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OAKLAND

CITY OF OAKLAND



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1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Ronald V. Dellums  
Mayor

(510) 238-3141  
FAX: (510) 238-4731  
TDD: (510) 238-7629

Letter of Nomination

March 18, 2008

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

Dear Council Members:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

**Cultural Affairs Commission**

**Jacqueline Boggan**, Mayoral appointment to serve the term beginning May 8, 2006 and ending May 7, 2009 filling the seat previously held by Naomi Diouf.

**Joyce Gordon**, Mayoral appointment to serve the term beginning May 10, 2006 and ending May 9, 2009 filling the seat previously held by Caleb Duarte.

**Marcel Diallo**, Mayoral appointment to serve the term beginning May 8, 2006 and ending May 7, 2009 filling the seat previously held by Michael Liener.

**Lolita Ratchford**, Mayoral reappointment to serve the term beginning May 8, 2007 and ending May 7, 2010 retaining the seat she previously held.

Thank you for your assistance in this matter.

Sincerely,

Ronald V. Dellums  
Mayor

## Jacqueline Beal Boggan

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### Human Resources Professional

Broadly experienced human resources professional who has managed budgets and staff for higher education, public sector, health care, and hospitality environments. Strategic partner who is skilled in written and verbal communications in union and non-union organizations. Proven generalist who has effectively collaborated at all levels of the organization. Ability to resolve issues to achieve organizational objectives.

#### Areas of Expertise:

Employee and Labor Relations

Benefits Administration

Policies and Procedures Administration

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### Work Experience

American Baptist Homes of the West; Pleasanton, Ca.

10/03 – 6/07

#### Human Resources Director

Manages the human resources function which includes but is not limited to: recruitment and staffing, labor negotiations, grievances, worker's compensation claims management, coordination of retirement and COBRA benefits, and implementation of corporate personnel policies and procedures. Responds to EEO claims and conducts the investigations when necessary. Utilizes Human Resources Information System and administers the health and welfare program.

#### Human Resources Consulting

3/00-8/03

Provided human resources consulting services (developed and wrote over 200 job descriptions and a human resources procedures manual) to both private and non-profit organizations (Madame Walker Urban Life Centre; Christian Theological Seminary; Thompson Distribution, Inc.; American United Life Insurance; and Indianapolis Water Company Resources Corporation) in Indianapolis, Indiana

Kansas City Area Transportation Authority; Kansas City, Mo.

6/97-8/99

#### Director of Human Resources

Managed the human resources and risk management functions in a union (ATU) environment of over 750 employees. Overall responsibility for recruitment, testing, benefits administration, employee relations, and the writing of RFP's. Liaison to corporate counsels, investment managers, auditors, and custodial trustees of the Union Pension Fund. Coordinated management training.

- Developed and implemented a first-time employee directory.
- Created and designed first-ever employee orientation.
- Made insurance recommendations to Board with 98% of recommendations passed.

- Managed effectively a \$500,000 budget.
- Developed recruitment program to improve level and quality of service for the company as it grew.

University of California at Berkeley; Berkeley, Ca.

6/86-10/96

**Senior Administrative Analyst**

Administered the human resources operations for an international program facility. Met with union officials to resolve labor issues.

- Taught 20-week management development course for entire campus.
- Part of a team that initiated and participated in design and development of campus-wide literacy program which served over 500 employees.
- Provided technical assistance in development of Core Competencies Certification program for University Business Officers for eight campuses.

Alameda County Health Care Services Agency; Oakland, CA

2/85-6/86

**Management Specialist**

Coordinated the operations of the Human Resources Office which included Management Support Services, Examination, and Affirmative Action/EEO Units. Supervised a staff of 8 specialists and clerical staff. Acted in the absence of the Director of Human Resources.

- Served as liaison with County Administrator, County Counsel, and County Personnel Departments.
- Prepared reports and participated in special projects/committees.
- Provided direction for the Management Information System for the Office of Human Resources.
- Communicated and provided direction to Agency operating departments to ensure compliance with established procedures and standards.

**Education**

M.A. Organizational Psychology, University of Michigan

B.A. Psychology, University of the District of Columbia

**Certificates**

- Model-Netics Associate; Main Event Management Institute
- How To Be A Better Trainer; Keye Productivity Center
- The Interaction Method; Facilitator Institute

**Membership**

- Society for Human Resource Management

**Training and Facilitation**

University of California at Berkeley

Training and Development Unit

September 1992-May 1995

Project D.A.R.E.

Diversity Training

September 1988-1990



408 14<sup>th</sup> Street Oakland, CA 94612 510-465-8928 [www.joycegordongallery.com](http://www.joycegordongallery.com)

## *Biography: Joyce Gordon*

*"All that can happen is that I lose my house and my car."*

Joyce Gordon recognized an awesome talent and high concentration of artists in the Bay area. The artistic community in Oakland was abundant, yet under the radar. With the opening of her gallery, Joyce Gordon has given the city of Oakland and the art world a unique gift: an elegant, spacious venue for both established and emerging artists to connect with larger audiences.

A native of Louisiana, Joyce Gordon came to the Bay Area as a child and grew up in Berkeley. She graduated from Berkeley High and was impacted as a young woman by the creativity and free spirit of the city rising out of the rebellion and protest of the times. Joyce's journey to gallery ownership began as a student at the California College of the Arts. During her studies she organized and hosted art parties for many of her peers. She later parlayed her talents, keen eye for detail, and aesthetic into a successful course of study in textile design. She subsequently sold art for several years before pursuing her goal of opening her own gallery.

Joyce has always been drawn to creative-thinking people. Although she did not pursue an artist's career, she is passionate about creating opportunities for artists and bringing their works to the public.



## *Gallery Statement*

Our purpose is found in the wholeness of our family, in the respect we give to every individual in his search for art, in the love for the culture we have inherited, and in the cultures we have experienced. It is found in our belief that the art we exhibit should represent the best part of all of us in the Bay Area, in the US, and the world.

Our gallery is dedicated to the creative pursuit of the individual and seeks to make such work accessible to a broad audience. The **Joyce Gordon Gallery** is the first commercial gallery dedicated primarily to Oakland-based and Bay Area artists, celebrating the unique creativity of one of the most culturally diverse cities and regions in the country. In addition to providing local artists with opportunities to exhibit, the **Joyce Gordon Gallery** also provides creative and cultural exchanges with artists from other countries and US cities. This gives local patrons and artists an excellent chance to experience other perspectives while introducing patrons in other regions to the creativity, energy, and talents of our Bay Area artists.

Our gallery is more like a museum than a gallery. The elegant and inviting space with its high ceilings allows artwork to breathe and guests to move freely and comfortably. **Joyce Gordon Gallery** is not only a canvas for cultural and creative expression, is it a discovery place for students and the greater community. The gallery holds workshops and seminars led by some of the most talented artists and teachers in the area.

We are proud to represent and exhibit some of the most inspirational, gifted, and visionary artists in the country, who continually challenge us all to grow, think, and be free.

Avant-garde. Classic.

Progressive. Abstract. Tangible.

Spirit. Energy. Soul.

We are art.

**This is the Joyce Gordon Gallery.**

Letter of Interest  
Attn: Kitty Epstein  
City of Oakland Art Commission  
From: Marcel Diallo

Hello,

My name is Marcel Diallo and I am interested in serving on the City Of Oakland Art Commission. As an arts-activist strongly committed to preserving and passing on the cultural contributions of the Bay Area's Black community, I have concentrated my efforts in one of the East Bay's most historically important regions---West Oakland---to facilitate this work. With my years of experience and dedication to creating cultural institutions in Oakland that bring together this region's past, present, and future communities, I believe my perspective and the neighborhood I serve could serve as a critical asset to the commission.

### **Background**

Marcel Diallo is a American multidisciplinary artist, musician, poet, writer and cultural historian best known for his philosophies, writings and public actions on black self-determination, neighborhood revitalization through the resurrection and preservation of cultural districts and his role in the 1990s underground West Coast arts scene that transformed and popularized the call and response aspect of spoken word. Born on October 9, 1972 in Richmond, California. He is a life long resident of the Bay Area.

In 1995, after graduating from with a B.A. in philosophy from Cal Poly San Luis Obispo he returned to the Oakland Bay Area and founded the Black Dot Artists Collective, a group of Bay Area poets, emcees, and musicians who popularized the call and response aspect of spoken word for a new generation through "rhyme rituals" at cafes in Oakland and Richmond. Reminiscent of the sermons in Baptist and Pentecostal churches, the rhyme rituals inspired a shift in the San Francisco/Oakland poetry scene, prior to the influence of slam poetry in the region.

Influenced by the music and social action of early hip hop, blues, funk, and jazz, as well as poetic legends such as Amiri Baraka and The Last Poets, Diallo is a politically active artist, integrating elements of grassroots community organizing and social justice through art. In 1998, he opened a community center in East Oakland called Ritual Space and also the legendary Black Dot Cafe, where musicians and poets such as Khahil El Zabar and the Ethnic Heritage Ensemble, Avotcja, Amiri Baraka, Piri Thomas, Umar Bin Hassan, Goapele, The Grouch, Bicasso, and many others performed. The spaces also held youth programs. In 2000, the Black Dot Cafe struggled to keep its space during a period of rapid gentrification and relocated to the historic, African-American neighborhood of West Oakland where Diallo is currently leading a mobilization to revitalize and preserve a cultural district called The Village Bottoms.

Because of his tireless dedication to revitalizing the neighborhood and working to retain it's longtime African-American population thru arts, culture and direct action, Diallo is often referred to as the "unofficial Mayor of West Oakland". He has received

numerous fellowships for both his artistic activity as well as his role as a community builder and leader. He has also been a two-time California Artists in Residence, and the very first person to be awarded the Butler-Koshland Leadership Fellowship.

An organizer and people mover, Diallo has made coalitions and alliances with key sectors of society, both public and private. Through working with government agencies, developers, artists, activist groups, non-profit agencies and long-time residents alike, he is helping to solving some of Oakland, California's most pressing social issues.

## LOLITA RATCHFORD

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**OBJECTIVE:** To work with performing artists, musicians, writers and related arts based companies and organization generating income through marketing and business development.

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### **SUMMARY OF QUALIFICATIONS:**

Implementing financial and business systems. Relationship building, negotiating contracts, developing short and long-range business and marketing plans. Conducting quantitative and qualitative market research. Forecasting, revenue bookings and operating expenses and providing variance analyses. Building business models, including key financial components used in developing short and long-range business plans, and create benchmarks and standards for measuring performance.

### **WORK EXPERIENCE:**

**Avaya Inc., Dublin, CA** 2000-2002

*Sales Operations Manager*

- Effectively utilized SAP and Sjelbel Sales tool to provide operational support to the sales channel.
- Conducted variance analysis of revenue bookings to revenue forecasts.
- Executed, evaluated and supervised new initiatives and business processes and opportunities.
- Provided sales channel representation to Marketing, Product House, Business Services and IT departments.

**Wells Fargo Bank, San Francisco, CA** 1998-2000

*Information Systems Auditor*

- Conducted system analysis to integrate project status report with other management information reporting systems.
- Prepared annual budget and regularly monitored billing reconciliation.
- Coordinated ISD audit training and workshops.

**Arts Council of England, UK** 1993-1998

*Executive Director*

- Responsible for +\$1 million budget, financial management and revenue generation.
- Developed strategies that supported existing and increased client base. Managed high-level strategic alliance development activities nationally and internationally.
- Managed the development and distribution of marketing communication materials and provided input for high profile marketing campaigns.
- Managed staff of seven plus several contractors.



## LOLITA RATCHFORD

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London Arts Board, London, UK

1991-1993

### *Artist Manager/Promoter*

- Successfully organized national tours for performance poetry artists including June Jordan, Essex Hemphill and Yvegeny Yvetushenko.
- Negotiated performance contracts, built strong relationships with complementary businesses and organizations for collaboration.
- Managed touring budgets and programs and established wide range of national and international business alliances.
- Developed national marketing campaigns.

### COMPUTER:

- SAP, Oracle 8i Client, SQL Plus 8.0, Clarify eFront Office, Powerlink for Siebel Sales, Crystal Reports.
- Knowledge of building networks, TCP/IP, Visual Basic 6.0 and HTML programming.
- MS Visio, Advanced level use of MS Office Professional suite and Outlook.
- Proficient in using the internet for research, communication and web page design.
- Windows 98, 2K, Lotus Notes and MacIntosh OS

### EDUCATION:

→ MBA Marketing, University of London Business School

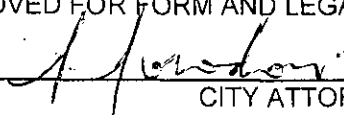
B.S. Business Management, Columbia College *\* good w/ budgets*

### ADDITIONAL TRAINING:

- Avaya Convergence Spring Training and 7 Minute Sale
- Certificate: Data Modeling for Clarify eFront Office 8.0
- Certificate: ClearFundamentals for Clarify eFront Office 8.0
- Certificate: VPN Products training, module I
- Trends in Systems Development, IS Audit and Control Asn. (ISACA)
- Certificate: New Auditor Training Session, Wells Fargo Professional Practices
- Perspectives in E-commerce, Institute of Internal Auditors
- Certificate: Project Management for IS Auditors and Security Professionals, ISACA
- Computer Information Systems: Design Analysis and Management, UC Berkeley

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APPROVED FOR FORM AND LEGALITY

  
CITY ATTORNEY

## OAKLAND CITY COUNCIL

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

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### RESOLUTION APPOINTING JACQUELINE BOGGAN, JOYCE GORDON, MARCEL DIALLO AND LOLITA RATCHFORD AS MEMBERS OF THE CULTURAL AFFAIRS COMMISSION

**WHEREAS**, Ordinance No. 11323 C.M.S. creates the Civil Service Board whose members are nominated by the Mayor and approved by the City Council; and

**WHEREAS**, Ordinance No. 11778 C.M.S. specifies that members of the Cultural Affairs Commission are to serve three 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 individuals are hereby appointed to the term set forth below:

**JACQUELINE BOGGAN**, Mayoral appointment to serve the term beginning May 8, 2006 and ending May 7, 2009 filling the seat previously held by Naomi Diouf.

**JOYCE GORDON**, Mayoral appointment to serve the term beginning March 19, 2008 and ending March 18, 2011 filling the seat previously held by Caleb Duarte.

**MARCEL DIALLO**, Mayoral appointment to serve the term beginning May 8, 2006 and ending May 7, 2009 filling the seat previously held by Michael Liener.

**LOLITA RATCHFORD**, Mayoral reappointment to serve the term beginning May 8, 2007 and ending May 7, 2010 retaining the seat she previously held.

**FURTHER RESOLVED**, that failure of a board or commission appointee to abide by the City of Oakland's Conflict of Interest Code shall be cause for removal pursuant to section 601 of the City Charter.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

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

**NOES-**

**ABSENT-**

**ABSTENTION-**

**ATTEST:**

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