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OFFICE OF THE CITY CLERK
OAKLAND

2021 MAR -4 PM 4:07

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

February 12, 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 appointed the following persons as members of the following board or commission, subject to City Council confirmation:

Parks and Recreation Advisory Commission

Isaac D. Kos-Read to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2021 and ending March 17, 2024 filling the seat previously held by himself.

Tam Tran to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2020 and ending November 13, 2023 filling the seat previously held by Amy Cole.

Daral Smith to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2020 and ending November 13, 2023 filling the seat previously held by Emilie Wolfson.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

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

Profile

Isaac _____ D _____ Kos-Read _____
First Name Middle Initial Last Name

_____ jmail.com _____
Email Address

_____ _____
Street Address Suite or Apt
Oakland _____ CA _____ 94606
City State Postal Code

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

Kos Read Group, Inc. _____ CEO _____
Employer Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

In 2007, my wife and I founded Salsa by the Lake, a group now with over 7,000 followers that organizes impromptu dance gatherings on Lake Merritt, where we have resided since 2004. Through my professional work, I have helped support and promote Oakland parks and recreation spaces and facilities regionally and in Sacramento and DC, securing funding and support to expand public spaces and access. It would be an honor to serve on this Commission on behalf of the community of Oakland.

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.

Resume 2020 -
City of Oakland PRAC.pdf
Upload a Resume

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

Isaac Kos-Read @isaackr on LinkedIn, Facebook, Twitter, and Instagram 347 Wayne Ave., Oakland, CA 94606; 510.292.5715; isaackr@gmail.com OVERVIEW Mission: Contribute positively to Oakland and the SF Bay Area, the community I call home, with an eye toward our common global humanity. Professionally, I contribute as an advocate, communicator, and business-builder; personally, I contribute as a family-man, dancer, volunteer, and community steward. Timeline: 2014-Present Entrepreneur: Building a California-focused communications and public affairs consulting practice seeking results that matter for civic-minded organizations; civictch start-up entrepreneur. 2009-2016 Public Servant: Served in executive leadership positions in three local public agencies in California. 2001-2008 Advocate: Grew a boutique lobbying firm

into one of the top ten in California, working primarily for local public agencies and non-profit educational organizations. 1992-2000 Scholar: Completed a Fulbright Scholarship in Mexico, graduated Stanford University Phi Beta Kappa and Summa Cum Laude, studied classical piano, and was the valedictorian at one of the top public math and science high schools in the country. COMMUNITY & CULTURE • Founder & Lead Community Organizer, Salsa by the Lake: In 2007, founded Salsa by the Lake, a dance community with over 7,000 members on Facebook, which regularly organizes free dance events on Lake Merritt and in other public spaces across the city; 2005 Miami Cuban Salsa Champion; 2006 Casa de la Música (Havana, Cuba) dance competition winner; organized "Salsa Caucus" in Sacramento 2006-2008. • Board Member, CubaCaribe, the leading San Francisco Bay Area non-profit organization promoting the music and dance of the Cuban and Caribbean diaspora. • Chair, Public Image & Communications Committee, and Member, Rotary Club of Oakland: Volunteer my time with the 3rd oldest Rotary club in the world and one of the most active volunteer groups in Oakland. • California Connections, Steering Committee Member, 2010-2014; Participated in the inaugural year of the statewide leadership program and then joined the leadership team to plan successive years. • Fluent in Spanish with deep personal and familial connections to immigrant communities from across Latin America including Guatemala, Mexico, Chile, and Cuba. EDUCATION & RECOGNITIONS • Energy Execs: National Renewable Energy Laboratory (NREL), Colorado, Class of 2011. Participated in 9-month course on renewable energy for national leaders in non-energy fields. • Leadership Southern California: 2010 Graduate; Unanimously selected as Class Speaker. • German Marshall Fund of the United States, Marshall Memorial Fellowship Program: Selected at the age of 28 (youngest allowed) as an Alternate for the 2008 Marshall Fellowship in Europe. • U.S. Fulbright-García Robles Binational Business Grant Scholarship & MBA Studies, Guadalajara, Mexico, September 2000-June 2001. • Stanford University, Stanford, California, September 1996-June 2000; BA in Economics & Latin American Studies, Summa Cum Laude; Phi Beta Kappa, June 2000; performed and recorded a senior piano recital. PROFESSIONAL EXPERIENCE Founder & CEO, Kos Read Group, Inc.; Oakland, CA; 2014-Present; Communications and public affairs for civic-minded organizations seeking results that matter, such as: • San Francisco Estuary Institute: Developed and implemented communications for the leading regional non-profit science organization, increasing funding, public policy support, and coverage of its work. • High Flying Foods: Worked with Bay Area restaurateurs to develop an Oakland-based package to take Oakland International Airport food and beverage concessions to the next level. • Argent Materials: Supporting an eco-friendly East Oakland concrete recycler promote its illegal dumping clean-up work and protect its job-creating operation. • Educate78: Help an Oakland-based non-profit seeking to improve public education for all Oakland kids via communications and advocacy efforts. Start-up Co-Founder and CEO, ProCivica; Oakland, CA; May 2016-January 2018 • Sought to launch a civictech company to deliver an easy-to-use, mobile-friendly, cloud-based, and socially oriented Constituent Relationship Management (CRM) tool for local government. Presented as a finalist in the Governance category at the Singularity University Global Summit in San Francisco in 2017. Chief, Communications & Public Affairs, Oakland Unified School District; Oakland, CA; December 2014-April 2016 • Communications: Quintupled the school district's social media reach, developed suite of newsletters that reached 10x the audience of prior newsletters, and overhauled the District and school websites leading to increased traffic and support from elected officials and community. • Advocacy: Coordinated advocacy at all levels of government that led to increased per pupil funding, increased grant funding, and improved public policy supporting district priorities. • Partnerships: Developed a Harvard University partnership for Oakland to be one of five communities in the nation joining a national study on school-community partnerships; helped launch the Oakland Promise. Director of External Affairs, Port of Oakland; Oakland, CA; January 2011-January 2014 • Funding: Secured a \$15 million stimulus grant from the US Department of Transportation, making Oakland the first to receive two TIGER grants; helped preserve \$242 million in state funding. • External Communications: Transformed a 110-page economic impact report into a visually compelling communications initiative still leveraged by the Port to this day; launched Port's first electronic newsletter. • Internal Communications: Rebuilt the Port's internal communications, including weekly messages from the Executive Director, lobby screens, bulletin boards, and various in-person events. Senior Director, Government Affairs, Port of Los Angeles; Los Angeles, CA; April 2009-December 2010 • Funding: Secured more stimulus funding than any other port in the country for road, security, and environmental projects, as well as the 12th largest of 42 TIGER II grants awarded. • Grants: Initiated the development of a successful grants management program for the Port, increasing the number of grants pursued, dollars secured, and overall success rate. • Partnerships: Collaborated with university and community partners to initiate a world-class marine research center, a transformative, forward-thinking, economic development project. Senior Director, Townsend Public Affairs, Inc.; Oakland, CA; November 2001-December 2008 •

Advocacy: Served as the lead state lobbyist for an average of 20 clients: Cities, including Oakland under Mayor Jerry Brown; educational organizations, including Envision Schools and the Oakland School for the Arts; museums, including the Oakland Museum of California, Chabot Space & Science Center, and East Bay Zoological Society; and businesses, including Gruma, the largest tortilla maker in the world. •
Funding: Secured approximately \$300 million in grants for all of my clients.

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 *

Isaac Kos-Read



OVERVIEW

Mission: Contribute positively to Oakland and the SF Bay Area, the community I call home, with an eye toward our common global humanity. Professionally, I contribute as an advocate, communicator, and business-builder; personally, I contribute as a family-man, dancer, volunteer, and community steward.

Timeline:

- 2014-Present **Entrepreneur:** Building a California-focused communications and public affairs consulting practice seeking results that matter for civic-minded organizations; civictech start-up entrepreneur.
- 2009-2016 **Public Servant:** Served in executive leadership positions in three local public agencies in California.
- 2001-2008 **Advocate:** Grew a boutique lobbying firm into one of the top ten in California, working primarily for local public agencies and non-profit educational organizations.
- 1992-2000 **Scholar:** Completed a Fulbright Scholarship in Mexico, graduated Stanford University Phi Beta Kappa and Summa Cum Laude, studied classical piano, and was the valedictorian at one of the top public math and science high schools in the country.

COMMUNITY & CULTURE

- **Founder & Lead Community Organizer, Salsa by the Lake:** In 2007, founded Salsa by the Lake, a dance community with over 7,000 members on Facebook, which regularly organizes free dance events on Lake Merritt and in other public spaces across the city; 2005 Miami Cuban Salsa Champion; 2006 Casa de la Música (Havana, Cuba) dance competition winner; organized "Salsa Caucus" in Sacramento 2006-2008.
- **Board Member, CubaCaribe,** the leading San Francisco Bay Area non-profit organization promoting the music and dance of the Cuban and Caribbean diaspora.
- **Chair, Public Image & Communications Committee, and Member, Rotary Club of Oakland:** Volunteer my time with the 3rd oldest Rotary club in the world and one of the most active volunteer groups in Oakland.
- **California Connections,** Steering Committee Member, 2010-2014; Participated in the inaugural year of the statewide leadership program and then joined the leadership team to plan successive years.
- **Fluent in Spanish** with deep personal and familial connections to immigrant communities from across Latin America including Guatemala, Mexico, Chile, and Cuba.

EDUCATION & RECOGNITIONS

- **Energy Execs:** National Renewable Energy Laboratory (NREL), Colorado, Class of 2011. Participated in 9-month course on renewable energy for national leaders in non-energy fields.
- **Leadership Southern California:** 2010 Graduate; Unanimously selected as Class Speaker.
- **German Marshall Fund of the United States, Marshall Memorial Fellowship Program:** Selected at the age of 28 (youngest allowed) as an Alternate for the 2008 Marshall Fellowship in Europe.
- **U.S. Fulbright-García Robles Binational Business Grant Scholarship & MBA Studies,** Guadalajara, Mexico, September 2000-June 2001.
- **Stanford University,** Stanford, California, September 1996-June 2000; BA in Economics & Latin American Studies, Summa Cum Laude; Phi Beta Kappa, June 2000; performed and recorded a senior piano recital.

PROFESSIONAL EXPERIENCE

Founder & CEO, Kos Read Group, Inc.; Oakland, CA; 2014-Present; Communications and public affairs for civic-minded organizations seeking results that matter, such as:

- **San Francisco Estuary Institute:** Developed and implemented communications for the leading regional non-profit science organization, increasing funding, public policy support, and coverage of its work.
- **High Flying Foods:** Worked with Bay Area restaurateurs to develop an Oakland-based package to take Oakland International Airport food and beverage concessions to the next level.
- **Argent Materials:** Supporting an eco-friendly East Oakland concrete recycler promote its illegal dumping clean-up work and protect its job-creating operation.
- **Educate78:** Help an Oakland-based non-profit seeking to improve public education for all Oakland kids via communications and advocacy efforts.

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- Sought to launch a civictech company to deliver an easy-to-use, mobile-friendly, cloud-based, and socially oriented Constituent Relationship Management (CRM) tool for local government. Presented as a finalist in the Governance category at the Singularity University Global Summit in San Francisco in 2017.

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- **Communications:** Quintupled the school district's social media reach, developed suite of newsletters that reached 10x the audience of prior newsletters, and overhauled the District and school websites leading to increased traffic and support from elected officials and community.
- **Advocacy:** Coordinated advocacy at all levels of government that led to increased per pupil funding, increased grant funding, and improved public policy supporting district priorities.
- **Partnerships:** Developed a Harvard University partnership for Oakland to be one of five communities in the nation joining a national study on school-community partnerships; helped launch the Oakland Promise.

Director of External Affairs, Port of Oakland; Oakland, CA; January 2011-January 2014

- **Funding:** Secured a \$15 million stimulus grant from the US Department of Transportation, making Oakland the first to receive two TIGER grants; helped preserve \$242 million in state funding.
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- **Funding:** Secured approximately \$300 million in grants for all of my clients.

Profile

Daral _____ Smith _____
 First Name Middle Initial Last Name

_____ .gmail.com
 Email Address

Street Address Suite or Apt
 Oakland CA 94601
 City State Postal Code

Home: (707) _____ Mobile: (707) _____
 Primary Phone Alternate Phone

OUSD Academic Mentor
 Employer Job Title

Which Boards would you like to apply for?

Community Policing Advisory Board: Submitted
 Housing, Residential Rent and Relocation Board: Submitted
 Parks and Recreation Advisory Commission: Submitted
 Youth Advisory Commission: Submitted
 Police Commission: Submitted

Interests & Experiences

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

Parks play an important part in the development of our youth and are safe healthy youth outlets. I have a heart that is willing to serve my community and city of Oakland on any board that I get selected to join. I was born and raised here in Oakland for the past 26 years. I believe that Oakland is on a great path of staying as a great city to work and live in. I also have experience in the education industry working with the Oakland Unified school district. I was a renter in Oakland for many years and now own a home near Fremont HS on the border of D4 and D5. I was also a police cadet in Oakland in 2013, but had to leave when my Uncle became ill with a disability. I remember it clearly because I saw the City go through three police chiefs. Also, I was a police cadet in the City of San Pablo for 9 years. I am aware of the NCPD structure and how it has changed over the years for neighborhood services, I have attended a meeting in the San Antonio/Manzanita area while as staff. Having grown up in Oakland, I hope to play a role in my hometown's community safety having known the dynamics and important community trust that is built or broken when residents are not engaged or engaged inauthentically.

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.

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 *

Daral L Smith II

Oakland,CA 94601

OBJECTIVE:

To obtain a position where I can gain experience and begin my professional development with a company that provides training and career advancement opportunities.

HIGHLIGHTS OF QUALIFICATIONS:

Excellent Leadership Skills Communication Skills Interpersonal Skills

WORK EXPERIENCE:

Oakland Police Department- Police Cadet (February 13-April 13)

Cadets are assigned and rotated through a variety of divisions to provide exposure to many aspects of law enforcement. Cadet assignments may include, traffic, recruitment and background investigations, training, community policing, youth services, and the identification unit

Oakland Unified School District - School Security Officer I (Oct 15-May 19)

Enforce school and District rules, regulations and policies for the safety and security of students, staff and property; report unusual activities or unauthorized persons on campus to appropriate personnel.

Maintain positive relationships with students, parents, staff, and community; communicate with students and staff to provide and receive information regarding school activities.

Dimond Recreation Center- Recreation Leader II (June 08-January 2020)

Maintained a class of youth age 7+ and assisted youth with other services as needed such as homework or reading. I also helped distribute snacks to youth. Run the programs during summer camps. Assist the supervisors in training the new staff. Coach children in different sports (tennis,football,baseball) Working with Microsoft Excel,Spread, Word software

Montera Middle School- Academic Mentor (Aug 19-Present)

To support student success by giving academic advice, sharing resources, and caring about their students' success. Role Modeling study habits and teaching students about time management, note-taking, reading textbooks, active listening, etc. Offering supportive and collaborative learning environments where students feel safe to interact, have an opportunity to make friends and learn from each other. Helping students become independent learners by encouraging students to develop ownership of their sessions.

VOLUNTEER EXPERIENCE:

Christmas Dinner – Oakland, CA (Dec. 12)

Helped serve meals to about 100 families during a Christmas giveaway and dinner at Shiloh church

Bart Police Department- Police Explorer

Oakland Police Department - Police explorer

San Pablo Police Department- Police Explorer/Cadet (Feb 2008-Feb 2019)

EDUCATION/TRAINING:

Oakland High School -Oakland CA (Aug 07-Jun11)

Merritt College – Oakland CA (Aug 11– February 15)

Ashford University-Online (April 20-Present)

REFERENCES

William Pryor (Brother) 510-488-8551

Margaret Dixon (Supervisor, Merritt College) 510-706-9808

Alonna Mellion (Supervisor, Dimond Recreation) 510-230-1964

Profile

Tam _____ Tran _____
 First Name Middle Initial Last Name

_____ _yahoo.com
 Email Address

_____ #207
 Street Address Suite or Apt

Oakland _____ CA _____ 94607
 City State Postal Code

Mobile: (415) _____ Home: (415) _____
 Primary Phone Alternate Phone

San Francisco Planning Department _____ Senior Planner _____
 Employer Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

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

It is with much enthusiasm that I submit my name and qualifications for consideration to be on the Parks and Recreation Advisory Commission. I bring to the Commission my professional experience in land use and transportation planning and project management in the Bay Area. My engagement on these topics has spanned municipal agencies, stakeholder groups, and the general public. It also has given me the opportunity to collaborate with people from different fields, such as civil and structural engineering, landscape architecture, and finance. I also bring a commitment to public service. I have volunteered on the boards of three non-profit organizations (two of which I was president or chair of), where I collaborated with board members and staff on financial, policy, and programming matters related to the organizations' operations and finances. My particular interest in the Commission stems from my experience growing up, where my outdoors experience centered around parks. As first-generation immigrants, our family could not afford to go on out-of-town vacations or excursions. Luckily, we lived in an area that had playgrounds and walking trails, however small. They were places I could go to meet friends, ride my bike with my sisters, or aimlessly wander around. My professional life has given me a better understanding of how parks and open spaces provide emotional and physical benefits to people. I also see them as playing an equally important role in environmental sustainability and stewardship. Finally, I deeply believe in the benefits that parks and recreation opportunities offer to individuals and a city as a whole. I don't take for granted a childhood made richer by such access. Additionally, for me, the pandemic has highlighted the urgency of closing Oakland's gaps in access to spaces and services to members of low-income communities and communities of color. As a land use planner for the City of San Francisco's Planning Department, I have been heartened by my department's directive to center our work on racial and social equity. It is with through this equity lens that I hope to contribute my skills and energy to the Commission's efforts. Thank you for your consideration.

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.

TamTran_PRAC.docx

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 *

TAM TRAN

Oakland, California • (415)

SKILLS AND HIGHLIGHTS

- Urban planning professional with 15 years of experience in land use and transportation projects involving long-range capital planning and development, environmental review, and plan and policy development
- Skilled project manager with experience in leading multidisciplinary project teams
- Collaborative partner adept at building and maintaining relationships with public agencies, private organizations, and community-based organizations
- Excellent written and verbal communication skills

PROFESSIONAL EXPERIENCE

Project manager or task leader on transportation and land use projects involving corridor planning, development of infrastructure and facilities, including:

- ConnectSF, San Francisco's long-range plan for capital transportation investments
- San Francisco Department of the Environment's 2021 Climate Action Strategy, Transportation and Land Use Chapter
- Station Area Planning for California High-Speed Rail Authority
- AC Transit's Major Corridors Study
- Geary Corridor Bus Rapid Transit Alternatives Analysis and Environmental Impact Report
- Feasibility Study for Bicycle/Pedestrian Access on the Richmond-San Rafael Bridge
- Berkeley/Albany Ferry Terminal Site Study and Environmental Impact Study

EMPLOYMENT HISTORY

- Senior Planner, San Francisco Planning Department, March 2017-Present
- Senior Supervising Planner, WSP, San Francisco, October 2012-March 2017
- Senior Planner, Jacobs Engineering, Oakland, August 2008-October 2012
- Senior Planner, URS Corporation, San Francisco, June 2005-August 2008

EDUCATION

- Master of City and Regional Planning, University of California, Berkeley
- Bachelor of Arts, University of California, Santa Barbara

PROFESSIONAL CERTIFICATIONS

- American Planning Association, American Institute of Certified Planners, 2006-present
- Institute for Sustainable Infrastructure, Envision Sustainability Professional, 2016-present

VOLUNTEER EXPERIENCE

- Women's Transportation Seminar, Chapter President, 2019-present, Vice President, 2017-2018
- Market Street Railway, Board Director, 2014-2016
- SF CASA (Court-Appointed Special Advocate), Advocate for Foster Youth, 2011-2014
- San Francisco City Guides, Management Board Member, 2007-2010, 2017-present

2021 MAR -4 PM 4: 07



CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF DARAL SMITH AND TAM TRAN AND REAPPOINTMENT OF ISAAC D. KOS-READ TO THE PARKS AND RECREATION 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. 8065 C.M.S., adopted November 13, 1969 and amended by Ordinance Nos. 11731 C.M.S., and 13622 C.M.S., establishes the Parks and Recreation Advisory Commission to advise the Mayor, City Council, City Administrator and the Office of Parks and Recreation on all matters relating to the general policy and operation of the parks and recreation system; and

WHEREAS, the Parks and Recreation Advisory Commission consists of eleven (11) members serving no more than two consecutive three-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Daral Smith and Tam Tran and reappointed Isaac D. Kos-Read 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:

Daral Smith to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2020 and ending November 13, 2023 filling the seat previously held by Emilie Wolfson, and

Tam Tran to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2020 and ending November 13, 2023 filling the seat previously held by Amy Cole; and be it

FURTHER RESOVLED: That pursuant to City Charter section 601, the City Council confirms the Mayor's reappointment of **Isaac D. Kos-Read** to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2021 and ending March 17, 2024 filling the seat previously held by himself.

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