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OAKLAND

17 JUN -8 AM 11:49

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

June 5, 2017

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has reappointed the following person as member of the following board or commission, subject to City Council confirmation:

Sugar Sweetened Beverages Community Advisory Board

Gema Cardenas is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Donna Carey is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Jared Fine is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Julia Liou is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Tonya Love is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Kim Martinez is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Renia Webb is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Priscilla Wilson is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Esperanza Pallana is appointed to the Sugar Sweetened Beverages Community Advisory Board as the Mayoral Representative for the term beginning June 15, 2017 and ending June 14, 2020, filling a seat not previously held.

Thank you for your assistance in this matter.

Sincerely,



Libby Schaaf
Mayor

17 JUN 8 AM 11:40

Profile

Gema
First Name

Q
Middle Initial

Cardenas
Last Name

Email Address

Street Address

Suite or Apt

Oakland
City

CA
State

94621
Postal Code

Mobile:
Primary Phone

Mobile:
Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

I am a student at Life Academy Health and Bio science where we are educated about public health. Additionally, I have worked a lot with communities. I have been involved as an Oakland Promise Ambassador and I am the Health and Wellness Director of All City Council Student Union where I advocate for and educate my peers on nutrition and wellness issues directly on their school campus and throughout OUSD. I was also recently elected to be 2017-2018 Student School Board Director. I have been very much involved in community organizing because I know that in order to help the community, you have to hear from the community. I believe I will be able to voice the many perspectives with my experiences, especially youth voice. Every decision impacts everyone differently Oakland is a very diverse community and I want to make sure my peers perspective is not forgotten or go unacknowledged

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

Upload a Resume

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

Intern with HEAL 2015, Highland Hospital Internship with HEAL for 6 weeks where I shadowed doctors and supported the pediatrician department with younger patients from ages under 5. Teens on Target 2015 - 2016, Life Academy A violence prevention program where I would run workshops at middle schools across Oakland to prevent gun, gang, domestic, violence. Vice President of All City Council Student Union August 2015 - June 2016, OUSD As All City Council Student Union Vice President, I would meet with High school students across OUSD and train them on the education system. Furthermore, we created recommendations on the different goal areas of LCAP. I created a recommendation to present to the OUSD Board on cleaner and safer facilities on all campuses in order to have students engage in their education not Health and Wellness Director of All City Council Student Union August 2016 - Present, OUSD As the Health & Wellness Director I was a student representative that focused on health and wellness issues throughout OUSD. I worked to bring attention to, advocate for and educate my peers on nutrition and wellness issues directly on their school campus and throughout OUSD. Oakland Promise Ambassador Fall 2016 - Present, Oakland

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 *

Profile

Donna

First Name

C

Middle Initial

Carey

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94605

Postal Code

Mobile:

Primary Phone

Business:

Alternate Phone

Alameda Health System

Employer

Chief, Pediatrics

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

As a Pediatrician I am aware of the obesity epidemic in our country, particularly in communities of color, who are disproportionately targeted by beverage companies. I also understand the types of programs that are effective in combating obesity and improving the health of our communities.

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.

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 FPCC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

ProfileJared

First Name

I

Middle Initial

Fine

Last Name

Email Address

Street Address

Suite or Aptoakland

City

CA

State

94611

Postal Code

Mobile: (510)

Primary Phone

Home:

Alternate Phone

Self Employed

Employer

Dental Public Health Consultant

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

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

Co- chair Coalition for Healthy Oakland Children; Dental Director for Alameda County Public Health Department for 38 years Board member Alameda County Dental Society.

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.Brief CV Jared Fine11-28-16.docx

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 *

17 JUN -8 AM 11:50

CURRICULUM VITAE-Abbreviated

Oakland, California 94611

I. Education

U. of Md., B.S. Zool., 1968; John Hopkins Univ. USPHS Summer Traineeship 1970,'71

U. of Md., School of Dentistry D.D.S.1972

UC, Berkeley, School of Public Health, M.P.H., Health Admin. & Planning 1975

UC, San Francisco, Residency, Public Health Dentistry 1975-1977

U.S.P.H.S, Primary Care Policy Fellowship, Inaugural Fellow, Washington, DC 1991

II. Boards/ Licenses National Dental, Northeast Regional Dental, Maryland, California

III. Military -U.S. Navy Dental Corps,, Naval Station Treasure Island, California, 7/72 - 6/74

IV. Professional Employment

Dental Strategic Planning Consultant- 2015-2016 San Mateo Co. California

Dental Health Administrator - Alameda County Public Health Department; Div.Community Health Services 1995-2014;Div. MCH 1990-1995; Chief Bur.Dental Health 1986-1990; Asst. Chief Bur.Dental Health 1975-1986.

Dental Plan Quality Assurance Consultant—dental quality assurance, system design, review and planning-City of San Jose;1984-1990; Alameda Health Consortium, 1995-1999.

Clinical Dental Practice- Part time private practice 1985-1988; Primary care dental clinics- part time Alameda County 1985-1991.

V. Leadership/Management/Education Programs

2014-Present :Co –Chair Coalition for Healthy Oakland Children, aka SSB Tax Campaign, Oakland

2014-Present Faculty Mentor Lutheran Medical Center Residency in Dental Public Health

2013-14 Ca State Panel on Medi-Cal Services

2013-Present Co-Chair Dental Committee Alameda County Public Health Commission

2010-13 Principle architect “Healthy Smiles for Healthy Futures”, Alameda County Strategic Plan for Oral Health 2012-2017

2008-Present- Initiated the **WIC/Oral Health Collaborative** demonstration program at Oakland and Hayward WIC sites bringing preventive dental, education & case mgmt services to over 2000 families of children targeting 9-15 mos in partnership with AC WIC, First 5, MCAH, CHDP and Dental Health Foundation-now a statewide model.

2008-Present- Funded the “**Ready to Learn Dental Health Policy Initiative**” to pilot the feasibility of assuring that every child in Alameda County have access to a dental examination, preventive and treatment before leaving kindergarten in conjunction with the Alameda County Dental Society and the Alameda County Dental Health Coalition, on the AB 1433 “Dental Assessment Mandate”.

2007-10 Director, \$1.4 million **Continuum of Children’s Dental Care Program for 1-11yr olds** offering screening, family oral health education, outreach, fluoride varnish, dental sealants and case management assistance into ongoing care in the community at two WIC sites, and 10 low income elementary schools.

2007-11 Co-principal author of the CDA House of Delegates **Resolution on Access to Dental Care** designed to engage the association in a deliberative analysis and effective recommendations to address the access to care issues facing California. Member CDA Workforce and Access Taskforces.

2007-10 Convener, **College of Alameda Dental Assisting Program “Service Learning Redesign”** to create a clinic for dental treatment of low income children and community college students by bringing stakeholders from Alameda County, City, Peralta Community College, Asian Health Services and C. of A. Dental Advisory Committee into a partnership and shared vision. Clinic opens in July 2010.

2003-07 Chair, Scientific Advisory Comm. & Proj. Dir. for the **First 5 Oral Health Initiative**

- Curriculum , “First Smiles: Dental Health Begins at Birth”** in partnership with CDA Foundation and the Dental Health Foundation. Faculty co-director-training of trainers for dentists, nurses and physicians statewide; ECC trainer for dental societies, Children’s Hospital Oakland..
- 2003-06 Organized the first ever representative oral health needs assessment and publication, **“More Than A Toothache”** of over 3000 kindergarten and 3rd grade school children in Alameda County in collaboration with 25 dentists/dental hygienist volunteers from 3 dental societies.
- 2001-03 Dental component team leader for a “sister city” technical assistance project to address the dental needs of the children of City of Shnezinsk, Russia (sister nuclear development City to Livermore, CA) under an agreement with Ala. Co. Pub. Health Dept. and USAID.
- 2001-Present- Organizer and director- **Healthy Smiles Dental Treatment Program for Uninsured Children-** to provide dental treatment in private dental offices for 0-19 yr olds identified at CHDP, school screening or WIC who have dental problems and who are uninsured, & offer assistance with enrollment in medical and dental coverage. Nearly 18,000 children referred since 2001, over 5000 received dental treatment; 91% show rate for enrollment assistance.
- 1999-2004 Proj. co-director, **Innovative Strategies to Increase Access to Dental Care for Medicaid Children age 1-5 years, “Healthy Kids, Healthy Teeth”**, National Demonstration Project conducted in Alameda County in collaboration with Calif. Medicaid Dental Program & UCSF, Centers for Medicaid & Medicare Services/HRSA with more than doubling in access to care.
- 1998-2002 Proj. director- Alameda County **Children’s Dental Health Initiative** demonstration of the feasibility and sustainability of a school based/linked dental prevention program including screening, fluoride and sealant application and referral for ongoing care in the community with support from the Dental Health Foundation.
- 2001-Organized a regional 2 day continuing education program in Oakland entitled: **The Neglected Epidemic: California Responds to the Surgeon General’s Report** through a partnership of the Alameda County Dental Society and the Dental Health Foundation. Drs. Hal Slavkin, Caswell Evans and Steve Chan were among the presenters.
- 2000- Organized and directed 4 concurrent press conferences (San Diego, Oakland, Los Angeles and Sacramento) same day as the release of the Surgeon’s General’s Report on Oral Health In America promoting **Halting A Neglected Epidemic: The 5 step Plan to address dental disease in California’s Children.**
- 1998 Facilitator and faculty Sierra health Foundation Community Dental Care Conference
- 1997-99 Chair, Statewide **Children’s Dental Health Initiative Advisory Committee** which developed **“Halting a Neglected Epidemic: California’s 5 step Plan to Address Dental Disease in California’s Children.** supported by The California Endowment in collaboration with the Dental Health Foundation.
- 1996-97 **Chair, Oral Health Section, American Public Health Association,** gov.n.counsel 1999-02.
- 1994-06 Steering committee, First California Wide Oral Health Needs Assessment of Kindergarten and 3rd Grade Children, **“The Neglected Epidemic”** in conjunction with UCSF and the DHF.
- 1994- Facilitator and co-director **“Baby Bottle Tooth Decay Prevention Program for Health Professionals”** A California-wide 5city training, CA DHS and CDC supported.
- 1993-Present – Organized and directs the ongoing **Alameda County school based/school linked dental sealant program** initially in collaboration with Oakland Unified School District, Alameda Co. Dental Society, with support from Calif. Healthy Start Program; in 2009-10 provided nearly 3000 fluoride varnish applications, and 3000 sealants.
- 1992- Senior faculty, **“ Improving Access to Dental Care for California’s Children”** 9 City all day workshops to develop regional access to dental care workgroups and action plans, CA CHDP, and Dental Health Foundation.
- 1991- Faculty Blood borne pathogens training, for State of Hawaii Dental Health Care Workers.
- 1991-99 Chair, Board of Directors, Dental Health Foundation and member to 2010.
- 1991-93 President, School of Public Health Alumni Association, UC Berkeley.
- 1990-91 Project co-director, California **Tobacco Dental Education Training for Dental Health Care**

- Workers**-development/ implementation of a train the trainer program model with support from the Calif. Dept. of Health Services implemented in regional meetings and the CDA Annual Session.
- 1990-92 Proj. director and co-creator **“A Vital Opportunity”**: **Dentistry’s role in the prevention of HIV infection through health history review**. A 1 hour CE module and video to build the skills of HIV risk factor identification through use of the ADA Health History Form & for referral to counseling and testing., CDC supported.
- 1989-99 Proj. director- lead faculty- East Bay Area **AIDS Education & Training Center** offering CE programs to dental health care workers in the East Bay including training of trainers development.
- 1988-89 Proj. director and organizer of the first California, **community based AIDS/HIV Prevention/Education program for dental health care workers**, attended over 2 days by over 300 participants in conjunction with UCSF, Highland Hospital, Alameda, Berkeley and Southern Alameda County Dental Societies.
- 1989-91 Organized & directed (1) **AC Geriatric Dental Care Program** providing dental care using portable equipment for frail elderly in skilled nursing facilities with volunteer support of the Alameda County Dental Society; (2) a 9 part continuing education program on the **“Dental Care of the Geriatric Patient”**, filmed by the CDA, and supported by CDA, P&G and Alameda County Dental Society.
- 1988-89 Project director- **“Promoting Dental Health For the Elderly”** supported by the California Geriatric Dental Health Promotion Project with Support from the Western Consortium for Public Health & California Department of Health Services.
- 1989- **President, Alameda County Dental Society**, HOD 1988, and public health rep to board to date.
- 1984-87 Faculty coordinator Student National Dental Association Screening Program in the East Bay.
- 1983-84 Project-director- **Oakland Adolescent Dental Outreach Program** designed to demonstrate the effects of school nursing follow-up on linking high risk students to dental care.
- 1980-89 Course director- Behavioral Sciences in Dentistry, UCSF School of Dentistry.
- 1980- Co-director, CDC Fluoridation Project Grant to enhance public awareness & upgrade F facilities.
- 1977-79 Project director **Central Oakland Dental Outreach Program** providing screening, education, referral to prevention and treatment for low income adolescents, Oak. Com. Action Agency.
- 1977-79 Project director- **“COSHARE”** –a service based data gathering program of community assessment, screening, health assessment & education designed to gather data for a plan for dental health in Alameda County.
- 1977-79 Project director- Hayward site of the RWJ supported **National Preventive Dentistry Demonstration Program** with the Am. Fund for Dental Health and Rand Corp.
- 1978 Proj. director- Monitoring and evaluation system for classroom preventive procedures, NPDDP.
- 1978-87 Seminar leader- Research Design, UCSF School of Dentistry.
- 1976-78 Seminar leader Fluoridation seminar series, UCSF School of Dentistry.
- 1975-79 Clinical supervisor Project Concern Tijuana Mexico, Our Lady of Guadalupe Health Center, Daly City, SF General Hospital UCSF.
- 1971-72 President student body, University of Maryland School of Dentistry.
- 1970- University of Maryland student rep. to the formulation of the Student ADA
- 1970-71 Elected first Chair of the Student Section of the American Association of Dental Schools.
- VI. Consultant**- federal (CDC, HRSA, MCAH Bureau) state (CA DHS, School Health, Foster Care and California Children’s Services Taskforces) counties (eg. Oral Health Summits), foundations (eg. The California Endowment, Sierra Health) First 5, Western Center on Law and Poverty,
- VII. Publications, professional papers, presentations:** more than 40 papers, abstracts & 80 presentations on applied public health dental practice topics, emphasizing collaboration & health care systems playing a role in prevention, access to and improvement in oral health for children and families.
- VIII. Honors and Awards**

2013 American Public Health Assoc. Oral Health John W. Knutson Award Distinguished Service
Award in Dental Public Health

2008 Myron Allukian Jr. Lifetime Achievement Award, Amer.Assoc.of Community Dental Programs.

1999 Commendation for Community Service, American Dental Association

1995 Alameda County Community Partnership Award

1989 Meritorius Award for Geriatric Dental Care, American Dental Association

1972 Kathryn B.Toomey Award, Outstanding Devotion to School and Profession, Univ. Md. School of
Dentistry.

Profile

Julia

First Name

Middle Initial

Liou

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94607

Postal Code

Mobile:

Primary Phone

Business:

Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

As a public health practitioner for the past 17 years, it would be a honor to serve on Oakland's Soda Tax advisory committee to address some of Oakland's key health disparities- tackling significant issues of obesity, diabetes and oral health that have plagued Oakland's most vulnerable communities. From creating and implementing numerous health promotion/prevention programs to address health disparities in low-income communities to shaping and passing policies that impact community health while innovating initiatives to confront the root factors that impact health, I have gained the experience and knowledge needed to serve as an effective advisory board member. As one who has initiated, lead and participated in diverse collaborations and community boards, I will be able to effectively work with the other advisory board members to lay out a blueprint of thoughtful, evidenced recommendations aimed at shaping a healthy future for our city's most vulnerable, including those who face tremendous barriers to important health and social services, and are impacted by poor quality food and built environments. With a movement of soda tax initiatives that have passed throughout the nation and internationally, there lies incredible promise to paving and shaping transformational opportunities for Oakland to reach its highest health potential. Serving on this advisory community will not only be an important opportunity to ensure that funds generated go back to the community in alignment with the original tenor of this initiative, but also an integral opportunity to spark vital and critical prevention programming, initiatives and systems approaches that will innovate us towards a healthier Oakland and achieve demonstrable impacts. I would be incredibly grateful for the opportunity to serve in the city I am so proud to reside and raise my family.

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.

J_Liou_resume_5_17.doc

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 *

From: Julia Liou
Date: June 6, 2017 at 8:45:38 PM PDT
To: Libby Schaaf
Subject: Thank you

Dear Mayor Schaaf,

I wanted to write you personally for two reasons. One I wanted to thank you for the support you have extended and articulated for nail salon workers and their health. As an immigrant female workforce that tends to get overlooked, no other Mayor, except yourself, has spent the time to personally come to a film screening or event for the work we have done with the nail salon community and supported state nail salon worker protection policies. And per your suggestion, we are now piloting microloans with salons to become healthy nail salons!

I also wanted to write you because I have a great interest in serving on the city's Soda Tax Community Advisory Board. I am interested in helping to develop an effective blueprint of recommendations to the Council to achieve a Healthier Oakland. Given the great need to tackle obesity, diabetes and the overall health issues and factors that contribute to the chronic illnesses and significant disparities that impact Oakland's most vulnerable communities, I would like to utilize my seventeen years of public health skills and expertise in thoughtfully thinking thru with the other community board members on effective initiatives and programming that can make Oakland a model city of health. With a movement of soda tax initiatives that have passed throughout the nation and internationally, I feel there lies incredible promise to paving and shaping transformational opportunities for Oakland to reach its highest health potential.

As a mom of a 2 year old, I also wanted to share that I have been inspired by you personally to submit my application to serve on this advisory board. I can't tell you how many times I've appreciated you sharing your challenges balancing being Mayor while raising two young children, and openly sharing your struggles with starting a family whether on a panel or in person when you have attended our Asian Health Services' events. I myself experienced significant challenges before being able to have my daughter, and I vowed since then that I would give her my all and therefore have hesitated to dive into service beyond my current work. But I was struck by the story you told that whenever you had doubts, your husband would remind you that what you are doing now is significantly impactful- being an important role model for your children. And that's what spurred me to apply for this board. I want to do that for my own daughter and for other young minority women while contributing to the city I'm so proud to reside in.

Whether or not I'm provided the opportunity to serve, I wanted to at least express my deepest gratitude to you for being a sincere, down to earth and simply amazing role model for mothers like me, which motivated me to at least apply!

Sincerely,

Julia

Julia Liou
District 1 resident, Planning/Development Director, Asian Health Services
Co-founder, California Healthy Nail Salon Collaborative

17 JUN -8 AM 11:50

Julia Liou

EDUCATION:

UNIVERSITY OF CALIFORNIA, LOS ANGELES (Los Angeles, CA) June 2000

- Masters in Public Health. Health Policy Concentration, Maternal/Child Health focus.
- Recipient, University Fellowship and Registration Fee Grant.
- **Honors:** Iota Chapter of Delta Omega.

WELLESLEY COLLEGE (Wellesley, MA) June 1995

- B.A. degree (magna cum laude). Majored in Biology.
 - **Honors:** Phi Beta Kappa and First Year Distinction.
-

PUBLIC HEALTH PLANNING & DEVELOPMENT EXPERIENCE:

ASIAN HEALTH SERVICES (Oakland, CA)

Director of Program Planning and Development

2010-present

- Led Dental Clinic Campaign for a new dental clinic focused on integral dental and mental health services housed in an affordable housing complex, and raised \$3M in partnership with board and executive leaders.
- Design, plan, and fund community and clinic project partnerships focused on addressing health disparities, such as diabetes, obesity, mental health, etc. faced by low-income families.
- Co-leading Oakland Chinatown Coalition comprised of fifteen organizations, churches, schools and local serving entities dedicated to protecting the economic viability, cultural vibrancy of Chinatown.
- Collaborating with diverse groups in a city and community-led initiative to center the concept of equity into the Downtown Oakland Specific Planning Process.
- Led community engagement process to develop and ensure the adoption of Chinatown community platform and recommendations into the Lake Merritt BART Station specific plan.
- Collaborates with the Executive Leadership team, clinic and health education components to meet annual income goals by applying in-depth knowledge of grant fundraising strategies in healthcare.
- Cultivates \$5-6 million a year in grants for the agency by maximizing revenue from grant-based funders including the Federal, State, and local governments, foundations and corporations, and working with outside partners and collaborators.
- Oversees marketing, media communications and effective agency branding.
- Leads management team meetings and co-leads staff advocacy committee.
- Implemented organizational culture of improved customer service and staff recognition.
- Facilitated community health center program plan to ensure agency's compliance with federal community health center program requirements.
- Coordinated and implemented strategic plan and workplace improvement efforts.

Co-Founder, California Healthy Nail Salon Collaborative

2005-present

- Established and directs coalition of over twenty public health, environmental and reproductive justice agencies, organizations, and advocates throughout the state of California.
- Fostered and established partnerships with Alameda, San Francisco, San Mateo, Santa Clara Counties and the City of Santa Monica and established a systems change model in these regions to recognize shops that prioritize worker health, which are referred to as Healthy Nail Salon Recognition Programs.
- Established collaborations with microloan organizations to provide the capital salons

need to meet Healthy Nail Salon Program criteria.

- Spearheaded state Healthy Nail Salon and Nail Salon Labor Education legislation which both passed in August 2016.
- Established partnership with the White House Initiative on Asian Americans and Pacific Islanders to create and engage a federal interagency workgroup held accountable to the community's policy, department and regulatory recommendations.
- Co-convening national alliance of organizations and advocates in several states.
- Highlighted in numerous media outlets including the Today Show, Associated Press, New York Times, NBC Asian America, U.S. News and World Report, Huffington Post, LA Times, San Francisco Chronicle, Oakland Tribune, and many other local outlets.
- Featured in "Painted Nails" and "Es Perturbateurs Endocriniens" (French) documentaries.

Planning and Program Manager

2005-2009

- Managed *Revive Chinatown* campaign which resulted in over half a million dollars in neighborhood capacity building efforts, and pedestrian and capital improvements.
- Oversaw grant proposal writing, reporting, agency newsletter, department needs assessments, and planning (including strategic planning).
- Worked with the City of Alameda and the City of Oakland to address transportation, transit, and pedestrian problems in Oakland Chinatown.
- Coordinated local town hall meetings and a neighborhood needs assessment survey effort that engaged 1100 residents, students and workforce members.
- Supervised college, public health graduate school interns, volunteers, and consultants.
- Organized advocacy, agency, and management/executive leadership retreats.
- Coordinated press conferences for *Revive Chinatown!* and media engagements for the California Healthy Nail Salon Collaborative.
- Oversaw fundraising planning, donor cultivation and coordinated three annual agency fundraisers, which raised net incomes of \$51,000, \$90,000, and \$99,000 respectively.
- Coordinated Internal Advocacy Committee which focused on ensuring integration of agency's mission throughout agency services, activities, and programs.
- Oversaw Patient Newsletter, and coordinated 2007 Annual Report and agency website make-over.

Executive Analyst

2002-2004

- Assisted Chief Executive Officer on various policy/community projects as needed.
- Managed pedestrian /traffic safety and environmental justice grants in partnership with BART, the California Transportation Department, City of Oakland, and Oakland Chinatown Chamber of Commerce.
- Served as a liaison to the East Bay Asian Consortium, a coalition of Asian community based organizations, and the Asian Collaborative Coalition, a coalition of county social service groups.
- Coordinated team of youth volunteers, who help with numerous agency programs.

Program Planner

2001-2002

- Wrote and packaged grant proposals to fulfill agency needs.
- Identified program needs and develops program design and budgets.
- Worked with departments in developing departmental program plans & new program concepts.
- Responsible for research and needs assessments for the agency.
- Conducted grant reviews for the Office of Minority Health.

Program Planning Assistant

2000-2001

- Researched possible funding opportunities through documents interviews, internet, and foundation research.
- Monitored agency's compliance with contract reporting requirements and prepared contract progress reports.

MATERNAL AND CHILD HEALTH BUREAU (Boston, MA)

Summer 1999

HRSA/MCHB Policy Analyst

- Reviewed and developed recommendations for the New England Title V State Block Grants.
- Completed an evaluation summary for the New England Poison Control Center.

RESEARCH EXPERIENCE:

NORTHERN CALIFORNIA CANCER CENTER

2009-2012

Community Advisory Research Committee Member

- Provide input and feedback on community based participatory research studies and surveys.

ASIAN AMERICAN PACIFIC ISLANDER MULTICAMPUS RESEARCH PROGRAM (CA)

2008-2011

Advisory Board Member

- Organized one-day research convening focused on identifying opportunities for establishing concrete and meaningful connections between researchers and community based organizations with 130 students, community-based organization, academic, policy maker, and community member attendees.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES (Los Angeles, CA)

2000

Research Assistant

- Developed a research study on the reproductive health of Asian-American college students.
- Designed a questionnaire assessing biological and psychosocial risk factors for recurrent pre-term birth.

EARTHWATCH (Holmes, MI)

July 1998

Project Assistant

- Participated in pesticide study to determine prevalent behavioral risk factors in Holmes County residents that may be associated with pesticide use.

EDUCATION EXPERIENCE:

UNIVERSITY OF CALIFORNIA AT LOS ANGELES (Los Angeles, CA)

1999

Teaching Assistant for Community Health Sciences

- Lead discussion sections twice a week for 1st year public health graduate students in the Community Health Sciences department.
- Fostered group involvement and discussion among students to reinforce health education theories, concepts, and ideas.

SAMUEL GOMPERS MIDDLE SCHOOL (Watts, CA)

1995-8

8th Grade Science Teacher, Member of Teach For America

- Taught science class for 8th grade students in South Central Los Angeles.
- Obtained funding to implement and create an environmental math/science academy from the Los Angeles Urban Resources Partners.
- Designed and directed an environmental after-school program with grants from AETNA,

Primestar Viewer's Choice, and Los Angeles Educational Partnership.

LEADERSHIP:

- STATE BOARD OF BARBERING AND COSMETOLOGY (CA)** 2016-present
Health and Safety Community Advisory Board
- Appointed by the state to advise on health and safety recommendations for the salon industry.
- KAISER PERMANENTE RESEARCH DIVISON (CA)** 2015-present
Research Community Advisory Board
- Provides recommendations on research initiatives and patient engagement.
- AMERICAN PUBLIC HEALTH ASSOCIATION (National)** 2012-present
By-Laws Committee
- Provides guidance on the American Public Health Association's Policies and Committees.
 - Nominated by the API Caucus to serve on this committee.
- BLUE SHIELD FOUNDATION OF CALIFORNIA (CA)** 2013-2015
Clinic Leadership Institute
- Selected to participate in an eighteen-month innovative, part-time training and professional development program for promising community health center leaders.
- ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY & LEADERSHIP (CA)** 2011-2015
Healthy Eating and Active Living Advisory Committee
- Provided input on national policies and activities to address nutrition, obesity and health disparities faced by the Asian Pacific Islander and Native Hawaiian communities.
- CALIFORNIA PACIFIC PUBLIC HEALTH TRAINING CENTER (CA)** 2011-2012
Advisory Board Member
- Advised on direction of the organization as relates to leadership trainings and activities for public health students and professionals.
- CALIFORNIA WELLNESS FOUNDATION (CA)** 2009-2010
Planning Committee Member
- Assisted in planning for upcoming foundation conference on work and health held in April 2010 by contributing ideas for conference topics, workshops, activities, themes, and participating in various conference sessions.
- ASIAN AMERICAN PACIFIC ISLANDER MULTICAMPUS RESEARCH PROGRAM (CA)** 2008-2011
Advisory Board Member
- Advised the Multicampus Research Program on ways to work more effectively with the community and community groups and strengthening the relationship between community, academia, and legislative sectors.
- EAST BAY MUNICIPAL UTILITY DISTRICT (CA)** 2007-2008
Community Liaison Committee Member
- Provided feedback and input on the Water Supply Management Program 2040 to EBMUD Board for consideration and disseminates information to the community regarding the program.

WOMEN'S FOUNDATION (CA)*Bay Area Local Planning Member*

2009

- Assisted in Elder Women Initiative Townhall planning efforts and coordinated the participation of low-income limited English speaking elder women.

Community Action Fund Community Board Member

2006-2007

- Reviewed Community Action Fund grants and recommends proposals to senior staff and board members.

Women's Policy Institute Fellow

2004-2005

- Worked on successful passage of the Safe Cosmetics Act authored by Senator Migden.
- Strengthened links between grassroots leaders and organizations with those that influence and make policy.

NATIONAL ASIAN PACIFIC AMERICAN WOMEN'S FORUM (CA)

2002-2004

Board Member/Volunteer

- Chaired the fundraising committee.
- Coordinated meetings and activities for the San Francisco Bay Area Chapter.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES (Los Angeles, CA)

1999-2000

President of the Public Health Student Association (PHSA)

- Organized events and meetings focused on student concerns and needs.
- Created in-school mentoring program for 1st year students.

INTERCULTURAL AWARENESS NOW (Wellesley, MA)

1994-5

Newsletter Founder, Editor, Vice President

- Obtained funding to establish campus-wide newsletter.
- Organized race and multicultural panel discussions on campus.

AWARDS:***API Heritage Month Honoree***

ABC7 News API Heritage Month, May 2016

Oakland City Councilmember Dan Kalb, May 2016

Unsung Hero Award

NonProfit PRO

Making Waves: Non-profit Professionals of the Year 2016

Excellence in Advocacy Award

Julia Liou, Asian Health Services

Alameda Health Consortium, Community Health Center Network, August 12, 2010

Geiger-Gibson Emerging Leader Nominee

Julia Liou, Asian Health Services

Highlighted for accomplishments made in furthering the mission of providing high-quality, culturally competent health services to underserved populations as one of 29 community health center national nominees.

National Association of Community Health Centers, 2008

Advocacy in Service Delivery Award

Julia Liou, Asian Health Services

Alameda Health Consortium, Community Health Center Network, August 11, 2006

Iota Chapter of Delta Omega

University of California, Los Angeles, School of Public Health, 2000

University of California, Los Angeles (UCLA) Fellowship

School of Public Health Fellowship Award, 1998-2000

Good Earthkeeping Award

Julia Liou, Samuel Gompers Middle School in Watts, CA

City of Los Angeles, 1995- 1998

The Collaborative has received the following awards:

Roy Family Award

California Healthy Nail Salon Collaborative, Asian Health Services

John F. Kennedy School of Environment, Harvard University, November 2016

Excellence in Advocacy Award

California Healthy Nail Salon Collaborative

Alameda Health Consortium, Community Health Center Network, August 13, 2014

Community Award

California Healthy Nail Salon Collaborative

Asian Pacific Islander Caucus, American Public Health Association, October 30, 2012

Momentum Award

California Healthy Nail Salon Collaborative

Women's Foundation of California, May 20, 2011

Community Health Champion Award

California Healthy Nail Salon Collaborative

Asian Pacific Islander American Health Forum, "VOICES 2011: Purposeful Leadership for Tangible Outcomes" Conference, May 16, 2011

U.S. Environmental Protection Agency (EPA) Region 9 Environmental Award

California Healthy Nail Salon Collaborative, 2007

PUBLICATIONS:

H. Le, S. Hirota, **J. Liou**, T. Quach. *Addressing Oral Health Disparities and Inequities in Asian Americans and Pacific Islanders: Lessons from Federally Qualified Health Center*. American Journal of Public Health (submitted March 2016).

J. Liou, C. Porter, T. Quach. *Policy Recommendations to Reduce Exposure for Nail Salon Workers*. Asian American Pacific Islander Nexus: Policy, Practice, and Community Volume 9, Number 1 Spring 2011.

T. Quach, A. Mendiratta, L. Fu, J. Silberberger, **J. Liou**, N. Chung, A. Allen, P. Reynolds, A. Scranton. *Framing a Proactive Research Agenda to Advance Worker Health and Safety in the Nail Salon and Cosmetology Communities: Convening Report*. California Healthy Nail Salon Collaborative. 2010.

J. Silberberger, A. Scranton, P. Huang, N. Chung, **J. Liou**, A. Mendiratta. *Glossed Over: Cosmetic Toxins and Reproductive Justice*. Collective Voices: Environmental Justice issue. Volume 4, Issue 9. Summer 2009.

C. Porter, **J. Liou**, T. Ling, B. Wang, L. Fu, F. Lao, G. Salter, L. Tsan, R. Bautista, W. Ho, L. Cabrales, S. Blachman, M. Smith, B. Salgado, L. Yee, M. Martinez, E. Katz, J. Quint. *Overexposed and Underinformed: Dismantling Barriers to Health and Safety in California Nail Salons. Report & Policy Agenda*. April 2009. California Healthy Nail Salon Collaborative. April 2009.

J. Liou. *Communities Taking Action*. Asian American Communities and Health Textbook. Jossey-Bass publisher, John Wiley & Sons, Inc. 2009. ISBN 978-0-7879-9829-5.

D. Gilels, A. Gorman, P. Huang, **J. Liou**, A. Mendiratta, D. Philip. *The U.S. Nail Salon Industry: Booming Business, Growing Concern*. Women & Environments International Magazine. No.76/77. Fall/Winter 2008.

J. Liou, J. Lee, D. Somsanith, S. Hirota, L. Okahara, K. Nguyen, P. Billings. *Developing a Community Health Worker Model to Incorporate Patient Leadership and Advocacy within the Asian Immigrant Community: A Practical Perspective*. American Journal of Health Studies: Community Voices-Health Care for the Underserved. Volume 22, Number 2, 2007.

J. Liou, S. Hirota. *From Pedestrian Safety to Environmental Justice: The Evolution of a Chinatown Community Campaign*. Asian American Pacific Islander Nexus: Policy, Practice, and Community Health Volume 3, Number 1 Spring/Summer 2005.

PRESENTATIONS:

Liou, J. *Impacting Policy from a Community Health Center Perspective*. Association of Asian Pacific Community Health Organizations National Health Summit. May 26, 2017

Liou, J. *Advancing Low-Income Immigrant Health Literacy*. Institute of Healthcare Advancement National Conference. May 4, 2017.

Liou, J. *Overexposed & Underinformed: Addressing Nail Salon Worker Health, Safety and Rights*. Association of Asian Pacific Community Health Organizations National Health Summit. May 21, 2016.

Liou, J. Nguyen, M. *Transforming Health Centers to a CARE Culture*. Redwood Community Health Quality Culture Series. February 28, 2014.

Liou, J. *Overexposed and Underinformed: Health and Safety Issues Faced by Nail Salon Workers*. Santa Clara Kaiser Permanente Vietnamese Health Symposium. December 14, 2013.

Yee, D. **Liou, J.** *Coalition Building and Community Engagement to Advance Health in Chinatown*. American Public Health Association. November 4, 2013.

Liou, J. *CARE Training Initiative*. National Association of Community Health Centers Community Health Institute Conference. August 26, 2013.

Liou, J. Quach, T. as co-presenters. *Community-Based Participatory Research Training Session*. San Francisco State University in partnership with the California Breast Cancer Research Program. June 11, 2013.

Liou, J. Pierce, M. *Achieving Environmental Justice for Salon Workers*. Clean Water Action/Clean Water Fund-Unveiling Toxic Secrets Environmental Justice Roundtable. February 15, 2013.

Keiser, S. **Liou, J.** Leiber, N. *Toxic Cosmetics: Demanding Stronger Regulation*. Breast Cancer Action Webinar. November 30, 2012.

Liou, J. *Achieving Environmental Justice for Salon Workers: Building Community Power*. Health and Environmental Funders Network. November 14, 2012.

Fu, L. **Liou, J.**, Tran, D. Nguyen, K. *Promoting Workplace Prevention & Wellness Through Leadership Development*. American Public Health Association. October 2012.

Jackson, D. R. Bhatia, V. Venugopal, **Liou, J.**, Hernandez, S. *The Built Environment-Health Policy in Concrete Panel*. Dialogue4Health Web Forum. San Francisco Foundation. November 29, 2011.

Liou, J. *Leadership Action for Healthy Communities*. Office of Minority Health Regional Equity Council Conference. September 14, 2011.

Bhatia, S. Chiu, D. Kim, D. **Liou, J.** Malkan, S. Nguyen, U. *Beauty Tip Number One: Go Non-Toxic*. San Francisco Green Festival. April 9, 2011.

Liou, J. *Achieving Social Justice for Nail Salon Workers: A Case Study of Implementing Local City Policy to Impact Worker Health*. American Public Health Association. November 2010.

Liou, J. Fu, L. *Coalition Building as a Tool for Addressing Determinants of Health of Nail Salon Workers*. American Public Health Association. November 2010.

Liou, J. *Nail Salon Worker Health and Safety*. Vietnamese Reach for Health Coalition 12th Annual Community Health Forum. October 2010.

Edwards, D. **Liou, J.** Liu, J. *Placing Health: How Housing and Neighborhoods Impact Health*. National CAPCD 2010 11th Annual Convention: Building Community within a Multiracial Nation. September 2010.

Quach, T. **Liou, J.** Fu, L. Gunier, R. Hertz, A. Lin Gomez, S. Tong, M. Von Behren, J. Reynolds, P. *Community Mapping of Environmental Hazards and Barriers in an Immigrant Population*. National Institute of Environmental Health Sciences (NIEHS) Inaugural Partnership for Environmental Public Health Program Meeting. April 2010.

Bateson, G. Fu, Lisa. **Liou, J.** Miller, Ansje. *Strengthening Worker Health and Justice Networks*. The California Wellness Foundation Conference on Work and Health. April 2010.

Liou, J. *Health Disparities in the API population*. University of California San Francisco Elective for Pan-Asian Medical Students Association. Nov 2009.

Liou, J. *Laying the Groundwork for Planning a Healthy Community: A Case Study of Community Engagement within the Asian Community in a Transit Oriented Development Planning Process*. American Public Health Association. Nov 2009.

Liou, J. Miller, A. Parades, D. Sinsheimer, P. *Changing the Chemicals Game*. The California Wellness Foundation Conference on Environmental Health. September 2009.

Liou, J.; Ricketts-Ferris Kerry-Jo. *Lake Merritt BART Station Planning Project: Community Engagement*. Development with Diversity Associated Bay Area Governments FOCUS Forum. June 2009.

Liou, J. *Lake Merritt BART Station Planning Project: Community Engagement*. AICP Chapter Meeting. June 2009.

Liou, J. Nguyen, M. *A Model Labor and Community Partnership: UFCW and the California Healthy Nail Salon Campaign*. Asian Pacific American Labor Alliance Generations United, Organizing for Change Conference. July 2009.

Liou, J. Tsan, L. Counts, J. Silberberger, J. *Workforce Demographics and Context Setting*. Framing a Research Agenda to Advance Worker Health and Safety in the Nail Salon and Cosmetology Communities Research Convening. April 2009.

Liou, J. *Revive Chinatown! A Community Planning Process Making Chinatown a Safer and Healthier Place*. APPEAL National Meeting on Food Policy and Active Living for AA and NHPI Communities Conference. March 2009.

Liou, J. *Learnings from the Field*. California Summit of Women's Funds on Health and Poverty: Creating Lasting Change Through Collaboration. March 2009.

Liou, J. *Addressing Health and Safety Issues in the Vietnamese Nail Salon Community Through a Collaborative Effort*. Cultivating Traditions of Wellness: AAPCHO 20th Anniversary Conference 2008.

Daniel, V. Hatcher, P. **Liou, J.** *Learning from winning: Lessons from the work of Women of Color-Led Groups*. Funders Network on Population, Reproductive Health and Rights Network Conference, November 2008.

Liou, J. Huback, Patricia. *Nail Salon Collaborations in the Western Region Address Environmental Justice and Health Disparity Issues Faced by Nail Salon Communities*. American Public Health Association. November 2008.

Liou, J. Huang, P. *Translating the Personal to Political; Connecting the Local to Federal*. American Public Health Association. November 2008.

Hawes, M. Tau Lee, P. **Liou, J.** *Building Coalitions Between Occupational Health and Environmental Justice Organizations*. The California Wellness Foundation Conference on Work and Health. September 2008.

Liou, J. Mendiratta, A. Allison, C. Hansen, C. *Case Studies: Success and Challenges of Doing Policy Work*. The Women's Foundation: The Women's Policy Institute Second Annual Alumni Reunion. May 2008.

Liou, J. Ma, Fiona. Beals, Y. *From Research to Public Policy*. Translating Breast Cancer & Environmental Research Into Action: Integrating Biological, Human, and Community-Based Research. Third Annual Townhall Meeting. March 2008.

Liou, J. Thatsaphone, J. *Emerging Health and Safety Issues Faced by Vietnamese Immigrant Nail Salon Workers and Owners*. University of California at Santa Cruz Asian American Studies undergraduate class. December 2007.

Liou, J. Lee, J. *Community Health Workers: Building Capacity and Impacting Policy Through Patient Leadership Development*. American Public Health Association. Nov 2007.

Liou, J. Lee, J. *Successes and Challenges in Developing a Culture of Advocacy Among Patients and Staff of a Multicultural and Multiethnic Organization*. American Public Health Association. Nov 2007.

Liou, J. Quach, T. *Policy Successes, Challenges and Implications of Emerging Health and Safety Issues Faced by Vietnamese Immigrant Nail Salon Workers and Owners*. American Public Health Association. Nov 2007.

Liou, J. *Health and Safety Issues Faced by Vietnamese Immigrant Nail Salon Workers*. Minority Women's Health Summit. August 2007.

Liou, J. Quach, T. Ling, T. Tsan, L. *Beauty and the Beast: The Hazards of Personal Care Products and its Impact on the API Community*. California Asian Pacific Islander Policy Summit. April 2007.

Liou, J. *Building a Culture of Advocacy*. California Primary Care Association Board Meeting. April 2007.

Liou, J. Lee, J. *Asian Health Services*. University of California Berkeley Asian American Ethnic Studies undergraduate class. April 2007.

Quach, T. Liou, J. *Protecting the Health and Safety of Vietnamese Women in the Nail Salon Industry*. American Public Health Association. Nov 2006.

Krishnan, S. Liou, J. Chanthavong, H. *Community Policy and Organizing Strategies*. Towards Justice for APIs: Applying Lessons from Tobacco Control to Obesity APPEAL Conference. October 2006.

Liou, J. Pediatric Leadership for the Underserved Program Conference. October 2006.

Jesudason, S. Lam, A. Liou, J. Shen, E. *Asian Pacific American Women and Sexual and Reproductive Justice*. California Women's Commission Convening. January 2006.

Liou, J. Blomber, R. Bittner Crider, L. *Safe Routes in the Neighborhood*. 4th Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities Conference. January 2005.

Liou, J. *Revive Chinatown! A community planning process making Chinatown a safer and healthier place*. American Public Health Association. Nov 2004.

Liou, J. *Revive Chinatown: Community Transportation Plan*. California Pan Ethnic Health Network: Building Up Healthy Communities, Breaking Down Health Disparities Conference. June 2004.

Molinaro, J. Chen, D. Liou, J. Ho, P. *Making Neighborhoods Safer and Healthier through Smart Growth*. The National Coalition for Asian Pacific American Community Development 2004 Annual Convention. May 2004.

Liou, J. *Chinatown's Fight to Decrease Pedestrian Injuries and Fatalities*. American Public Health Association. Nov 2003.

Liou, J. *Challenges and Successes of an Asian Immigrant HIV/AIDS Outreach Program*. American Public Health Association. Nov 2003.

OAKLAND CHINATOWN COALITION

To: Mayor Libby Schaaf, Oakland City Council

From: Oakland Chinatown Coalition

RE: Soda Tax Community Advisory Board

May 31, 2017

Dear Councilmember Kalb,

The members of the Oakland Chinatown Coalition support the goals and outcomes of Measure HH which instituted Oakland's Soda tax. To ensure Measure HH is able to prevent or reduce the health consequences of the consumption of sugar sweetened beverages in Oakland communities, we encourage there be public health-minded individuals with relevant experiences and strong ties with the communities that the City of trying to uplift. The Oakland Chinatown Coalition recommends you select Ms. Julia Liou, MPH, whom you recognized at the City Council's Asian Pacific American Heritage Month Celebration in 2016.

As a demonstrated impactful leader who has led public health initiatives over the past decade that have resulted in positive community outcomes, Ms. Liou has on-the-ground experience in affecting community change by addressing the health inequities that our most vulnerable low-income children and families face. Her leadership has been recognized several times by the Community Health Center Network, a regional consortium of clinics in Alameda County. She is by nature a cross-sector collaborator who takes the public health ecological model to heart. This is evidenced by the multi-sector partnerships she has established in her work on local, state and national levels. She has experience in bringing together diverse partners to address complex issues and to address social determinant of health factors faced by low-income communities.

As an Oakland resident who is raising a toddler who will be growing up in Oakland, Ms. Liou would be an asset in assisting the Soda Tax Community Advisory Board.

Sincerely,
Oakland Chinatown Coalition

Oakland Chinatown Coalition Membership:

- * Asian Advisory Commission on Crime
- * Asian Health Services
- * Asian Pacific Islander Legal Outreach
- * Asian Pacific Environmental Network
- * AYPAL
- * Buddhist Church of Oakland
- * Chinese American Citizens Alliance - Oakland Lodge
- * Chinese Community United Methodist Church
- * East Bay Asian Local Development Corporation
- * Family Bridges Inc
- * Friends of Lincoln Square
- * New Hope Chinese Cancer Foundation
- * Oakland Asian Cultural Center
- * Oakland Chinatown Lions Foundation
- * Wa Sung Community Service Club
- * Alan Yee
- * Gilbert Gong

FILED
OFFICE OF THE CITY CLERK
OAKLAND
17 JUN -8 AM 11:50

To: Mayor Libby Schaaf and Oakland City Councilmembers

From: Black Arts Movement and Business District Community Development Corporation (BAMBD CDC)

RE: Soda Tax Community Advisory Board

June 5, 2017

Dear Mayor Schaaf and Councilmembers,

BAMBD CDC supports the goals and outcomes of Measure HH which instituted Oakland's Soda tax. To ensure Measure HH is able to prevent or reduce the health consequences of the consumption of sugar sweetened beverages in Oakland communities, we encourage there be public health-minded individuals with relevant experiences and strong ties with the communities that the City of trying to uplift. The Black Arts Movement and Business District recommends you select Ms. Julia Liou, MPH.

Ms. Liou is an Oakland resident, whom has nearly two decades of public health management now serving as Program Planning and Development Director of Asian Health Services. Ms. Liou has overseen the planning and evaluation of community based programs focused on health education, nutrition, youth development and providing care to underserved communities in Oakland.

BASMBD CDC is an organization formed to further the goals of economic development and cultural investment within the BAMBD footprint (from the Lake Merritt Amphitheater to the Lower Bottoms, extending four blocks in either direction from 14th St. BAMBD CDC upholds the principles of community stewardship, as well as the artistic and creative legacy of the Black Arts Movement, and the cultural heritage and contributions of African American and Afro-Diasporic communities in Oakland.

As an innovative and critical thinker, Julia has developed out-of-the box framework local approaches in addressing the root factors of health disparities that have been scaled to fruition on a state policy level. Foundational to these approaches has been the development of strategies that work with communities where they are at and in recognition that it is the community that holds the most sustainable and impactful solutions. She also has policy and funding expertise that has helped generate the momentum needed to move ideas to implementation; it has helped establish the fertile ground needed by which both local and systems change can occur and created awareness among the general public about the health disparities our vulnerable communities face; it has also rooted important health equity work in the empowerment of those affected who have become their community's agents of change.

In community,

Dr. Ayodele Nzinga, Ph D.

Eric Arnold

Black Arts Movement and Business District Community Development Corporation

Profile

Tonya

First Name

D

Middle Initial

Love

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94610

Postal Code

Mobile:

Primary Phone

Business: :

Alternate Phone

California State Assembly -
Assemblymember Rob Bonta

Employer

Field Representative

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

I am very much interested in being considered for the District 2 rep on the Measure HH Community Advisory Board. Prior to working for Assemblymember Bonta, I worked for Healthy & Active Before 5, a non profit organization dedicated to reducing pediatric obesity rates, for 7 years. There I helped over 50 local organizations reduce consumption of sugar sweetened beverages in young children by asking them to adopt healthy beverage and tap water policies. In addition, I was a member of the First 5 Contra Costa/Healthy and Active Before 5 Sugar Bites Campaign Steering Committee, a social marketing campaign designed to reduce consumption of sugar-sweetened beverages in low-income communities of color in the cities of Richmond, Concord, Pittsburg, Bay Point, and Antioch. Finally, here in Oakland I was a member of Alameda County Public Health Commission's Dental Health Committee which helped produce the county obesity report that was the impetus for Measure HH. I volunteered on the Yes on HH campaign from the beginning and was happy to see the measure pass successfully. I've lived in Oakland for over 20 years, in District 2 for 7 years, and I'm very familiar with challenges that residents face in maintaining healthy status. I have lived in both West and East Oakland and have experienced frustration at the lack of healthy food offerings, dangerous neighborhoods that make it unsafe to exercise and resulting health disparities effecting communities of color. I'm particularly interested in making sure that all of our schools have access to fresh drinking water, so that making the healthy choice is an easy choice. I want to be on the Community Advisory Board to equitably distribute Measure HH funds, but I would also like to work on strategies to generate funding from the state and leverage relationships I have made over the years with local foundations, such as The California Endowment and Kaiser Permanente Community Benefit. Please let me know if you would like more information or would like to conduct an interview. You can reach me by phone at :

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.

[TDLResume2017c.docx](#)

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 *

17 JUN -8 AM 11:51

Tonya Denise Love

Work Experience

California State Assembly, District Office, Assemblymember Rob Bonta. Oct. 2016 – present. Provide constituent services to residents of Oakland, Alameda, San Leandro. Represent the Assemblymember at local organization and local government meetings. Develop and staff legislative proposals. Implement state level programing in the district.

Healthy & Active Before 5(HAB45). Concord, CA. Project Assistant 2009-2012 Program Associate. 2012 – October 2016. <http://www.HAB45.org> Provide administrative and technical assistance for Executive Committee and Program Director. Successful execution of programs for a Contra Costa Collaborative of over 80 partner agencies. Implementation of community pediatric obesity interventions and community based organizational policy development. Experience in grant writing and reporting. Member of specialized best practice planning committees on breastfeeding, social marketing to reduce sugar sweetened beverage consumption and community engagement to support education and achievement. Highlights include:

- Through technical assistance and organizational coaching, motivated 55 community agencies to create healthy environments for low-income families with young children through organizational policy change. Developed in 2010, *Pledge the Practice, Pass the Policy* has reached nearly 50,000 young children and families throughout Contra Costa.

- Developed expertise in physical activity for young children to create policies that encourage movement and play adopted by 14 partner agencies and 18 child care providers.

- Managed HAB45 activities in an on-going community based participatory initiative between with HAB45, First 5 Contra Costa and Contra Costa County Regional Groups to identify and advocate for fun and safe play spaces for young children. The Parks Project mapped 75 parks and play spaces in 5 cities across Contra Costa. As a result of our work over \$1.6 Million has been allocated toward improvements of parks in low-income neighborhoods. Provided research and data analysis support, co-facilitated community workshops, elevated the voice of young children and families at city government through presentations and building relationships with local partners.

- Developed an innovative “Deepening Healthy Policy Implementation” workshop and program, which trained partner organizations that passed healthy policies to increase healthy eating and physical activity practices.

- Coordinated 12 biannual Leadership Council meetings and one countywide summit designed to provide education and training on best practices in childhood obesity reduction and opportunities for networking. HAB45 Leadership Council meetings have an average attendance of 55 participants for our bi-annual meetings and 125 attendees to the 2010 community summit.

Memorial Tabernacle Church- USCF Abundant Life Ministries. Oakland, CA. Health Ministry Coordinator. Jan 2009- present. Regional Technical Assistant Coordinator, October 2015 – January 2017. Coordinate health education and screening programs for African American faith-based membership. Responsible for grant writing and reporting. Evaluating programs and intervention strategies.

- Organized 12 community workshops and 4 health fairs that provided opportunities education and screening around heart disease, diabetes, cancer and infectious disease and to encourage healthy eating and physical activity.

- Developed an innovative and fun summer physical activity program and fundraiser for families and church staff. Changed the food practices and eating habits of church community. Increased activity levels of 80 percent of program participants.

- Generate online and written materials and fact sheets pamphlets and health information, best practices and recommendations.

- Regularly apply for funding and donations for the program and manage program budget

- Provide consulting services to 8 Alameda County health ministries to build and maintain health ministry programs.

California Prevention and Education Project (Cal-PEP). Oakland, CA. Intern. May 2008- May 2009
Assisted program staff with health education and recruitment in order to reduce the prevalence of HIV infection in the African American Community, Certified HIV Prevention Counselor Level 1 for education and HIV screening of low and high risk populations.

- Managed on-line education and recruitment for HIV study involving African American men
- Coordinated Black HIV Awareness Day, Feb. 2009 at UC Berkeley attended by 200 students, which included a health fair, HIV Screening and panel discussion on STI prevention.

American Cancer Society. Oakland, CA. Event Outreach Specialist. June 2008- November 2008.
Outreach and recruitment of participants for Making Strides Against Breast Cancer Walk, for San Francisco and San Jose, which raised over \$1.3 million from 25,000 participants. Specialized in Faith Based outreach and education.

- Management of over 90 teams, corporate and faith based organizations. Participated in direct cause-marketing campaigns using grassroots approaches.
- Participated in several health fair and community events educating participants in breast cancer prevalence and prevention.

Community Events

#Oakmtg Mayoral Candidate Forums – Project Coordinator, January – August 2014

Lead 10 volunteer residents to plan Oakland Mayoral Candidate Forum, which includes social media to increase resident access to the campaign season. Contacted and registered Oakland Mayoral Candidates for forum. Conducted grass-roots outreach to community about forum. Coordinated logistics for the live forum event. Organized and encouraged the public to submit and vote on over 180 questions online. Facilitated summer twitter discussions with 15 Mayoral Candidates. Live Forum had 212 attendees. Live forum was filmed live on KTOP Ch. 10/Uverse Ch. 99
For more information visit: http://oaklandwiki.org/%23Oakmtg_2014_Mayoral_Candidate_Forum

Molecular Biology Research

Molecular Sciences Institute. Berkeley, CA. Research Technician. 2005- 2007

Detection and Quantification of cellular growth pathway DNA and proteins via genetic engineering of yeast models and quantitative immunoblotting. Mentor and educator of summer high school interns.

University of California, San Francisco. San Francisco, CA. Staff Research Associate. 2001- 2005

Purification and detection of protein markers found in human and mouse model brain tumors, using immunohistochemical and immunoblotting methods. Basic laboratory maintenance and management.

Kaiser Permanente Department of Research. Oakland, CA. Research Assistant. Summer 2000.

Interview Kaiser Members about their experiences with newly introduced chicken pox vaccine.

Education

Bachelor of Arts, Public Health. University of California, Berkeley. 2009

Relevant Courses: Community Health, Public Policy, General Economics, Health Economics and Public Policy, Health Administration and Public Policy, Marketing and Marketing Communications,

Special Training:

Grass Roots Advocacy.

California Black Women's Health Project, 2009

First 5 Contra Costa, Regional Parent Groups, 2011- present

Policylink Equity Summit, legislative advocacy, Bay Area Caucus member

2011

Building Blocks for Kids - Richmond, Community Engagement member, 2011

HIV Prevention Counselor 1.

Department of Health, San Francisco California, 2009

Social Media.

UC Berkeley Center for Health Leadership, Feb. 2010

The California Endowment, July 2010

Kaiser Permanente HEAL, Media Training, Spring 2011

Computer and Media Skills

Computer: MAC and PC computer systems Microsoft Software Adobe Photoshop Filemaker Pro Publisher Access Excel		Web: WordPress iWeb Webhost administration HTML/CSS		Social Media: Facebook Reddit LinkedIn Twitter Youtube Instagram

Outreach and Media Consulting Experience

- Social Media Consultant- Abundant Life Health Ministries. Oversee and provide assistance to 12 churches implementing social media programs for their health ministries. 2013
- Social Media and Web Developer- Memorial Tabernacle Church, mtchurch.org 2010-2011
- Technical Media Consultant- Bay Area Play Coalition, 2011
- Technical Media Consultant – Global Play Memories, 2011
- Outreach Coordinator District 2 Town hall, Oakland CA. May- April 2011
- Member, Outreach Workgroup- Oakland Food Policy Advocates, Spring 2011

Blog: Love, Health and Advocacy. <http://lovehealthandadvocacy.com> Averages 500 page views/post

Twitter: (@tdlove5) blogger of Oakland city council meetings, forums and debates to #oakmtg hashtag and various professional conferences.

Administrator for the following Social Media Accounts: OpenOakland, Memorial Tabernacle Church, Oakmtg, Healthy & Active Before 5.

Committees/Organizations

Ella Baker Center for Human Rights – Soul of the City Campaign *Community Engagement 2012-2013* – mobilize residents of color to get involved in local elections and policies

American Diabetes Association – National Diversity and Inclusion Committee *Member 2012-2014*
Provide expert guidance in the area of diversity and inclusion best practices. The Committee oversees the development and enhancement the Association's strategies and initiatives to ensure that staff and volunteers are reflective of the communities served and that diversity is incorporated in all that the Association does.

Alameda County Public Health Commission – *Oral Health Committee. Member 2013-2014* Joined committee to explore reducing sugar- sweetened beverage consumption in Alameda County. Currently part of the Oakland Healthy Families Coalition to promote passage of the Oakland Sugar-Sweetened Beverage Tax on the November 2016 Ballot.

Urban Habitat- Boards and Commission Leadership Institute (BCLI) *2013-2014 Fellow, 2014-present Alumni Board.* BCLI is a leadership program training residents to join local boards and commissions with a lens towards social justice.

Oakland Justice Coalition – *At large member 2015 to present.* As part of the Oakland Post Salon coalition, advocated for Oakland Housing Moratorium April 5 – July 5 2016 and the Oakland Police Commission Measure for the November 2016 Ballot.

Publications

McKnight TR, Lamborn KR, Love TD, Berger MS, Chang S, Dillon WP, Bollen A, Nelson SJ. Correlation of magnetic resonance spectroscopic and growth characteristics within Grades II and III gliomas, J Neurosurg. 2007 Apr;106(4):660-6.

MANUSCRIPT: K. R. Benjamin, T. M. Thomson, T. Love, R. C. Yu, A. Gordon, A. Colman-Lerner, D. Endy and R. Brent. Low Abundance of Yeast MAPK Scaffold Suggests Tradeoff between System Output and Dynamic Range. (Submitted to PLoS Biology, 2007.)

ABSTRACT: T. McKnight, R. Henry, T. Love, D. Vigneron, M. Berger, M. McDermott and S. Nelson. Correlation of Magnetic Resonance Imaging and Spectroscopy with histopathologic features of Grades II and Grades III glioma. (Proceedings of AACR Molecular Imaging in Cancer: Linking Biology, Function, and Clinical Applications in vivo, Naples FL Jan. 23-27, 2002.)

ABSTRACT: T. McKnight, D. Vigneron, T. Love, K. Lamborn, K. Chiu, M. Berger, M. McDermott, and S. Nelson. Comparison of a Cho-NAA Index with the MIB-1 proliferative index and cell density of tissue samples from Grades II and III glioma. (Proceedings from the 10th Scientific meeting of the International Society of Magnetic Resonance in Medicine, Honolulu, HI, May 18-23, 2002.)

17 JUN -8 AM 11:51

Profile

Kim

First Name

Middle Initial

Carter Martinez

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94605

Postal Code

Mobile:

Primary Phone

Business: (

Alternate Phone

Service Employees International
Union, Local 1021

Employer

Director, East Bay

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

Growing up I watched my mom battle diabetes. Unfortunately when I was 17, she died from the disease and two years later when I was 19 I was diagnosed with diabetes and have lived over 20 years battling my health on a daily basis because of it. I also serve on the Community Leadership Board of the American Diabetes Association and believe that experience will help bring education and advocacy opportunities to this board.

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.

Kim Carter Martinez Resume 2017.doc

Upload a Resume

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

Kim Carter Martinez

1

RELEVANT EXPERIENCE September 2015-Present Service Employees International Union, Local 1021 Assistant Director/Field Director * Supervised staff across multiple jurisdictions and departments * Directed multiple contract campaigns including filed and bargaining components * Planned membership bi-annual convention * Planned and led regional staff retreats * Leadership development of chapter officers * Planned and co-facilitated staff and member training programs * Built relationships with elected officials International Federation of Professional and Technical Engineers, Local 21 February 2010-September 2015 Lead Organizer/Representative * Leadership development of chapter officers * Led local wide fee payer conversion campaign * Led contract campaigns for five public employers * Led field campaign for Yes on C, No on D Campaign * Volunteer recruitment and coordination for political campaigns including Proposition B, Jerry McNerney and Oakland Mayor's Race * Knowledge of Civil Service and Justice Systems and City/County Budgets * Supervised interns and campaign staff Communication Workers of America, Local 9119 University Professional and Technical Employees October 2007- 2009 Organizing Coordinator * Supervise 15 Staff and Volunteers * Manage Grassroots Campaign * Volunteer Identification, Recruitment and Development * Created and Implemented Organizing Training Service Employees International Union United Healthcare Workers, West January 2006- Organizer October 2007 * Coordinated Organizing Campaigns of up to 2000 people * Contract Negotiations * Volunteer Coordination * Executive Board Liaison * Contract Enforcement American Federation of State, County and Municipal Employees, Local 3299 & International January 2005- Regional Education and Training Coordinator January 2006 * Developed and Implemented Membership, * Leadership and Staff Training Programs * Coordinated and Managed Conferences, * Meetings and Retreats March 2003- Assistant Director January 2005 * Managed 30 Field Staff * Directed Operations for 30,000 Member Organization * Created and Implemented Staff Evaluation Program * Executive Board Coordination * Responsible for Fiscal Decisions March 2000- Organizer March 2003 * Identified and Recruited Activists * Aided Workers in the Creation of a Union * Frequent Panel Member Highlighting Issues Affecting Low Wage, Immigrant and Workers of Color Service Employees International Union Local 6 March 1996- Organizer March 2000 * Advanced Knowledge of State and Federal Labor Law * Contract Enforcement * Mobilization Support * Trained Volunteers

EDUCATION Olympia, WA Evergreen State College June 1999 Bachelor of Arts, Political Economy and Social Change

AREAS

OF INTEREST Black Women Organized for Political Action (BWOPA): Member Progressive Jewish Alliance (PJA): Former Regional Council Member American Diabetes Association: Committee Chairperson, Tour De Cure: Manage 15 person planning committee for the ADA's largest fundraising event. Recruit, train, and coordinate over 300 volunteers for annual bicycle ride that raises \$2,000,000 for diabetes research American Diabetes Association: Board Member. Frequently utilized as a public speaker on living with diabetes and how to implement diabetes prevention campaigns in the workplace. Responsible for mission delivery of the organization. References Available Upon Request

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 *

17 JUN -8 AM 11:51

Kim Carter Martinez

EXPERIENCE

Service Employees International Union, Local 1021

Assistant Director/Regional Director 2015-Present

- Supervised 9 staff across multiple jurisdictions and departments
- Directed multiple contract campaigns including field, table and strike preparation and execution
- Planned membership bi-annual convention
- Planned and led regional staff retreats
- Leadership development of chapter officers
- Planned and facilitated staff and member training programs
- Built relationships with elected officials
- Testified before public boards and commissions
- Coordinated staff accountability and disciplinary procedures

International Federation of Professional and Technical Engineers, Local 21

Lead Representative/Organizer 2010-2015

- Successfully bargained several public sector contracts including County, Utility District and School District employees
- Managed Meet and Confers, Expedited Arbitrations and Grievances
- Organized contract campaigns targeting five public sector employers
- Led field campaign for San Francisco "Yes on C, No on D" campaign for progressive retirement benefit changes
- Recruited and trained leaders in local chapters
- Coordinated recruitment of volunteers, door to door walks, and phone banks to voters for numerous political campaigns including "No on Proposition B" which undermined public sector retirement benefits
- Solid understanding of labor law, Civil Service regulations, justice systems and local government budgets.
- Led Agency Shop Campaign aimed at a 4,000 person bargaining unit, recruiting and training 25 member leaders to do outreach and membership conversions.
- Supervised campaign staff, Coro Fellows and interns

Communication Workers of America, Local 9119

University Professional and Technical Employees

Organizing Coordinator 2007 - 2009

- Supervised five staff and dozens of volunteers
- Led internal organizing collective actions in support of contract negotiations including first contracts
- Directed grassroots campaigns to build leadership amongst a unit of 20,000 unrepresented workers
- Volunteer identification, recruitment, and development
- Wrote campaign mailers and flyers

State, County and Municipal Employees, Local 3299 & AFSCME International

Regional Education and Training Coordinator 2005-2006

Developed and implemented membership, leadership and staff training programs used with numerous locals
Coordinated and managed conferences, meetings and retreats, including CAT trainings, Staff and Executive Board Retreats and Member Leadership Conferences
One on one Staff Development

Assistant Director 2003-2005

Managed 30 field staff in 9 offices
Directed operations for 30,000 member organization
Created and implemented evaluation program for staff
Coordinated communications and activities of the Executive Board and Executive Director
Responsible for fiscal decisions
Managed budget and allocations
Led management team negotiations with staff union

Organizer 2000-2003

Identified and recruited activists for internal organizing campaigns
Aided workers in the creation of a union
Served on periodic panel discussions highlighting issues affecting low wage, immigrant and workers of color

Service Employees International Union, Local 6, Seattle, Washington

Organizer 1996-2000

Contract enforcement including meet and confers, grievance handling, mediation and arbitration
Mobilized workers for workplace actions
Led Local's education and mobilization efforts around the World Trade Organization protests in Seattle
Trained volunteers to act as shop stewards and worksite leaders
Identified and recruited dozens of leaders for new organizing campaigns

EDUCATION

Evergreen State College, Olympia, WA
Bachelor of Arts, Political Economy and Social Change
Selah/Rockwood Institute Fellowship Program
UC Berkeley Strategic Research Training
AFL-CIO Public Sector Bargaining and Contract Campaign Training

COMMUNITY INVOLVEMENT

American Diabetes Association: Event Chairperson, Tour De Cure: Led committee of 30 staff and volunteers responsible for program logistics. Recruit, train, and coordinate over 400 volunteers for annual bicycle ride that raises \$2,000,000 for diabetes research.
American Diabetes Association: Community Leadership Board Member: Participate in public speaking at education and outreach events in the community
Bend the Arc: Regional Council Member and Former Council Chair
California Prison Focus: Board Member: Participated in investigative prison visits, published reports on human rights abuses, panelist and public speaker on California prison conditions, wrote grant applications

17 JUN -8 AM 11:52

Profile

Renia

First Name

J

Middle Initial

Webb

Last Name

Email Address

Street Address

Oakland

City

Suite or Apt

CA

State

94609

Postal Code

Mobile:

Primary Phone

Business:

Alternate Phone

East Bay Asian Local
Development Corporation

Employer

Marketplace Manager

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

My leadership skills as well as my ability to engage others with an open mind & heart will be an asset to the Committee. I would be a voice of equity & inclusion, advocating for healthy living & education for all. The funds raised from Measure HH should be allocated toward initiatives & programs to repair the years of damage caused by over consumption of sodas, most in part due to an over saturation of targeted advertising.

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.

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

Renia Webb 675 30th St #4 Oakland, CA 94609 (510)575-5917 reniajw@yahoo.com Skills Excellent Managerial, Entrepreneurial Development, Leadership, Community Organizing, Event Coordinating, Fundraising, Communication, Problem Solving & Creative Implementation Experience February 2016-Present East Bay Asian Local Development Corporation - Marketplace & Community Engagement Manager • Marketplace Programming & Event Coordination • Community Engagement, Development & Implementation • Entrepreneur & Business Training Assistance October 2015- December 2015 Attitudin Healing Connection, Oakland CA - Instructor/Facilitator • Empowering OHA Residents to Self-Sufficiency • Collecting & Assessing Data, Resources & Services • Leadership & Civic Training, Culture Sensitivity Self Empowerment July 2007-September 2015 Sorella Staging, Oakland CA - Project Manager/Supervisor • Coordinate Client, Realtors, Employees for Efficient Implementation of Home Staging • Scheduling, Payroll, Strong Ability to Creatively Solve Unforeseen Situations • Strong Ability to Meet Deadline while Multi-Tasking March 2005 - June 2007 Hilltop Lending Corporation, Oakland CA - Lending Consultant • Mortgage Specialist, Providing Economic Education • Case Management, Financial Security • Prided Success in Obtaining Safe Loans for All Clientele Education August 2009-March 2011 Shiloh Bible College, Oakland CA Global Service August 2003-June 2005 Laney & Merritt College, Oakland CA Psychology Sept. 1998 - March 2000 Academy of Arts, San Francisco CA Fashion Design Current Boards & Affiliations CPAB - Community Policing Advisory Board (Co-Chair Representing OHA Board) Rotary International - World Community Service Committee CSEC - Commercial Sexual Exploitation of Children OUSD - Oakland Unified School District- Central Kitchen (Neighborhood Construction Liaison) Hoover/Foster Library Committee (Funding Coordinator) Fresh Life Foundation (Board of Directors)

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 *

17 JUN -8 AM 11:52

Profile

Pricilla

First Name

Y

Middle Initial

Wilson

Last Name

Email Address

Street Address

Oakland

City

Suite or Apt

CA

State

94601

Postal Code

Mobile:

Primary Phone

Home:

Alternate Phone

Oakland Unified School District

Employer

Attendance Specialist

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

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

Love to invest free time into something that is gonna make a difference in the well being of our children who are the future. I have a son of my own and work with kids of different age groups all day long and they count on people like myself to prepare them for success and in order to be successful you have to have healthy habits. Everyday I talk about the importance of eating healthy and cutting sugary things out of kids diets. I practice healthy eating/drinking habits with them and make it fun along the way. I also enjoy working with other members/volunteers of the community in coming together as a family and bettering our city. Brainstorming ideas and bringing them together for successful outcomes.

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.

Upload a Resume

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 *

FILED
OFFICE OF THE CITY CLERK
OAKLAND

17 JUN -8 AM 11:52

Notice to the Public
The City of Oakland is pleased to announce the following information regarding the City's financial statements for the year ending June 30, 1987.

Financial Statements: The City's financial statements for the year ending June 30, 1987, are available for public review at the City Clerk's Office, 1000 Broadway, Oakland, CA 94612. The statements are available in both printed and electronic format.

Public Hearing: A public hearing will be held on July 1, 1987, at 10:00 AM in the City Clerk's Office. The purpose of the hearing is to provide an opportunity for the public to comment on the City's financial statements.

Comments: Comments should be submitted in writing to the City Clerk's Office by July 1, 1987. Comments should be clearly identified as such and should include the name and address of the person submitting the comment.

Questions: Questions regarding the City's financial statements may be directed to the City Clerk's Office at (415) 778-1000.

City Clerk: [Name]

Profile

Esperanza

First Name

Pallana

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94607

Postal Code

Home:

Primary Phone

Home:

Alternate Phone

Northern California Community
Loan Fund

Employer

Strategic Initiatives

Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board

Interests & Experiences

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

I am writing to convey my interest in serving on the Measure HH Community Advisory Board. I am both personally and professionally invested in the issue of community health, particularly diet related disease in Oakland's communities. I have worked in public health and food policy for the past fifteen years. I also lost my brother to Type II Diabetes last year, and my cousin to the same seven years ago. My father and so many loved ones struggle daily with this disease. Talking of our losses to diet related disease is an all too easy conversation in my West Oakland neighborhood. It has got to stop. I have been dedicated to systemic and programmatic solutions to correct a faulty food system due to the rampant diet related disease in my family and community. It would be both an honor and an appropriate application of my expertise to serve as an advisor on the critical issue of funding allocation for disease prevention programs in Oakland. I bring a deep awareness of the Oakland health community, particularly food focused, to my work as well as a combination of passion coupled with pragmatism. In my five years as Director of Oakland Food Policy Council, I honed my skills in community organizing, particularly in identifying organizations with capacity for reach and impact. I also learned a great deal about both the built environment and its impact on food choice and the inequities of resource allocation that lead to food insecurity. This, with my years in the public health field, can be quite informative to the advisory board. I am happy to answer any questions you may have regarding my interest to serve. I thank you for taking the time to consider my application to the Measure HH Community Advisory Board. Sincerely, Esperanza Pallana

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.

[Epallana Resume May2017.pdf](#)

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 *

17 JUN -8 AM 11:52

May 2, 2017

Councilmember Lynette Gibson McElhaney
Oakland City Hall
1 Frank H. Ogawa Plaza, Suite 232
Oakland, CA 94612

Dear Councilmember Gibson McElhaney,

As a resident of Council District 3, I am writing to convey my interest in serving on the Measure HH Community Advisory Board. I am both personally and professionally invested in the issue of community health, particularly diet related disease in Oakland's communities. I have worked in public health and food policy for the past fifteen years. I also lost my brother to Type II Diabetes last year, and my cousin to the same seven years ago. My father and so many loved ones struggle daily with this disease. Talking of our losses to diet related disease is an all too easy conversation in my West Oakland neighborhood. It has got to stop.

I have been dedicated to systemic and programmatic solutions to correct a faulty food system due to the rampant diet related disease in my family and community. It would be both an honor and an appropriate application of my expertise to serve as an advisor on the critical issue of funding allocation for disease prevention programs in Oakland. I bring a deep awareness of the Oakland health community, particularly food focused, to my work as well as a combination of passion coupled with pragmatism. In my five years as Director of Oakland Food Policy Council, I honed my skills in community organizing, particularly in identifying organizations with capacity for reach and impact. I also learned a great deal about both the built environment and its impact on food choice and the inequities of resource allocation that lead to food insecurity. This, with my years in the public health field, can be quite informative to the advisory board.

I am happy to answer any questions you may have regarding my interest to serve. I thank you for taking the time to consider my application to the Measure HH Community Advisory Board.

Sincerely,



Esperanza Pallana

ESPERANZA PALLANA

17 JUN -8 AM 11: 52

Esperanza is a leader in food and local economic development policy. She brings strategic leadership to her focus in equitable food systems; healthy equity, economic development; social justice; community organizing; partnership development; multi-stakeholder engagement; marketing communications; research and analysis.

Professional Experience

- 2016 Strategic Initiatives, Northern California Community Loan Fund, Oakland CA
 Develop a new strategic department with executive leadership; design and implement food focused Programming; food and farm related business development; food policy leadership.
- 2016 Policy Consulting, Oakland, CA
 Provided strategic guidance for client on good jobs, living wages, and ownership opportunities for their low-income residents and communities of color; developed policy proposals and gave formal presentation to city of Oakland on behalf of client; identified and introduced key stakeholders to client.
- 2011-2016 Council Director, Oakland Food Policy Council, Oakland, CA
 Cultivated political leadership in food policy to inform local to national policy platforms; worked alongside city staff in policy development; recruited and directed a diverse and complex 21-member council reflective of Oakland demographics; fostered and maintained partnerships among a broad network of individuals, organizations, and businesses in both the public and private sectors successfully built support for and launched winning policy campaigns; doubled agency funding; significantly increased public engagement via social media and events; supervised staff, volunteers and interns.
- 2008-2013 Community Organizer, Pluck & Feather, Oakland, CA
 Created and maintained a website focused on food, people of color and policy; readership reached over 3,000 monthly; organized over 300 residents to address policy barriers to urban agriculture; published research on urban livestock management; developed and launched online database and website for food access and education; founded the East Bay Urban Agriculture Alliance; operated a local urban farm.
- 2009-2010 Nonprofit Consultation, Oakland, CA
 Provided research and strategic guidance to various small nonprofits focused on farm to school opportunities, food access and racial and economic justice.
- 2005-2009 Network Coordinator, Family Service Network, University California of San Francisco, CA
 Managed a complex network of service providers and stakeholders for services to women of color; Provided strong internal operations analysis; managed leadership development program to national platforms of advocacy; supervised staff.
- 2007-2008 Program Manager, Urban Sprouts, San Francisco, CA
 Developed a family based program to provide healthy food access to low income communities of color; developed advocacy plan for improving school food; built collaboration with public and private sector partners to develop policy recommendations; and represented agency to funders, in public forums, policy committees, and other public venues.
- 2001- 2005 Program Coordinator, Breast Cancer Fund, San Francisco, CA
 Researched carcinogens in consumer products and policy models used to development the national Campaign for Safe Cosmetics; developed advocacy materials; created and managed a national leadership and advocacy program; and developed innovative education materials for Spanish speaking communities.

Education

- 2010 Master of Nonprofit Administration, University of San Francisco, CA
- 2004 Bachelor of Arts in Urban Studies, San Francisco State University, CA

Language

English and advanced Spanish fluency

17 JUN -8 AM 11:50

May 4th 2017

Mayor Libby Schaaf
Members of the Oakland City Council
City of Oakland
1 Frank Ogawa Plaza
Oakland, CA 94612

Dear Mayor Schaaf and Members of the Oakland City Council,

I am writing in support of Esperanza Pallana as a candidate for the Measure HH Community Advisory Board. She is a Bay Area native with unwavering dedication to Oakland and its communities most impacted by poverty and diet-related disease. She brings a wealth of knowledge and experience from her 15 years in food systems, environmental health and public health advocacy. In her impressive tenure as Director of Oakland Food Policy Council, Esperanza formed deep connections within community and is attuned to the breadth of health programs addressing diet-related disease, food education, and food system advocacy.

I have known and worked closely with Esperanza since 2010 in my role as Director of HOPE (Health for Oakland's People and Environment) Collaborative. Esperanza served on HOPE's Steering Committee, our leadership body, and contributed strategic thinking to the group, as well as an ability to connect the dots between HOPE's food justice initiatives and broader food policy and food systems efforts in Oakland. I also served as a Councilmember and Executive Committee member of the Oakland Food Policy Council from 2010-2016 and had the great benefit of working alongside Esperanza and personally witnessing her invaluable contributions to building a healthier and more just food system for all of Oakland's residents.

Esperanza is a well-respected and widely known food systems advocate in Oakland. Her leadership, deep connection to community, and food and public health expertise will be a huge asset to the Measure HH Community Advisory Board. I strongly recommend her appointment.

If you have any questions, please do not hesitate to reach out to me directly. I can be reached at sabrinawuu@gmail.com.

Sincerely,



Sabrina Wu
Resident of District 5, City of Oakland

17 JUN -8 AM 11: 59



ALAMEDA
HEALTH SYSTEM

1411 East 31st Street
Oakland, CA 94602

May 7, 2017

Mayor Libby Schaaf
Members of the Oakland City Council
City of Oakland
1 Frank Ogawa Plaza
Oakland, CA 94612

Dear Mayor Schaaf and Members of the Oakland City Council,

I am writing in support of Esperanza Pallana as a candidate for the Measure HH Community Advisory Board. She is a Bay Area native with unwavering dedication to Oakland and its populations most impacted by poverty and diet related disease. She brings a wealth of knowledge and experience from her 15 years in food systems, environmental health and public health advocacy. She is highly regarded in her work for her strategic impact. As Director of Oakland Food Policy Council, Esperanza formed deep connections within the community and is attuned to the breadth of health programs addressing diet related disease, food education and food system advocacy.

One of the highlights of returning to the Bay Area to serve as CEO of Alameda Health System has been the opportunity to reconnect with Esperanza and to find ways to collaborate with her to promote social justice. In the years I have known and worked with Esperanza, I am confident she will contribute compassion, resolve, and humility to her service on the Measure HH Community Advisory Board.

I have no doubt that her leadership and expertise will be invaluable on the advisory board. I hope she is strongly considered for appointment.

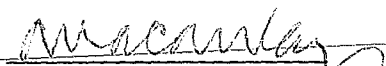
Sincerely,

Delvecchio Finley,
Chief Executive Officer

FILED
OFFICE OF THE CITY CLERK
OAKLAND

17 JUN -8 AM 11:53

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 MAYOR'S APPOINTMENT OF GEMA CARDENAS, DONNA CAREY, JARED FINE, JULIA LIOU, TONYA LOVE, KIM MARTINEZ, ESPERANZA PALLANA, RENIA WEBB, AND PRISCILLA WILSON AS MEMBERS OF THE SUGAR SWEETENED BEVERAGES COMMUNITY ADVISORY BOARD

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 86161 C.M.S., approved May 3, 2016, which placed a tax measure on the November 8, 2016 ballot for sugar-sweetened beverages, establishes the Sugar Sweetened Beverages Community Advisory Board; and

WHEREAS, the Sugar Sweetened Beverages Community Advisory Board consists of nine (9) members serving not more than two consecutive three year terms; and

WHEREAS, Section 4.52.080 (B) of Measure HH further provides the specific qualifications of the 9 Community Advisory Board members as: 3 residents who live in areas disproportionately impacted by diseases caused by sugar consumption, 2 medical professionals--one medical and one dental with public health experience or who engage in whole or in part in the prevention, diagnosis, treatment or research of, or education about chronic diseases linked to the consumption of sugar, 2 parents of current students of the Oakland Unified School District (OUSD), and 2 members of the public with experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school-based food and nutrition programs, oral health or early childhood nutrition; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Gema Cardenas, Donna Carey, Jared Fine, Julia Liou, Tonya Love, Kim Martinez, Esperanza Pallana, Renia Webb, and Priscilla Wilson to serve three-year terms subject to confirmation by the City Council; now therefore be it

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of:

Gema Cardenas, to the Sugar Sweetened Beverages Community Advisory Board as a resident who lives in an area disproportionately impacted by diseases caused by sugar consumption to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Donna Carey, to the Sugar Sweetened Beverages Community Advisory Board as a medical professional with public health experience or who engages in whole or in part in the prevention, diagnosis, treatment or research of, or education about chronic diseases linked to the consumption of sugar to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Jared Fine, to the Sugar Sweetened Beverages Community Advisory Board as a medical professional with public health experience or who engages in whole or in part in the prevention, diagnosis, treatment or research of, or education about chronic diseases linked to the consumption of sugar to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Julia Liou, to the Sugar Sweetened Beverages Community Advisory Board as a member of the public with experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school-based food and nutrition programs, oral health or early childhood nutrition to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Tonya Love, to the Sugar Sweetened Beverages Community Advisory Board as a member of the public with experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school-based food and nutrition programs, oral health or early childhood nutrition to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Kim Martinez, to the Sugar Sweetened Beverages Community Advisory Board as a resident who lives in an area disproportionately impacted by diseases caused by sugar consumption to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Esperanza Pallana, to the Sugar Sweetened Beverages Community Advisory Board as a resident who lives in an area disproportionately impacted by diseases caused by sugar consumption to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Renia Webb, to the Sugar Sweetened Beverages Community Advisory Board as a parent of current students of OUSD to serve a three year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

Priscilla Wilson, to the Sugar Sweetened Beverages Community Advisory Board as a parent of current students of OUSD to serve a three-year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat not previously held; and be it

FURTHER RESOLVED: That this resolution shall take effect immediately up on passage.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLEN, KALB, KAPLAN, AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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