

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

DRAFT

**RESOLUTION REAPPOINTING ROBERT A. BROWN AS
A MEMBER OF THE OAKLAND-ALAMEDA COUNTY COLISEUM AUTHORITY
BOARD OF COMMISSIONERS**

WHEREAS, Section 4 of the Joint Exercise of Powers Agreement of December 17, 1996 creates the Oakland-Alameda county Coliseum Authority, whose members are appointed by the Oakland City Council or the Alameda County board of Supervisors; and

WHEREAS, the Oakland-Alameda County Coliseum Authority resolved on February 9, 2001 to expand its Board of Commissioners, pursuant to Section 4 of the Joint Exercise of Powers Agreement of December 17, 1996, with two additional appointees to be appointed by the City Council from members of the community; and

WHEREAS, Section 4 of the Joint Exercise of Powers Agreement of December 17, 1996 states that Commissioners to the Coliseum Authority are to serve two year terms; now therefore be it

RESOLVED, that by the nomination of Ignacio De La Fuente, President of the City Council, the following individual is hereby reappointed to the Oakland-Alameda County Coliseum Authority Board of Commissioners for the term set forth below:

Robert A. Brown, to complete the term beginning October 10, 2003 and ending October 10, 2005, filling the position formerly held by himself.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, WAN, NADEL, QUAN, BROOKS, REID, CHANG, AND

PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD

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

10.5CC
ORA/COUNCIL
JAN 20 2004

Robert A. Brown

SUMMARY

Over twenty years of marketing, entrepreneurial, sales and general management experience with Fortune 500 companies and start-up organizations. Substantial understanding of the marketing of sports products from the consumer to the corporate community. Proven track record of new products and entrepreneurial programs that exceed expectations.

Professional Experience

Sportvisions – Oakland, CA

1989 – 2000

Founder and Managing Partner

Created a Sports Marketing company involved in developing marketing plans, promotional vehicles and executing events for corporate clients. The following are programs that were designed for the four clients.

Coca Cola USA 1996 Olympics – Atlanta, GA - One of four national companies utilized by the Coca Cola Olympics Marketing Group to research, develop and execute programs to support the 1996 Summer Olympic games held in their hometown of Atlanta.

- Created the concept and co-ventured with Olympic historian Bud Greenspan to create a video titled "African American Olympic Heroes" chronicling the history of African Americans in the Olympics.
- Developed a campaign called "Respect the Real" that was utilized in print, television, and on site programs.

NBA Players Assoc. (NBPA) – New York, NY

- Developed the first ever-marketing plan for the organization that represents the National Basketball Association Players.
- Produced promotional video that was presented to the players before the 1999 "lockout".

NFL Properties – New York, NY

- Represented the National Football League to the corporate community in selling sponsorship for the league.

Oakland A's – Oakland, CA

- Created a Sports Promotion titled "Hometown Heroes" that combined local sports personalities with the legacy of the Negro Baseball League.

Nike – Los Angeles, CA

- Developed grass root sports programs that reflected the feel of youth basketball in key cities.

PGA Tour Championship – San Francisco, CA

- Organized junior golf tournaments, and co-produced a television special associated with the tour championship held in San Francisco, 1993 – 94.
- Sold corporate sponsorships

Streetball Partners, Inc. – Dallas, TX

- Introduce Hoop-It-Up, Three-on-Three basketball to the Bay Area market.
- Managed the event for three years increasing the participation from four hundred teams to over eleven hundred teams

Dole Package Foods – San Francisco, CA

1985 – 1989

Senior Marketing Manager

New Products/New Ventures

Responsible for the introduction into test market of a new product, Dole Peeled Fresh Pineapple. Oversaw, during the test market phase the marketing, and sales organization for a product that utilized a new distribution and retail system.

Darcy MacManus & Masius Advertising – San Francisco, CA

1982 - 1984

Account Supervisor

Responsible for strategic planning, client relations, business development and quality control of the Advertising Agencies, services, and creative product for the largest agency accounts.

- Supervised two account executives in development and execution of advertising programs for clients, Crown Zellerbach, Carson Products and new business.
- Directed the advertising and worked with the client on a major relaunch of Nice n Soft Toilet Tissue.

Heublein Wines – San Francisco, CA

1979 - 1982

Product Manager – Table Wines and Champagne

- Directed the strategic development and profitable management of Marketing Programs within the United Vintner Division and managed a staff of two direct reports and fourteen team members.
- Responsible for four brands with sales of seventy one million dollars.
- Developed a program that allowed Petri Wines table wines to be introduced nationally.

Ralston Purina – St. Louis, MO

1975 -1979

Brand Manager – High Protein Dog Meal

- Managed a complete brand repositioning for High Protein Dog Meal, a brand with a 82 million dollar sales level and an 8.5 million dollar advertising promotional budget.

Assistant Brand Manager – Cookie Crisp Cereal

- Developed the test market plan and the subsequent national rollout for this new children's cereal that is still a viable product in the marketplace.

Marketing Assistant, New Products/New Ventures

- Managed the positioning, Marketing Plan, development and tactical execution for several Ralston Purina New Cereal products.
- Promoted two times in three years from Marketing Assistant to Brand Manager.

Proctor & Gamble – San Francisco, CA

1972 – 1973

Sales Representative

- Responsible for retail and chain headquarters representation for the Folgers Coffee Division in the San Francisco district.

Education:

MBA, Atlanta University, Major Marketing

BS, Ohio State University, Major Marketing

Professional Affiliations:

Teaching/Training Assignments

College

University of California, Berkeley Extension - Instructor

Essentials of Marketing 2000 -2001

Strategic Marketing 2000 - 2001

Sports Marketing & Sponsorship 1996 - 2000

Sports & Special Event – Strategic Planning 1994 –1996

Sports Marketing & Special Events – Sponsorship Development 1997 -2000

Golden Gate University – Graduate School of Business - Instructor

Marketing of Special Events, Sports and Causes - 2000

California State University – Hayward – Undergraduate School of Business – Instructor

Introduction To Marketing - 1992

Entrepreneurial

University of California– Instructor – Fast Trac Entrepreneurial Program

Fast Trac I – New Businesses

Fast Trac II – Established Small Businesses

Young Entrepreneurs - High School Business Development

Youth Entrepreneurial Services (YES) – Instructor

Youth Inner –City Entrepreneurial Development

Richmond California – Small Business Training

Marketing Training for established city businesses

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