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Approved as to Form and Legality

Oakland City Attorney's Office

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OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

INTRODUCED BY COUNCILMEMBER NANCY NADEL

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**Resolution Authorizing Immediate Allocation of \$60,000  
Of Councilmember Nancy J. Nadel's Priority Project Funds To  
The Community and Economic Development Agency (CEDA)/Neighborhood  
Commercial Revitalization Program For The Purpose of  
Hiring an Executive Director For The West Oakland Main Street Program**

**WHEREAS**, on June 8, 2006 the City Council did amend the 2005-2007 Policy Budget for the City of Oakland to include \$250,000 apiece for each Councilmember to use as priority funds for projects at each councilmember's discretion but subject to City Council approval; and

**WHEREAS**, Councilmember Nancy J. Nadel has identified the West Oakland Main Street Program, administered by the City of Oakland's Community and Economic Development Agency (CEDA)/Neighborhood Revitalization Program, as a recipient for \$60,000 of these funds; and

**WHEREAS**, West Oakland Main Street (WOMS) is the organization in Oakland, California, which is dedicated to the revitalization of San Pablo Avenue with a commitment to make San Pablo Avenue, from 35th Street to West Grand Avenue, a vibrant, pedestrian-friendly, transit oriented corridor, offering products, and services that reflect the community's rich and diverse heritage; and

**WHEREAS**, WOMS follows the Main Street approach to commercial district revitalization that was developed by the National Trust for Historic Preservation, an approach that has been used successfully in hundreds of downtown and neighborhood commercial districts throughout the United States, utilizing an approach that is comprehensive and community driven, focusing on physical revitalization, business retention and attraction, cleanliness and safety, and promotion; and

**WHEREAS**, WOMS is in the initial stage of developing a Main Street program and is seeking an Executive Director to develop the program goals, a 5-year work plan, an outreach campaign to get volunteers to participate on committees, and to develop committee work plans; now therefore be it

**DRAFT**

**RESOLVED:** That \$60,000 of Councilmember Nancy J. Nadel's priority project funds be apportioned to the Community and Economic Development Agency (CEDA)/Neighborhood Commercial Revitalization Program for the purpose of hiring an Executive Director for the West Oakland Main Street Program.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

**PASSED BY THE FOLLOWING VOTE:**

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, and  
PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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