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OAKLAND
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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

January 29, 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 appointed the following persons as members of the following board or commission, subject to City Council confirmation:

AFFORDABLE HOUSING & INFRASTRUCTURE (MEASURE KK) PUBLIC OVERSIGHT COMMITTEE

Lauren Westreich to serve a one-year term that begins January 1, 2019 and ends December 31, 2020;

Daniel Swafford to serve a one-year term that begins January 1, 2019 and ends December 31, 2020; and

Gary F. Jimenez to serve a one-year term that begins January 1, 2019 and ends December 31, 2020.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script, appearing to read "Libby Schaaf".

Libby Schaaf
Mayor

Profile

Lauren Westreich
First Name Middle Initial Last Name

[Redacted] Email Address

[Redacted] Street Address [Redacted] Suite or Apt

[Redacted] City [Redacted] State [Redacted] Postal Code

[Redacted] Primary Phone [Redacted] Alternate Phone

Every Dog Has Its Day Care President and Founder
Employer Job Title

Which Boards would you like to apply for?

Affordable Housing & Infrastructure Bond Public Oversight Committee : Appointed

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

As a business owner in [Redacted] I am, and have been, very actively involved in working with the community and the [Redacted] to improve things in [Redacted] and beyond. I am currently a Director for the [Redacted] to the Under Maze Project Subcommittee for the West Oakland Business Alert. I was a member of the Infrastructure Working Group for Measure KK. I have owned my business for 20 years and have guided it through two major expansions requiring the purchase and renovation of industrial property. I served as a member of the Economic Development and Parks and Recreation Committees and the Significant Structures Working Group for the City of Emeryville and have served on many boards over the years.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

LW_resume.doc
Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

LAUREN WESTREICH

EXPERIENCE

- 1997-current Every Dog Has Its Day Care Oakland, CA
Founder and President
- Created the East Bay's first dog daycare facility.
 - Was a pioneer in and helped define the dog daycare industry.
 - Expanded to current 50,000 SF state-of-the-art facility in [REDACTED]
 - Employ more than 75 employees and care for well over 150 dogs daily.

BOARDS AND COMMITTEES

- CURRENT West Oakland Commerce Association Oakland, CA
Director
- Under Maze Project, [REDACTED] Business Alert
[REDACTED]
Chair
- Advancement Committee, The Berkeley School Berkeley, CA
- Brown Crew Association Providence, RI
Steward
- PREVIOUS Infrastructure Working Group, Measure KK Oakland, CA
- Berkwood Hedge School Berkeley, CA
Director
- Berkeley-East Bay Humane Society Berkeley, CA
Director
- Economic Development Committee, City of Emeryville
Emeryville, CA
- Parks and Recreation Committee, City of Emeryville
Emeryville, CA
- Significant Structures Working Group, City of Emeryville
Emeryville, CA

[REDACTED]

Profile

Daniel Swafford
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt

[Redacted] City State Postal Code

[Redacted] Primary Phone Alternate Phone

Laurel District Association; Montclair Village Association Executive Director
Employer Job Title

Which Boards would you like to apply for?

Affordable Housing & Infrastructure Bond Public Oversight Committee : Appointed

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

I work professionally and as a volunteer to organize and build community. My decision making is guided by the feedback of the populations I serve, and I strive to ensure active participation, ownership, by all the individuals and stakeholders in and around the service area. I have worked in leadership and Director positions with boards and councils to prepare, analyze and present data, with the objective of making informed, data driven decisions, achieving consensus whenever possible. I deeply value the cultures and history of our Oakland neighborhoods, and as an Oakland native I see the value of Oaklanders driving the growth and ingenuity of this great city.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

[DanielSwaffordResume_AHIBPOC.pdf](#)

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Daniel Swafford Phone: [Redacted] Email: [Redacted] PROFESSIONAL RESUME An ardent self-starter, analytical, and committed to excellence. A meticulous organizer who works well with groups and individuals. Looking to focus on local organization, business, and community development. The success of our communities lies in the health of and opportunities for its individuals. SKILLS SUMMARY • Program and Personnel Management – Executive Director experience with collaborative leadership style; strategic planning based on assessed needs/vision; establish performance standards

and evaluation criteria based on expected results - experience in writing operations manuals, management contracts, and individual development plans • Team Builder – communicate effectively to define and support each role, inspire involvement through an inclusive approach to setting and achieving goals - use of surveys, educational forums, newsletters, and meeting management • Relationship Building – positive and diverse network of Oakland's political, business, and non-profit professionals • Organization – accounting, records, and data preparation for presentation or public record; use of QuickBooks, SalesForce, Zoho, Illustrator, WordPress, and cloud based management and communication tools • Media Development – proficient in multi-media marketing, branding, placement, and public relations

PROFESSIONAL Executive Director – Montclair Village Association, 2011 – Present

EXPERIENCE – Laurel District Association, 2015 – Present

- Oversee daily operations of both the Montclair Business Improvement District (BID) a 501(c)(3) non-profit, comprised of 230 businesses; and the Laurel BID, comprised of 80 property owners
- Implement Association(s) vision through business attraction, event management, public art installation, community partnerships with schools, non-profits, and service groups
- Manage vendors, sub-contractors, and staff, contract negotiations and fulfillment
- Support the respective Boards of Directors, standing and ad-hoc committees
- Maintain budgetary and legal compliance in respect to the MVA/LDA Board(s), City of Oakland, and the Brown Act - Sunshine Ordinance
- Facilities and asset management, financial analysis and forecasting
- Business support to strengthen local economy, foster culture of shopping local, independently owned businesses, creating a destination district

Executive Associate – MMHA The Managers' Mentors, Inc. 2000 - 2011

- Human Performance Technology - Design and support of staff development programs, department organization analysis, strategic planning, individual skill development and knowledge transfer for corporate, non-profit, education, and government clients
- Needs Assessment - Statistical analysis and vision alignment, programming design
- Organizational Design - Implementation plan for training and mentoring programs, draft participant guidelines for facilitators, coordination team, mentors and mentees
- Staff training – Set benchmarks, design coursework, evaluate program effectiveness, and capture deltas for continuous improvement

Mentor Coordinator, Basic Skills Workshop Facilitator – Laney College 2001 - 2008

- Design and facilitate workshops on life skills supporting education and career planning

Project Manager - Each One Reach One campus-wide mentoring program

ORGANIZATION Founder and Managing Director – Oaktoberfest in the Dimond fundraiser 2008 - Present

MANAGEMENT Create a non-profit, regional event, to build relationships within the community, highlight Oakland cultures, and generate revenue for sustaining community development projects

- Treasurer & Budget Chair - achieved profitability for \$130K event in the second year, year-to-year growth of +20% in vendor participation, revenue, and attendance
- Attracting thousands of visitors to the Dimond commercial district
- Involve youth in the production and fundraising, and ensure hands-on, age appropriate, learning opportunities throughout the event
- Showcase local schools, non-profits, artists, and craft food & beverage vendors

Chairman and Director – Dimond Improvement Association 2005 - Present

- Developed the mission of Involvement Builds Community
- Facilitate public process for the \$2.4M Fruitvale Alive Streetscape renovation
- Survey community needs and formulate strategic plan to direct activity of the non-profit
- Spokesperson and media liaison
- Design and organize volunteer roles for litter removal, streetscape planting and park maintenance, communication, and marketing
- Implement over \$200K in fundraising activities

Special Advisor – City Of Oakland Small Business Taskforce 2016-2017

- Worked with small businesses leaders from across Oakland and in different business sectors, conducting outreach to understand the needs of diverse communities
- Presented findings and initial recommendations to Mayor Schaaf and Economic Development Director and Staff

Founder and Chairman – Oakland Police Beat 22X Neighborhood Crime Prevention Council (NCP) 2007 – 2010, Treasurer 2007 – 2009

- Outreach to residents and merchants, 8,000+ homes, to address public safety priorities
- Formation of Steering Committee, define roles and responsibilities and recruit diverse members of the community
- Oversee formation and support of working committees to address priorities
- Draft bylaws, preside over elections and community meetings

Coordinator – Dimond Public Art project

- Connect area youth with community artists to promote hands-on learning
- Garnered funds for public art installations
- Oversight of RFP and artist outreach to ensure grantees meet community priorities

Board-member – YMCA Point Bonita Outdoor Education Center 2005 - 2012

- Outdoor education program oversight and curriculum review, use nature as the teaching aid
- Facilitate annual fundraising event for underprivileged students
- Strategic planning for program and facilities expansion, collaboration with National Park Directors and foundation boards

Please click the acknowledgement below.

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Daniel Swafford

PROFESSIONAL RESUME

An ardent self-starter, analytical, and committed to excellence. A meticulous organizer who works well with groups and individuals. Looking to focus on local organization, business, and community development.

The success of our communities lies in the health of and opportunities for its individuals.

SKILLS SUMMARY

- Program and Personnel Management – Executive Director experience with collaborative leadership style; strategic planning based on assessed needs/vision; establish performance standards and evaluation criteria based on expected results - experience in writing operations manuals, management contracts, and individual development plans
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Daniel Swafford

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- Facilitate annual fundraising event for underprivileged students
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Profile

Gary F Jimenez
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt

[Redacted] City State Postal Code

[Redacted] Primary Phone Alternate Phone

SEIU Local 1021 Vice-President
Employer Job Title

Which Boards would you like to apply for?

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

Gary Jimenez [Redacted] To Whom It May Concern I am writing to express my interest in reapplying for the Affordable Housing & Infrastructure Bond Public Oversight Committee created by Measure KK in 2016. As Vice President of the Alameda Labor Council and Vice President of Politics for SEIU 1021, a union that represents over 55,000 members in Northern California, I believe I have the skill set needed to effectively oversee this important Public Oversight Committee. I have a long and proven track record of working with, listening to all communities and for advocating for those whose voices are so often unheard and have been successful in getting those voices heard. I can also help the community navigate and work with the various elements of the City's leadership through my long standing relationships that I have built as a Labor leader in Oakland. As a City, we have to take strong steps to bring drastically needed affordable housing and build out our public infrastructure in Oakland. In particular, as my resume indicates, I have direct experience representing the diversity of Oakland, including Oakland residents of low income communities of color. As a Vice President of SEIU 1021 and the Alameda Labor Council, I have experience with financial management, fiscal audits, and capital planning. Additionally, as a Steering Committee member of the Measure JJ campaign, I have extensive relationships in the affordable housing community. I would be honored to serve again. Attached is my resume. Sincerely, Gary Jimenez SEIU 1021 Vice-President Gary Jimenez, SEIU 1021 Vice--President [Redacted]

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Affordable Housing Resume.docx

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

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I Agree *

Gary Jimenez
[REDACTED]
[REDACTED]
[REDACTED]

To Whom It May Concern

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I would be honored to serve again.

Attached is my resume.

Sincerely,

Gary Jimenez
SEIU 1021 Vice-President

Gary Jimenez, [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Union Involvement

- SEIU 1021, Vice President, responsible to oversee East Bay jurisdictions representing union members in Oakland: City of Oakland, Port of Oakland, Laney Peralta Community College; Oakland Unified School District, Oakland Housing Authority; and BART, Alameda County Workers, Alameda County Medical Center, Hayward, Union City, Fremont, San Ramon, Albany, Berkeley, Richmond, and Emeryville; K12 schools, most community colleges; Union City, Union Sanitary, Hayward and HARD
- SEIU 1021 represents over 55,000 members in Northern California; 12,000 in Alameda County; 7,000 in Oakland
- Responsible to work with union chapter leaders to develop leadership, build unity, and recruit participation
- Member of Alameda Labor Council Executive Committee which represents over 100,000 AC members
- SEIU 1021 Alameda County COPE delegate since 2004
- SEIU 1021 Fremont shop steward since 2002 representing members and enforcing the Collective bargaining agreements
- SEIU 1021 Fremont delegate to schools industry council for all public schools
- SEIU 1021 Executive Board delegate since 2004
- SEIU 1021 Rank and File member for 21 years
- Employed with Fremont Unified School District as bus driver, maintenance worker and Custodian 2 at Forest Park Elementary

Community Experience

- Fair Economy Campaign Co-Chair which is a partnership with community groups including ACCE Alliance of Californians for Community Empowerment; PICO church based grassroots organizations. Our coalition's goals recognize that the economic crisis was not caused by the actions of working families, but by the unregulated practices of the banking industry and corporations who refuse to take responsibility for this crisis.
- Campaign Co-Chair, FF Campaign: SEIU 1021, along with our Lift Up Oakland coalition partners, dozens of endorsing organizations, and hundreds of volunteers, collected 33,682 voter signatures to put Measure FF on the ballot. Measure FF raised the minimum wage to \$12.25 with 5-9 paid sick days. The measure went into effect on March 2, 2015, and workers receive annual raises indexed to inflation.

- Campaign Co-Chair for Measure JJ, the campaign to Protect Oakland Renters. Measure JJ will: 1. Flips the petition so landlords, not tenants, must petition to raise the rent over annual inflation; 2. Extends Just Cause through 12/31/1995 to cover more units; and 3. Strengthens the accountability and transparency of the Rent Board

References

Josie Camacho, [REDACTED]

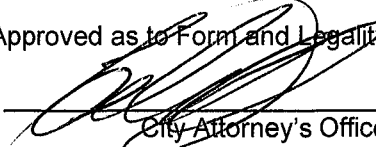
Jahmese Kathleen Myers, EBASE, Campaign Director, [REDACTED]

Amy Schur, ACCE [REDACTED]

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OFFICE OF THE CITY CLERK
OAKLAND

19 FEB 14 PM 1:40

Approved as to Form and Legality



City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

**RESOLUTION CONFIRMING THE REAPPOINTMENT OF
LAUREN WESTREICH, DANIEL SWAFFORD, AND GARY
JIMENEZ AS MEMBERS OF THE AFFORDABLE HOUSING &
INFRASTRUCTURE (MEASURE KK) PUBLIC OVERSIGHT
COMMITTEE**

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, Ordinance No 86,335, adopted July 19, 2016, approved the placement and language of Measure KK on the ballot, called for the City Council to establish a Board of the responsibility for citizen oversight of the measure to review relevant financial and operational reports related to the expenditure of bond proceeds, provide reports to the City Council when necessary, and evaluate the impacts and outcomes of bond expenditures on the bond measure's stated goals, including social equity, anti-displacement and affordable housing; and

WHEREAS, Ordinance No 13,403 C.M.S, adopted November 29, 2016, creates the Affordable Housing & Infrastructure Public Oversight Committee to assure fair and equitable distribution of Measure KK bond funds; and

WHEREAS, the Public Oversight Committee is to be comprised of nine members appointed by the Mayor and subject to confirmation by the City Council where each Councilmember may recommend one Committee member to the Mayor for appointment; and

WHEREAS, the Honorable Mayor Libby Schaaf has reappointed **Lauren Westreich, Daniel Swafford, and Gary Jimenez**; subject to confirmation by the City Council; now, therefore, be it

RESOLVED: That pursuant to City Charter section 601, the City Council confirms this mayoral appointment to the Affordable Housing & Infrastructure (Measure KK) Public Oversight Committee as follows:

Lauren Westreich to serve a one-year term that begins January 1, 2019 and ends December 31, 2020;

Daniel Swafford to serve a one-year term that begins January 1, 2019 and ends December 31, 2020; and

Gary F. Jimenez to serve a one-year term that begins January 1, 2019 and ends December 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