

# CITY OF OAKLAND



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Office of the Mayor  
Jerry Brown  
Mayor

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## Letter of Nomination

April 5, 2005

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

Dear Councilmembers:

Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

### **Community Policing Advisory Board**

Jose Corona, Mayoral appointment to serve the term beginning March 25, 2004 and ending March 25, 2007, filling the seat formerly held by Eduardo Garcia.

If you have any questions or concerns, please feel free to contact me.

Sincerely,

**JERRY BROWN**  
Mayor

A handwritten signature in black ink, appearing to read "Jerry Brown", with a long horizontal flourish extending to the right.

# JOSE E. CORONA

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## PROFESSIONAL EXPERIENCE

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### ORGANIZATIONAL DEVELOPMENT

**Resource Development.** Developed and implemented comprehensive fundraising plan for a non-profit organization to successfully secure funding on an annual basis. Tripled the organization's operating budget from \$350,000 to \$1.4 million and increased the number of total funding sources from one to over 30 different funders during the period 2000-2004. This led to a staff expansion from three to 15 current staff. Specific tasks to accomplish goals included: research on over 150 foundations, private corporations and government agencies; identifying potential funders; developing grant proposals and related marketing materials; meeting with Program Officers, presenting organization's work to foundation Board of Trustees and negotiating grant amounts and contract requirements. Analyzed requests for proposals and identified scope of services to be provided. Managed all proposal preparation efforts. Developed and maintained excellent personal and working relationships with corporate, foundation and governmental funders. Emphasis of fundraising efforts was on maintaining staffing capacity to allow the organization to deliver quality business technical assistance services in the Mission District.

**Board Development.** Actively participated in updating the organization's personnel policies and procedures and Board By-Laws. This resulted in bringing the organization into compliance with current labor law and creating a clear understanding of roles and responsibilities for Board. Help prepare board packets for monthly board meetings. Assisted Board of Directors in strategic planning for programs and the organization as a whole. Attended all board meetings and provided updates on organizational cash flow and fundraising activities. Facilitated the Board Annual Event and Fundraising Committee.

**Budget Analysis.** Developed and analyzed a standardized budget annually that ensured the proper tracking of expenses and revenues of organization's programs and activities. Specific tasks included: 1) analysis of projected vs. actual annual revenues and operational, project and capital expenses; 2) analysis of organizational cash flow to make management and program decisions.

**Financial Administration.** Analyzed and implemented financial administration systems based on industry best practices. Resulted in producing accurate and timely information, actual to projected variance reports, recording of restricted funds, adequacy of information of yearly audited report, and analysis of the financial statements.

**Event Planning.** Organized and planned annual fundraising event. Chaired a staff and Board Committee to accomplish desired goals.

### RESEARCH AND ANALYSIS

**Policy Research, Analysis and Development.** Worked with the San Francisco Board of Supervisors, City Departments, including the Mayor's Offices of Community Development, Economic Development and Small Business Affairs, along with other community organizations to address the economic development needs of working class Latinos and small businesses. Helped draft the San Francisco Community Benefits Districts enabling ordinance through research and analysis of other established Business Improvement Districts throughout California. Research resulted in analysis of strengths and weaknesses of different BID models and tailoring an appropriate model for the City of San Francisco. Emphasis was placed on identifying impacts on the small business community. Strategies to mitigate adverse financial impacts for small business and strategies to make the Community Benefits Districts enabling and implementation process more inclusive were identified.

**Neighborhood Planning.** Worked with community organizations on various land use compatibility analyses. These studies entailed: review of proposed and existing land uses and zoning designations; identification of potential impacts; and, identification of relevant mitigation measures aimed to lessen the potential adverse impacts on small and light industrial businesses that could result from implementation of the project under review. Worked with neighborhood business owners, community residents, non-profit organizations and city government representatives on community beautification issues along the commercial corridors, including sidewalk steam cleaning, façade improvements and developing small business opportunities in the neighborhood's BART plazas.

**Demographic Analysis.** Identified, through research and analysis, current and future population, small business, employment and housing stock profiles for the Mission District community. Variables identified as part of these analyses included: number of businesses along the main Mission District commercial corridors and the neighborhood's industrial area, number of residents, ethnic breakdown, number of employed residents, number of housing units by unit type and jobs-housing balance ratios.

ORIGIN

### MANAGEMENT AND SUPERVISION

Managed, supervised and evaluated Finance and Administrative staff, outside consultants and project activities. Managed teams for the undertaking of various projects, including: development and implementation of fundraising campaigns, and implementation of commercial corridor activities. Project management duties included scoping of technical issues, coordination of technical staff, budget management, contract negotiation, client contact and document production oversight. Managed regional shortage reduction program for eight major national retailer stores, ranging from \$16 to \$65 million in annual sales volume.

### FACILITATION AND TRAINING

**Facilitation:** Facilitated meetings, both in a community and corporate setting. Community meetings included merchants, community residents, corporate representatives, non-profit organizations and city government representatives around relevant community issues, such as the rezoning of the neighborhood and increasing small business opportunities in the neighborhood, among others.

Coordinated recruitment efforts corporate company by facilitating community outreach initiatives, marketing and conducting introduction seminars. Maintained working relationships with public employment agencies and career counselors in academic institutions in order to broaden applicant flow. Prepared training materials, conducted seminars and led discussions regarding both pre-application process and post-employment expectations.

**Training:** Conducted training classes on company software systems, corporate shortage policies and procedures, inventory planning and execution and equipment practices in an effort to develop expedient plans to reduce company losses. Researched and resolved all organizational inquiries regarding inventory shortage topics for a major national retailer. Delivered training around company's shortage reduction program for eight Northern California stores, ranging from \$16 to \$65 million in annual sales volumes.

### MARKETING

Successfully marketed agency to the community, private and public funders, and city and state government officials by: developing relationships with entities participating in the respective programs; preparing proposals for each of the organization's programs; making presentations at public meetings; organizing community support for proposed projects, and developing agency newsletters. Developed first-ever Spanish version of a corporation's Minimum Security Standards.

### PROFESSIONAL PRESENTATIONS

**Organizing Communities and Alliances**, *National Community Reinvestment Coalition Conference*, Washington, DC, February 28, 2002

**Pivoting Your Community for Economic Development**, *National Community Reinvestment Coalition Conference*, Washington, DC, March 13, 2003

**Managing Your Professional Fundraising Career**, *Fundraising Day 2004 Conference*, San Francisco, CA, June 21, 2004

### EMPLOYMENT HISTORY

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Managing Director, <i>Oakland Advisors</i> , Oakland, CA .....	2005 - Present
Director of Development, <i>Mission Economic Development Agency</i> , San Francisco, CA .....	2000 - 2005
Divisional Shortage Control Analyst, <i>Macy's West</i> , San Francisco, CA .....	1998 - 2000
Human Resources Employment Coordinator, <i>Macy's West</i> , San Francisco, CA .....	1997 - 1998

### OTHER PROFESSIONAL AFFILIATIONS

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**Asian Neighborhood Design**, Board of Directors Secretary; Member of Development and Personnel Committees

### SKILLS

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Spanish Fluency - Oral and Written Communication	Excellent Written & Oral Communication
Public Speaking/Presentation	Excellent Organizational and Interpersonal Skills
Research and Analysis	Excel, PowerPoint, Microsoft Word
Staff and Project Management	Database Management

### EDUCATION

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<b>Bachelor of Science in Biological Sciences</b> , University of California, Davis	1996
<i>Minor in Textiles &amp; Clothing</i> , University of California, Davis	

### REFERENCES

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Available Upon Request

OAKLAND CITY COUNCIL

**DRAFT**

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

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**RESOLUTION APPOINTING JOSE CORONA AS A MEMBER OF  
THE COMMUNITY POLICING ADVISORY BOARD**

**RESOLVED**, that by the nomination by the Mayor, the following individual is hereby appointed to the term set forth below:

Jose Corona, as Mayoral appointment to the term beginning March 25, 2004 and ending March 25, 2007, filling the seat formerly held by Eduardo Garcia.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

**AYES-** BRUNNER, NADEL, QUAN, BROOKS, REID, CHANG, AND  
PRESIDENT DE LA FUENTE

**NOES-**

**ABSENT-**

**ABSTENTION-**

ATTEST:

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LATONDA SIMMONS  
Interim City Clerk and Clerk of the Council  
of the City of Oakland, California