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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) 238-7629

Letter of Nomination

September 16, 2008

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

Dear Council Members:

Upon nomination of the Mayor, the following persons are hereby reappointed/
appointed as members of the following Board or Commission:

Cultural Affairs Commission

Brian Vejby, Mayoral reappointment to serve the term beginning May 8, 2008 and ending May 7, 2011 retaining the seat previously held by himself.

Lori Zook, Mayoral reappointment to serve the term beginning May 8, 2008 and ending May 7, 2011 retaining the seat she previously held.

Terry Hill, Mayoral appointment to serve the term beginning May 8, 2008 and ending May 7, 2011 filling the seat previously held by Diana Tran.

Matais Pouncil, Mayoral appointment to serve the term beginning August 29, 2007 and ending August 28, 2010 filling the seat previously held by Colleen Flaherty.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Ronald V. Dellums".

Ronald V. Dellums
Mayor

BRIAN VEJBY

Professional Experience:

Twist Design, San Francisco, CA 2/05 - Present

Director Business Development : Design marketing plan to outline brand identity, target markets and sales strategy. Collaborated in the design presentation, copy and navigation in company's website. Worked to expand company presence, open new accounts in the SF Bay Area & and identify and develop strategic vendor alliances.

Red Chip Resources, Spokane, WA 8/2004 - 11/2004

District Manager, Sales: Sold a host of consultative products to public micro-cap companies to heighten their visibility in the investment community. Services included investor conferences, commissioned research reports and investor targeting databases. Dealt closely with CEOs and C-Level teams to determine appropriate services. Created positive client relationships that built ongoing revenue streams.

Orrick, Herrington & Sutcliffe LLP, San Francisco, CA 2003-2004

Manager, Business Development: Worked with the Director of Business Development and Practice Group Managers to identify new business opportunities and develop strategic marketing plans to develop and build relationships with potential clients 2003- Developed relationships with marketing professionals at other professional firms to generate business referrals and leads. Interfaced with the IT department as it relates to marketing.

The NASDAQ Stock Market, Menlo Park, CA 1997 - 2002

Director, Corporate Client Group: Guided CEOs and CFOs and Directors of Investor Relations of NASDAQ listed companies on matters relating to the capital markets, investor relations programs, and regulatory requirements. Led new business development, advising companies in advance of their initial public offerings. Collaborated with public companies in increasing analyst coverage and buy-side investment. Assisted companies in augmenting the base of market makers, effectively increasing sponsorship. Designed targeted programs to keep companies current on SEC and NASDAQ rules and regulations. Planned and implemented special meetings, presentations and networking events, including special media events at the NASDAQ Marketsite in New York City. Created market and issuer-specific analysis in direct support of retaining highest profile technology companies listed on NASDAQ. Spearheaded the development of research ideas used across teams to increase effectiveness of NASDAQ programs and presentations.

Research Holdings, Ltd., San Francisco, CA 1989 - 1996

Regional Sales Manager: Marketed and sold investment information products to the financial community. Products included company profiles for inclusion in "Research Magazine", total return line graphs for annual proxy statements, valuation models to match companies with buy-side institutions, and reports to track and analyze sell side estimates and recommendations. Bull

and maintained relationships with senior executives in over 100 public companies. Identified and resolved customer concerns leading to higher retention rates. Negotiated agreements and offered approved special pricing promotions. Collaborated with marketing department to create targeted campaigns for new products. Orchestrated participation in industry trade shows which generated new sales leads. Increased territory sales each year, ranking me among the top producers in the firm. Hired, trained and supervised sales support staff.

E.F. Hutton & Co., San Francisco, CA 1986 – 1988

Equity Research Associate: *Provided stock coverage on publicly held health care companies, including earnings models, written investment research reports and quarterly updates for institutional clients. Marketed investment ideas to clients and E.F. Hutton brokers. Collaborated with the senior research analyst and corporate finance department covering the healthcare industry.*

Montgomery Securities, San Francisco, CA 1984 – 1986

Research Associate: *Compiled extensive financial databases on technology and health care companies for investment analysts. Updated quarterly and annual earnings models. Played integral role in the editing and production of research reports. Participated in the organization and coordination of Montgomery Securities' investment conferences.*

Education, Awards & Affiliations

B.A. Liberal Arts, University of California, Berkeley. Additional coursework: marketing, sales, accounting, economics, organizational behavior.

Awards: NASDAQ special achievement award for outstanding departmental contributions.

Affiliations: National Investor Relations Institute, The Churchill Club, Law Marketing Association, The Commonwealth Club, California Alumni Association.

Lori Zook

Objective – To utilize my skills in production management, project management, writing, marketing and fund-raising to enhance the events and special projects of cultural organizations and individuals.

Experience

Dec 05 - present **Event Coordinator, The Crucible**

The Crucible is a fire arts facility in West Oakland that combines the arts with industry, providing educational opportunities to youth and adults wishing to learn to create art in the disciplines of welding, blacksmithing, glass blowing, jewelry-making, etc. The Crucible is expanding its mission to incorporate theater and performing arts, and recently decided to create a permanent part-time event coordinator position.

Major Accomplishments

- Coordinated the January 2006 Fire Opera event, working with a large facility staff as well as production team, cast & orchestra to successfully produce 4 sold-out performances.

Duties

Event Planning & Production – including all aspects of planning and contracting with performers, production team & installation artists; tracking production & technical specifications; contract compliance; travel & hospitality; front & back of house staffing; box office and onsite event management.

April 98 – Dec 05 **Executive Director, Oakland Opera Theater** (a part-time position until March 2003)

Oakland Opera Theater is an organization whose mission is to produce fully staged works by 20th & 21st century composers, working with professional performers and designers at all stages of their careers. The company productions fuse together multiple disciplines to provide dynamic, fast-paced productions that are relevant to modern audiences.

Major Accomplishments

- Increased the organizational budget from 6k annually to 300k annually
- Raised the organizational visibility through media and community outreach
- Increased our capacity from 1 production every 2 years to 3 productions per year
- Created and implemented all aspects of business operations
- Co-founded and co-managed all operations of the Oakland Metro, a performance venue

Duties

Development – including grant-writing, donor relations & board liaison functions.

Marketing/PR – including marketing plan development, all aspects of media relations, graphic design, creation and distribution of all marketing materials.

Event Planning & Direction – including all aspects of planning and contracting for in-house and renter events; tracking production & technical specifications; contract compliance; travel & hospitality; front & back of house staffing; box office, PR & marketing.

Business Operations – including bookkeeping, AR/AP, payroll & quarterly filings, tax filings,

contract management, and governmental reporting.

Sept 99 – Mar 03 Office Management & Project Coordinator, Oppenheim Lewis, Inc.
Oppenheim Lewis, Inc. is a full-service project management company in the design construction sector. OLI's main focus is on cultural facilities, often representing the owner throughout the design & construction process, from conceptual design to owner occupancy. OLI also specializes in cost estimates throughout the process, enabling owners to better manage capital campaigns, and make presentations to their governing bodies and public stakeholders.

Duties

Client Interface – including the day-to-day coordination of ongoing projects

Marketing/PR – including the marketing of OLI's services to prospective clients, as well as the preparation of materials to assist our clients with project presentations.

Business Operations – including bookkeeping, AR/AP, contract management, etc.

January 99 Operations Manager – Mayoral Inauguration, Henry J. Kaiser Center

Duties

Front of House Logistics – working with all front-of-house managers to provide for equipment and technical needs; providing interface between house staff, event staff and volunteers; scheduling load-in & arrival times of vendors and production crew; and, providing troubleshooting and coordination services during the event and load-out.

August 99 Producer – ArtShip Berthing Festival

Duties

Pre-production – convening community meetings to plan for entertainment, art installation, activities, and production needs.

Marketing/PR – overseeing the creation and distribution of marketing collateral, as well as sending press releases, and obtaining print, radio & TV coverage.

Fundraising & sponsorships – approaching local businesses and individuals to obtain sponsorships in the form of funds, as well as goods and services.

Production – providing oversight for all technical and production aspects of this event, including the building of stages, equipment rental, set-up, stage management, schedule coordination, vendor setup, and safety personnel.

Extracurricular

Current - Co-Founder (with Suki O'Kane) of ArtVote, a voter mobilization effort to increase participation in the democratic process as well as to create public policy that recognizes the importance of the arts in all areas.

Current - Co-Founder of CPOCV (Coalition to Preserve Oakland's Cultural Venues). CPOCV is currently writing an informational guidebook to help underground venues go through the zoning and permitting process to become compliant, and simultaneously working with the City of Oakland to revise outdated policies and code. This project is being funded by The San Francisco Foundation, and the City of Oakland.

References available upon request.

Terry Hill

Cultural Affairs Commission Objectives

To establish Oakland as a fully participating member of the global art community by reaching beyond our borders and establishing collaborative relationships with established and emerging artists and institutions. Establish Oakland's status as a destination point for travelers who appreciate and seek out world class cities that cultivate, and embrace the appreciation of culture and the arts. Efforts such as these would serve to place an international spotlight on Oakland's burgeoning local art community.

Funding

- Launch an aggressive, centralized campaign to secure foundation, corporate, and individual donor support for a broad range of cultural and arts related initiatives throughout Oakland. This effort should be coordinated by the Cultural Arts and Marketing Division.
- Develop a funding pool for technical support grants to existing arts related agencies on topics such as:
 - Designing and managing a successful capital campaign
 - Board development
 - Developing a long rang fundraising strategy
 - Recruiting and organizing a successful volunteer program

Museums

- Promote the African American Museum and Library of Oakland (AMMLO) as the cultural center of Oakland that embraces the connection of all cultures via the African Diaspora.
- Attract national and international artist and exhibitions to our museums which will allow Oakland to participate as a functioning member of the global artistic community and to bring attention to our local artists.
- Link the AAMLO the public relations department of the Library and launch an aggressive outreach campaign to the faith, academic and corporate communities encourage them to use AALMO for meetings, events, and to promote museum events and exhibits.
- Forge collaborative ventures with international museums (i.e. London, New York, Asia, Los Angeles, San Francisco, etc.), universities, institutes, organizations and private citizens to draw from the collections.

Theater

- Create/support a theater based on the model of Berkeley Repertory Theater that attracts noted play writes, actors and directors from around the country.
- Offer a variety of educational programs and outreach initiatives designed to enrich the theatre-going experience and appreciation through training for the working professional, the emerging artist and the theatre enthusiast.

Architecture

- Integrate art and architecture through closer collaborations between the Cultural Affairs Commission and the Planning Commission. The objective being to encourage/promote the design and construction of signature buildings that are architecturally significant destination points.

Matais Pouncil.

Position Objective:

I would like to manage an educational program (s) in student development and counseling. I am particularly interested in working with Title IV or Title V programs.

Education:

Doctorate of Education, Educational Administration and Leadership
University of California, Irvine & California State University, Long Beach-EGD, 2008

Master of Education, Social and Multicultural Foundations
California Sate University, Long Beach
Long Beach, CA

Bachelor of Science, Economics
Southern University
Baton Rouge, LA

Professional Experience:

Foothill College

Position Title: Director, Extended Opportunity Program and Services
Responsible for the management of a Title V budget for low-income, first-generation-to-college students; manage faculty and staff of professionals; develop campus-wide initiatives related to retention, matriculation and graduation; community fund-development.

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Position Title: Assistant Director/Counselor

•Supervision of Six (6) full-time counselors and support staff •Developed constructed course content for an EOP 300 course for Transfer students •Program management •Academic and career counseling

UNIVERSITY OF CALIFORNIA, IRVINE

Position Title: Adjunct Faculty

Department of Education-EDU: 347 Foundations of Diversity and Equity; *a graduate course taught to students pursuing a Single Subject Teaching Credential.*

UNIVERSITY OF CALIFORNIA, IRVINE

Position Title: Graduate Researcher

UC Links Program •Evaluation of data collected from an after-school counseling program •Data coding

ANTI-DEFAMTION LEAGUE

Position Title: *Consultant/Anti-Bias Trainer*

•Human rights and anti-bias training •Workshop facilitator

LONG BEACH CITY COLLEGE, UPWARD BOUND PROGRAM

Position Title: *Associate Director/Coordinator*

•Community development •Recruitment and student selection
•College advisement and academic counseling •Manager, tutorial program
•Coordinate college workshops and campus tours

MATAIS BOOKS CARDS & ART

Position Title: *Owner*

- Literary & author research; book sales; event planning • Literary Concierge
- Art curator & organizer

PACT, INC TALENT SEARCH PROGRAM

Position Title: *Educational counselor/Tutorial Coordinator*

- Coordinate/supervise outreach and tutorial program •Identify, hire and train staff of ten (10) tutors
- Recruitment, student selection and academic counseling of participants
- Grant formation and proposal editing •Job readiness and school-to-career skill training
- Community workshops non-profits, schools and community based organizations

HOLY NAMES COLLEGE, UPWARD BOUND PROGRAM

Position Title: *Academic Support Manager*

- College advisement and recruitment •Manage student tutorial program
- Coordinate summer residential program •Manage mentoring program
- Activity planning and fund raising •Instruct and lead Labor Market Orientation course

OAKLAND PRIVATE INDUSTRY COUNCIL

Position Title: *Case Manager/SYETP Trainer*

- Train applicants on job readiness skills and school-to-career transitions
- Write reports for federal Summer Youth Employment and Training programs

References:

Andy Espinoza
Educational Opportunity Program
CSULB
562.985.7658

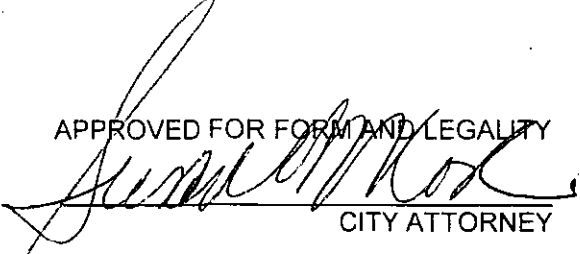
Jesus Solano, Director
Upward Bound Program
Long Beach City College
Long Beach, CA
562.938.3179

Judy Conroy
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Department of Education
Irvine, CA
949.824.7831

Jenny Betz, Director
A World of Difference Institute
Anti-Defamation League
Los Angeles, CA
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Dr. Dawn Person
California State University, Long Beach
Long Beach, CA
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APPROVED FOR FORM AND LEGALITY

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION REAPPOINTING/ APPOINTING BRIAN VEJBY, LORI ZOOK, TERRY HILL AND MATAIS POUNCIL AS MEMBERS 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:

Brian Vejby, Mayoral reappointment to serve the term beginning May 8, 2008 and ending May 7, 2011 retaining the seat previously held by himself.

Lori Zook, Mayoral reappointment to serve the term beginning May 8, 2008 and ending May 7, 2011 retaining the seat she previously held.

Terry Hill, Mayoral appointment to serve the term beginning May 8, 2008 and ending May 7, 2011 filling the seat previously held by Diana Tran.

Matais Pouncil, Mayoral appointment to serve the term beginning August 29, 2007 and ending August 28, 2010 filling the seat previously held by Colleen Flaherty.

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- BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG,
AND PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

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