

# CITY OF OAKLAND

## AGENDA REPORT

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2011 OCT -6 PM 4:10  
TO: City Administrator

ATTN: Deanna J. Santana

FROM: Community and Economic Development Agency

DATE: October 18, 2011

RE: A Resolution Authorizing the Renaming of the City of Oakland Business Assistance Center to the Michael L. McPherson Oakland Business Assistance Center

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### SUMMARY

Staff is requesting a public hearing and an approval from the City Council to rename the City of Oakland Business Assistance Center, located at 250 Frank H. Ogawa Plaza, to the Michael L. McPherson Business Assistance Center in honor of colleague, Michael L. McPherson. In accordance with Council policy regarding the naming of public facilities, a public hearing and City Council resolution are required.

### FISCAL IMPACT

There is minimal fiscal impact involved with the proposed renaming. There is one large external sign and a large internal sign that would need to be replaced, and the name of the Business Assistance Center will need to be expanded on the main door. In addition, a "wall of honor" will be designed and installed. The approximate cost for all of these changes will not exceed \$10,000, and will be paid for with previously appropriated monies from Fund 9510. The Center's website will be updated online, and printed documents such as brochures and letterhead bearing the current name of the Business Assistance Center will be updated as they are depleted. Such changes will not incur additional costs to the City.

### BACKGROUND

On June 21, 2011, the City Council and the leadership of the Community and Economic Development Agency proposed that the city rename the Oakland Business Assistance Center the Michael L. McPherson Oakland Business Assistance Center in honor of colleague, Michael L. McPherson. The Oakland City Council passed Resolution No. 83401 C.M.S. signaling this intention.

Since December 2007 Michael McPherson was a committed and enthusiastic City employee who was instrumental in the establishment of, and management of, the Oakland Business Assistance Center. Prior to working for the City, Michael McPherson assisted the community as a staff

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member of OBDC, formerly the Oakland Business Development Corporation, for 25 years and ultimately became the Executive Director of OBDC for 15 years from May 1991 to August 2006.

On Thursday, September 29, 2011 Michael McPherson was posthumously recognized in honor of Small Business Month by the Oakland Merchants Leadership Forum "OMLF" for his successful work through the Oakland Business Assistance Center and for being a friend to Oakland Small Businesses.

Michael McPherson passed away on Tuesday, June 7, 2011 in Oakland and the renaming of the Oakland Business Assistance Center would memorialize the contributions of Michael McPherson to the City of Oakland and to the East Bay small business community.

### PROJECT DESCRIPTION

The passing of this Resolution to rename the Business Assistance Center would entail the purchase of one or two new signs to be created and installed at the Business Assistance Center location. Minor formatting changes would be necessary on Business Assistance Center informational documents; however those can be handled in-house at no extra cost.

### SUSTAINABLE OPPORTUNITIES

**Economic:** This report and its requested actions do not provide any specific sustainable environmental opportunities.

**Environmental:** This report and its requested actions do not provide any specific sustainable environmental opportunities.

**Social Equity:** This report and its requested actions do not provide any specific sustainable social equity opportunities.

### DISABILITY AND SENIOR CITIZEN ACCESS

There is no impact on access for senior citizens or the disabled from this proposed action.

### RECOMMENDATION(S) AND RATIONALE

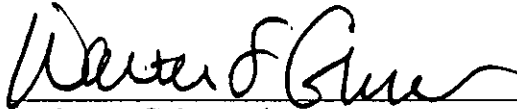
Staff recommends that the City adopt the Resolution authorizing the renaming of the City of Oakland Business Assistance Center to the Michael L. McPherson Business Assistance Center.

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**ACTION REQUESTED OF THE CITY COUNCIL**

The City Council is requested to adopt the Resolution authorizing the City Administrator to rename the Business Assistance Center to the Michael L. McPherson Oakland Business Assistance Center.

Respectfully submitted,



Walter S. Cohen, Director  
Community and Economic Development Agency

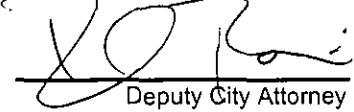
Reviewed by: Gregory D. Hunter, Deputy Director  
Community and Economic Development Agency

Prepared by: Ain Bailey  
Program Analyst I

**APPROVED AND FORWARDED TO  
CITY COUNCIL:**



Office of the City Administrator

  
Deputy City Attorney

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

# OAKLAND CITY COUNCIL

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

2011 OCT -6 PM 12:43  
Introduced by Councilmember \_\_\_\_\_

## RESOLUTION CHANGING THE NAME OF THE CITY OF OAKLAND BUSINESS ASSISTANCE CENTER TO THE "MICHAEL L. MCPHERSON OAKLAND BUSINESS ASSISTANCE CENTER"

**WHEREAS**, the City Council procedures for naming City facilities states that any individual or entity may initiate a proposal to name a public facility in the City of Oakland; and

**WHEREAS**, the City Council and the leadership of the Community and Economic Development Agency has proposed that the city rename the Oakland Business Assistance Center the "Michael L. McPherson Oakland Business Assistance Center" in honor of colleague, Michael L. McPherson; and

**WHEREAS**, Michael McPherson dedicated his life to the Oakland community, particularly to the Oakland and greater East Bay small business community; and

**WHEREAS**, Michael McPherson was a committed and enthusiastic City employee, since December 2007, who was instrumental in the establishment of, and management of, the Oakland Business Assistance Center; and

**WHEREAS**, Michael McPherson assisted the community as a staff member of OBDC, formerly the Oakland Business Development Corporation, for 25 years and ultimately became the Executive Director of OBDC for 15 years from May 1991 to August 2006; and

**WHEREAS**, Michael McPherson passed away on Tuesday, June 7, 2011 in Oakland; and

**WHEREAS**, there is redevelopment funding available for new interior signs which is the only cost associated with the renaming action; and

**WHEREAS**, the renaming of the Oakland Business Assistance Center would memorialize the contributions of Michael McPherson to the City of Oakland and to the East Bay small business community; and

**WHEREAS**, the City Council held a duly noticed public hearing on October 18, 2011 to consider the proposal; now, therefore,

**RESOLVED:** That the Oakland City Council hereby approves the renaming of the Oakland Business Assistance Center to the "Michael L. McPherson Oakland Business Assistance Center".

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2011

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California