

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2012 JUN -7 AM 10:05

Letter of Nomination

June 18, 2012

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

Dear President Reid 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**

**Krista Gulbransen** Mayoral reappointment , on the recommendation of Councilmember Libby Schaaf, to serve the term beginning March 25, 2012 and ending March 24, 2015, filling the seat she previously held..

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

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APPROVED FOR FORM AND LEGALITY

**DRAFT**

CITY ATTORNEY

## OAKLAND CITY COUNCIL

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

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### **RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF KRISTA GULBRANSEN 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 Krista Gulbransen, on the recommendation of Councilmember Libby Schaaf, to serve a three year term as District 4 Representative, 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 Krista Gulbransen to the Community

Policing Advisory Board to a three-year term beginning March 25, 2012 and ending March 24, 2015, filling the seat she previously held.

**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:**

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**LATONDA SIMMONS**  
City Clerk and Clerk of the Oakland City Council

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### **Community Organizer & Marketing Professional**

Entrepreneurial executive with more than 18 years experience in marketing, sales and community organizing.  
Experience with:

- |   |   |
|---|---|
| <input type="checkbox"/> Political Campaigns            | <input type="checkbox"/> Business Strategy for Non-Profits    |
| <input type="checkbox"/> City Commissions               | <input type="checkbox"/> Social, Business & Web 2.0 Platforms |
| <input type="checkbox"/> Community Development & Growth | <input type="checkbox"/> Managing Cross Functional Teams      |

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### **QUALIFICATION HIGHLIGHTS**

- Currently a senior executive at a not-for-profit trade association
- Oakland City Commissioner, Chair of the Community Policing Advisory Board (2010 to present)
- Extensive experience in leading, motivating and inspiring large groups of volunteers and employees
- Co-founded the Oakland High Street Coalition and organizer of the Take Back High Street March, 2011
- Led 50+ Regional Directors across the world in the growth and management of their chapters achieving new chapter growth by 25% in one year
- Account Director and lead for 8 Taproot Foundation pro bono business projects from strategic development to branding
- Volunteer for the Libby Schaaf for Oakland City Council and Rebecca Kaplan for Oakland City Mayor in 2010
- Experienced leading grassroots campaigns for community mobilization around issues of concern

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### **WORK HISTORY**

**Vice President, Marketing & Membership**

Western Independent Bankers Association – San Francisco, Calif. – February 2005 to Present

**Senior Director, Marketing & Industry Relations**

Professional Risk Managers Intl Association – Oakland, Calif. – December 2003 to February 2005

**Director, Marketing (Interim)**

At Hoc, Inc. – San Mateo, Calif. – July 2003-December 2003

**Director, Global Marketing Communications**

Barra/FEA/Morgan Stanley – San Mateo, Calif. – May 2002 to May 2003

**Director, Global Partner Marketing**

Commerce One, Inc. – Pleasanton, Calif. – October 2000 to August 2001

**Senior Marketing Communications Manager**

Deloitte & Touche – Oakland, Calif. – December 1999 to October 2000

**Senior Marketing Communications Manager**

Ernst & Young – San Francisco, Calif. – July 1997 to October 1999

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## EDUCATION

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Mills College – B.A. in Business Communications with English Emphasis – Oakland, Calif.

Certified Association Executive – American Society of Association Executives (ASAE)

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## BOARDS & COMMISSIONS

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Oakland City Commissioner  
Chair of the Community Policing Advisory Board – Oakland, Calif.

CHIARI Foundation  
Board Member – Santa Barbara, Calif.

Oakland High Street Coalition  
Co-Founder – Oakland, Calif.

Maxwell Park Neighborhood Council  
Chair & Immediate Past Chair – Oakland, Calif.

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## RECOMMENDATIONS & DETAILED WORK HISTORY AVAILABLE ON LINKEDIN

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"Krista is an extremely skilled and motivational leader. From small projects, to large scale community events, she inspires people to work together for the best possible outcome."

Eljene Manuel, Associate Manager, Stanford Alumni Association & Former Colleague