

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 APR -2 PM 12: 25

Letter of Nomination

March 29, 2013

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 persons as members of the following Board or Commission, subject to the City Council's confirmation:

CITIZEN'S POLICE REVIEW BOARD

Allison Bernstein Mayoral appointment to serve the term beginning February 16, 2013 and ending February 15, 2015, filling the seat previously held by Dominic Signorotti.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

2013 APR -2 PM 1:36

APPROVED FOR FORM AND LEGALITY

DRAFT

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF ALLISON BERNSTEIN TO THE CITIZEN'S POLICE REVIEW 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, Ordinance No. 12454 C.M.S., adopted November 12, 2002 (repealing Ordinance Nos. 11905 and 12102 C.M.S.) created the Oakland Citizen's Police Review Board to investigate and review certain complaints regarding conduct of Oakland police officers and park rangers, thereafter deliver timely advisory reports to the City Administrator regarding the facts of and recommended disposition of these complaints, as well as disciplinary recommendations if appropriate and additionally it may recommend policy changes to the Public Safety Committee regarding matters within its jurisdiction; and

WHEREAS, the Citizen's Police Review Board consists of nine members and three alternative members serving two-year staggered terms with no more than two consecutive terms; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Allison Bernstein to serve a two-year term on the Citizen's Police Review Board 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 Allison Bernstein to serve a two-year term on the Citizen's Police Review Board beginning February 16, 2013 and ending February 15, 2015, filling the seat previously held by Dominic Signorotti.

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

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

NOES –

ABSTENTIONS-

ABSENT-

ATTEST:

LATONDA SIMMONS

City Clerk and Clerk of the Oakland City Council

Name: Allison Bernstein

Board or Commission you wish to serve on: Citizens Police Review Board

Why do you wish to serve as a member of the Board? I would like the opportunity to help ease relations between the police department and Oakland citizens. I just moved to Oakland in October, I fell in love with the energy in this city and would like to be a long-time resident. The recent murder of a young man at February's Art Walk highlighted that while we celebrate what is beautiful about Oakland, there is still much to do to protect this city. The opportunity to join this board would give me a wonderful chance to start to make an impact and change the future of this city for the better.

What experience do you have in this topic area? My father was a long-time member of the probation department and parks and recreation department in Los Angeles county/Long Beach City. I've had first hand exposure to witnessing the tension, unease, and lack of trust that a community has for a police force designed to protect the citizens, as I was a weekly attendee of city council/board meetings as a child. I would be honored to have the chance to apply my relationship building skills learned through work experience, my studies at USC, and my sales job at Google to build relationships, and help guide discussions where a common ground can be identified.

Experience serving on Boards and/or Commissions: This would potentially be my first experience serving on a Board.

Approximate hours available per month to spend on Board/commission activities: 5

Organizational Memberships: Member of the Black Googler Network, Former president of the Black Business Student Association at the University of Southern California, co-Founder of the Black Marshall Women's Network, Career Prep Fellow of Management Leadership 4 Tomorrow Class of '2009

Volunteer Activities: Spend half of my time at Google working to grow the businesses of minority business owners with the Accelerate Project, also volunteer with College Track in Oakland, and mentor to BBSA at USC

Please list two references with telephone numbers: Meital Signorotti (415) 713-2115 Alvin Bernstein (562) 881-0942

Applicant Signature: Allison Bernstein Date: 2-22-2013

Allison Bernstein

EDUCATION

University of Southern California Los Angeles, CA
Bachelor of Science in Business Administration, Management and Organization May 2010
Minor: Music Industry, Dean's List, Alpha Lambda Delta Honor Society, CPA: 3.48

WORK EXPERIENCE

Google Mountain View, CA
Account Manager, Large Customer Sales July 2010 – Present

- Manage a portfolio of 10 clients that drive \$60M in revenue for Google per year
- Tasked with building relationships with my clients to gain trust and maintain a partnership to achieve long term year over year growth
- Clients that I currently manage are on pace to hit 30% Y/Y growth (beating goal of 20% growth)

CAA Los Angeles, CA
Intern, Music Crossover Summer 2009

- Created a database of directors identified by credits, music supervisors used, and composer preference used by all agents within department
- Read scripts, prepared script synopsis, and presented to agents to assist them in finding opportunities for clients

CBS Records Los Angeles, CA
Intern, Marketing/A&R Summer 2008

- Assisted in execution of artist radio promotion for national tours by calling radio stations and confirming interviews
- Assembled press kits and responsible for all promotional materials sent out to clubs, venues
- Catalogued new music submissions and managed supply and demand of product inventory for existing artists

University of Southern California Office of Admission Los Angeles, CA
Assistant, Special Events & Communications Fall 2006-May 2010

- Coordinate and host on campus events to raise awareness and create interest for prospective students
- Organize and provide campus tours for prospective students and their families
- Host question/answer sessions with prospective students and parents highlighting curriculum, community involvement, and benefits of the alumni network

LEADERSHIP AND DEVELOPMENT

Google Accelerate Pilot Program Mountain View, CA
Project Manager April 2012- Present

- Manage a program that touches over 60 minority business owners across the country and helps them to use Google tools to grow their business – focused on growing the long term diversity of Google's customers and partners
- Pilot program has so far contributed to \$150K in new revenue, and our customers are expected to spend \$10K more than brand new advertisers without our touch point (won Global Business Impact Award for 2012)

Black Business Student Association Los Angeles, CA
President, Event Committee Member Fall 2009- Present

- Redesigned BBSA by increasing number of Executive Board members, increased general membership by 200%, and documented organization roles and responsibilities to make BBSA a more effective organization.
- Planned and hosted the USC Leventhal School of Accounting Summer Leadership Program for outstanding high school students.
- Managed a \$5000 budget to finance 6 "Business Leadership Skill" building events during the school year.
- Member since the Fall of 2006.

Management Leadership for Tomorrow (MLT) New York, NY
Fellow, Career Preparation Program July 2008-Present

- Selected as one of 220 for a National program designed to development the next generation of leaders in major corporations, non-profit organizations and entrepreneurial ventures.

ADDITIONAL SKILLS

Proficient in Google Tools, AdWords, Microsoft, musician, lover of books, films and music, basketball player, bike rider