guide organizational development
- Develop and maintain relationships with funders (both foundations and individual donors)
- Develop and maintain strategic partnerships for programmatic work through alliance building, fundraising and public speaking
- Develop, manage and supervise local, state and national long-term and short-term campaigns
- Help the organization achieve its mission via programmatic work
- Carry-out 2012/13 Strategic Plan
- Work with Development Director to achieve projected programmatic income and meet achieve grant deliverables
- Work with Director of Finance to manage programmatic expenses
- Lead annual program planning and evaluations

Campaign Director, Soul of the City, Ella Baker Center for Human Rights, Oakland CA (7/2009-12/2012)

- Draft and implement campaign operating plan to achieve campaign mission and vision
- Develop campaign theory of change and programmatic work
- Create and implement political leadership development curriculum and training tools
- Provide professional and political leadership development, coaching and supervision for staff
- Build and maintain key strategic relationships with allies
- Assist in writing and fundraising for the campaign
- Work with executive management to develop organizational strategic plan
- Manage \$250,000 campaign budget

Policy Director, Statewide Organizer, Campaign Associate, Green Collar Jobs, Ella Baker Center for Human Rights (8/2007-7/2009)

- Research and draft legislation and amendments
- Work with Sacramento consultants to pass green jobs legislation through the legislature
- Plan press conferences, rallies, and events

- Supervise, train and develop associates and interns
- Work with elected officials and their staff to author, design, advocate and pass legislation
- Track statewide bills and local policy initiatives

#### **ACHIEVEMENTS & AWARDS**

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- Oakland Townie "Up and Coming Young Leader" Award, 2011
- Elected California Democratic Delegate, Assembly District 18, 2011-2013
- East Bay Young Dems "Kick Ass Youth Advocate" Award 2010
- Dean's Honor List, Fall 2005 wUC Davis Track and Field, Indoor/Outdoor, 2003- 2006
- Vice-President, Pan-African Student Organization, 2002-2005
- UC Davis Representative, National Collegiate Athletic Association, May 2005
- Member, Student Athletic Advising Committee, Fall 2005-Winter 2006
- Athletic Honor Roll, Track and Field 2004-05

#### **PROFESSIONAL DEVELOPMENT**

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**BOLD**, January 2013-Present – *Black Organizing for Leadership and Dignity* is a national training program designed to help rebuild black social justice infrastructure in order to organize black communities more effectively and re-center black leadership in the U S social justice movement

Rockwood Leadership Institute, November 2009 – *Women of Color Art of Leadership Training* for social change leaders to sharpen and sustain the vision for social justice, build effective partnerships with organizations in the community and produce results that further their organization's vision

**Green For All Academy Fellow**, Fall 2009-Present – *The Green For All Fellowship* and Academy Programs aims to expand, educate and engage the base of support for climate solutions and a clean-energy economy in America. It does this by identifying and cultivating local leaders from communities of color and low-income communities across the nation, helping them to develop and apply their skills and resources to organize for change in their cities

#### **SKILLS**

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- Microsoft Office
- Salesforce
- Convio/Common Ground
- Adobe Professional
- Public Speaking
- Grant-writing
- Legislative Research
- WordPress

#### **REFERENCES**

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*Available Upon Request*

# *José A. Dorado*

## Résumé

30 June, 2011

Born Oakland, California on March 22, 1948  
Education Attended St Elizabeth's Grammar/High School, Oakland  
Graduated from San Lorenzo High School, 1966  
A A Equivalent from Chabot College, Hayward, 1970

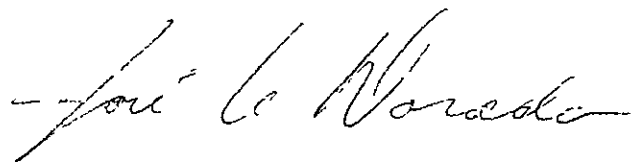
Marital Status Divorced 1988, remarried to Paulette Bruder, 1999  
Children Matthew, Manuel, and Monica  
Grandchildren Tierney, Cienna, and Agustm

Work Experience: Warehouseman, Fork Lift Driver, Quality Control, Machinist, Executive  
Director of Non-Profit, Journeyman Carpenter  
Established Dorado-Torres Bookkeeping in Oakland, 1990  
Currently owner of Dorado Tax & Bookkeeping on Fruitvale

Positions held Student Body Vice-President, Chabot College, 1970  
Teamster Shop Steward, 1980  
Co-Founder, Asociacion de Comerciantes y Profesionales en Oakland,  
1996, Treasurer, 1997  
Co-Founder, Maxwell Park Neighborhood Council, 1998, Chair to date  
Member, Measure Y Oversight Committee, appointed 2005

Interests Working to realize my personal and Oakland's potential

Hobbies. Basketball, Mountain Biking





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Desley A. Brooks  
Councilmember - District 6  
e-mail: dbrooks@oaklandnet.com

(510) 238-7006  
FAX (510) 238-6129  
TDD (510) 839-6451

## LETTER OF NOMINATION

**DATE:** November 12, 2013

**TO:** Mayor Jean Quan, Oakland City Councilmembers

**Cc:** La Tonda Simmons, City Clerk and Clerk of the Council  
Boards and Commissions Management

**FROM:** Councilmember Desley Brooks – District 6

**SUBJECT:** APPOINTMENT TO THE VIOLENCE PREVENTION AND  
PUBLIC SAFETY (MEASURE Y) OVERSIGHT COMMITTEE

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I would like to re-appoint **MELANIE M. SHELBY** to continue serving the term as the District 6 representative to the Violence Prevention and Public Safety (Measure Y) Oversight Committee

Please contact my staff Clara Garzon with any questions regarding this matter at x3971

Sincerely,

A handwritten signature in black ink that reads "Desley Brooks". The signature is written in a cursive, flowing style.

Desley Brooks  
Council Member, District 6

# MELANIE M. SHELBY

## SUMMARY OF QUALIFICATIONS

- Nationally recognized business professional with 17-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 relations, external affairs and supplier diversity initiatives to address business objectives and 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 2008 – Present  
GGSV is an advocacy firm that specializes in supplier diversity, government relations, outreach and strategic partnerships

### **Managing Director (2008-Present)**

- Develop, implement and manage national and statewide supplier diversity campaigns for Fortune 200 companies in cable, energy, insurance, sports & entertainment and utilities
- Provide strategic counsel and community engagement strategies to advance business priorities for clients with third-party stakeholders
- Advance client positions by supporting, neutralizing or opposing federal, state or local legislation in order to influence decision makers, mobilize constituencies and shape public dialogue
- Featured panelist at national conferences to address economic development and job creation value of diverse suppliers within a company's supply chain

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)**

- Partnered with national women, veteran and organizations of color to unveil targeted marketing and outreach campaigns which increased business opportunities
- Revitalized 25-year program to secure contracts for diverse businesses within the company's supply chain valued over \$600 million, worked with internal clients to identify direct and subcontracting vendor opportunities in 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 and resources, this included an incentive based recognition program for management employees

### **Manager, Federal Governmental Relations (2004-2006)**



- Led PG&E's congressional campaign to increase federal appropriation for the low income home energy assistance program (LIHEAP) by \$1 billion, provided campaign management in areas of coalition development, field research and support, legislative strategy, media and outreach
- Reestablished philanthropic support and developed national strategic alliances with African American, low income and women organizations to improve federal energy business objectives
- Created innovative partnerships through 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
- National company representative on advisory boards, community foundations, industry trade associations, membership groups, nonprofits and political action committees

**Regional Public Affairs Manager (2002-2004)**

- Campaign management for companywide initiatives including bankruptcy, regulatory and legislative proceedings, included management of campaign consultants and personnel
- Developed strategic partnerships with local and ethnic business chambers to increase procurement opportunities for diverse 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)**

- Responsible for regional public affairs team, developed strategies and managed budget to support company's business, charitable, political and regulatory objectives
- Worked proactively with regional, local and ethnic media to educate customers on energy conservation, energy efficiency and financial assistance programs through multilingual communications
- 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

**Various Professional Positions**

(1994-2001)

**EDUCATION**

B A , University of California, Los Angeles

**AFFILIATIONS (current and past)**

African American Experience Fund		Washington, DC
American Association of Blacks in Energy		Washington, DC
Black Leadership Forum		Washington, DC
California Hispanic Chamber of Commerce		Sacramento, CA
California Legislative Black Caucus Foundation	(Vice Chair)	Sacramento, CA
Congressional Black Caucus Foundation		Washington, DC
Lincoln Child Center	(Vice Chair)	Oakland, CA
Museum of Children's Art (MOCHA)	(Vice Chair)	Oakland, CA
National Black Caucus of State Legislators		Washington, DC
Northern California Minority Supplier Development Council		Oakland, CA
United States Hispanic Chamber of Commerce		Washington, DC
Women's Business Enterprise National Council		Washington, DC

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OFFICE OF THE CITY CLERK  
OAKLAND

2014 JAN -6 PM 2:26

APPROVED FOR FORM AND LEGALITY

**DRAFT**

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C M S

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**RESOLUTION APPOINTING NWAMIKA AGBO AND REAPPOINTING MELANIE  
SHELBY AND JOSE DORADO AS MEMBERS 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, adopted by the voters of Oakland, November 2, 2004 in the General Municipal Election and amended by Ordinance No 12690, adopted July 19, 2005, creates the Violence Prevention and Public Safety Oversight Committee to oversee and monitor the activities and procedures of the Violence Prevention and Public Safety Act, 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 unlimited one-year terms, and

**WHEREAS**, the Honorable Mayor Jean Quan has appointed Nwamaka Agbo reappointed Jose Dorado as Mayoral Appointments and reappointed Melanie Shelby as a District 6 Representative upon the recommendation of Councilmember Desley Brooks and as a member of the Committee, to serve a one 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 Nwamaka Agbo to the Violence Prevention and Public Safety Oversight Committee for a one-year term beginning September 15, 2013 and ending September 14, 2014, filling the seat previously held by Lucas Daumont and the reappointment of Jose Dorado to the Violence Prevention and Public Safety Oversight Committee for a one-year term beginning June 7, 2013 and ending June 6, 2014, filling the seat previously held by himself and the reappointment of Melanie Shelby to the Violence Prevention and Public Safety Oversight Committee for a one-year term beginning April 20, 2013 and ending April 19, 2014, filling the seat previously held by herself

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE

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

NOES-

ABSENT-

ABSTENTIONS-

ATTEST

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