

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

October 29, 2021

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:

Budget Advisory Commission

Reisa Jaffe to serve a first three-year term beginning October 1, 2021 and ending September 30, 2024, filling the seat previously held by Darin Ranahan.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".

Libby Schaaf
Mayor

Profile

Reisa _____ Jaffe _____
First Name Middle Initial Last Name

Email Address

Street Address Suite or Apt

Oakland _____ CA _____ 94610
City State Postal Code

Mobile: (510) _____ Home: (510) _____
Primary Phone Alternate Phone

Employer Job Title

Which Boards would you like to apply for?

Budget Advisory Commission: Submitted

Interests & Experiences

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

Since retirement I have been putting my time into doing what I can to bring changes to our current systems that have brought a failing score on the Oakland Equity Report. I have been attending City Council meetings related to the budget for about 5 years and have noted the challenges of meeting all the needs with limited funding. I have long recognized that my participation is not enough and thus I have been encouraging people to participate in the budget process. I am glad the BAC establishing ordinance includes, "encouraging public participation." I look forward to having an opportunity, through this role, to expand public participation. The BAC establishing ordinance also includes, "input into fiscal decision making, and improving the transparency and accountability of City fiscal information and decision making." My professional life included developing and overseeing budgets. I will be using the skills I gained in that work towards these goals. I will use my critical thinking skills to evaluate where the budget has failed community members/neighborhoods. I will ask questions to encourage matching the words we speak to the actions we take. For example, OPD Chief Armstrong speaks about the importance of partnering with the Department of Violence Prevention towards the goal of reducing crime. Does the budget reflect the value of that partnership to achieving a goal that the Mayor and City Council have also said is important? Year after year, OPD overspends its budget. That overspending is a clear systemic failure and I will be asking questions to see what can be done to address that problem.

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.

Reisa_Jaffe_Resume.pdf
Upload a Resume

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

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 *

Reisa Jaffe



Experience

QuickBooks Consultant and Bookkeeper

EADOC/Bentley Systems ĩ 2013–2016

T324 ĩ 2012–2013

Minding Your Profits ĩ 2008–2010

- Created customer invoices, entered and paid bills, prepared and posted payroll and month-end journal entries, completed bank reconciliations, prepared sales tax, workers' compensation and financial reports, prepared 1099s.
- Provided QuickBooks setup, training, troubleshooting and customization services.
- Created and documented bookkeeping procedures.

Office Manager

MRW & Associates, Oakland, CA ĩ 1996–2005

Child Care Law Center, San Francisco, CA ĩ 1991–1996

- Developed and delivered monthly, quarterly and annual Profit and Loss Statements, Balance Sheets and Cash Flow Management reports within strict deadlines.
- Prepared and monitored operating and grant budgets.
- Prepared month-end and quarterly general journal entries.
- Processed payroll, via payroll service, and prepared payroll journal entries.
- Audited general ledger accounts.
- Managed cash flow.
- Reduced audit expense with thorough advanced preparation.
- Designed a system that improved accuracy of charging expenses to the appropriate grant and one to ensure accurate payment of contract workers.
- Developed and documented bookkeeping processes and procedures.
- Reduced bookkeeping time with proper training and implementation of new systems. Enabled the transition of computer support from an owner to the bookkeeper.
- Performed daily bookkeeping functions to cover for bookkeeper and for periodic audit controls.
- Administered 401(k), tracked vacation and sick time, processed employee benefits' forms and maintained personnel files.

Computer Support Manager

United Way, San Francisco, CA ĩ 1988–1991

- Managed department providing computer support, telecommunications and customer service to headquarters and five satellite offices.

- Hired, trained and supervised professional and support staff. Improved efficiency with cross-training.
- Developed standards of customer service and motivated staff to be proactive in making improvements.
- Developed and implemented on-going computer training program, which resulted in increased productivity at all levels of the organization.
- Analyzed job functions, automated manual tasks and increased efficiency of previously automated tasks.
- Developed and programmed reports for monitoring \$52 million campaign.

Education

B.A., Education, University of Massachusetts, Magna Cum Laude


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF REISA JAFFE TO THE BUDGET ADVISORY 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. 13337 C.M.S, adopted November 3, 2015, creates the Budget Advisory Commission to advise the Mayor and City Council on topics deemed important to the fiscal health of the City, encourage public participation and input into fiscal decision making, and improve the transparency and accountability of City fiscal information and decision making; and

WHEREAS, the Budget Advisory Commission shall be composed of 15 members appointed by the Mayor and confirmed by the Council in accordance with Section 601 of the City Charter; and

WHEREAS, three members are selected by the Mayor, two members are recommended by the Chairperson of the Finance and Management Committee, one member is recommended by each Councilmember, one member is recommended by the City Auditor, and one member is recommended by the Chairperson of the Community Economic and Workforce Development Committee; and

WHEREAS, the Honorable Mayor Libby Schaaf appoints **Reisa Jaffe**, now, therefore, be it

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

Reisa Jaffe to serve a first three-year term beginning October 1, 2021 and ending September 30, 2024, filling the seat previously held by Darin Ranahan.

3119405v1

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

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

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

ASHA REED
City Clerk and Clerk of the Council
of the City of Oakland, California