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CITY OF OAKLAND



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CITY HALL • 1 FRANK H. OGAWA PLAZA, 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Ronald V. Dellums  
Mayor

(510) 238-3141  
FAX (510) 238-4731  
TDD (510) 238-3254

Letter of Appointment

May 4, 2010

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

Dear President Brunner and members of the City Council:

Pursuant to City Charter section 601, the Mayor has appointed the following person as member of the following Board or Commission, subject to City Council confirmation:

**Cultural Affairs Commission**

**Georgia Fraizer**, Mayoral appointment to serve the term beginning May 8, 2009 and ending May 7, 2012 filling the seat previously held by Devin Satterfield.

Thank you for your assistance in this matter.

Sincerely,

  
Ronald V. Dellums  
Mayor

**Georgia E. L. Frazier**

**PROFESSIONAL WORK EXPERIENCE**

**EXECUTIVE VICE PRESIDENT, Global Marketing** 1999-Present

**New Mind Global Marketing & Communications, Oakland, CA**

-Secure corporate sponsors, funding and provided marketing consultation for small business owners and international sports events (Yachtsman, Zoe Perrin, The Volvo Ocean Race).

**SENIOR REGIONAL ACCOUNT MANAGER**

1996-1999

**AT&T Cable Television & Media Services-San Francisco, CA**

-Represented more than 20 national cable networks, i.e., CNN, ESPN, A&E, TNT to the major advertising agencies in San Francisco ; interfaced on the buying, planning and account levels.  
-Developed multi-media presentations incorporating both qualitative (Nielsen) and quantitative (Compass, Nielsen) research.

**GENERAL SALES MANAGER**

1992-1994

**NATIONAL SALES MANAGER**

1990-1992

**ACCOUNT EXECUTIVE**

1986-1990

**KJAZ -FM Radio, Alameda, CA**

-Functioned simultaneously as General, National and Local Sales Manager  
-Crafted sponsorship alliances with key SF arts organizations (SF MOMA, SF Symphony, SF Jazz Festival, SF Opera, et al.) creating new revenue streams; no other station had yet to use this sales strategy with these clients.  
-Produced a more stream-lined media kit without a budget.  
-Managed Katz & Powell rep firm- offices in NY, L A, s, Ch, Dallas, Atlanta, Detroit. -----  
Provided sales training and support on target accounts, i.e., Mercedes Benz, Lexus, American Express; all became first-time advertisers on station.  
-Increased national sales revenues in excess of 100% in the first seven-month period.  
-Generated the highest local sales revenue in the history of the station.

**INSTRUCTOR**

1979-1983

**Cincinnati Board of Education-Cincinnati, OH**

-Introduced Modern American literary classics and study guides for creative writing.

**EDUCATION**

**MBA, Candidate, Mills College, Oakland, CA**

2008-2010

**M.Ed., Educational Counseling, Xavier University, Cincinnati, OH**

1983

**B.A., English, Communications, Simmons College, Boston, MA**

1979

**COMMUNITY INVOLVEMENT**

**-Intern, East Bay Community Law Center**

Present

**- Mentor & Youth Advocate, East Bay AIDS Clinic**

Present

**-Member, Community Planning Council**

Present

**-Executive Board Member, American Women in Radio & Television**

Present

**-Chairwoman, East Bay SCORE, (Counselors to America's Small Business)**

2006-2007

**-President, International Trade Student Association, BCC**

2006

**References gladly provided upon request**

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APPROVED FOR FORM AND LEGALITY



CITY ATTORNEY

## OAKLAND CITY COUNCIL

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

### RESOLUTION APPOINTING GEORGIA FRAIZER AS A MEMBER OF THE CULTURAL AFFAIRS COMMISSION

**WHEREAS**, Ordinance No. 11323 C.M.S. creates the Civil Service Board whose members are nominated by the Mayor and approved by the City Council; and

**WHEREAS**, Ordinance No. 11778 C.M.S. specifies that members of the Cultural Affairs Commission are to serve three year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

**RESOLVED**, that by the nomination of the Mayor, the following individuals are hereby appointed to the term set forth below:

**Georgia Fraizer**, Mayoral appointment to serve the term beginning May 8, 2009 and ending May 7, 2012 filling the seat previously held by Devin Satterfield.

**FURTHER RESOLVED**, that failure of a board or commission appointee to abide by the City of Oakland's Conflict of Interest Code shall be cause for removal pursuant to section 601 of the City Charter.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

AYES- KERNIGHAN, NADEL, QUAN, DE LA FUENTE BROOKS, REID, CHANG,

AND PRESIDENT BRUNNER,

NOES-

ABSENT-

ABSTENTION-

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
Interim City Clerk and Clerk of the Council  
of the City of Oakland, California