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Office of the Mayor  
Jerry Brown  
Mayor

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Letter of Nomination

September 21, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

**The Cultural Affairs Commission**

Lolita Ratchford, Mayoral appointment to serve the term beginning May 8, 2004 and ending May 7, 2007, filling the position formerly held by Myron Cohen

Tony Caparelli, Mayoral appointment to serve the term beginning May 8, 2002 and ending May 7, 2005, filling the position formerly held by Henry Royal

Nicole Neditch, Mayoral appointment to serve the term beginning May 8, 2002 and ending May 7, 2005, filling the position formerly held by Alfred P. Knoll

If you have any questions or concerns, please feel free to contact me.

Sincerely,

  
JERRY BROWN  
Mayor

OAKLAND CITY COUNCIL

**DRAFT**

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

**RESOLUTION APPOINTING LOLITA RATCHFORD, TONY CAPARELLI,  
AND NICOLE NEDITCH AS A MEMBER OF THE  
CULTURAL AFFAIRS COMMISSION**

**WHEREAS**, Ordinance No. 11323 C.M.S. creates the Cultural Affairs Commission, 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 individual is hereby appointed to the term set forth below:

Lolita Ratchford, to complete the term beginning May 8, 2004 and ending May 7, 2007, filling the position formerly held by Myron Cohen.

Tony Caparelli, to complete the term beginning May 8, 2002 and ending May 7, 2005, filling the position formerly held by Henry Royal.

Nicole Neditch, to complete the term beginning May 8, 2002 and ending May 7, 2005, filling the position formerly held by Alfred P. Knoll.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

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

**NOES-**

**ABSENT-**

**ABSTENTION-**

ATTEST: ·

\_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

# 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 Siebel 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: VPNet 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

# Tony Caparelli

## RESUME

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### 7/02 to Present: **Oakland Ballet Association - Executive Director**

- Manage all fiscal operations for \$2.5M not-for-profit dance company, including budgets, A/P/R, box office and other earned income, and implementation of new revenue models.
- Direct Marketing and Development campaigns along with overseeing advertising and branding efforts.
- Manage all Human Resource issues such as writing employment contracts, administering benefits plans, auditing and processing of payroll and assurance of labor law compliance.
- Directly responsible for over \$750,000 in foundation revenue through grant writing.
- Negotiate and develop all contracts for company including performance touring, production vendors and union labor (IATSE and AGMA).
- Responsible for creating new growth opportunities for organization through board development, strategic planning and fiscal control.

### 2/00 to 7/02: **Great American Music Hall - General Manager**

- Responsible for complete management and direction of 600 seat restored Vaudeville concert hall with \$3M operating budget and over 60 employees.
- Produce over 250 public concerts and private events yearly.
- Direct performer contracts, production and audience development.
- Develop marketing campaigns, strategic partnerships and core sponsorships programs.
- Oversee all financial operations.
- Founding member of local community outreach group whose successful mission is to address and resolve quality of life issues in and around the neighborhood.

### 6/98 to 2/00: **University of the Virgin Islands - Production Manager/Programmer**

- Co-hosted program selection of all in-house presentations (approximately 25 performances per season) as well as booking of facility rentals (approximately 30 per calendar year).
- Oversaw all production aspects of the University's 1200 seat outdoor amphitheater.
- Served as Project Manager/Designer for \$600,000 capital campaign fund for theater technology upgrade.
- Track all budgets as well as co-develop fiscal year fund allocations.
- Created video film and post-production facility that emphasized job training and product development.
- Co-developed outreach training programs for community youth groups and area schools.
- Created and maintain University film series, specializing in foreign and independent productions.
- Founded inaugural Virgin Islands International Film and Video Festival.

### 7/96 to 6/98: **John Murray Prod. / DaVinci Fusion / Incentive Dimensions - Project Mgr. / Producer**

- Met with clients and in-house staffs of various production companies to design and implement all show components for industrial and trade show events.
- Prepared and execute budgets and calendars.
- Directed staffing in set-up, operation and strike of events.
- Tracked A/R and A/P for all event related finances.

# Tony Caparelli

## BIO:

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Mr. Caparelli began his career in the arts as a musician, working in Los Angeles for six years prior to coming to the San Francisco Bay Area in 1980. Since then he has published several articles on music, culture and design, served as a member of USITT, and been actively involved in a variety of local arts organization.

In July 2002, Tony Caparelli joined the Oakland Ballet as its CFO/COO, before being promoted to Executive Director of the company. Prior to this position, Mr. Caparelli served as General Manager of San Francisco's Great American Music Hall, where he was responsible for the operations and direction of the 600-seat restored Vaudevillian concert hall. His diverse background in administration, creative design and production includes working with the University of the US Virgin Islands' Reichhold Center for the Arts in St. Thomas, Boston Lyric Opera, the Magic Theatre, Van Morrison, Netscape, Cisco Systems and many others.

PUBLICATIONS: Lighting Dimensions - 8/00

EDUCATION: B.A. - San Francisco State – 1984

# Nicole Neditch

co-owner: mama buzz café  
design director: kitchen sink magazine



## skills

- Facilitating conversation, between all kinds of people
- Ability to lead meetings and host discussions
- Producing websites from conception to finish
- Designing effective print promotion and highly detailed multi-media
- Building relationships with artists and promoting them, while helping them gain a personal sense of achievement
- Organizing financial detail in deciding how and where to spend funds
- Organized and capable of handling large amounts of detail

## experience

- Co-Owner, Mama Buzz Café and Gallery (<http://www.mamabuzzcafe.com>). (Acquired December 2002)
- Exhibition Director and Co-Owner, Buzz Gallery (<http://www.mamabuzzcafe.com>). (Acquired December 2002)
- Design Manager and Curator for Neighbor Lady Community Arts Project/Kitchen Sink Magazine (2002-present)
- Producer of Kitchen Sink Magazine website (<http://www.kitchensinkmag.com>). (Early 2002 - present)
- Appointed to the board of Oakland based non-profit Neighbor Lady Community Arts Project. (January 2004)
- Appointed to the board of Oakland based non-profit Oakland Artists. (<http://www.oaklandartists.com>) (November 2003)
- Produced Oakland based artist and musician, Mark Growden's website (<http://www.markgrowden.com>). (Winter 2003)
- Produced Oakland based small press websites for Manifest Press and Tougher Disguises (<http://www.manifestpress.com>, <http://www.tougherdisguises.com>). (Summer 2003)
- Lead the technical design team for national cable television station TechTV (1999-2003)
- Editor-in-Chief of the online literary publication Bunbun Magazine (2001-2002)

## Selected Press

- **Best Of the Bay, East Bay Express**, "Best Hipster Hangout Best Hipster Hangout," May 5<sup>th</sup>, 2004 (<http://www.eastbayexpress.com/issues/2004-05-05/bestpeople21.html>)
- **Yoko Kumano, Sasha Mortezaei and Kishi, JunctionArt**, "Mama Buzz: Past, Present and Ice Machines," March 10<sup>th</sup>, 2004 ([http://junctionart.org/more.php?id=166\\_0\\_1\\_0\\_M](http://junctionart.org/more.php?id=166_0_1_0_M))
- **Adam Martin, SF Bay Guardian**, "The latest buzz: Art takes over at Mama Buzz Café," February 11, 2004 ([http://www.sfbg.com/38/20/x\\_biznews.html](http://www.sfbg.com/38/20/x_biznews.html))
- **Melissa Hung, East Bay Express**, "Let's Put On an Art Show: Oakland gets an arts district the old-fashioned way — no grants or city funding, just elbow grease and vision," January 1, 2003 (<http://www.eastbayexpress.com/issues/2003-01-01/cityside.html/1/index.html>)