

INTEROFFICE MEMORANDUM

To: La Tonda Simmons
Boards of Commissions Management
Office of the City Clerk

From: Councilmember Desley Brooks

Date: March 5, 2009

Re: Appointment to the Budget Advisory Committee

I would like to appoint **Mr. Mario Juarez** to serve on the Budget Advisory Committee as the District 6 representative. Mr. Juarez brings intelligence, common sense and the ability to effectively deliberate in a calm and objective manner. I, therefore, strongly support his appointment to the Budget Advisory Committee.

Please contact my staff with any questions regarding this matter at x3971.

Attachment: Mario Juarez' Resume

Cc: Gilbert Garcia, City Administrator's Budget Office
250 Frank H. Ogawa Plaza, 6th Floor
Oakland, CA 94612 (510) 238-3893

Desley Brooks, Councilmember – Dist.6

Mario Juarez

Mario Juarez delivers over 13 years of expertise in supporting companies through critical start-up, or turnaround situations, and coordinating rapid-growth market expansions, expert hands-on experience as a visionary and strategic in tactical planning. He is the branch owner of Realty First and Mortgage Company; a real estate power house established over 4 years ago with over 30 million dollars in transactions monthly and 60 agents.

Through his strategic direction and leadership, The Mario Juarez Selling Team has developed a dramatic new team approach to residential real estate sales and lending. This innovative advanced method, when combined with a proven group of professionals, assures constant marketing coverage, client service and support - all in a unique and comfortable office setting. His branch is now the top producing office for the entire Realty First system and a major player in regional real estate sales to the Hispanic Market.

In order to maximize efficiency the office is fully equipped with state-of-the-art-technology and employees and agents are regularly trained to provide the most professional and appropriate method of service and communication to clients. Many on his staff are Oakland residents and Women of Color. They are empowered with on-going training that instills a clear understanding of how to move up in the company as well as how to contribute to company growth. Employee well-being and an employee-friendly workplace are major components of Mario's company culture. For example, mothers are allowed to bring their children to work and a specially equipped area is set aside for this purpose.

The Mario Juarez Selling Team occupies a custom office in the heart of the Fruitvale District in Oakland; the very same neighborhood that Mario grew up in. As a young immigrant from Honduras to East Oakland, he was determined to help in the revitalization of this once depressed area. The Fruitvale is now the second highest revenue tax producing district in the City of Oakland. Growing up in one of East Oakland's poorest neighborhoods was not an obstacle to Mr. Juarez. It was a badge of honor and one of the motivations for starting his company in the neighborhood he so much loves.

As a father, Mario realized that obligations are not only to employees and company but also to ones family. He is a proud father of four beautiful kids, Mario Antonio now ten years old, Carolina eight, Xitlali just over two year young and Roberto, who just turned one. "Everything I do - I do it with love for my profession, my employees, my clients, and my family" said Mario Juarez.

Mario Juarez is a member of the City of Oakland Workforce Investment Board. He previously served on the Unity Council Board of Directors, City of Tracy Parks and Community Services Commission, City of Oakland Parks and Recreation Commission, Hispanic Chamber Commerce of Alameda County and numerous other boards and commissions. He is also a member of the National Association of Realtors; the California Association of Realtors; Bay East Association of Realtors; Metrolist Multiple Listings Service; Bay Area Information Real Estate Service; Paragon Multiple Listing Services; and is licensed by the California Department of Real Estate.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

Approved as to Form and Legality

DRAFT
City Attorney's Office

2009 MAR -5 PM 10: 58 **OAKLAND CITY COUNCIL**

RESOLUTION No. _____ C.M.S.

**RESOLUTION APPOINTING MARIO JUAREZ AS THE DISTRICT 6
REPRESENTATIVE TO THE BUDGET ADVISORY COMMITTEE**

WHEREAS, Resolution No. 74826 C.M.S. created the Budget Advisory Committee, whose members are appointed by the Mayor, subject to confirmation by the City Council; and

WHEREAS, Ordinance No. 74826 C.M.S. specifies that members of the Budget Advisory Committee are to serve two year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now therefore, be it

RESOLVED: that the City Council hereby confirms the Mayor's appointment of **Mario Juarez**, recommended by Councilmember Desley Brooks (District 6), to serve on the Budget Advisory Committee as the District 6 representative, and to complete the term beginning and ending according to the terms set forth by the Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2009

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and
PRESIDENT BRUNNER

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California