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OAKLAND

2019 DEC -5 PM 4:20 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

December 4, 2019

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Kaplan and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has reappointed the following person as member of the following board or commission, subject to City Council confirmation:

Cannabis Regulatory Commission

Tiyanna Long is appointed to the Cannabis Regulatory Commission as the City Administrator's Representative for the term that began August 1, 2018 and will end July 31, 2020, filling the seat previously held by Amanda Reiman.

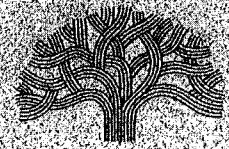
Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

A large, stylized handwritten signature in black ink, which appears to read "Libby Schaaf".

CITY OF OAKLAND



CITY HALL • ONE FRANK H. OGAWA PLAZA, 4TH FLOOR • OAKLAND, CALIFORNIA 94612

Office of the City Auditor
Courtney A. Ruby, CPA
City Auditor

(510) 238-3378
FAX (510) 238-7640
TDD (510) 238-3254
www.oaklandauditor.com

November 11, 2019

TiYanna Long
tiyannalong@gmail.com

RE: Letter of Appointment - Cannabis Commission

Dear TiYanna,

It was a pleasure to meet you and I am delighted to inform you that you have been selected to serve as a Commissioner of Oakland's Cannabis Commission for a two-year term. The Commission meets the first Thursday of every month; as such, your term will run from December 5, 2019 through December 2, 2021. Commissioners may be re-appointed and currently, there are no term limits.

I sincerely appreciate the time and effort you put forth presenting your knowledge and abilities related to Oakland's cannabis industry during your interview with me. I found your qualifications align closely with the intentions of Measure Z and will infuse the Commission with sage advice and experience.

Greg Minor, Assistant to the City Administrator and manager of the Commission, will be reaching out directly to share the specifics of your duties, and more generally, the roles of cannabis Commissioners.

Congratulations! I was inspired by your passion and know your service will greatly contribute to the trajectory of our City's cannabis industry.

Sincerely,

COURTNEY RUBY, CPA, CFE
City Auditor

TIYANNA LONG, MPA

EXPERIENCE

DEVELOPMENT, IMPACT + OPERATIONS ADVISOR

Medisi Ventures | August 2016 - Present

- Spot & analyze holes in processes + procedures to create sustainable solutions and pathways for client success
- Perform new market landscape analysis
- Establish and manage internal and external relationships with brands, employees, and other community stakeholders
- Create and maintain relationships with local communities + government entities to ensure positive impact of company activities
- Aid in sales growth, vendor retention, increase in community engagement, and multi-state expansion.
- Create and oversee internal and external education programming
- Track and analyze engagement and success metrics
- Create comfortable and inclusive environments that translate to positive brand association
- Company representative via panels, workshops, podcasts, and other forums
- Event planning + execution

REALTOR®

Compass | June 2019 - Present

- A Business Strategist, Impact Advisor, and The Entrepreneur's Realtor. This Bay Area native enjoys following emerging market impacts and helping create tailored, top notch experiences for each of her buyers and sellers. In addition to helping clients scale their businesses, TiYanna finds great purpose in being able to source investment properties, commercial space, and the perfect home for a peaceful escape. TiYanna joins Compass with an MPA focused in Public Policy, Urban Development, and Social Entrepreneurship from NYU; as well as a B.S. in Finance from San Francisco State. Her dedication to building thriving communities and livable cities comes through with the care she takes in ensuring her clients are informed about every step of the process. The relationships she builds with her clients extend beyond the close of escrow, and are guaranteed to be mutually beneficial.

RESEARCH ASSOCIATE

Social Innovation & Investment Initiative, NYU Wagner | January 2017 - December 2017

- Assisted in the production of a day-long symposium to assess the state of equity, diversity and inclusion in impact investing in New York City. Conducted landscape analysis and generation of data relating to diversity and inclusion in social finance in New York; assisted with the authoring of a white paper summarizing findings, outlining unresolved questions, and offered recommendation on policy and internal practices to support diversity. Outreached to a multidisciplinary network of individuals and organizations united to address diversity and inclusion in the space.
- Work features: Who Benefits? Symposium on Equity, Diversity, and Inclusion in Social Finance in New York City

REGIONAL BANKING INCENTIVES OPERATIONS & QA SPECIALIST

Bank of the West | April 2014 - August 2016

- Managed \$3.4M Incentives budget for Bank of the West's sales strategy team
- Analyzed impact of consolidations, expansions, and/or reconfigurations to assess and ensure all payout implications are captured
- Partnered with Analytics, Finance, and Sales Strategy teams for yearly plan review, redesign, and goal setting
- Ensured quality assurance standards within the Incentives Department are met by both management and staff
- Maintained group Business Continuity Plan, as well as create and maintain documentation for business processes and procedures
- Decreased workflow processing times for monthly and quarterly processing by establishing sources for automation, and/or eliminating outdated methods of operation.

TIYANNA LONG, MPA

EXPERIENCE

COMMUNITY AFFAIRS & EVENTS MANAGER, DIVERSITY & INCLUSION

Bank of the West | April 2014 - August 2016

- Coordinated all internal and external community outreach and events; serving as a knowledgeable and familiar face in the community that represented and advocated for the company's Diversity & Inclusion goals
- Launched internal education course for employees to better understand, utilize, and grow their personal wealth
- Established and developed relationships for the growth and success of the D&I group, as well as, overall company culture
- Partnered with the various identity resource groups to establish collaborative opportunities for employee and community engagement
- Created development plans for the sustainability of partnerships through quarterly activities
- Impact reached across the SF-Bay Area, Los Angeles, Denver, and Omaha; catering to the various geographical needs

FINANCIAL ANALYST, EXECUTIVE MANAGEMENT REPORTING

Bank of the West | August 2011 - April 2014

- Created and analyzed monthly, quarterly, and annual reports with the intent of delivering validated financial information to Executive Management
- Automated and streamlined existing reporting processes; resulting in decreased processing times by 48 hours and increased data accuracy
- Created and maintained group process and procedure archive for audit purposes
- Created and maintained the group's Business Continuity Plan
- Planning coordinator for FP&A group
 - Involved monitoring the FP&A, Information Technology, and Accounting groups in order to foresee and address any activity that could alter the monthly processes, as well as yearly budget and forecast reviews with Executive Management
- Coordinated in conjunction with the Accounting group to fulfill audit requests
- Served as point of contact for Regulatory Reporting requests

ACHIEVEMENTS & ACTIVITIES

- NYU HOWARD NEWMAN AWARD
- 2018 WOMENWERK WOMAN OF THE YEAR AWARD
- ELLEN SCHALL EXPERIENCE FELLOW
- EXECUTIVE BOARD MEMBER - OAKLAND DIGITAL ARTS & LITERACY CENTER
- NYU WAGNER'S S13 2017 SOCIAL FINANCE SYMPOSIUM SPONSORED BY THE FORD FOUNDATION
- 2017-2018 ▪ VP OF IDENTITY & DIVERSITY IN PUBLIC SERVICE - WAGNER STUDENT ASSOCIATION (WSA)
- 2016-2017 ▪ FINANCIAL MANAGER - NYU WAGNER BSA
- SF NABA 2016 RALPH SCHOLARSHIP RECIPIENT
- 'MY BROTHER'S AND SISTER'S KEEPER' SAN FRANCISCO: ADVANCING AN ALLIANCE FOR UNDERSERVED YOUNG PEOPLE OF COLOR ▪ OCTOBER 2015 - PRESENT
- 2014 COMMUNITY PARTNER OF THE YEAR AWARD ▪ AUGUST 2014

EDUCATION

SAN FRANCISCO STATE UNIVERSITY
BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION
Concentration: Finance

NEW YORK UNIVERSITY
MASTER OF PUBLIC ADMINISTRATION
Specialization: Public Policy, Social Entrepreneurship, Urban Development

THE SCHOOL OF REAL ESTATE & PROFESSIONAL DEVELOPMENT
REAL ESTATE SALESPERSON PRELICENSURE

CONTACT

L:
P:
E:

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OAKLAND

Approved as to Form and Legality


City Attorney's Office

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OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE APPOINTMENT OF TIYANNA LONG AS A MEMBER OF THE CANNABIS REGULATORY 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, the ordinance titled the Oakland Cannabis Regulation and Revenue Act, also known as Measure Z (Ordinance), adopted by the voters of Oakland, November 2, 2004, in the General Municipal Election, formed the Cannabis Regulatory Commission to oversee the Ordinance's implementation and to make recommendations to the City Council regarding the licensure, taxation, and regulation of cannabis for adult use; and

WHEREAS, the Oakland Cannabis Regulation and Revenue Act specifies that members of the Cannabis Regulatory Commission (CRC) are to be appointed one by the Mayor, one by the City Auditor, one by the City Administrator, and one from each Member of the City Council, to serve two-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed **Tiyanna Long**, subject to confirmation by the City Council, to a serve the remainder of a two-year term on the Cannabis Regulatory Commission; and

WHEREAS, that Ordinance Number 12694 C.M.S., which established the Procedures of the CRC, provides in relevant part "... that an appointment to fill a vacancy shall be for the unexpired terms only"; and

WHEREAS, that Ms. Long's appointment is for a vacant CRC seat, previously held by Amanda Reiman; now, therefore, be it

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms this mayoral appointment of **Tiyanna Long** to the Cannabis Regulatory Commission as the City Auditor's Representative for the term of August 1, 2018 to July 31, 2020.

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

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

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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