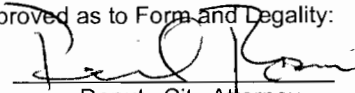


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Approved as to Form and Legality:


Deputy City Attorney

OAKLAND CITY COUNCIL

Resolution No. 82430 C.M.S.

A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES CONTRACT WITH THE OAKLAND MERCHANTS LEADERSHIP FORUM (OMLF) IN AN AMOUNT NOT TO EXCEED \$70,000 FOR MERCHANT ORGANIZING, COMMERCIAL DISTRICT SUPPORT SERVICES AND PROGRAM DEVELOPMENT TO CONSTRUCT THE EAT, SHOP, EXPLORE OAKLAND GROWN WEBSITE FOR FY 2009-2010, AND ACCEPTING A CONTRIBUTION OF \$25,000 FROM THE REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT FOR THIS PURPOSE

WHEREAS, there are many neighborhood commercial districts in Oakland, including redevelopment project areas, 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 all 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, informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, including all of Oakland's redevelopment project areas, 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 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, the City of Oakland desires to enter into a professional services agreement with OMLF in the total amount of \$70,000 for FY 2009-2010 to plan and convene six (6) monthly educational forums for merchant leaders, provide five (5) training workshops to assist in the creation of new merchant associations and coordinate launching of the Eat, Shop, Explore Oakland Grown Campaign; and

WHEREAS, the City has requested a contribution from the Agency to fund a portion of the agreement related to OMLF's redevelopment-related activities within redevelopment project areas; and

WHEREAS, the Redevelopment 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, staff will conduct an evaluation of the OMLF's performance at the end of the contract term; 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 Administrator is hereby authorize to negotiate and execute a contract in the total amount of \$70,000 for FY 2009-10 with the Oakland Merchants Leadership Forum to provide merchant organizing, commercial district support services and program development to construct the Eat, Shop, Explore Oakland Grown website; and be it

FURTHER RESOLVED: That the City Council hereby accepts a \$25,000 contribution from the Oakland Redevelopment Agency under the Cooperation Agreement for this purpose; and be it

FURTHER RESOLVED: That \$45,000 in funds shall be allocated from:

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
1010	General Purpose	88559	Business Development	P275310	Merchant Organizing	\$35,000
2108	Community Development Block Grant	88559	Business Development	G00800	Proj Development Del Costs	\$2,000
7780	Oakland Redevelopment Agency	88559	Business Development	C82620	Coliseum	\$4,000
7780	Oakland Redevelopment Agency	88559	Business Development	C00800	Central District Planning	\$1,000
7780	Oakland Redevelopment Agency	88559	Business Development	P235310	OARB Bay Bridge Gateway	\$3,000
	Total					\$45,000

and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to take action with respect to the contract consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 8 2009

PASSED BY THE FOLLOWING VOTE:

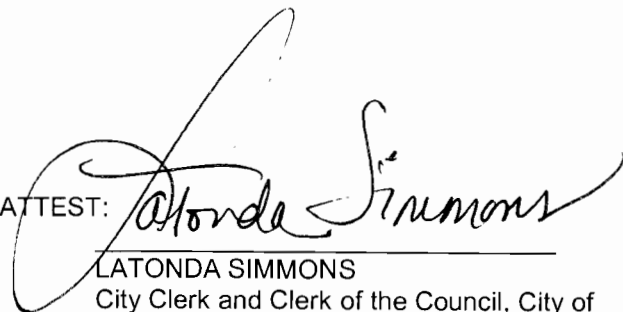
AYES - DE LA FUENTE, KERNIGHAN, NADEL, QUAN, BROOKS, REID, KAPLAN, AND PRESIDENT BRUNNER - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:



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