

FILED
OFFICE OF THE CITY CLERK
OAKLAND

CITY OF OAKLAND



10 NOV 23 PM 1:09

1 FRANK H. OGAWA PLAZA · 3RD FLOOR · OAKLAND, CALIFORNIA 94612

Office of the Mayor
Ronald V. Dellums
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 839-6451

Letter of Nomination

December 7, 2010

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 appointed as members of the following Board or Commission:

Transient Occupancy Tax Board of Review

David Jones, Mayoral appointment to serve during the tenure of City Administrator Dan Lindheim, filling the seat designated for the City Administrator formerly held by Deanna Andrews.

Sabrina Landreth, Mayoral appointment to serve the term beginning October 2, 2008 and ending October 1, 2012 filling the seat formerly held by Maurilio Leon.

Charles "Chip" Conradi, Mayoral appointment to serve the term beginning October 2, 2007 and ending October 1, 2011, retaining the seat he previously held.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script that reads "Ronald V. Dellums".

Ronald V. Dellums
Mayor

DAVID FRANCIS JONES

EXPERIENCE

10/98-Present *City of Oakland, Oakland, CA, Principal Financial Analyst*

- Assists in the execution of all bond related transactions (Debt Issuance and Management)
- Spearheads the City's annual disclosure filings with the NRMSIRs and other regulatory requirements with complete transparency and full disclosure
- Assists in managing the overall investment position of the City and the Redevelopment Agency (approximately \$1 billion) to ensure maximum benefits to each entity
- Executes purchases of securities with the broker/dealer community pursuant to the guidelines of the City's investment policy and prudent investment practices
- Develops precise cash flows models to manage overall cash position and prepare cash management reports
- Effectively communicates with outside entities (i.e. trustees, underwriters, financial advisors, etc)

8/96 - 10/98 *Charles A. Bell Securities Corp., San Francisco, CA Assistant Vice President*

- Participated in all aspects of investment banking and financial advising
- Prepared detailed quantitative analyses of structuring options for issuers
- Lead effort to underwrite, manage and sell municipal bonds, and responded to Request for Proposals

4/94-12/95 *Wells Fargo Securities Inc., San Francisco, CA Financial Consultant*

- Invested and managed an average of \$1 million on a monthly basis
- Planned and conducted detailed product presentations to prospective clients
- Trained 12 employees on features and benefits of specific investment products

EDUCATION

Bachelor of Science, Michigan State University
East Lansing, MI, Concentration: Finance

RELEVANT SKILLS

Proficient in Microsoft Word, Excel, and Power Point, Sympro
and Bloomberg Financial Markets

AFFILIATIONS/AWARDS

City of Oakland Employee of the Year (Finance and Management Agency) – 2001
California Debt & Investment Advisory Commission
Commonwealth Club of San Francisco
California Society of Municipal Finance Officers
National Association of Securities Professionals
National Forum for Black Public Administrators
NASD - Series 7 and 63 (1992-2000)

Sabrina Birnbaum Landreth

EXPERIENCE

City of Oakland

Oakland, CA

Administrative Services Manager II, Finance & Management Agency. May 2010-Present.

Develop and administer the annual budget for the Agency. Manage departmental recruitment, classification, training, employee relations, workers' compensation, and compliance with personnel rules and regulations. Review, edit and write City Council reports. Monitor City Council agenda process. Respond to inquiries and resolve complaints related to Agency matters. Coordinate the work of the Agency with other City departments, outside agencies and the public.

Legislative Analyst to the City Council. May 2007-May 2010.

Staff to the Finance and Management Committee. Identified and analyzed budget and policy issues and developed options and recommendations for the Council. Serve as a fiscal and policy resource to Councilmembers and their staff. Developed proposed legislation, and wrote and presented reports before Council. Performed analysis of revenue and expenditure projections, budget proposals, and financial management policies. Established and maintained strong relationships with Council and administration staff, as well as industry experts and other jurisdictions.

California State Assembly Committee on Revenue and Taxation

Sacramento, CA

Principal Consultant. March 2005-February 2007. Advised committee and individual legislators on legislation and existing or potential programs. Prepared bill analyses, amendments, reports, summaries and public hearings within the program area. Responded to requests from constituents, interest groups, legislative staff and legislators. Maintained and developed contact with other consultants, interest groups, and public agencies on state and local tax issues.

California Policy Research Center, UC Office of the President

Berkeley, CA

Policy Research Intern. September 2003-May 2004. Assisted research and public service program charged with applying the expertise of the UC system to the analysis, development and implementation of state policy and federal policy issues of statewide importance. Focused primarily on fiscal policy issues.

U.S. General Accounting Office, Tax Group

Washington, DC

Intern. Summer 2003. Provided assistance on the analyses, program evaluations, and audits GAO conducts on behalf of the U.S. Congress to simplify the tax code and reduce the compliance burden on taxpayers. Assessed impacts of current and proposed tax legislation on individuals and the economy. Produced analyses and wrote congressional testimony on the use and impact of tax expenditures.

California Technology, Trade & Commerce Agency

Sacramento, CA

California Executive Fellow. September 2001-August 2002. Major projects:

- *California Commission on Tax Policy in the New Economy*—sole staff person for bipartisan commission working to examine the impact of the Internet and other forms of electronic technology on various types of taxes. Coordinated with various state agencies, elected officials, local governments, industry representatives and tax experts to organize public hearings and briefings. Tracked related legislation.
- *10-Year Strategic Plans for California's Life Sciences Industry*—assisted community, industry and educational leaders in the development of regional strategic plans in the life sciences. Performed research on the industry; identified and conducted interviews with key stakeholders; analyzed

competitor regions; compiled an inventory of assets, infrastructure and challenges; created project plan for Bay Area regional summit.

Simplexis

San Francisco, CA

Manager, Strategic Alliances and Corporate Development. February 2000-November 2000. Played a critical role in the build-out of an education technology company's procurement system for public and educational institutions. Helped establish major savings initiatives for over 100 K-12 public school districts.

Flycast Communications

San Francisco, CA

Manager, Interactive Media Consultants. September 1998-January 2000. Managed team of 14 consultants for an online media company. Worked directly with over 80 clients in a combination role of business development, engineering, and product marketing.

EDUCATION

University of California, Berkeley, Goldman School of Public Policy

Masters of Public Policy, May 2004.

- *Thesis Project:* Produced study for **California Department of Finance** examining gubernatorial spending controls. Reviewed budget reform theory, interviewed state experts and analyzed California state law and revenue forecast error rates. Final report includes policy recommendations for improving the state budget process, several of which have subsequently been implemented.
- *Independent Policy Analysis:* Analyzed best practices for establishing new board and commission appointments for the **San Francisco Board of Supervisors**. Final recommendations were presented to and adopted by the Ethics Commission, resulting in a resolution to the Board and Mayor Newsom's transition team.

Massachusetts Institute of Technology

Bachelor of Science in Mechanical Engineering and Minor in French, June 1998.

University of Paris, Sorbonne, Spring 1997.

ACTIVITIES/INTERESTS

Educational Counselor, M.I.T. Admissions.

Golden Gate Women's Soccer League.

Soccer, hiking, travel, ceramics, home improvement.

Charles R. Conradi
Treasurer and V.P. of Tax

Chip Conradi is the Treasurer and Vice President of Tax for The Clorox Company. Chip joined Clorox in 2000 as the Vice President of Tax and was appointed Treasurer in 2004. Chip is responsible for global tax and treasury activities for the Clorox Company and its affiliates.

Prior to joining Clorox, he was head of international tax at Bank of America in San Francisco for ten years. Chip was also Director of Tax Planning at American President Lines, and has held other tax positions in industry, including an assignment in Tokyo, Japan.

Chip received his Bachelor of Arts degree from Cornell University and his *Juris Doctor, with honors*, and his Masters Degree in Tax from Golden Gate University. He is a member of the California Bar. Chip is a member of the Board of Trustees of Golden Gate University as well as a member and past President of the Board of Directors for the Alameda County Community Food Bank, a past commissioner of the Oakland Tax board of Review, and a member and former Regional Vice President of the Tax Executives Institute.

2010 NOV 23 PM 3:15

APPROVED FOR FORM AND LEGALITY


CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S

**RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENTS OF DAVID JONES,
CHARLES R. "CHIP" CONRADI AND SABRINA LANDRETH AS MEMBERS OF THE
OAKLAND TAXATION AND ASSESSMENT BOARD OF REVIEW UNDER THE
TRANSIENT OCCUPANCY TAX ORDINANCE**

WHEREAS, City Charter section 601 provides that members of boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the Council; and

WHEREAS, the Transient Occupancy Tax Ordinance, Oakland Municipal Code Chapter 4.24, Section 4.24.100 established the Oakland Taxation and Assessment Board of Review; now therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individuals as set forth below:

1. David Jones, to serve during the tenure of City Administrator Dan Lindheim as a Mayoral appointment, filling the seat designated for the City Administrator for such period or for such hearings as may be desired by the City Administrator as his designee to the Board.
2. Charles R. "Chip" Conradi, as a Mayoral appointment to serve the term beginning October 2, 2007 and ending October 1, 2011, filling the seat designated for a community member selected by the Mayor.
3. Sabrina Landreth, as a Mayoral appointment to serve the term beginning October 2, 2008 and ending October 1, 2012, filling the seat designated for a community member selected by the Mayor.

and be it

FURTHER RESOLVED, that this resolution shall take effect immediately upon passage by affirmative vote of five members of the Council.

In Council, Oakland, California,

Passed By The Following Vote:

Ayes- Kernighan, Nadel, Quan, De La Fuente, Brooks, Reid, Kaplan, and
President Brunner

Noes-

Absent-

Abstention-

Attest:

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