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Office of the Mayor  
Jerry Brown  
Mayor

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Letter of Nomination

February 1, 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:

**Children's Fairyland Board**

Larry Magid appointed to serve the term beginning 8/21/2003 and ending 7/1/2006, filling the position formerly held by Jeffrey Wong.

Rosa Linda Armendariz appointed to serve the term beginning 7/2/2001 and ending 7/1/2005, filling the position formerly held by William Patterson.

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', written over the printed name and title.

## BIOGRAPHY FOR LARRY MAGID

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Larry Magid is currently a consultant to the Metropolitan Transportation Commission in Oakland, California where he is managing the 2002 San Francisco Bay Crossings Study. From March 2000 through October 2001 he served as Deputy Secretary for Transportation for the State of California in the Business, Transportation and Housing Agency. In his role as Deputy Secretary Mr. Magid focused on federal transportation issues, goods movement, ports and airports.

Prior to his appointment at BTH Mr. Magid served as Executive Director of the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA) under the Chairmanship of California State Treasurer Philip Angelides. From 1996 through 1999 Larry Magid served as General Counsel and Director for Transportation Legislation of the National Governors' Association. From 1994 to 1996 Larry Magid was a transportation policy analyst with the United States Office of Management and Budget. At OMB he prepared the President's budget for the Federal Aviation Administration, the National Transportation Safety Board, and the Office of the Secretary of Transportation.

Larry Magid is a graduate, magna cum laude, of Harvard College, and he earned a law degree from the University of California at Berkeley, Boalt Hall School of Law, and a Masters in Public Policy from the John F. Kennedy School of Government. Before attending graduate school he worked as a management analyst in the Office of Budget and Management of the New York City Department of Transportation, and as a ramp agent for Rocky Mountain Airways.

Larry lives in Oakland with his wife Amy Toro and daughter Nina Toro Magid.

**EXPERIENCE**2004 – *present***Parent Institute for Quality Education (PIQE), Oakland, CA. *Director, Oakland Office***

Direct the program serving the Bay Area with the mission of bringing schools, parents, and community together as equal partners in the education of every child to provide all students with the option and access to a post-secondary education. Partner with schools and school districts to implement a nine-week course for parents. Train and supervise staff and instructors. Manage all program and office operations. Identify opportunities for program expansion and fundraising.

2000 – 2004

**The James Irvine Foundation, San Francisco, CA. *Program Associate***

Monitored the \$11.5 million Higher Education Program grants portfolio, focused on increasing representation of ethnically diverse and low-income populations in California's postsecondary institutions. Collaborated with a team of researchers to support institution-wide diversity strategies and evaluation at 28 independent California colleges and universities. Contributed to designing the foundation's new grantmaking strategies around youth and academic achievement through the strategic planning process. Provided grantseekers with feedback on concept papers and proposals; reviewed proposals; conducted institutional and financial analyses; and prepared grant recommendations for review and approval by the Board of Directors. Monitored grants and conducted site-visits to assess progress of foundation-funded efforts. Managed program consultants. Engaged in the philanthropic sector and wider field of education and college outreach programs, including tracking research and policy issues relating to diversity and education.

1998 – 2000

**Center for Latino Policy Research (CLPR)**University of California at Berkeley, Berkeley, CA. *Program Coordinator*

Designed and implemented public service events, including conferences, academic meetings, colloquia, policy briefings, receptions, and advisory board meetings. Directed grant program for faculty and students, monitored budgets and grant policies. Supervised student work-study assistants and interns. Prepared fundraising proposals and reports to funding agencies. Managed production of CLPR's semesterly newsletter. Spearheaded creation of CLPR's website.

1999 – 2000

**Harvard Immigration Project**The Longitudinal Immigrant Student Adaptation Study, Berkeley, CA. *Research Assistant*

Interviewed diverse group of immigrant high school students and parents in the Bay Area. Conducted classroom observations; wrote fieldnotes on student participation, school and classroom environment; conferred with teachers and school officials; and presented observations to project directors.

1997 – 1998

**Office of the Registrar University of California at Berkeley**Berkeley, CA. *Administrative Assistant for Verification Services*

Certified loan deferments and attendance. Assisted students, parents, schools and agencies and worked with verification officers to ensure accuracy and efficiency.

Summer 1997

**Mathematics, Engineering, Science Achievement (MESA) Summer Academy**University of California at Berkeley, Berkeley, CA. *Communications Teaching Assistant*

Developed and taught the review session for the junior high communications class. Assisted instructor in designing a six-week curriculum on science, technology and communities of color in the U.S. Administered writing workshops. Instructed students on research methodologies.

**EDUCATION**

June 1997

**Stanford University, Stanford, CA.** Bachelors degree in Spanish Literature (with Distinction and Honors), minor in American Studies.

**ADDITIONAL INFORMATION**

- **Board Member & 1992 Alumna**, Chicano Latino Youth Leadership Project, Inc. (CLYLP), Sacramento, CA *2002-present*
- **Committee Member**, Hispanics in Philanthropy, Funders' Collaborative for Strong Latino Communities, Northern California and Central Valley, *2002-present*
- **Reader**, Chicana/Latina Foundation Scholarship, San Francisco, CA. *2002*
- **Committee Member**, Alameda Hispanic Chamber of Commerce Education Com. *2003-present*
- **Board Advisor**, Cambiar, Cambridge, Inc., Mass. *2003-present*
- **Commissioner**, Parks and Recreation Advisory Committee. City of Oakland. *2004-present*

OAKLAND CITY COUNCIL

**DRAFT**

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

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**RESOLUTION APPOINTING LARRY MAGID AND ROSA LINDA ARMENDARIZ AS MEMBERS OF THE CHILDREN'S FAIRYLAND BOARD**

**WHEREAS**, Ordinance No. 70531 C.M.S. creates the Children's Fairyland Board, whose members are appointed by the Mayor; and

**WHEREAS**, the Bylaws of Children's Fairyland Inc. specify that members are to serve four year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

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

Larry Magid, to complete the term beginning August 21, 2003 and ending July 1, 2006, filling the position formerly held by Jeffrey Wong.

Rosa Linda Armendariz, to complete the term beginning July 2, 2001 and ending July 1, 2005, filling the position formerly held by William Patterson.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

**AYES-** BRUNNER, NADEL, QUAN, BROOKS, REID, CHANG, AND  
PRESIDENT DE LA FUENTE (DISTRICT 2 VACANT)

**NOES-**

**ABSENT-**

**ABSTENTION-**

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS

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