

CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3rd FLOOR • OAKLAND,
CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

April 7, 2022

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

Dear President Bas and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

Cannabis Regulatory Commission

Taib Alaoui to the Cannabis Regulatory Commission as Council District 3's Representative for the term of August 1, 2021 to July 31, 2023, filling the seat previously held by Austin Stevenson.

Javier Armas to the Cannabis Regulatory Commission as Council District 1's Representative for the term of August 1, 2021 to July 31, 2023, filling the seat previously held by Lanese Martin.

Eric Medrano to the Cannabis Regulatory Commission as the Mayor's Representative for the term of August 1, 2021 to July 31, 2023, filling the seat previously held by Stephanie Floyd-Johnson.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Libby Schaaf". The signature is fluid and cursive, with a large, stylized initial "L".

Libby Schaaf
Mayor

Profile

Tab _____ **Alaoui** _____
First Name Middle Initial Last Name

Home Address

Street Address State or Zip

Oakland _____ **CA** _____ **94611** _____
City State Postal Code

Primary Phone Alternate Phone

Self Employed _____ **Founder** _____
Employer Job Title

Which Boards would you like to apply for?

Cannabis Regulatory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

I believe my 20 years of experience as a medical cannabis patient, and years of experience working in the legal cannabis industry, will help me provide insight and strategic input on the issues considered by the Commission. Also, my 15 years working in the commercial insurance industry has provided me with the experience to properly identify and mitigate risk and liability, in addition to providing me experience reviewing contracts and detailed insurance policies.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

[Tab Alaoui Resume_1.docx](#)
Upload a Resume

Please paste the text of your resume or curriculum vitae below.

TAIB ALAOUI 2056 As omar Drive Oak and, CA 94611 (650) 224-5618 t.a aou 81@gma .com
www. nked n.com/pub/ta b-a aou /2/634/6a7/ OBJECTIVE: To become a member of the Cannabis
Regulatory Commission in order to use my experience as a medical cannabis patent, and years of
experience working in the legal cannabis industry, to provide insight and strategic input on the issues
considered by the Commission. EXPERIENCE Marrakech Green – Oak and, CA October 2018 – Present
Founder • Provided sales support for 12 small, local product manufacturers. • Offered free consulting
services to a qualified Equity applicants. • B2B sales and sourcing of bulk oil and other raw materials. •
Established relationships with over 50 retail dispensaries in the Bay Area. • Provided consulting support to
product manufacturers on product development, marketing, supply chain efficiency, regulations, and
consumer education. • Connected companies with investors, raised \$500k. Vista Distribution (Equity) –
Oak and, CA April 2018 – October 2018 Sales Director • Wore many hats from sales to establishing
supply chain, distribution, and sales protocols to help get the company off the ground. • Was one of the
first to sell social equity products in the new legal market. • Established 25 new retail dispensaries. •
Consistently top in sales month after month. Socus Insurance Services – San Francisco, CA December
2013 – June 2017 Assistant Vice President Broker • Wrote over \$1 million in new business premium in
my first year. • Increased one of our largest retailer's books of business by 20%. • Appointed 10 new
agencies. • Heaped implementation and teach staff how to properly utilize customer relationship management
software (Salesforce). • Averaged 30 agency visits a month, in order to increase production and educate
my agency base on our product offerings. Atlas General Insurance – San Diego, CA December 2012 –
August 2013 Marketing Representative • Responsible for the state of California, increased submissions
20% over 2012 with 2 fewer carriers. • Averaged 105% of monthly submissions goals. • Created Salesforce
procedures and workflows for the marketing department. • Appointed 195 new retail agencies and
terminated 77 for lack of production. • Implemented production requirements for existing agencies and set
standards for new agency appointments. • Averaged 12 agency visits a week in addition to entertaining
agency principles and brokers. • Utilized LinkedIn and various websites and social media platforms to
generate agency leads to cold call and qualify for an appointment. Heffernan Insurance Brokers - Walnut
Creek, CA February 2006 – December 2011 Sales Manager (January 2009 – December 2011) • Managed
a sales team who consistently met sales quotas. • Handled carrier relationships and new carrier
appointments for the department. • Day to day support and mentoring of Producers to help increase new
business sales and meet established goals and objectives. • Conducted monthly, mid-year and annual
reviews. • Reviewed submissions for quotes to carriers and proposals to prospects. • Educated producers
on proper selling techniques and overcoming sales obstacles. • Implemented and negotiated exclusive
programs with carriers for targeted associations. • Interviewed potential sales candidates. Commercial
Lines Broker (February 2006 – January 2009) • Built book of business to \$400K in revenue which
corresponded to \$3 million in annual premiums. • Exceeded sales quota by 110% in 2007 and by 125% in
2008. • Consistently ranked as one of the top 3 producers in terms of annual revenue generated. •
Generated new business opportunities, pre-qualified prospects and closed business in a quota based
position. • Averaged 125 cold calls per week on new business prospects. • Marketed client accounts and
negotiated with insurance carriers to provide the most competitive pricing and coverage options that fit the
respective business. Conne Insurance Agency - Foster City, CA November 2003 – February 2006 Sales
& Customer Service Representative Wells Fargo Bank - Half Moon Bay, CA November 2000 – November
2003 Personal Banker EDUCATION September 2000 – June 2003 College of San Mateo San Mateo, CA
Associate Degree SKILLS 60 WPM; Microsoft Office, Word, Excel, PowerPoint, Outlook,
Salesforce.com CRM, Astonish Results CRM, Adobe Photoshop CS, Personal Development. PERSONAL
INFORMATION • Outgoing,regarious, highly competitive and self-motivated. • Enjoy traveling, spending
time with family, working out, yoga, golf, hiking, snowboarding, coaching youth basketball, and socializing
with friends and colleagues.

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

OBJECTIVE:

To become a member of the Cannabis Regulatory Commission in order to use my experience as a medical cannabis patient, and years of experience working in the legal cannabis industry, to provide insight and strategic input on the issues considered by the Commission.

EXPERIENCE

Marrakech Green – Oakland, CA

October 2018 – Present

Founder

- Provided sales support for 12 small, local product manufacturers.
- Offered free consulting services to all qualified Equity applicants.
- B2B sales and sourcing of bulk oil and other raw materials.
- Established relationships with over 50 retail dispensaries in the Bay Area.
- Provided consulting support to product manufacturers on product development, marketing, supply chain efficiency, regulations, and consumer education.
- Connected companies with investors, raised \$500k.

Vista Distribution (Equity) – Oakland, CA

April 2018 – October 2018

Sales Director

- Wore many hats from sales to establishing supply chain, distribution, and sales protocols to help get the company off the ground.
- Was one of the first to sell social equity products in the new legal market.
- Established 25 new retail relationships.
- Consistently top in sales month after month.

Socius Insurance Services – San Francisco, CA

December 2013 – June 2017

Assistant Vice President Broker

- Wrote over \$1 million in new business premium in my first year.
- Increased one of our largest retailer's books of business by 20%.
- Appointed 10 new agencies.
- Helped implement and teach staff how to properly utilize customer relationship management software (Salesforce).
- Averaged 30 agency visits a month, in order to increase production and educate my agency base on our product offerings.

Atlas General Insurance – San Diego, CA

December 2012 – August 2013

Marketing Representative

- Responsible for the state of California, increased submissions 20% over 2012 with 2 fewer carriers.
- Averaged 105% of monthly submission goals.
- Created Salesforce procedures and workflows for the marketing department.
- Appointed 195 new retail agencies and terminated 77 for lack of production.
- Implemented production requirements for existing agencies and set standards for new agency appointments.
- Averaged 12 agency visits a week in addition to entertaining agency principles and brokers.

Profile

Javier _____ Armas _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ _____
Street Address Suite or Apt

Oakland _____ CA _____ 94608
City State Postal Code

_____ _____
Primary Phone Alternative Phone

Javier's Organizations _____
Employer Job Title

Which Boards would you like to apply for?

Cannabis Regulatory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

[Oak and Growth Manager Resume.pdf](#)

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

I wrote a book called Budtender Education, published December 2020. This is the first book on Cannabis written by an official Oakland equity operator.

Please click the acknowledgement below.

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I Agree *

JAVIER ARMAS

Business Development Director

A highly driven and experienced sales leader, business developer and writer, proven in generating significant profits for cannabis startups, while building leaders and strong organization. Supported Latino Cannabis startups for the last two years, generating significant market growth and market acquisition. Leverages extensive exceptional communication skills to build and maintain strong working relationships with clients. Draws upon extensive product knowledge to convey product offerings, raising brand awareness while growing a company's territory within retail. Experienced employment paralegal, grounded in California wage and hour employment law. Self-published author.

Signature Strengths:

Sales ▪ Leadership ▪ Writing ▪ Research ▪ Paralegal ▪ Territory Development & Management ▪ Branding ▪ Client Management ▪ Content Development ▪ Business Development

EXPERIENCE

BLESSED EXTRACTS, DAVIS CA, Bay Area Sales and Distribution Manager, October 2019 - to October 2021

- Managing distribution and sales Blessed Extracts, opened up 26 accounts, foster business development.
- Produce regular reports on sales performance and manage some digital marketing.

SPROUTWAYS, SAN JOSE CA, Sales and Distribution Manager, April 2019 - Present.

- Managing distribution and sales for rare cannabis genetics produced by legendary breeders.
- Accumulating cannabis medical genetic data for medical value.

JETTY EXTRACTS, Oakland, CA, Lead Sales Representative, 2017 - 2019

- Secured and managed territory of 40 accounts across the East Bay, San Jose, Santa Cruz, Monterey, Carmel, and Salinas; realized \$160,00 to \$220,000 in monthly sales, running 40 regular promotions.
- Third top performing sales rep when Jetty was fifth top cartridge in the state.

COMPASSIONATE COLLECTIVE OF ALAMEDA COUNTY, Hayward, CA, Budtender and Manager, 2004-2007

- Managed inventory, scheduled budtenders, and held responsibility for presentation of store and products.

OTHER EXPERIENCE

JAVIER'S ORGANICS: JAVIER'S ORGANICS, Oakland, CA, Cannabis Writer, 2017-Present

- Published Budtender Education book December 2020; publisher Javier's Organics.

Bay Area Latino Cannabis Alliance "BALCA:" Oakland CA, Founder 2017 to present. First bilingual cannabis newsletter in the US. Generating sales, branding, marketing, networking mixers, with small businesses in the Cannabis industry.

FLYNN LAW OFFICE, Oakland, CA, Civil Rights Paralegal, 2012-2015

ENVISION HIGH SCHOOL, Oakland, CA, History Teacher, 2009-2012

EDUCATION & LICENSURE

UNIVERSITY OF CALIFORNIA, Santa Cruz, CA, B.A., History of the Americas, 2005

Flynn Law Office, Paralegal License, 2012,

Home Improvement Salesperson, Solar License 2019, METRC Compliance Manager 2020

COMPUTER SKILLS: MS Office Suite, LeafLink, Odoo, Excel, Canva.

Profile

Eric _____ A _____ Medrano _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ _____
Street Address Suite or Apartment

Oak and _____ CA _____ 94605
City State Postal Code

_____ _____
Primary Phone Alternative Phone

Project Equity _____ Client Services Associate and
Employer Job Title Financial Analyst

Which Boards would you like to apply for?

Cannabis Regulatory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

First and foremost, I am an Oak and native, born and raised in the very neighborhood this commission seeks representation from; Oak and City Council District 6. My desire to serve on this board stems from my desire to serve in my community in a way that directly impacts the Oak and community, and in particular low-income and immigrant communities. That said, and as I am sure you are aware of given this commission's charge, the history of marijuana use in Oak and is closely tied to the mistreatment of low-income communities, and in particular, communities of color. As part of this community and demographic, I believe my representation would be critical to the success of the Cannabis Regulatory Commission. Not noted in my resume is my community organizing experience as part of an organization called "Students for Quality Education". Though my primary focus was to organize around student and higher education-related issues, Students for Quality Education also took care to take a strong stance on racial and economic justice. I frequently organized student calls-to-action when an incident at San Jose State and/or the surrounding community, related to racial or economic justice, occurred. I led organizing meetings, recruited for the organization, set agendas and long-term plans to achieve our goals, whether that be to pass a resolution through San Jose State's Academic Senate providing monetary support for a task force on racial equity training, or to raise awareness of key issues affecting students such as an unwarranted tuition hike. Currently, I work with a national nonprofit based in Oak and, called Project Equity, working to transition small businesses to an employee-owned model. I provide the backend financial analysis for businesses on several projects at a time, working with small businesses to successfully keep them open while providing long-term employees with an opportunity to gain ownership in the respective workplace. The key here, as is with a lot of my work, is to ensure positive impacts made, in this case economic impact. The Cannabis Regulatory Commission makes decisions on the permitting process, directly affecting a group I am very familiar with; small businesses. I understand how small businesses operate and how they are affected by city and state policies. Prior to working with Project Equity, I was a Coro Fellow, a prestigious post-graduate program that developed my leadership and adaptive skills over the course of 9 months. The Coro Fellowship in Public Affairs achieved this by placing me in seven different organizations across the nonprofit, public, and private sectors. It was through Coro that I gained a better understanding of the intersection and dynamic between different sectors. This skill set will allow me to understand how policy and process recommendations made at the Cannabis and Regulatory Commission could affect other city departments and most importantly, Oak and residents and cannabis businesses. Overall, I am a proud Oak and native with a breadth of advocacy, analytical, and business development experience who understands the charge and importance of the Cannabis Regulatory Commission. I intend to put this experience to good use for the benefit of the City of Oak and, and for its residents to thrive.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

[MedranoEric_Resume_January2021.pdf](#)

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Please click the acknowledgement below.

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I Agree *

Eric A. Medrano

WORK EXPERIENCE

Project Equity

Fall 2019 - Present

Client Services Associate and Financial Analyst

Oakland, CA

- Manage client relations, engaging clients at entry point and ensuring successful pass-through of services
- Organize, schedule, maintain client files and sensitive information
- Provide the backend financial analysis for clients, primarily small businesses, to understand their financial standing; this includes, but is not limited to debt-capacity analysis, historical analysis, cash-flow analysis, and change management

Coro Northern California

Fall 2018 to Spring 2019

Fellow in Public Affairs

Nine-month, highly selective fellowship with seven consulting projects in various sectors, aims to build agility in complex work environments with little direction, and trains in varied leadership styles managing diverse team work-styles and perspectives. Below are two sample clients:

City of Berkeley

Fall 2018

Campaign Co-Manager

Berkeley, CA

- Managed part of local campaign “Yes on Measures O&P” in the City of Berkeley, pushing for two local housing measures
- Recruited and trained 12+ volunteers for effective outreach to different city, community, and business stakeholders

Water Solutions Network

Spring 2019

Design Team Consultant

San Francisco, CA

- Consulted on membership and participation models, marketing best practices, and internal communications of the network
- Evaluated growth and development of the network, gathering survey data from network participants and management team
- Presented recommendations for sustainable growth, listing 100+ quality contacts aligned with the network’s mission

LeaderSpring Center: Creating Equity + Transformation

Fall 2017 - Fall 2018

Program Assistant – Consulting Services

Oakland, CA

- Planned and executed logistics of programmatic activities from meetings, team convenings, to large-scale retreats
- Supported budget management, design, and development of programs and assisted with evaluative data collection i.e. feedback surveys, training assessments, and funder assessment reports
- Conducted scheduling, communications, and correspondence activities for consulting arm of services
- Interfaced with community leaders, nonprofit organizations, and existing and potential clientele to promote organizational growth

LEADERSHIP

Young Invincibles

Summer 2017 - Fall 2018

Youth Advisory Board

Statewide, CA

- Served on 2 statewide committees to inform organization’s role in California’s Community College online platform, closing the workforce skills gap in millennial populations across the U.S., and advise on long-term projects.
- Determined, alongside 5-7 other board members, the strategic plan of the organization for the 2018-2019 fiscal year

Associated Students (AS), San Jose State University

Summer 2015 - Spring 2017

Vice President, Director of Student Rights and Responsibilities, Director of Internal Affairs

San Jose, CA

- Led bi-weekly AS board meetings, guiding policies and procedures involving campus safety, faculty affairs, community engagement, and internal operations.
- Met 1-on-1 with 15 board members to provide support, review projects, and timelines.
- Introduced first Code of Ethics to hold members to high standards of ethical conduct.

EDUCATION

San Jose State University

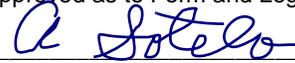
2017

Bachelor of Arts in Political Science, Business Minor

SKILLS and INTERESTS

Skills: Fluent in Spanish, proficient in Microsoft Excel, G Suite, coalition building experience, Financial Analysis

Interests: Community and Economic Development, Social Impact, Community Organizing, Public Policy, Public Affairs


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE APPOINTMENT OF TAIB ALAOUI, JAVIER ARMAS, AND ERIC MEDRANO AS MEMBERS OF THE CANNABIS REGULATORY 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, the ordinance titled the Oakland Cannabis Regulation and Revenue Act, also known as Measure Z (Ordinance), adopted by the voters of Oakland, November 2, 2004, in the General Municipal Election, formed the Cannabis Regulatory Commission to oversee the Ordinance's implementation and to make recommendations to the City Council regarding the licensure, taxation, and regulation of cannabis for adult use; and

WHEREAS, the Oakland Cannabis Regulation and Revenue Act specifies that members of the Cannabis Regulatory Commission (CRC) are to be appointed one by the Mayor, one by the City Auditor, one by the City Administrator, and one from each Member of the City Council, to serve two-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed **Taib Alaoui, Javier Armas, and Eric Medrano**, subject to confirmation by the City Council, to serve two-year terms on the Cannabis Regulatory Commission; and

WHEREAS, that Ordinance Number 12694 C.M.S., which established the Procedures of the CRC, provides in relevant part “ . . . that an appointment to fill a vacancy shall be for the unexpired terms only”; and

WHEREAS, that Taib Alaoui’s appointment is for the seat held by Austin Stevenson; and

WHEREAS, that Javier Armas’ appointment is for a vacant CRC seat, previously held by Lanese Martin; and

WHEREAS, that Eric Medrano’s appointment is for a vacant CRC seat, previously held by Stephanie Floyd-Johnson; now, therefore, be it

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor’s appointment of:

- (1) **Taib Alaoui** to the Cannabis Regulatory Commission as Council District 3’s Representative for the term of August 1, 2021 to July 31, 2023; and
- (2) **Javier Armas** to the Cannabis Regulatory Commission as Council District 1’s Representative for the term of August 1, 2021 to July 31, 2023; and
- (3) **Eric Medrano** to the Cannabis Regulatory Commission as the Mayor’s Representative for the term of August 1, 2021 to July 31, 2023.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - PRESIDENT FORTUNATO BAS, GALLO, FIFE, KALB, REID, TAYLOR, THAO AND KAPLAN

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____
ASHA REED
City Clerk and Clerk of the Council
of the City of Oakland, California