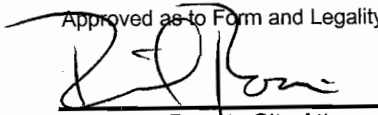


FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 DEC 22 PM 4:18

Approved as to Form and Legality  
  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. 81766 C.M.S.

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**A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH THE OAKLAND MERCHANT LEADERSHIP FORUM (OMLF) FOR MERCHANT ORGANIZING AND COMMERCIAL DISTRICT SUPPORT SERVICES FOR FY 2008-2009 IN AN AMOUNT NOT TO EXCEED \$60,000, AND ACCEPTING A CONTRIBUTION OF \$18,989 FROM THE REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT FOR THIS PURPOSE**

**WHEREAS**, there are many neighborhood commercial districts in Oakland that range from thriving and viable to struggling and economically challenged; and

**WHEREAS**, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City; and

**WHEREAS**, the City has few resources to nurture and build merchant organizations and to market neighborhood commercial districts; and

**WHEREAS**, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

**WHEREAS**, the City finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts; and

**WHEREAS**, the City finds and determines that the Oakland Merchant Leadership Forum ("OMLF") continues to be uniquely qualified to coordinate development and capacity building of merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing; and

**WHEREAS**, staff will conduct an evaluation of the Oakland Merchant Leadership Forum's performance at the end of the contract term; and

**WHEREAS**, the Agency is contributing a portion of cost of the agreement to the City related to OMLF's redevelopment-related activities in the Coliseum Redevelopment Project Area; and

**WHEREAS**, the Agency and the City entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies, including Agency contributions to the City to support redevelopment activities in the Agency's project areas; and

**WHEREAS**, the City Council finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

**WHEREAS**, the City Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore be it

**RESOLVED:** That the City Council hereby authorizes the City Administrator to negotiate and enter into a contract in an amount of \$60,000 for FY 2008-09 with the Oakland Merchant Leadership Forum to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns; and be it

**FURTHER RESOLVED:** That funding for this contract will be \$41,011 allocated from General Purpose Fund (1010), Business Development Org (88559), Merchant Organizing Shop Oakland (P275310), Miscellaneous Contract Services (5371 9), Program SC11 and the remaining \$18,989 will come from Fund 7780, Oakland Redevelopment Agency, Business Development Organization (88559), Project (C82620), and Program SC11 Coliseum Redevelopment; and be it

**FURTHER RESOLVED:** That the City hereby accepts a contribution of funds from the Redevelopment Agency in the amount of \$18,989 under the Cooperation Agreement to help fund this contract; and be it

**FURTHER RESOLVED:** That the contract shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, JAN 20 2009, 20    

**PASSED BY THE FOLLOWING VOTE:**

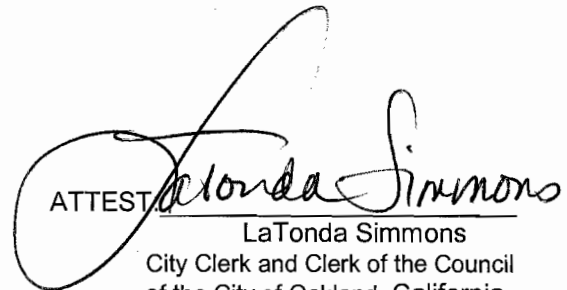
AYES - ~~BRUNNER~~, BRUNNER, KAPLAN, KERNIGHAN, NADEL, QUAN, ~~QUAN~~, and ~~QUAN~~ DE LA FUENTE - 6

NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - Brooks, Reid - 2

ATTEST   
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California