

# CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3<sup>rd</sup> FLOOR • OAKLAND,  
CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf  
Mayor

(510) 238-3141  
Fax (510) 238-4731

## Letter of Appointment

July 12, 2020

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

### **Cannabis Regulatory Commission**

**TiYanna A. Long** is reappointed to the Cannabis Regulatory Commission to serve a term beginning August 1, 2020 and ending July 31, 2022, filling the seat previously held by herself.

**Tracey Corder** is appointed to the Cannabis Regulatory Commission to serve a term beginning August 1, 2020 and ending July 31, 2022, filling the seat previously held by Chang R. Yi

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".

Libby Schaaf  
Mayor



Please click the acknowledgement below.

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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.

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I Agree \*

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# TIYANNA LONG, MPA

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## EXPERIENCE

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### 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.
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# 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 SI3 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: Oakland, CA  
P: (510) 529-6746  
E: tiyannalong@gmail.com

**Profile**

Tracey

First Name

E

Middle Initial

Corder

Last Name



Suite or Apt

Oakland

City

CA

State

94606

Postal Code



Action Center on Race and the Economy

Employer



Campaign Coordinator

Job Title

**Which Boards would you like to apply for?**

Cannabis Regulatory Commission: Submitted

**Interests & Experiences**

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

I believe that Oakland has been the leader on cannabis equity across the country and the recommendations set here will help to undo small portions of the harm caused by the war on drugs. I have been doing work to address the harm in other capacities and believe I would be a good fit on this commission.

***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.***

Resume for Tracey Corder.pdf

Upload a Resume

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

Please click the acknowledgement below.

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I Agree \*

# Tracey Corder

## Recent Professional Experience

### **Center For Popular Democracy** **2017-Present**

**June**

#### *Director of Federal Action and Racial Justice*

- Facilitated the building out and execution of criminal legal reform campaigns at the local level and federal level relating to local budget analysis to the repeal of the 1994 Crime Bill
- Lead sustained direct actions including Congressional disruptions, cross country promotional tours, multi-day marches and issue lobbying
- Attended funder meetings, coordinated funder briefings and drafted grant reports
- Supported internal Diversity, Equity and Inclusion work through retreat planning, staff trainings, and other institution wide interventions

### **Oakland Rising**

**April 2015-May 2017**

#### *Field Director*

- Worked closely with organization Directors on strategic planning of civic engagement programs including evaluation and refining programs to meet both statewide and regional goals and objectives
- Participated in leadership teams to coordinate organization wide work, monitor overall health and functioning of the organization and facilitate effective organizational responses to opportunities and challenges
- Sustained intentional relationships and strategic partnerships with partner organizations, elected officials, city staff, labor, community leaders, and other key stakeholders in Oakland.
- Supported grant applications and reports by providing timely information and analysis about programmatic field work
- Grew the Oakland Rising voter base by 8,000 supportive voters over 5 campaigns

### **Colorado Victory 2014**

**May 2014-November 2014**

#### *Deputy Field Director*

- Hired, trained and managed 2 Regional Field Directors, 2 Deputy Regional Field Directors, and 20 Field Organizers for Coordinated Senate and Congressional Races across 5 offices
- Developed, implemented, and executed training materials for statewide trainings including full staff, break out and webinars
- Created daily and weekly accountability systems to assist field organizers in reaching their Direct Voter Contact, 1-on-1 and volunteer recruitment goals
- Worked with the field and political departments to engage constituency groups including students, women, Latinos and African Americans



# Tracey Corder

1855 5th Avenue  
Oakland, CA 94606

414.975.5409  
tracecord@gmail.com

## **Wisconsin AFL-CIO**

**July 2013-May 2014**

### *Service Area-Organizer*

- Served as the Field Director by recruiting, training and managing volunteers for 6 elections over 2 election cycles in Milwaukee, Ozaukee, and Washington Counties
- Worked with labor affiliates to create training opportunities and solidarity roundtables to engage workers outside of the political election cycles and build up their leadership within their local union
- Worked with affiliates to execute press conferences, trainings, rallies, strikes and social events around issues of economic and social justice

## **Khalif Rainey for Milwaukee County Supervisor**

**January 2013-April 2013**

### *Campaign Manager*

- Developed and implemented a field plan that successfully contacted over 7,000 voters resulting in winning 65% of the vote in a special election
- Managed a \$25,000 budget raised throughout the campaign
- Established all targeted messaging for a website, press releases, endorsement questionnaires, 3 literature pieces and 7 direct mail pieces

## **Organizing for America 2012**

**April 2012-November**

### *African American Vote Director*

- Developed and implemented plan to mobilize, persuade, and register African American voters in collaboration with the state field program
- Established training programs for members of the African Americans for Obama program to serve as Civic Engagement Captains, Barber/Beauty Shop Captains, and Congregation Captains
- Served as Regional GOTV lead in Milwaukee, WI, assisting with staff oversight and logistics leading to 87% voter turnout

## **Education and Training**

- Edgewood College, Sociology and Human Services, B.A.
- Emerge Wisconsin 2012
- National Labor Leaders Institute, 2018

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

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### RESOLUTION CONFIRMING THE REAPPOINTMENT OF TIYANNA LONG AND THE APPOINTMENT OF TRACEY CORDER AS MEMBERS 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 Oakland Cannabis Regulation and Revenue Act (Ordinance number 12694 C.M.S.), 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 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 unlimited two-year terms; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has reappointed **Tiyanna Long** and has appointed **Tracey Corder** to serve two-year terms subject to confirmation by the City Council; now, therefore, be it

**RESOLVED:** That pursuant to City Charter section 601, the City Council confirms these mayoral appointments as follows:

- 1) **Tiyanna Long** is reappointed to the Cannabis Regulatory Commission as the City Auditor's Representative for the term beginning August 1, 2020 and will end July 31, 2022, filling the seat previously held by herself; and
- 2) **Tracey Corder** is appointed to the Cannabis Regulatory Commission as the District Two Representative for the term beginning August 1, 2020 and will end July 31, 2022, filling the seat previously held by Chang R. Yi.

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: \_\_\_\_\_  
ASHA REED  
Acting City Clerk and Clerk of  
the Council of the City of  
Oakland, California