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CITY OF OAKLAND



CITY HALL 1 FRANK OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

04 MAY - 5 PM 1:46

IGNACIO De La FUENTE
Councilmember
District 5

510 238-7005
FAX 238-6910

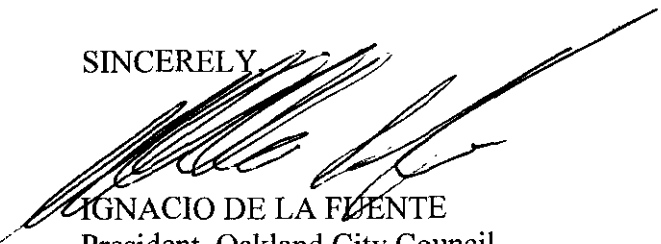
May 4, 2004

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

Dear fellow Council Members:

I would like to appoint Mr. Thomas Limon to represent District 5 on the Budget Advisory Committee.
Thank you for your consideration.

SINCERELY,



IGNACIO DE LA FUENTE
President, Oakland City Council

17
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MAY 18 2004

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OAKLAND CITY COUNCIL

B. 1/6/04

Q4 MAY -6 AM 11:12 RESOLUTION No. _____ C.M.S.

RESOLUTION APPOINTING THOMAS LIMON AS A MEMBER OF THE BUDGET ADVISORY COMMITTEE

WHEREAS, Ordinance No. 74826 C.M.S. creates the Budget Advisory Commission, whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Ordinance No. 74826 C.M.S. specifies that members of the Budget Advisory Commission are to serve two year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that by the nomination of President De La Fuente, the following individual is hereby appointed to the term set forth below:

Thomas Limon, as District 5 Representative, to complete the term beginning May 25, 2003 and ending May 25, 2005, filling a position formerly held by Orson Aguilar.

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

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MAY 18 2004

THOMAS RICHARD LIMON

2002 - Present

Fruitvale Development Corporation

Marketing Manager

Oakland, California

The Fruitvale Development Corporation (FDC) is the wholly owned non-profit subsidiary of the Spanish Speaking Unity Council. FDC is made up of Unity Council employees to develop the \$100 million, 255,000 square foot, mixed-use, transit-oriented development located at the Fruitvale BART station.

- Implemented marketing strategies for the leasing of housing, retail, and commercial uses
- Developed all graphic and marketing materials, including the website
- Compiled market research data
- Executed marketing initiatives and community preference surveys and roundtables
- Acted as manager for retail and commercial brokers
- Acted as liaison between the organization and development partners (BART, City of Oakland) during leasing activities

2002 - Present

Spanish Speaking 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. Casa Velasco was severely damaged in the 1989 Loma Prieta earthquake and due to unreinforced masonry requirements in the City of Oakland, residents were forced to relocate until seismic upgrades were completed.

- Authored and developed a winning \$2.4 million California Tax Credit Allocation Application in the At-Risk category
- Authored and developed a winning \$1.35 million City of Oakland application
- Overseeing the architect and contractor on a major renovation and retrofit of a historic building in the Fruitvale neighborhood
- Assisted in the creation of establishing the general partnership and syndication activities
- Preserved the property based Section 8 status of the building after 3+ years of vacancy
- Completing the renovation and retrofit activities on-time and within budget (*completion scheduled for Jan. 2004*)
- Managing property management company in rent-up activities

Union Point Park

Spearheaded by the Unity Council in 1997, Union Point Park represents the collaboration of the City of Oakland, Port of Oakland, the Unity Council, The California Coastal Conservancy, and the Trust for Public Land in the development and reuse of a 7-acre postindustrial waterfront site located on the Oakland estuary. The Unity Council is under contract with the City of Oakland to provide project management of construction of the Park. The Fruitvale neighborhood has the highest number of children in the City of Oakland, yet has the least of amount of park and open space in the City of Oakland.

- Successfully contributed to fundraising efforts totaling over \$8 million in local, state and other grant funding sources towards this 7-acre waterfront park adjacent to the Fruitvale Neighborhood
- Acquired necessary permits from regional, state, and federal agencies to develop along waterfront property.
- Developed graphic and marketing materials for the project
- Responsible for outreach and public relations to marina renters and residents
- Coordinated the selection of contractors through an RFP process

THOMAS RICHARD LIMON

2000 – 2001

Spanish Speaking 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 I68-HUD subsidized units
- Responded to City Planning Initiatives and Urban Policies
- Performed Market Research of the Fruitvale neighborhood
- Assisted in the development of several funding applications for Unity Council Programs and Housing initiatives
- Produced construction timelines and assisted in the management of subcontractors to ensure goals were met
- Coordinated organizational Strategic Planning Processes
- Maintained strict scheduling and project timelines

1999 – 2000

Spanish Speaking Unity Council

Executive Assistant

Oakland, California

- Worked directly for the CEO of the Unity Council
- Performed the scheduling of the CEO and acted as liaison for the CEO when unavailable for meetings and events
- Responsible for coordinating all matters related board activities and meetings, including the internal coordination of corporate materials and updates for board meetings
- Updated Corporate Bylaws
- Coordinated strategic planning efforts and compiled results and prepared results of these efforts
- Served as the Latino Community Outreach Chair for the City of Oakland Census 2000 Outreach Campaign. In addition, raised over \$250,000 in grants towards the hiring of outreach coordinators.

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 the 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.

THOMAS RICHARD LIMON

1993 - 1995

Associated Students Program Board

Special Events Coordinator

Santa Barbara, California

Position required knowing the University community and the needs of very diverse people. Responsibilities included: organizing and managing weekly programs ranging from cultural events to concerts, negotiating contracts with performers, ensuring adequate staff availability to produce shows, and coordinating logistical factors with University staff and involved parties. Held down position while carrying out responsibilities as a full-time student and athlete.

Summer 1994

Hispanic Chamber of Commerce of Alameda County

Office Manager

Oakland, California

Marketed and co-organized a Post-NAFTA trade mission to Mexico City. The delegation included local business leaders, the City of Oakland's Mayor and members of the City Council, and a member of the California Assembly (*now congresswoman Barbara Lee*). The success of this Trade Mission led to the development of the Greater Oakland International Trade Center. Other responsibilities included: membership development, marketing Chamber services and members, organizing Chamber events including business 'mixers', and coordinating the development of a quarterly newsletter.

Summer 1992

Spanish Speaking Citizens' Foundation

Youth Counselor

Oakland, California

Served as a youth counselor and mentor to lower income youth participants in the Summer Youth Employment Training Program. Responsible for the management and oversight of 50 youth participants in the job-training program. The program was designed to assist youth with the opportunity to develop professional job skills and career options in professional offices.

VOLUNTEER EXPERIENCE

Hispanic Chamber of Commerce of Alameda County

Oakland, California

Participated in the Hispanic Chamber of Commerce of Alameda County's outreach efforts and special event coordination. Managed and assisted the production of the Chamber's quarterly newsletter for 4 years. Active member and participant.

Jack London Aquatic Center

Oakland, California

Board Member (2001 - Present)

International Dragon Boat Association

Oakland, California

Treasurer (2003)

Board Member (2001 - Present)

RELEVANT SKILLS

Proficient in these computer applications for the PC and Macintosh:

- Microsoft Excel
- Microsoft Word
- Microsoft Access
- Microsoft Power Point
- Microsoft Project
- Microsoft Publisher
- Adobe Photoshop & Illustrator
- Corel Draw
- Macromedia Dreamweaver (Web design)
- PageMaker

EDUCATION

University of California at Santa Barbara

Bachelor of Arts in Geography

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