

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2011 FEB -8 PM 3:56

Letter of Nomination

February 15, 2011

The Honorable City Council  
One City Hall Plaza, Second Floor  
Oakland, CA 94612

Dear President **Raid** and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints the following person as a member of the following **Board** or Commission, subject to the City Council's confirmation:

**COMMUNITY POLICING ADVISORY BOARD**

Jeffrey **D. Cash** Mayoral appointment to serve the term beginning March 26, 2010 and ending March 25, 2013, filling the seat previously held by **Victor James Serinus**.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

2011 FEB -8 11:35 AM  
Effective sales based opportunity that leverages my strong interpersonal, project management, and influencing skills

**Experience:**

Comcast Corp, Oakland Ca  
Field Technician

6/07-Present

- Install video, high speed internet, telephony and home networking; servicing an average of 10 customers per day
- Trouble shoot, diagnose and repair issues with customer's service, including configuring customers equipment: personal computers, routers, HDTV's, home theatre systems, etc
- Installing and repairing customers internal wiring, including coaxial, telephone, and cat5
- Consistently met and exceeded goal for trouble calls on installs and repeat trouble calls.

San Francisco C.A.S.A Program, San Francisco Ca  
Court Appointed Special Advocate

7/05-12/07

- Advocated for a child in San Francisco's Dependency Court System
- Developed and implemented long-term strategies for the child's success in school and home.
- Educational Advocacy via Appointment as Childs Educational Surrogate
- Provided in-depth biannual court reports on status of child

L'Occitane en Provence – San Francisco, Ca

4/02-2/04

- Held management positions in two locations
- Directed all daily operations of a (include annual gross sales of store) retail skin care boutique.
- Completed comprehensive product knowledge, sales and management training programs
- Provided consistent support for 5 stores, including hiring/training staff for other locations, conducting training at other locations and assisting with new store openings
- Consistently exceeded sales plan, while achieving annual double-digit sales increases
- Mentored & coached staff to ensure sales growth as well as growth of associate.
- Managing visual presentation and product placement

Independent Contractor

10/99-4/02

In-Store Vendor Representative

- Coordinated in-store events and promotions
- Trained and coached 20+ associates on all aspects of product
- Maintained prominence of brand via product placement and merchandising
- Leadership resulted in an annual increase in excess of 10% for my assigned group

Nordstrom – San Francisco

10/98-10/99

- Sold Men's shoes via needs based assessments, including personal consultations
- Developed and maintained personal clientele
- Attending product trainings and vendor seminars

**Skills:**

- Multi-lingual –French, Spanish
- Sales – in-store and on-site
- Merchandising
- Multi-platform computer proficiency
- Computer Networking
- Training/Coaching

Education: B.A. Sociology, San Francisco State, 2006

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2011 FEB -8 PM 3:56

APPROVED FOR FORM AND LEGALITY

**DRAFT**

CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

---

### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF JEFFREY D. CASH AS A MEMBER OF THE COMMUNITY POLICING ADVISORY 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**, Resolution No. 72727 C.M.S., adopted June 11, 1996 and amended by Resolution No. 73916, adopted November 4, 1997, which changed the body's status from a Task Force to a Board, establishes the Community Policing Advisory Board to oversee, monitor and report at least twice yearly and provide recommendations on community policing to the Mayor, City Council, City Manager, and director of Police Services; and

**WHEREAS**, the Community Policing Advisory Board consists of fifteen (15) members, all Oakland residents, serving three-year terms, three appointed by the Mayor, one by each Councilmember, one by the Oakland Housing Authority, one by the Oakland Unified School District Board, and two by the Home Alert Steering Committee; and

**WHEREAS**, the Honorable Mayor Jean Quan has appointed Jeffrey D. Cash to serve a three year term 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 Jeffrey D. Cash to the Community Policing Advisory Board to a three-year term beginning March 20,

2010 and ending March 25, 2013, filling the seat previously held by Victor James Sehnus.

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

AYES – BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE,  
BROOKS, KAPLAN AND PRESIDENT REID

NOES –

ABSTENTIONS-

ABSENT-

ATTEST:

---

LATONDA SIMMONS

City Clerk and Clerk of the Oakland City  
Council