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OAKLAND

2013 APR 26 PM 1:45

Letter of Nomination

April 12, 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 a member of the following Board or Commission, subject to the City Council's confirmation:

CITY PLANNING COMMISSION

Jim Moore, Mayoral re-appointment to serve the term beginning May 6, 2013 and ending May 5, 2016, filling the seat he previously held.

Emily Weinstein, Mayoral appointment to serve the term beginning May 6, 2012 and ending May 5, 2015, filling the seat previously held by Michael Colbruno.

Jahaziel Bonilla, Mayoral appointment to serve the term beginning May 6, 2013 and ending May 5, 2016, filling the seat previously held by Carlton "Blake" Huntsman.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

Alma Chen
Office of the City Attorney

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13 APR 26 PM 2: 01

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF JIM MOORE AND APPOINTMENT OF EMILY WEINSTEIN AND JAHAZIEL BONILLA 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 five members of the City Council; and

WHEREAS, Ordinance No. 192 C.M.S., adopted May 5, 1932, amended by Ordinance No. 6485 C.M.S. passed November 30, 1961, amended by Ordinance No. 8883 C.M.S. passed October 4, 1973, and amended by Ordinance No. 11776 passed March 14, 1995, 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 Jean Quan has reappointed Jim Moore, appointed Emily Weinstein, and appointed Jahaziel Bonilia to serve three-year terms 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 reappointment of Jim Moore to serve a three-year term on the City Planning Commission, beginning May 6, 2013 and ending May 5, 2016, filling the seat he previously held; and
- the Mayor's appointment of Emily Weinstein to serve a three-year term on the City Planning Commission, beginning May 6, 2012 and ending May 5, 2015, filling the seat previously held by Miphael Colbruno; and
- the Mayor's appointment of Jahaziel Bonilia to serve a three-year term on the City Planning Commission, beginning May 6, 2013 and ending May 5, 2016, filling the seat previously held by Carlton "Blake" Huntsman.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -
ABSENT -
ABSTENTION -

ATTEST:

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

WORK EXPERIENCE

BRIDGE Housing Corporation, San Francisco, CA

Largest non-profit affordable housing developer in California, with over 13,000 units.

Community Builder-Rebuild Potrero, 2010-Present

- Responsible for ensuring community engagement and resident involvement in all stages of the master planning and development process of Rebuild Potrero-a holistic redevelopment of 600 public housing units into a mixed use, mixed income neighborhood in San Francisco.
- Develop a Community Building and Human Capital Master Plan to address residents' short and long term needs and strategies to meet them.
- Manage Rebuild Potrero community building budget and program staff.
- Work with community based organizations and City departments to connect residents to existing programs and service opportunities.
- Create infrastructure to implement ongoing community building activities and leverage institutions to implement sustainable neighborhood initiatives and programs.
- Build community capacity through strategic partnerships and leadership development.
- Provide ongoing communications with all project stakeholders including public housing residents, surrounding community members, City staff, government officials and community organizations, institutions and businesses.

Consultant, 2005-2006

- Consulted for the Executive Vice-President: evaluated the financial and entitlement feasibility of future projects, responded to public agency requests for development, negotiated deal terms for property dispositions and assessed options for Brownfield sites.

Assistant Project Manager, 1998-2000

- Assisted Director of Special Projects in all aspects of the development process for difficult to develop projects, including the Acorn Apartments in West Oakland and the North Beach HOPE VI public housing development in San Francisco.
- Conducted community outreach and focus groups to solicit input on project design and management, and assisted in the public permitting process.
- Reviewed financing scenarios and submitted applications to local, state and federal agencies. Negotiated with lenders and public agencies to obtain funding.
- Evaluated design options and coordinated the development of a neighborhood services plan as a result of community needs assessments.

Green Dot Public Schools, Los Angeles, CA

Charter Management Organization (CMO), operating 18 public high schools and educating approximately 10,000 students in underserved communities throughout Los Angeles. Nationally recognized as the pioneer of the school transformation model.

Senior Manager, New School Development, 2009-2010

- Crafted and executed strategic outreach plans to meet enrollment targets and Green Dot's growth strategy, including Green Dot's first middle school charter.
- Managed a team of 3 Community Organizers. Carried out ongoing community engagement and outreach efforts, student recruitment, and neighborhood events with community organizations and traditional LAUSD schools.
- Developed and implemented strategic communication plans to garner community, parent and school site support for Green Dot's larger political mission to transform public education. Created and conducted leadership and communications trainings for Green Dot staff and parents.
- Mobilized parents and organization staff to strengthen Green Dot's advocacy efforts in Los Angeles, including turning out 1,000 parents for a rally in support of the LA Public School Choice Resolution in August, 2009.

Senior Manager, Real Estate Development, 2008-2009

- Oversaw the design, financing, construction and move-in of 4 new high school facilities including the opening of three new high schools in South Los Angeles in the Summer, 2008.
- Obtained public and private financing to reduce real estate portfolio costs across the organization.

- Worked with Principals to assess current and future facility requirements and managed the ongoing facility needs of approximately 8 high schools.
- Fostered relationships with LA Unified School District to secure facilities and ensured smooth day to day operations for Green Dot schools co-located with traditional LAUSD schools.

Free Range Studios, Berkeley, CA

Award winning web-based educational, communications and social-action campaigns for non-profits and socially responsible businesses.

Consultant and Campaign Strategy Director, 2005-2008

- Provided strategic consulting services by applying traditional field organizing strategies and theories to online campaigns.
- Founded and managed the Free Range Strategy Department, providing strategy services to clients to increase the effectiveness of Free Range's design and social marketing products. Services included: audience research, message and usability testing, distribution, marketing and outreach plans, goal tracking, and evaluations.
- Worked with clients to integrate on- and off-line organizing efforts and managed multi-departmental projects, including the successful launch of the Story of Stuff, an online movie phenomenon that has been viewed by over 10 million.

Forest City Development, San Francisco, CA

A national real estate management and development company. The San Francisco office specializes in urban infill commercial and residential development throughout the Bay Area.

Assistant Development Manager, 2003-2005

- Managed the development of the Uptown Apartments, a \$200 million urban infill, mixed-income, mixed-use, transit-oriented, Brownfield project in Downtown Oakland.
- Worked with project stakeholders to ensure on-time, on-budget project delivery and actively participated in large-scale community revitalization efforts, including streetscape re-design, public transit improvements, art and entertainment districting and a merchants association.
- Responsibilities included consultant oversight during the feasibility, design and construction process, leading community meetings during the public entitlement phase, evaluating project budget and ongoing financing needs, negotiating deal terms with the City of Oakland and other financing institutions, developing a community benefits plan with labor and community organizations, engaging project stakeholders, and monitoring and analyzing changing market conditions.

EDUCATION

Massachusetts Institute of Technology, Cambridge, MA

Dual Degree: Master in City Planning and Master of Science in Real Estate Development, 2002

Wesleyan University, Middletown, CT

Bachelor of Arts: East Asian Studies, 1997

HONORS, AWARDS and BOARDS

- New Leaders Council, LA Chapter: Board Member, 2008-2010.
- City Council Proclamation declaring May 8, 2008 "Emily Weinstein Day": City of Oakland, CA.
- National Women's Political Caucus, Alameda County North: Elected Board Member, 2007-2008 and 2011-Present
- Emerge California: Alumna of highly selective leadership program, training Democratic women to run for local and state political office. Program member, 2005-2006.
- East Bay Young Democrats Executive Board: Elected At Large Board Member, 2003-2008.
- California Delegate: Elected John Kerry CA Delegate to the 2004 National Democratic Convention to represent the 9th Congressional District, 2004.
- Alumni Representative: Chosen by faculty to represent MIT Alumni on MIT's Department of Urban Studies and Planning and Center for Real Estate Faculty Recruitment and Selection Committee, 2002-2003.
- MIT Center for Real Estate Brenda Radichel Fellowship: Awarded for demonstrating leadership and promise in the field of real estate, 2002.
- MIT Center for Real Estate Social Service Scholarship: Awarded to a recent graduate who shows a commitment to serve in the nonprofit real-estate sector, 2002.