

OFFICE OF THE CLERK
2007 JUN 29 PM 6:44

APPROVED AS TO FORM AND LEGALITY:



Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. 80750 C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A SOLE SOURCE PROFESSIONAL SERVICES CONTRACT WITH THE OAKLAND MERCHANT LEADERSHIP FORUM IN AN AMOUNT NOT TO EXCEED \$72,500 TO PLAN AND CONVENE MONTHLY EDUCATIONAL FORUMS FOR MERCHANT LEADERS AND COORDINATE MERCHANT PARTICIPATION IN THE CITY OF OAKLAND'S SHOP OAKLAND MARKETING CAMPAIGN FROM JULY 1, 2007 TO DECEMBER 31, 2007

WHEREAS, there are many neighborhood commercial districts in Oakland that range from thriving and viable to struggling and economically challenged; and

WHEREAS, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City, and

WHEREAS, the City has few resources to nurture and build merchant organizations and to market neighborhood commercial districts, and

WHEREAS, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

WHEREAS, the City finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts, and

WHEREAS, the City Council approved Resolution No. 78919 C.M.S., dated November 16, 2004, which authorized a sole source professional services contract with the Oakland Merchant Leadership Forum to provide organizational development assistance to merchant groups; and

WHEREAS, the Oakland Merchant Leadership Forum performed the tasks included in the contract scope of services and despite a slow start-up, the overall evaluation of their performance was rated satisfactory; and

WHEREAS, the City finds and determines that the Oakland Merchant Leadership Forum continues to be uniquely qualified to coordinate development and capacity building of merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing campaign and

WHEREAS, the proposed tasks are exempt from the California Environmental Quality Act (CEQA) under Section 15306 (information collection) and Section 15322 (educational or training programs involving no physical changes) of the CEQA Guidelines; now therefore be it

RESOLVED: That the City Administrator is authorized to negotiate, execute, amend, modify and extend a contract with the Oakland Merchant Leadership Forum in an amount not to exceed \$72,500 to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns from July 1, 2007 to December 31, 2007; and be it

FURTHER RESOLVED: That funding for this contract will be allocated from General Purpose Fund (1010), Neighborhood Commercial Revitalization/Service Delivery System (88569), Miscellaneous Contract Services (54919), Merchant Organizing/Shop Oakland Project (P275310); and be it

FURTHER RESOLVED: That the City Council has independently reviewed and considered this environmental determination, and the Council finds and determines that this action complies with CEQA because this action on the part of the City is exempt from the California Environmental Quality Act (CEQA) under Section 15306 (information collection) and Section 15322 (educational or training programs involving no physical changes) of the CEQA Guidelines, and the Council directs the City Administrator to file an Environmental Declaration (California Fish and Game Code Sec. 711.4) and a Notice of Exemption with the County of Alameda; and be it

FURTHER RESOLVED: That staff will conduct an evaluation of the Oakland Merchant Leadership Forum's performance at the end of the contract term, and return to the Council for direction as to whether to enter into an additional contract with OMLF or to issue a Request for Proposals; and be it

FURTHUR RESOLVED: That the contract shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, JUL 17 2007, 2007

PASSED BY THE FOLLOWING VOTE:

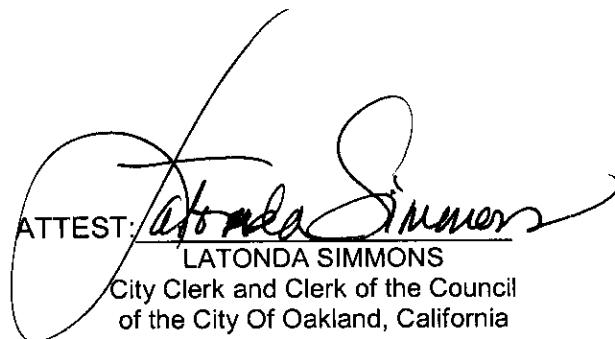
AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT DE LA FUENTE - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:



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