

FILED
OFFICE OF THE CITY CLERK
OAKLAND

16 JUL 14 PM 2:29

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

July 11, 2016

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

Dear President Gibson McElhaney and members of the City Council:

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

CITY PLANNING COMMISSION

Tom Limon, Mayoral appointment to serve a three-year term on the City Planning Commission beginning May 6, 2016 and ending May 5, 2019, filling the seat previously held by Jim Moore.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

A large, stylized handwritten signature in black ink, which appears to be "Libby Schaaf".

WORK EXPERIENCE

- 2013 – 2016 **Newmark Cornish & Carey (formerly Cornish & Carey Commercial)**
Associate Director *Hayward, California*
Completed over 25 Real Estate transactions throughout Western Alameda County. Mr. Limon is focused on the acquisition and disposition of investment properties of various asset classes, primarily multifamily, but also SRO, mixed-use, retail, office, and land. Mr. Limon demonstrates a very strong local area knowledge, and the ability to work well with very sophisticated investors as well as less experienced owners and investors. Mr. Limon is also well versed in providing guidance in the 1031 Tax Deferred Exchange process. He has been very successful by providing transparency to listings, and to his clients, by providing ample market and property information, and performing thorough due diligence. Mr. Limon assists his clients by weighing the pros and cons of each acquisition and disposition, which has earned him the trust of his clients, and continued business.
- 2011 – 2013 **NAI Northern California**
Investment Associate *Oakland, California*

Supported and completed over 13 Real Estate transactions throughout Alameda County totaling over \$16 Million. Focused on the acquisition and disposition of investment properties, mostly multifamily and several retail investment properties in Alameda County. Mr. Limon is recognized for his customer service approach and has worked closely with a variety of clients navigate the process of buying, selling, and trading investment properties. Skills include creating content for monthly newsletters; analyzing the financial aspects of a variety of investment properties, assessing market conditions; creating marketing packages of on and off-market properties; direct client and broker interface; negotiating listings and purchase agreements.
- 1996 – Present **Bonilla Property Management**
Property Manager *Oakland, California*
Oversees two classic multifamily assets in West Oakland and the Temescal Neighborhood. Responsible for asset management, as well as project management of renovations and repairs.
- 2008 – 2009 **The Unity Council**
Business Improvement District (BID) Manager *Oakland, California*
Fruitvale Business Improvement District
Managed and oversaw the Fruitvale Business Improvement District (BID) that consists of the daily maintenance of 3 commercial corridors consisting of 350 businesses. Served as liaison with City staff to address public works issues and improvements, as well as partner with City staff to promote small business incentive programs and neighborhood promotions. Worked closely with multiple stakeholders and engaged residents and merchants to take action in addressing City maintenance and safety issues. Provided strategic leadership, vision and oversight including development and reporting.
- 2005 – 2009 **The Unity Council**
Public Market Manager *Oakland, California*
Fruitvale Public Market
Oversaw the development, management and implementation of the Fruitvale Public Market, a unique 7,000 square foot indoor/outdoor market that provides affordable retail space and business incubation services for 11 small businesses and micro-enterprises.
- Development Activities: Responsible for the overall project management, including contractor and architect selection and management, management of specialized consultants, fundraising, grant management, and budget oversight and reporting
 - Operational Activities: Responsible for the overall project management and day to day operations, including vendor recruitment, screening and selection, creation of lease documents, leasing, overseeing and facilitating tenant improvements, property management, marketing and promotions, and daily operations
 - Formed the year-round Fruitvale Certified Farmers' Market in May 2005 that provides high quality fresh produce to a lower-income community. Expanded the market from one to two days per week in 2006.
 - Developed a 12-week long outdoor cinema for families of Oakland, July through September 2005, & 2006
 - Developed a specialized program that meet vendors' unique needs including technical and business assistance
 - Represented Unity Council at Regional and National Forums and Conferences

THOMAS RICHARD LIMON

- 2002 – 2004 **Fruitvale Development Corporation** (*a subsidiary of The Unity Council*)
Marketing Manager *Oakland, California*
- Fruitvale Transit Village**
The Fruitvale Development Corporation (FDC) is a non-profit subsidiary of the Unity Council. FDC was established to develop the \$100 million, 255,000 square foot Fruitvale Village, a mixed-use, transit-oriented development located at the Fruitvale BART station.
- Acted as liaison between the organization, elected officials, government agencies, and development partners (BART, City of Oakland) during leasing, and promotional activities
 - Lead marketing and public relations efforts, coordinated and led trade show exhibitions, project tours, public relations events, and press relations
 - Implemented marketing strategies for the leasing of housing, retail, and commercial uses
 - Developed all graphic, presentation, and marketing materials, including the project's website
 - Compiled market research data for retail, commercial, and housing uses
 - Executed marketing initiatives, community preference surveys, and roundtables with community stakeholders
- 2002 – 2004 **The Unity Council**
Project Manager *Oakland, California*
-
- Casa Velasco Senior Housing**
Casa Velasco represents the preservation of 20 affordable units of property based Section 8 units for elderly residents.
- Developed a winning \$2.4 million funding application to the California Tax Credit Allocation Committee
 - Developed a winning \$1.4 million funding application to the City of Oakland
 - Managed renovation and retrofit activities
 - Developed marketing materials, outreach strategies, and oversaw rent-up activities
- Union Point Park**
Spearheaded by the Unity Council in 1997, and completed in 2005, Union Point Park represents the collaboration of the Port of Oakland, City of Oakland, the Unity Council, The California Coastal Conservancy, and the Trust for Public Land in the development of a 7-acre postindustrial waterfront site in Oakland. The Unity Council was contracted by the City of Oakland to provide project management during construction of the Park
- Assisted with fundraising efforts of over \$8 million in local, state, and other grant sources
 - Acquired regional, state, and federal permits to develop on waterfront property
 - Developed all presentation and marketing materials
 - Responsible for outreach and public relation activities related to the park development and its impact to neighboring marina residents
 - Coordinated contractor selection through a rigorous RFP process
- 2000 – 2001 **The Unity Council**
Assistant Project Manager *Oakland, California*
- Assisted in the development and management of housing programs and development initiatives
 - Trained in the asset management of 188-HUD subsidized units and quarterly reporting to a funder
 - Assisted in the development of several funding applications for Programs and Housing initiatives in excess of \$2,000,000
 - Produced and maintained construction timelines and assisted in the management of subcontractors
- 1999 – 2000 **The Unity Council**
Executive Assistant to the CEO *Oakland, California*
- Liaison and representative for the CEO
 - Coordinated all matters relating to board activities and meetings, including the internal coordination of agendas and corporate materials
 - Developed new organizational collateral materials to better articulate the services provided to our constituents and funders
 - Served as the Latino Community Outreach Chair for the City of Oakland's Census 2000 Outreach Campaign. In addition, raised over \$250,000 in grants towards the success of this effort.
 - Led planning and production of the Unity Council's 35th Annual Gala Event

THOMAS RICHARD LIMON

1995 – 1999

Uribe & Associates

Marketing Coordinator / Environmental Scientist

Oakland, California

Technical Products: Worked with diverse technical teams and subconsultants to coordinate and manage input to the development of technical documents. Coordinated several public-scoping meetings for federal EIS/EIR and EA projects. Interfaced with clients, public agencies, interest groups, and individuals to address concerns regarding the sensitive nature of military base closure projects. Proven abilities to graphically translate complex technical concepts for both client and lay audiences.

Marketing Products: Proven ability to work well with clients and general public to build and strengthen corporate image. Developed corporate marketing materials, multi-volume proposals and bid packages to public and private sector clients. Negotiated competitive teaming arrangements with other firms, and prepared costing strategies and cost proposals for large multi-team proposals.

Public Relations: Marketed the company at industry and community events, as well as pre-proposal and project scoping meetings. Served as Corporate Representative for the Oakland Chamber of Commerce, Hispanic Chamber of Commerce, Asian Chamber of Commerce, Northern California Supplier Development Council, and Professional Environmental Marketing Association meetings.

1993 – 1995

Associated Students Program Board, UCSB

Special Events Coordinator

Santa Barbara, California

Summer 1994

Hispanic Chamber of Commerce of Alameda County

Office Manager

Oakland, California

Summer 1992

Spanish Speaking Citizens' Foundation

Youth Employment Counselor

Oakland, California

VOLUNTEER, COMMUNITY, & EVENT EXPERIENCE

| | | |
|----------------|--|----------------------------|
| 2012 - Present | Oakland Rotary Club — Member; Co-Chair of the High Adventure Committee | <i>Oakland, California</i> |
| 2012 – 2014 | Alameda Hispanic Chamber of Commerce — Member | <i>Oakland, California</i> |
| 2009 – 2014 | ARISE High School — Board Member | <i>Oakland, California</i> |
| 2000 – 2009 | Jack London Aquatic Center — Board Member | <i>Oakland, California</i> |
| 2005 – 2006 | Fruitvale Outdoor Cinema — Event Organizer | <i>Oakland, California</i> |
| 2004 – 2005 | City of Oakland, Budget Advisory Committee — Committee Member | <i>Oakland, California</i> |
| 1999 – 2004 | Día De Los Muertos Fruitvale Festival — Entertainment Coordinator | <i>Oakland, California</i> |
| 2000 | Oakland Chamber of Commerce Leadership Oakland Program — Graduate | <i>Oakland, California</i> |
| 1999 – 2000 | City of Oakland's Census 2000 Outreach Campaign — Chair, Latino Committee | <i>Oakland, California</i> |

COMPUTER SKILLS PROFICIENCY

- Adobe Photoshop, Illustrator, In-Design
- Microsoft Excel
- Microsoft Power Point
- ACT Database
- Microsoft Word
- Microsoft Project

EDUCATION

University of California at Santa Barbara, Bachelor of Arts — Geography

Frank P. Ward
Office of the City Attorney

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2016 JUL 14 PM 3:50

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF TOM LIMON TO THE CITY PLANNING 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 at least five members of the City Council; and

~~**WHEREAS**, Ordinance No. 192 C.M.S., as amended, created the City Planning Commission to consider and review matters related to planning, development and preservation and to advise the City Council on land use and environmental concerns; and~~

WHEREAS, the City Planning Commission consists of seven members serving three-year staggered terms with no more than two terms served consecutively; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Tom Limon to serve a three-year term on the City Planning Commission 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 Tom Limon to serve a three-year term on the City Planning Commission, beginning May 6, 2016 and ending May 5, 2019, filling the seat previously held by Jim Moore.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID
AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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