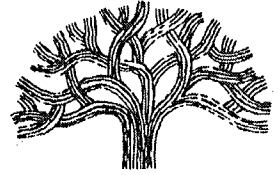


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OFFICE OF THE CITY CLERK
OAKLAND

16 JAN 21 PM 3:43

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

January 20, 2016

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

Dear President Gibson McElhaney and members of the City Council:

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

COMMISSION ON LIBRARY ADVISORY COMMISSION

Ken Lupoff, Mayoral appointment to serve the term beginning June 19, 2015 and ending June 18, 2018 filling the term vacated Jeanine Shimatsu

Charles Sanchez, Mayoral appointment to serve the term beginning November 14th, 2015 and ending November 13, 2018, filling the term previously held by Grant Inaba

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

16 JAN 21 PM 3:43

CITY OF OAKLAND



ONE FRANK OGAWA PLAZA • 2ND FLOOR • OAKLAND, CALIFORNIA 94612

Noel Gallo
City Council Member, District 5

(510) 238-7005
FAX: (510) 238-6129
TTY/TDD: (510) 839-6451

LETTER OF NOMINATION

DATE: December 15, 2015

TO: Mayor Libby Schaaf, Oakland City Councilmembers

Cc: La Tonda Simmons, City Clerk and Clerk of the Council
Boards and Commissions Management

FROM: Councilmember Noel Gallo – District 5

SUBJECT: **APPOINTMENT TO THE LIBRARY ADVISORY COMMISSION
(MEASURE Q)**

I would like to appoint **KEN LUPOFF** to serve as District 5 representative to the Library Advisory Commission (Measure Q).

Please contact my staff Clara Garzon with any questions regarding this matter at x7051.

Sincerely,

A handwritten signature in cursive script that reads "Noel Gallo". The signature is written over a horizontal line.

Noel Gallo
Council Member, District 5

Attachment:
Resume – Ken Lupoff

KEN LUPOFF

QUALIFICATIONS SUMMARY

A results-oriented self-starter with 10 + years of relationship building experience.

- Accomplished leader with strong project management skills, experienced in cultivating relationships with donors, government representatives, and other stakeholders, energizing teams, grass-roots communities.
- Dynamic spokesperson and advocate comfortable in a variety of settings with large or small groups.
- Experienced at strategizing and implementing multiple projects from concept development through completion.
- Consistent in finalizing assignments on time and within budget, balancing short & long term objectives.
- Exemplary writing skills; donor appeal letters, articles, speeches, press releases, and promotional materials.

PROFESSIONAL EXPERIENCE

Executive Director **Oakland Parks and Recreation Foundation, Oakland** **2011 — Present**

- Maintain and enhance the Foundation's relationship with external stakeholders, including City of Oakland staff and elected officials, community groups, as well as partner organizations.
- Serve as "public-face" and spokesperson for this organization.
- Solicit and manage restricted fund donations from corporations and individuals, ranging from \$5,000 - \$300,000.
- Project-manage year-round membership drive aimed at donors who give \$100 - \$1,000 annually.
- Successfully managed Capital Projects grants, including an American Recovery & Reinvestment Act grant to fund the planting of 500 trees in West Oakland, two NFL funded grants through the Local Initiatives Support Corporation to seed-fund the development of sports fields at Madison Middle School and the Curt Flood Sports Complex, and two Levi Strauss grants to fund the construction of a skate board park in West Oakland.
- Recruit business and community leaders for Board of Directors, Executive Committee, and various board committees.
- Managed merger process between Friends of Oakland Parks and Recreation (the Foundation's predecessor organization) and Oakland Parks Coalition, to create the Oakland Parks and Recreation Foundation.
- Manage 90+ fiscal accounts for community groups and the City of Oakland's Parks department under the Foundation's 501 (c) 3 umbrella.
- Consult with appropriate subcommittees on all marketing, publicity, sponsorship, and logistical issues related for *A Taste of Spring*, Friends' annual gala fundraiser.
- Supervise part-time Program and Operations Assistant and financial services work done for the Foundation by Nonprofit Suite.
- Promoted from Interim Executive Director to Executive Director in 2012.
- Served as officer of the Board of the Foundation's predecessor organization, Friends of Oakland Parks and Recreation, July 2009 - February 2011.

Communications & Outreach Consultant **American Land Conservancy, San Francisco** **2010**

- Created and launched new communications and outreach initiatives for American Land Conservancy, a land trust that has protected over 250,000 acres to date.
- Created internal messaging documents for staff and board of directors, containing talking points that highlighted ALC accomplishments and differentiated the organization from other, similar nonprofits.
- Crafted external messaging documents as needed; press releases, op/ed's, ghostwrote letters for ALC president and other internal and external stakeholders.
- Implemented social-networking campaign via Facebook and Twitter accounts.
- Created, wrote, edited and oversaw layout of monthly email newsletter that is sent to donors, potential donors, agency partners, and landowners. Redesigned semiannual print newsletter; humanized ALC stories by featuring interviews with donors, landowners and agency partners.
- Launched outreach initiative at trade shows, farmers markets and other venues where landowners, and potential donors were likely to be found.
- Supervised Communications Associate and intern.

Communications Manager Jewish Community Endowment Fund, San Francisco 2007 — 2009

- Created and managed all marketing and communications projects for the \$2+ billion Jewish Community Endowment Fund (JCEF), comprised of more than 900 donor advised funds, 74 supporting foundations and numerous programs.
- Interviewed Endowment Fund supporters and wrote all articles for three separate annual newsletters. Supervised all aspects of design, production, printing and distribution of newsletters.
- Produced all marketing collateral for JCEF donor events. Played key role in staging tribute event at San Francisco's de Young Museum for the Endowment Fund's top 400 donors, including production of all marketing collateral; 12 minute video, 120 page book, event program, donor invitations.
- Worked with JCEF donors to help them draft "Book of Life" legacy messages.
- Successfully pitched Endowment Fund related stories to media resulting in articles in *The San Francisco Chronicle*, *The San Francisco Business Times* and other outlets.
- Generated copy for Endowment Fund website and Federation blog.
- Tracked budget for all JCEF marketing projects.
- Supervised Endowment Marketing Administrator, intern and outside contractors.

Senior Publicity Manager Berrett-Koehler Publishers, San Francisco 2001 — 2007

- Designed and managed the implementation of publicity campaigns for 35 + titles per year, including publisher's first *New York Times* listed national bestseller.
- Led branding initiative for current affairs titles.
- Overhauled and continually reviewed publicity systems.
- Acted as primary liaison with authors, coordinated media campaigns with outside publicists. Worked with authors, their publicists and in-house staff to keep sales force apprised of all publicity related to BK titles.
- Made semi-annual trips to New York to meet with national media contacts.
- Evaluated incoming book proposals as member of cross-functional Publication Board. Provided feedback for all cover designs, book titles and taglines to Editorial and Production departments.
- Supervised Publicity Associate, various interns and outside publicists.
- Promoted from Publicity Manager to Senior Publicity Manager in 2004.

Publicity Director Encounter Books, San Francisco 2000 — 2001

- Created publicity systems in the first year of business for this nonprofit publisher. Designed and implemented publicity and marketing campaigns for 20 titles per year, with budgets of \$5,000 - \$40,000 per book.
- Booked authors on national and local TV and radio programs (C-SPAN, CNN, regional NPR stations, etc). Arranged for print reviews in nationally distributed media. Managed national ad campaigns. Planned author tours. Coordinated media campaigns with outside publicists.
- Supervised Publicity Assistant, various interns and outside publicists.

EDUCATION

Oakland, Chamber of Commerce, Leadership Oakland Program, 2013 – 2014
 Planned Giving Basics – Northern California Planned Giving Council, 2008
 B.A., History – San Francisco State University, 1993

HONORS & AWARDS

City of Oakland, Office of Parks & Recreation, Salute to Excellence and Community Spirit Award, 2013

COMMUNITY SERVICE (CITY OF OAKLAND)

2009—2011	Executive Committee Member	Friends of Oakland Parks and Recreation
2005—2006	Member	Violence Prevention and Public Safety Oversight Committee
2003—2005	President	NCPC Beat 21Y (Neighborhood Crime Prevention Council)

COMPUTER SKILLS

Proficient working on both Macintosh and PC platforms, Microsoft Office programs, Cision (media online database), Raiser's Edge (fund-raising database), Filemaker Pro, WordPress.

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Noel Gallo
City Council Member, District 5

(510) 238-7005
FAX:(510) 238-6129
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LETTER OF NOMINATION

DATE: December 15, 2015

TO: Mayor Libby Schaaf, Oakland City Councilmembers

Cc: La Tonda Simmons, City Clerk and Clerk of the Council
Boards and Commissions Management

FROM: Councilmember Noel Gallo – District 5

SUBJECT: APPOINTMENT TO THE LIBRARY ADVISORY COMMISSION
(MEASURE Q)

I would like to appoint **CHARLES SANCHEZ** to serve as District 5 representative to the Library Advisory Commission (Measure Q).

Please contact my staff Clara Garzon with any questions regarding this matter at x7051.

Sincerely,

A handwritten signature in black ink that reads "Noel Gallo". The signature is written in a cursive style and is positioned above a horizontal line.

Noel Gallo
Council Member, District 5

Attachment:
Resume – Charles Sanchez

Charles Sanchez

EDUCATION

University of California, Los Angeles

2015

- Bachelors of Arts in Political Science

LEADERSHIP/WORK EXPERIENCE

Jane Kim for Supervisor

San Francisco, CA

Campaign Coordinator

9/14 to 11/14

- Mobilize and organize volunteers to successfully re-elect Jane Kim onto the San Francisco Board of Supervisors
- Strategize and implement efficient and effective methods for maximum voter turnout
- Staff Supervisor Kim at fundraisers, endorsement meetings, community meetings and public events
- Manage intern program and communicate with hundreds of volunteers via phone and email to organize events

College Fellows Program

Los Angeles, CA

2014 College Fellow

12/13 to 6/14

- Selection process: 1 of 27 fellows selected from entire Junior class
- Selection Committee consisted of Faculty, Alumni and Industry Professionals
- Engage in professional trainings hosted by the UCLA Career Center and companies such as Deloitte and LinkedIn

Asian Americans/Pacific Islanders in Philanthropy

San Francisco, CA

Project Intern

6/13 to 8/13

- Research Foundations, grants, grantees and compile relevant lists to achieve AAPIP goals
- Engaged in Communications team meetings and received communications trainings from Spitfire Consulting
- Assist staff with communicating with grantees and facilitate collaboration in joint projects

Left Coast Communications

San Francisco, CA

Campaign Intern

9/10 to 6/12

- Coordinate outreach strategies for local high stakes campaigns
- Mobilize and lead dozens of volunteers for voter outreach daily
- Successfully elect and re-elect candidates into office including Foster City Councilmember Herb Perez, San Francisco Supervisors Jane Kim, San Francisco Mayor Edwin Lee, and Congresswoman Barbara Lee.

ASPIRE

San Francisco, CA

Board Member, Co-Chair, Member

1/10 to Present

- Increase awareness and support on immigration issues in the Asian/Pacific Islander community
- Organize and speak at over 30 rallies, workshops, conferences, and lobby visits
- Facilitate bi-monthly membership meetings and provide leadership training and political knowledge for Asian immigrant youth

Youth Leadership Council

Oakland, CA

Member

1/05-2/10

- Organized for the successful passage of Measure Q
- Advise staff on the creation of new services and events for teens
- Advocated and lobbied elected officials at over 25 local, state, and national events/meetings

SKILLS/INTERESTS

- Willingness to take initiative
- Quantitative, analytical, and critical thinker
- Excellent communication skills and interpersonal skills
- Proficiency in Microsoft Word, Excel, Power Point and R

Charles Sanchez
INTENT TO BECOME A LIBRARY ADVISORY
COMMISSION MEMBER
for the City of Oakland

October 12, 2015

Dear Mayor Libby Schaaf and Esteemed Members of the Oakland City Council:

I, Charles Sanchez, would like to become a member of the **Library Advisory Commission (LAC)** for the City of Oakland. After serving as a long-time member of the library's Youth Leadership Council, I was made aware of the LAC's youth commissioner positions by former Library Director Carmen Martinez and former Teen Services Librarian Amy Sonnie.

Below is a brief summary of my background, and I have also attached a current resume.

As a longtime resident of Oakland, a patron of the Oakland Public Library, and first-generation Asian/Latino American, I understand the importance of advocacy and public services. Since kindergarten I have enjoyed the privileges of having an Oakland Public Library card. Throughout my K-12 education I have constantly visited many library branches, accessing all of the different resources available at each one. Teen Librarians from the Main Library branch noticed my love and enthusiasm for the library and suggested I join the Library's Youth Leadership Council (YLC), a citywide teen advisory board, which I then served on for five years. In this capacity, I advocated for teen resources and spaces in libraries, lobbied local and state elected officials for library funding, and volunteered for library campaigns and events. As a YLC member, I advised the Library administration on the design of its flagship TeenZone at the Main Library and its subsequent teen spaces at 81st Avenue. I also accompanied Director Carmen Martinez to Sacramento and to the annual American Library Association Conference to present about OPL's innovative services and the YLC, a nationally renowned youth leadership program.

Since then, I have been a Co-Chair for a Pan-Asian immigrant rights advocacy group, a Project Coordinator for the Asian Law Caucus, a Campaign Fellow for San Francisco School Board President Jane Kim's 2010 Supervisorial campaign and Congresswoman Barbara Lee's re-elect campaign through my position at Left Coast Communications. More recently, I served as SF Supervisor Jane Kim's Campaign Coordinator for her re-election. Each of these experiences has made me a better advocate and leader in my community. For over four years I have designed and presented educational workshops to high school students and community organizations, coordinated, mobilized and activated voters for issue-based and political campaigns, developed a summer leadership program for young leaders, and learned the ins and outs of political strategy on high stakes campaigns of all levels including City Council, County Supervisor, Mayor, and Congress.

I attribute much of my commitment to public service and advocacy to Oakland Public Library and its dedicated staff. The resources OPL provided me spurred my passion to advocate for underserved communities and for social change. I believe libraries are the most important public service a city like Oakland can provide, especially to youth and young adults, and I would be honored to serve as a member of the Library Advisory Commission. I previously served for four months on the Library Advisory Commission; however, my service was interrupted in order for me to complete my undergraduate education at UCLA--which I have completed as of summer 2015. I believe my passion for libraries and experience make me an excellent candidate for a position on the Library Advisory Commission.

The Library Advisory Commission is an ideal place for me to develop my interests in policy, advocacy, and government, while continuing to give back to an institution that has given me so much. I hope to contribute my skills to foster an even better environment for all patrons of OPL. Thank you for your consideration.

Sincerely,

Charles Sanchez

16 JAN 21 PM 3:43

Approved as to Form and Legality

Office of the City Attorney

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT KEN LUPOFF AND CHARLERS SANCHEZ AS MEMBERS OF THE LIBRARY ADVISORY COMMISSION

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. 8064 C.M.S., adopted November 13, 1969 and amended by Ordinance No. 11730 C.M.S., adopted July 26, 1994, establishes the Library Advisory Commission to advise and make recommendations on the operation and future development of the library system and to act as a liaison between the Library Department and the Mayor and City Council; and

WHEREAS, the Library Advisory Commission consists of fifteen (15) members serving not more than two consecutive three-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Ken Lupoff and Charles Sanchez to each serve a three-year term 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
Ken Lupoff, Mayoral appointment to serve the term beginning June 19, 2015 and ending June 18, 2018 filling the term vacated Jeanine Shimatsu
Charles Sanchez, Mayoral appointment to serve the term beginning November 14th, 2015 and ending November 13, 2018, filling the term previously held by Grant Inaba

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS

City Clerk and Clerk of the Oakland City Council