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CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3<sup>rd</sup> FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf  
Mayor

(510) 238-3141  
Fax (510) 238-4731

Letter of Appointment

August 20, 2018

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

Dear President Reid and members of the City Council:

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

**LIBRARY ADVISORY COMMISSION**

**Amy Johnson**, to serve the term beginning November 17, 2018 and ending November 16, 2021, filling the seat previously held by Charles Sanchez;

**Ada Chan**, to serve the term, beginning November 13, 2018 and ending November 12, 2021, filling the seat previously held by Kerrick Goodman-Lucker;

**Alternier B. Cook**, to serve the term beginning November 14, 2018 and ending November 13, 2021, filling the seat previously held by Laura Liang; and

**Mary Forte**, to serve the term beginning August 19, 2018 and ending August 18, 2021, filling the seat previously held by Susanne M. Perkins.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf  
Mayor

A large, stylized handwritten signature of Libby Schaaf, the Mayor of Oakland, written in black ink.



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**Profile**Amy

First Name

Johnson

Last Name

Middle Initial

  
Email Address  
Street Address  
Suite or AptOakland

City

  
State94600  
Postal Code  
Primary Phone  
Alternate PhoneTrue Link Financial

Employer

Content Strategist

Job Title

**Which Boards would you like to apply for?**Library Advisory Commission: Submitted

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**Interests & Experiences**

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OAKLAND  
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**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

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In addition to my volunteer experience with the Dimond branch and the public library in Santa Barbara, CA, I have spent time on committees in university departments, as well as working collaboratively both spearheading and contributing to team efforts as a content strategist. I have years of experience conducting and documenting research, and, as a writing instructor, listening to people talk about what they think and helping them articulate it as clearly as possible in their own voice. I am devoted to public libraries. (And now that I have a child, Oakland's public library system is even more important to me.) I grew up spending time in the Culver City Julian Dixon public library, down in Los Angeles. As an English teacher to middle school, high school, and university students for over 20 years, libraries were central to my teaching of writing and literature. Every semester I taught university-level composition, we had an introduction to the library's research resources; I spent an extra class devoted to introducing students to the amazing variety of resources available. A good library is an amazing institution that offers not only resources you're looking for but an introduction to resources you didn't know existed, as well as the obvious pleasures of the world of books, movies, and music. As the need for public library resources grows, the variety of resources needed continues to expand as well. Public libraries are (and should be) a fundamental center of their communities, helping families and individuals learn about and access what they need to live the best lives they can, whether that's a free legal consultation in the library, voting information, computer time, story time, a gardening handbook, or a good novel (and a book group with which to share it). Libraries are often the first organizations to identify a need in the community, because the local branch is where community members looking for something go, and because the job of a librarian is to help people find what they need (and the thing they didn't know they were looking for). A thriving public library also brings together a wonderfully diverse group of people who might otherwise not rub elbows, and that's a fundamental characteristic of and continuing need in Oakland. I would be honored to help Oakland's libraries be the best version of what their communities need.

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***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

A.Johnson\_6.20.18.docx

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Amy M. Johnson e: [amyjohnsonphd@gmail.com](mailto:amyjohnsonphd@gmail.com) • li: [linkedin.com/in/amyjohnsonphd/](https://www.linkedin.com/in/amyjohnsonphd/)  
Writer Editor Researcher I'm an easygoing, hardworking content strategist, skilled at finding and telling compelling stories and distilling complex information into engaging, readable content. A creative, enthusiastic writer, copyeditor, and instructor, I have fifteen years of experience in analytical / academic writing, editing, curriculum design, and teaching. Put simply, I'm good with words and with people. I love collaborating with diverse groups—and working independently. (I am a writer, after all.) Check out my writing portfolio: <http://amyjohnson-freelancewriter.com/>. CONTENT & WRITING EXPERIENCE Content Strategist True Link Financial (San Francisco) February 2018 – current Freelance Writer and Editor Current I do everything: proofreading, research, and writing. Clients include Javelin Strategy & Research

and Hired.com. Content Marketing Manager Townsquared (San Francisco) 2016 – 2017 I was brought on to launch and manage the new WordPress blog, going from almost no traffic to approximately 6,000 unique visitors/month, approximately 25% of which was organic search. The site was data-driven, as I kept track of analytics and incorporated results into planning content, including calendar creation, SEO optimization, writing my own regular contributions, and managing freelancers. I collaborated closely with the Marketing team and designers. I was also the on-call writer, working on everything from software updates to UI/UX, as well as web content and ghostwriting for leadership. Content Strategist, Instructor, and Curriculum Designer Redbird Advanced Learning/GiftedandTalented.com (Oakland) 2014 – 2016 I began as an instructor and curriculum designer and moved to managing all content on the GiftedandTalented site and newsletter, as well as Redbird's social media. In my first role, I transitioned Tuba City (AZ) Unified School District's Language-Arts honors program over from Stanford Pre-Collegiate Studies, including coordinating with administrators, mentoring instructors, and aligning state and Common Core standards. Wordpress Blogger Random Pictures, on film and film history 2012 – current My film blog has over 40 substantive posts on current and classic cinema. Member of Classic Movie Hub. Volunteer Storyteller Catchafire (Skills-based volunteering) 2014 – current As a volunteer writer/copyeditor, I've saved organizations approximately \$10,000 in estimated fees. I've revised nonprofit success stories and branding for a variety of stakeholders and ensured brand-consistency in content across multiple platforms, most recently with Citizens Crime Commission of New York City. EDITORIAL EXPERIENCE Script Reader Nasser Entertainment, Nantucket Film Festival, Showtime's Tony Cox Screenplay Competition 2012 – 2014 Each year, I assessed 26 feature-film and television pilot scripts, focusing on narrative elements, originality, writing quality, production probability, and marketability. Editorial Assistant Contemporary Literature (Madison, WI) 2006 – 2009 I copyedited research essays for twelve issues of a prestigious University-published academic journal. e: [amyjohnsonphd@gmail.com](mailto:amyjohnsonphd@gmail.com) www.linkedin.com/in/amyjohnsonphd/ Editorial Intern, Freelance Copyeditor University of Wisconsin Press (Madison, WI) 2006 – 2010 I copyedited a wide range of 30+ academic and popular nonfiction manuscripts, including pagination, indexing. TEACHING EXPERIENCE Summer Instructor and Long-term Substitute Harvard-Westlake School (Los Angeles, CA) 2012, 2013 - 2015 For summer school, I designed and taught a Sci-Fi/Fantasy Creative Writing course for Middle Schoolers, creating a public blog for students' stories. As a long-term substitute, I stepped in mid-semester for two sections each of 7th and 9th grade English. Instructor, Teacher Mentor Pre-Collegiate Studies, Stanford University 2013 – 2014 I mentored two instructors, traveling to Tuba City and meeting with stakeholders on campus. I also developed an online college-readiness Language Arts program for underserved students on the Navajo Nation in Arizona. Lecturer: World Literature, Composition & Professional Writing English Department, University of Louisiana at Monroe 2009 – 2012 In addition to designing and teaching my own courses, I served on the English Studies Society and Assessment Committees; co-authored successful Student Technology Access Plan Grant to upgrade classroom tech; and co-founded the very successful first ULM Film Series and reading workshops with colleagues across the University. My teaching included in-class, online, hybrid, and honors literature courses, and a composition course I designed specifically for Science and Applied Science majors. Lecturer, Instructor, Tutor English and Comparative Literature Departments, University of Wisconsin-Madison 2000 – 2009 While working on my degree, I designed and taught large (150+) and small (15+) courses in British, Women's, and Comparative Literature, and all levels of composition for majors and non-majors, for which I was nominated for Teaching Award. I also co-founded the Contemporary Literature Colloquium; founded the Graduate Student Employment and Assistance Committee; tutored in University Writing Center; and designed and taught GRE Seminar on Essay and Verbal sections for the University's McNair Scholars. EDUCATION Ph. D. 20th-century British literature and film, University of Wisconsin, Madison MA English, Stanford University BA English, University of California, Berkeley TOOLS • Content management systems (CMS), including WordPress, HootSuite

Slack, Google Analytics, Moz • Project management tools (Trello) and various learning management systems (LMS) VOLUNTEER EXPERIENCE PROFESSIONAL Writer, Editor, and Content Strategist Catchafire.com May 2014 – current Revise nonprofit success stories and branding for a variety of stakeholders, ensure brand-consistency in content across multiple platforms, saving organizations approximately \$10,000 in estimated fees, most recently with Citizens Crime Commission of New York City. ANIMAL WELFARE Dogsbody Rocket Dog Rescue July 2017 – current Weekly volunteer at Rocket Dog's sanctuary in Oakland, doing whatever needs doing. This is generally cleaning up kennels, laundry, feeding, socializing, and walking a great variety of dogs. Volunteer Dog Walker (Level 2) Dane County Humane Society – Madison, WI 2007 – 2008 LIBRARY AND EDUCATION Member and Volunteer Friends of Dimond Library, Oakland Public Library July 2017 – current Attend meetings, vote on budget, volunteer at community events, and run free college essay workshops. Scholarship and Alumni Award Volunteer Cal Alumni Association June 2014 – August 2016 Interviewed TAAP/KASP scholarship applicants and CAA Leadership Award applicants. Little Free Library Steward Santa Barbara Public Library July 2014 – July 2015 Managed LFL \$4948 and wrote a grant to set up a second LFL in an underserved neighborhood (which was still under consideration when I moved to Oakland). Adult Literacy Tutor Project Read, San Francisco Public Library 1997 Trained through Project Read and worked one-on-one with adult learners. FILM FESTIVALS Theater Operations and Ticketing San Francisco Silent Film Festival December 2015, February 2013 Ticketing, usher, cleanup, setup, and breakdown—anything they asked me to do. Los Angeles Film Festival June 2012 Theater Operations American Film Institute (AFI) Festival November 2012 Press and Theater Operations Santa Barbara International Film Festival January – February 2013

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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☒ I Agree \*

18 SEP -7 AM 1:44

Amy M. Johnson

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n:

": [linkedin.com/in/amyjohnsonphd/](https://www.linkedin.com/in/amyjohnsonphd/)

-7 AM 1:44

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Writer □ Editor □ Researcher

I'm an easygoing, hardworking content strategist, skilled at finding and telling compelling stories and distilling complex information into engaging, readable content. A creative, enthusiastic writer, copyeditor, and instructor, I have fifteen years of experience in analytical / academic writing, editing, curriculum design, and teaching. Put simply, I'm good with words and with people. I love collaborating with diverse groups—and working independently. (I am a writer, after all.) Check out my writing portfolio: <http://amyjohnson-freelancewriter.com/>.

CONTENT & WRITING EXPERIENCE

Content Strategist

True Link Financial (San Francisco)

February 2018 - current

Freelance Writer and Editor

Current

I do everything: proofreading, research, and writing. Clients include Javelin Strategy & Research and Hired.com.

Content Marketing Manager

TownSquared (San Francisco)

2016 - 2017

I was brought on to launch and manage the new WordPress blog, going from almost no traffic to approximately 6,000 unique visitors/month, approximately 25% of which was organic search. The site was data-driven, as I kept track of analytics and incorporated results into planning content, including calendar creation, SEO optimization, writing my own regular contributions, and managing freelancers. I collaborated closely with the Marketing team and designers. I was also the on-call writer, working on everything from software updates to UI/UX, as well as web content and ghostwriting for leadership.

Content Strategist, Instructor, and Curriculum Designer

Redbird Advanced Learning/GiftedandTalented.com (Oakland)

2014 - 2016

I began as an instructor and curriculum designer and moved to managing all content on the GiftedandTalented site and newsletter, as well as Redbird's social media. In my first role, I transitioned Tuba City (AZ) Unified School District's Language-Arts honors program over from Stanford Pre-Collegiate Studies, including coordinating with administrators, mentoring instructors, and aligning state and Common Core standards.

Wordpress Blogger

Random Pictures, on film and film history

2012 - current

My film blog has over 40 substantive posts on current and classic cinema. Member of Classic Movie Hub.

Volunteer Storyteller

Catchafire (Skills-based volunteering)

2014 - current

As a volunteer writer/copyeditor, I've saved organizations approximately \$10,000 in estimated fees. I've revised nonprofit success stories and branding for a variety of stakeholders and ensured brand-consistency in content across multiple platforms, most recently with Citizens Crime Commission of New York City.

EDITORIAL EXPERIENCE

Script Reader

Nasser Entertainment, Nantucket Film Festival, Showtime's Tony Cox Screenplay Competition

2012 - 2014

Each year, I assessed 26 feature-film and television pilot scripts, focusing on narrative elements, originality, writing quality, production probability, and marketability.

#### Editorial Assistant

Contemporary Literature (Madison, WI)

2006 -2009

I copyedited research essays for twelve issues of a prestigious University-published academic journal.

e:

i: [www.linkedin.com/in/amyjohnsonphd/](http://www.linkedin.com/in/amyjohnsonphd/)

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#### Editorial Intern, Freelance Copyeditor

University of Wisconsin Press (Madison, WI)

2006 - 2010

I copyedited a wide range of 30+ academic and popular nonfiction manuscripts, including pagination, indexing.

#### TEACHING EXPERIENCE

Summer Instructor and Long-term Substitute

Harvard-Westlake School (Los Angeles, CA)

2012, 2013 - 2015

For summer school, I designed and taught a Sci-Fi/Fantasy Creative Writing course for Middle Schoolers, creating a public blog for students' stories. As a long-term substitute, I stepped in mid-semester for two sections each of 7th and 9th grade English.

Instructor, Teacher Mentor

Pre-Collegiate Studies, Stanford University

2013 - 2014

I mentored two instructors, traveling to Tuba City and meeting with stakeholders on campus. I also developed an online college-readiness Language Arts program for underserved students on the Navajo Nation in Arizona.

Lecturer: World Literature, Composition & Professional Writing

English Department, University of Louisiana at Monroe

2009 - 2012

In addition to designing and teaching my own courses, I served on the English Studies Society and Assessment Committees; co-authored successful Student Technology Access Plan Grant to upgrade classroom tech; and co-founded the very successful first ULM Film Series and reading workshops with colleagues across the University. My teaching included in-class, online, hybrid, and honors literature courses, and a composition course I designed specifically for Science and Applied Science majors.

Lecturer, Instructor, Tutor

English and Comparative Literature Departments, University of Wisconsin-Madison

2000 - 2009

While working on my degree, I designed and taught large (150+) and small (15+) courses in British, Women's, and Comparative Literature, and all levels of composition for majors and non-majors, for which I was nominated for Teaching Award. I also co-founded the Contemporary Literature Colloquium; founded the Graduate Student Employment and Assistance Committee; tutored in University Writing Center; and designed and taught GRE Seminar on Essay and Verbal sections for the University's McNair Scholars.

#### EDUCATION

Ph. D. 20<sup>th</sup>-century British literature and film, University of Wisconsin, Madison

MA English, Stanford University

BA English, University of California, Berkeley

#### TOOLS

- Content management systems (CMS), including WordPress, HootSuite Slack, Google Analytics, Moz
- Project management tools (Trello) and various learning management systems (LMS)

#### VOLUNTEER EXPERIENCE

#### PROFESSIONAL



Writer, Editor, and Content Strategist

Catchafire.com

May 2014 – current

Revise nonprofit success stories and branding for a variety of stakeholders, ensure brand-consistency in content across multiple platforms, saving organizations approximately \$10,000 in estimated fees, most recently with Citizens Crime Commission of New York City.

#### ANIMAL WELFARE

Dogsbody

Rocket Dog Rescue

July 2017 – current

Weekly volunteer at Rocket Dog's sanctuary in Oakland, doing whatever needs doing. This is generally cleaning up kennels, laundry, feeding, socializing, and walking a great variety of dogs.

Volunteer Dog Walker (Level 2)

Dane County Humane Society – Madison, WI

2007 – 2008

#### LIBRARY AND EDUCATION

Member and Volunteer

Friends of Dimond Library, Oakland Public Library

July 2017 – current

Attend meetings, vote on budget, volunteer at community events, and run free college essay workshops.

Scholarship and Alumni Award Volunteer

Cal Alumni Association

June 2014 – August 2016

Interviewed TAAP/KASP scholarship applicants and CAA Leadership Award applicants.

Little Free Library Steward

Santa Barbara Public Library

July 2014 – July 2015

Managed LFL #4948 and wrote a grant to set up a second LFL in an underserved neighborhood (which was still under consideration when I moved to Oakland).

Adult Literacy Tutor

Project Read, San Francisco Public Library

1997

Trained through Project Read and worked one-on-one with adult learners.

#### FILM FESTIVALS

Theater Operations and Ticketing

San Francisco Silent Film Festival

December 2015, February 2013

Ticketing, usher, cleanup, setup, and breakdown—anything they asked me to do.

Los Angeles Film Festival

June 2012

Theater Operations

American Film Institute (AFI) Festival

November 2012

Press and Theater Operations

Santa Barbara International Film Festival

January – February 2013



**Profile**

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Ada

First Name

Chan

Last Name

Email Address

Street Address

Suite or Apt

City

CA

State

Postal Code

Primary Phone

Alternate Phone

MTC / ABAG

Employer

Regional Planner

Job Title

**Which Boards would you like to apply for?**

Library Advisory Commission: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I grew up in libraries, and have been a long time active patron of the Oakland library and libraries throughout the region. As a former aide to Council Member Rebecca Kaplan I had the opportunity to get a better understanding of the challenges facing the ongoing operations of the Library in the context of the city budget, and within my regional work I am learning even more about city budgets and the financing of basic city functions. My background in affordable housing and community development as well as my time on the board of an affordable housing corporation gives me experience with building operations, maintenance and asset management. The library plays a critical role in the social safety net for our city; youth, seniors, homeless, immigrants and I believe my experience contributes to my ability understand the importance of our library services and programming and my ability to be an advocate for the library system..

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

Ada\_Chan\_Resume\_-\_2018.pdf

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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A D A C H A N SUMMARY OF QUALIFICATIONS Research and Policy Analysis • Research and analysis of affordable housing financing strategies; to include public bank, regional housing trust fund, and property assessed financing. • Identify and promote policies and procedures to facilitate housing development at all income levels throughout the region. • Policy work with focus on general fund revenue generation includes development of billboard program, permitting for medical cannabis cultivation and production, and changing land use strategies to support housing and economic development, urban agriculture and industrial uses. • Research and Analysis of real estate market trends, demographics, sales tax, and for development of land use and economic development strategies for municipalities. • Meeting Facilitation leading group discussions and analysis of land use, planning and housing policies. • Research and analysis includes developing culturally specific land use and urban design discussions for immigrant communities. • Research and policy development for local hiring for project-related employment program • Collaborate in the development of position papers, policy analysis for program development and ballot initiatives. Community Planning and Development • Develop neighborhood revitalization strategies based in housing needs assessment, impact analysis with an emphasis on housing development and identification of key at risk buildings for rehabilitation and preservation. • Curriculum development for homeownership program targeting monolingual Spanish speakers integrating key financial literacy concepts utilizing popular education techniques. • Conceptualize issues and develop materials identifying links between land use and community benefits; work with diverse, multilingual communities in the development of land use rezoning proposals. • Work as part of community collaboratives in the analysis of proposed developments and participate in negotiations with developers for community benefits. • Facilitate the development of overarching community vision and values to guide comprehensive planning processes, community and neighborhood planning efforts. • Strategy development based on individual interviews, public surveys and focus groups for use in development of community plans. • Develop and facilitate community design processes. Project and Program Management • Responsible for all phases of housing development; from acquisition, programming, contractor and consultant selection through construction and lease-up. • Prepare feasibility analysis, pro-formas, cost and operating projections, and development budgets for potential development sites of single-family homes, multi-family residential, supportive housing, and homeless family shelter projects. • Experience managing range of programs from job training to homeownership, commercial corridor management to neighborhood planning.

EMPLOYMENT HISTORY Regional Planner 8/16 - present Association of Bay Area Governments/Bay Area Metro, San Francisco, CA Project Manager 8/15 – 8/16 Filipino American Development Foundation, San Francisco, CA Policy Analyst 1/09 – 5/15 Offices of At Large Council Member Rebecca Kaplan, City of Oakland Associate 4/06 – 8/16 Conley Consulting Group, Oakland California Business Improvement District Manager 8/04 – 1/09 Laurel District Association, Oakland CA Interim Executive Director 10/03 – 6/04 Asian Pacific Environmental Network, Oakland, CA Community Planning and Development, Department Manager 2/01 - 6/03 Mission Economic Development Association, San Francisco, CA Project Manager, Affordable Housing Development 5/92 – 7/00 Asian Neighborhood Design, San Francisco, CA EDUCATION Affordable Housing Development Training, Local Initiatives Support Corporation 1996

Master of Urban Planning, San Jose State University 1994 Bachelor of Arts, University of California, San Diego Major: History 1985 CURRENT AFFILIATIONS Working Solutions, Loan Committee Member Chinatown Improvement Initiative, Advisor PAST AFFILIATIONS SafeHouse, Board Member San Francisco Network Ministries Housing Corporation, Board Member SoMa Stabilization Fund, Community Advisory Committee Member Laurel District Association Business Improvement District, Board Member Alameda Point Collaborative Development Committee, Volunteer Oakland Alameda Chinatown Advisory Committee, City Council Appointed representative

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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☒ I Agree \*



**ADA CHAN**

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## **SUMMARY OF QUALIFICATIONS**

### **Research and Policy Analysis**

- Research and analysis of affordable housing financing strategies; to include public bank, regional housing trust fund, and property assessed financing.
- Identify and promote policies and procedures to facilitate housing development at all income levels throughout the region.
- Policy work with focus on general fund revenue generation includes development of billboard program, permitting for medical cannabis cultivation and production, and changing land use strategies to support housing and economic development, urban agriculture and industrial uses.
- Research and Analysis of real estate market trends, demographics, sales tax, and for development of land use and economic development strategies for municipalities.
- Meeting Facilitation leading group discussions and analysis of land use, planning and housing policies.
- Research and analysis includes developing culturally specific land use and urban design discussions for immigrant communities.
- Research and policy development for local hiring for project-related employment program
- Collaborate in the development of position papers, policy analysis for program development and ballot initiatives.

### **Community Planning and Development**

- Develop neighborhood revitalization strategies based in housing needs assessment, impact analysis with an emphasis on housing development and identification of key at risk buildings for rehabilitation and preservation.
- Curriculum development for homeownership program targeting monolingual Spanish speakers integrating key financial literacy concepts utilizing popular education techniques.
- Conceptualize issues and develop materials identifying links between land use and community benefits, work with diverse, multilingual communities in the development of land use rezoning proposals.
- Work as part of community collaboratives in the analysis of proposed developments and participate in negotiations with developers for community benefits.
- Facilitate the development of overarching community vision and values to guide comprehensive planning processes, community and neighborhood planning efforts.
- Strategy development based on individual interviews, public surveys and focus groups for use in development of community plans.
- Develop and facilitate community design processes.

### **Project and Program Management**

- Responsible for all phases of housing development; from acquisition, programming, contractor and consultant selection through construction and lease-up.
- Prepare feasibility analysis, pro-formas, cost and operating projections, and development budgets for potential development sites of single-family homes, multi-family residential, supportive housing, and homeless family shelter projects.
- Experience managing range of programs from job training to homeownership, commercial corridor management to neighborhood planning.

## **EMPLOYMENT HISTORY**

<b>Regional Planner</b> Association of Bay Area Governments/Bay Area Metro, San Francisco, CA	<b>8/16 - present</b>
<b>Project Manager</b> Filipino American Development Foundation, San Francisco, CA	<b>8/15 - 8/16</b>
<b>Policy Analyst</b> Offices of At Large Council Member Rebecca Kaplan, City of Oakland	<b>1/09 - 5/15</b>
<b>Associate</b> Conley Consulting Group, Oakland California	<b>4/06 - 8/16</b>
<b>Business Improvement District Manager</b> Laurel District Association, Oakland CA	<b>8/04 - 1/09</b>
<b>Interim Executive Director</b> Asian Pacific Environmental Network, Oakland, CA	<b>10/03 - 6/04</b>
<b>Community Planning and Development, Department Manager</b> Mission Economic Development Association, San Francisco, CA	<b>2/01 - 6/03</b>
<b>Project Manager, Affordable Housing Development</b> Asian Neighborhood Design, San Francisco, CA	<b>5/92 - 7/00</b>

## **EDUCATION**

<b>Affordable Housing Development Training</b> , Local Initiatives Support Corporation	<b>1996</b>
<b>Master of Urban Planning</b> , San Jose State University	<b>1994</b>
<b>Bachelor of Arts</b> , University of California, San Diego Major: History	<b>1985</b>

## **CURRENT AFFILIATIONS**

Working Solutions, Loan Committee Member  
Chinatown Improvement Initiative, Advisor

## **PAST AFFILIATIONS**

SafeHouse, Board Member  
San Francisco Network Ministries Housing Corporation, Board Member  
SoMa Stabilization Fund, Community Advisory Committee Member  
Laurel District Association Business Improvement District, Board Member  
Alameda Point Collaborative Development Committee, Volunteer  
Oakland Alameda Chinatown Advisory Committee, City Council Appointed representative



**Profile**

Alternier

First Name

B

Middle Initial

Cook

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Primary Phone

Alternate Phone

retired

Employer

Job Title

**Which Boards would you like to apply for?**

Library Advisory Commission: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I am currently the Chair of the Board of the Directors of the Hoover Durant Public Library. Our focus is to develop and build a public library branch in our community. Our charge is to also ensure that our community "foot print" is on this effort. Our Board consists of local community stake holders and member who live, work, volunteer, worship, and own businesses in our service area. We hold regular scheduled team meetings to ensure transparency and disseminate information about the status of the project. To that end we have crafted Articles of Incorporation, By-laws, also applied for a EIM number, and an application for a 501(c)3 status. To that end we are raising funds for a Branch Library in our community. I feel that my participation will be will be an asset to OPL at large and to my commu ity. I bring skill sets and a willingness to works within OPL policies and goals.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

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OFFICE OF THE CITY CLERK  
OAKLAND  
18 SEP - 7 AM 1:44

**Please paste the text of your resume or curriculum vitae below.**

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Alternier Baker Cook 2225 1st Street Oakland, CA 94612  
Education Masters in Social Work California State University of Long Beach, Long Beach CA Degree  
Conferred May 2004 University of MN, Hubert H. Humphrey Institute, Women of Color Leadership  
Conference, Certificate 1993, Minneapolis, MN. Bachelor of Science in Applied Social Sciences (Minors  
Psychology and Sociology) State University of New York in Binghamton, Binghamton, NY. Degree  
conferred in December 1977 Work Experience Contra Costa County Family and Children's Services –  
Social Casework Specialist II September 1998-Retired December 2008 Provide journey level case  
management and clinical services to families who are involved in court ordered family reunification, family  
maintenance, and permanent placement (foster care, guardianship, and adoptions) services. Provided  
therapeutic intervention services to children, adolescence, adults and families using individual, group and  
family treatment. Qualified expert witness in adolescent and child protective services issues; testify in  
court on issues of abuse and child neglect. Oakland Unified School District-Substitut teacher (long-term)  
September 1997- September 1998. Taught K-12 multi-subjects. Minnesota Department of Human  
Services-Management Analyst II, August 1985-September 1997. Coordinated Affirmative Action, Equal  
Employment Opportunity, Civil Rights, and Cultural Competency training for the 7000 employees in the  
Minnesota Merit System Department of Social Services throughout the State. Minnesota Department of  
Transportation-Small Business Coordinator (Management Analyst II) February 1981-August 1985.  
Administered and monitored DBE (Disadvantaged Business Enterprises) MBE (Minority Business  
Enterprises), WBE (Women's Business Enterprises), Set Aside contracts for Federal, State, County, City  
and other regional transportation contracts. HIRED (Helping Industry Resolve Employment Disabilities) -  
Senior Case Management Counselor. April 1979-August 1985 Counseled individuals for the participation  
in city, county, state, and federal funded job seeking and keeping programs. Advocated at the state and  
local levels for individuals who were participating in stated and federal funded jobs programs. Supervised  
undergraduate interns from the University of Minnesota. Town of Poughkeepsie Unified School District,  
Substitute Teacher. September 1969- June-1970 1998. Taught K-12 multi-subjects. California State  
Employment and Economic Development Service-Employment Programs Representative. June 1962 to  
April 1968. Secured and referred job seekers to employment, training and apprenticeship opportunities.  
Alameda County Probation Department-Counselor, Alameda County Juvenile Hall and Alameda County  
Girls Home. November 1961-June 1962. Investigate and supervise adult or juvenile defendants or court  
wards; assist the courts in making detention and sentencing decisions; aid in the social rehabilitation of  
wards and defendants, including compliance with court orders; conduct fact finding investigations of pre-  
employment and employee misconduct cases; represent the Probation Department in court, institutions,  
foster homes, and community agencies; Alameda County Coliseum-Concession Counter Worker-1961-  
1963. Oakland Recreation Department-Playground Director. 1958 – 1962. Primarily responsible from  
providing customer service (parent and patron interface), working collaboratively with colleagues,  
displaying role model proper behavior, light cleaning as needed, maintenance of supplies/equipment,  
snack prep, coaching sports teams, and training junior counselors. Community Services Activities Co-  
Founder of the Big Sister Program for Dutchess County, Poughkeepsie, NY Volunteer, O.I.C.  
(Opportunities Industrialization Center), Poughkeepsie, NY Den Mother for Cub Scouts Troop,  
Minneapolis, MN Mentor for College Bound Minority Youth, University of Minnesota, Minneapolis, MN  
Shop Steward, MAPE (Minnesota Association of Professional Employees, St. Paul, MN Ethics Committee

Member for the Hennepin County Bar Association, Minneapolis, MN Member, Queen Ester Chapter #4, O.E.S. (Order of the Eastern Stars) P.H.R.A, Oakland, CA Shop Stewart, SEIU (Service Employees International Union) # 1021, Martinez, CA Member, Advisory Board, M. Robinson Baker Y.M.C.A., Oakland, CA NASW (National Association of Social Work) Student Representative for the 2004 California State Capitol Legislative Day, Sacramento, CA Convener of the City of Oakland Measure Y for Youth Violence Prevention, Mayor Ronald V. Dellums Task Force, Oakland, CA Steering Committee Member of Oakland Beat 6X NCPC (Neighborhood Crime Prevention Council) Oakland, CA Alameda County Adult Leadership Academy 2013-2014 Class, Oakland, CA Volunteer-Alameda County Probation Department, Adult Division, Oakland, CA RAC (Resident Action Council) Fight the Blight Committee Member, Oakland CA Fresh Life Foundation-Community Advisor to the Board, Oakland, CA Chair, Friends of the Durant/Hoover Public Branch Library, Oakland, CA Hobbies and Interests Fashion, Interior Decorating, Reading Black Mysteries, Fashion & decorating subjects and Trivia, Listening to Jazz, Travel to warm and/or temperate locations and Swimming. Spending quality time with my family and close friends.

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**Please click the acknowledgement below.**

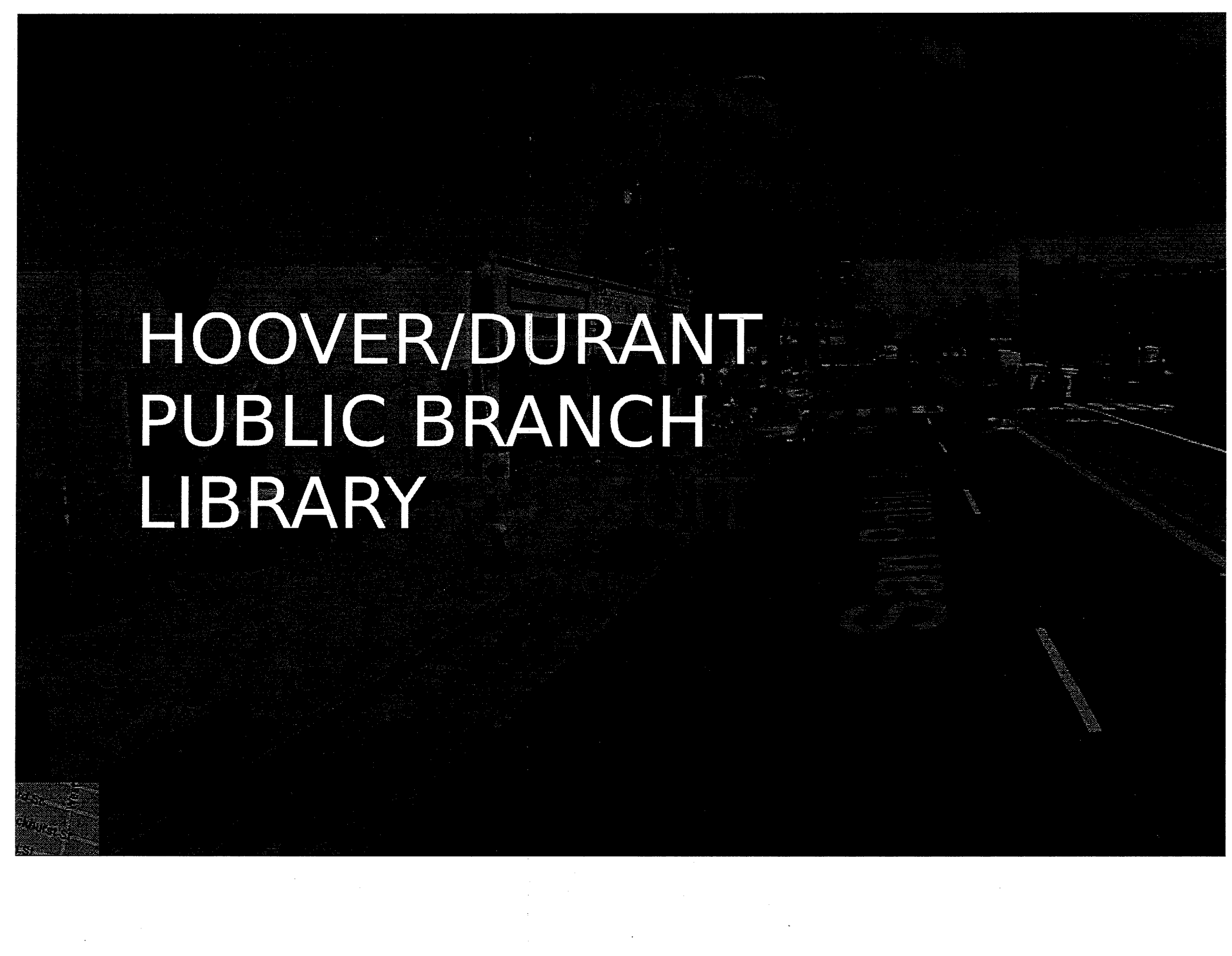
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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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☒ I Agree \*





# HOOVER/DURANT PUBLIC BRANCH LIBRARY

# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC L

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## WE WANT OUR LIBRARY TO BE

- ✓ A **destination** in our community
- ✓ Provides access to information and materials though the **sy large**
- ✓ Equipped with the most **current technological amenitie**
- ✓ **Defines the community** with a source of pride
- ✓ A space with off-street parking, **classrooms, a kitchen an events** area
- ✓ A place that transforms hopelessness to empowerment and

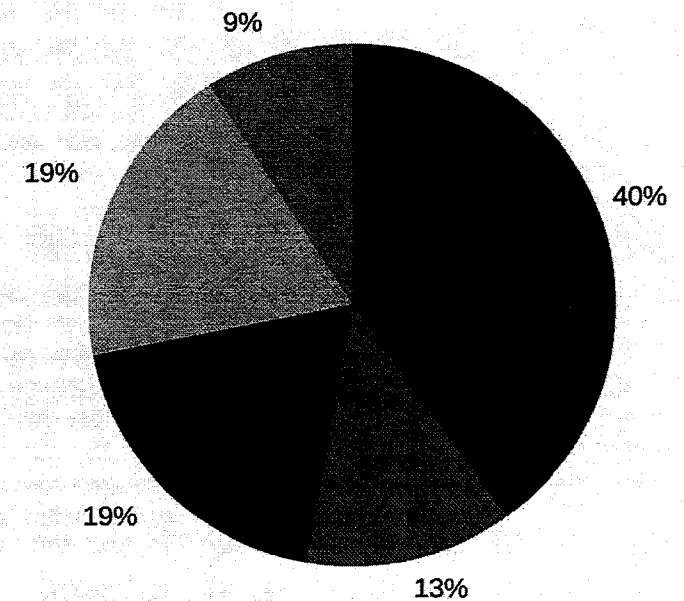


# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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## BACKGROUND

- Oakland Public Branch Library Disappeared in 1971
- “A library is the best babysitter in the community”
- Library is an excellent employment resource
- Survey of residents concluded the district wanted a Library\*

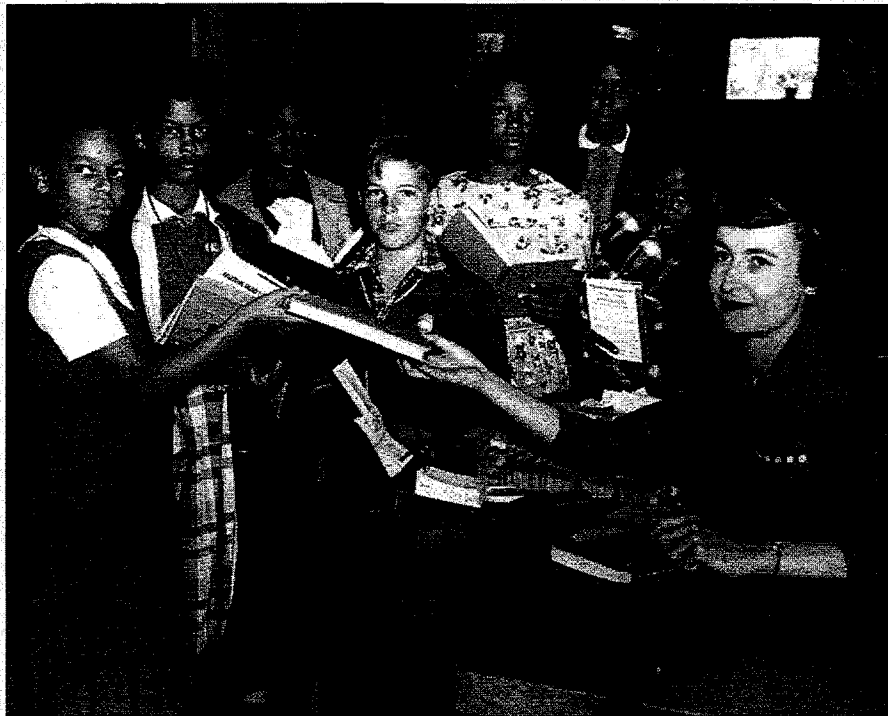


\* Source: survey conducted by EBALDC in 2016

# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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*The Hoover neighborhood once had a library branch called the North Oakland Branch Library, located at 3424 San Pablo Avenue, very near Hoover Junior High. This branch opened in 1888. There were also a Telegrove Branch housed in a much smaller storefront on 34<sup>th</sup> and Grove Streets.*



*(circa 1950s); Oakland Public Library archives*



# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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## A LIBRARY CAN BE A COMMUNITY CATALYS

### **Parque Biblioteca Espana**

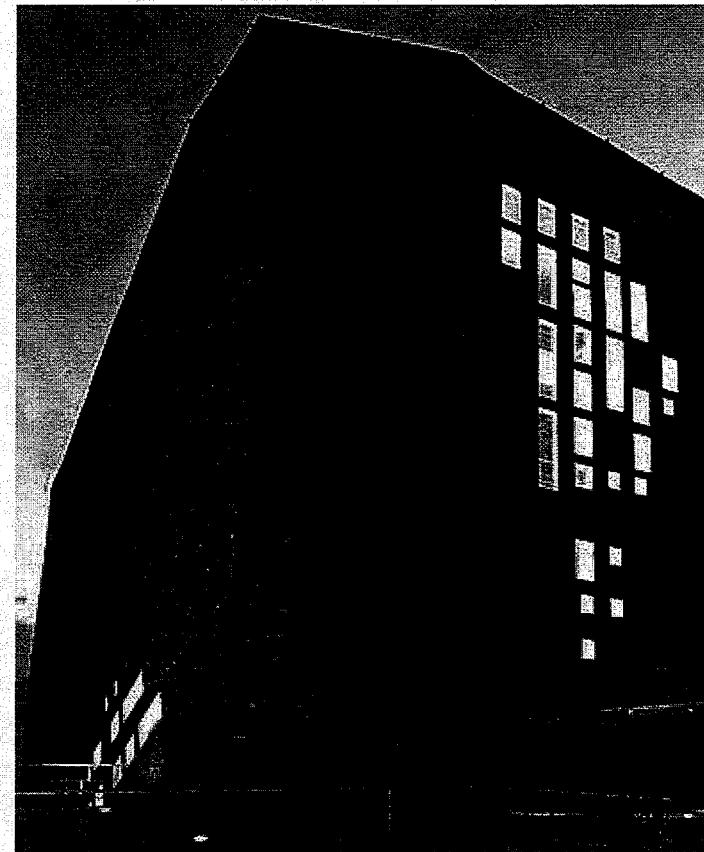
Medellin, Colombia

Located on a hillside in the neighborhood of La Ladera in Medellin, the *Parque Biblioteca Espana*, completed in 2007, is a stark trio of monolithic modern buildings looking down on what was once among the most dangerous neighborhoods in Latin America. Designed as a symbol of hope, the library, auditorium and community center buildings were inspired by the shape of boulders.

#### Metrics of Change

Homicides -1991 were 6,349

Homicides -2007 were 653



# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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***“The community deserves amenities.”***

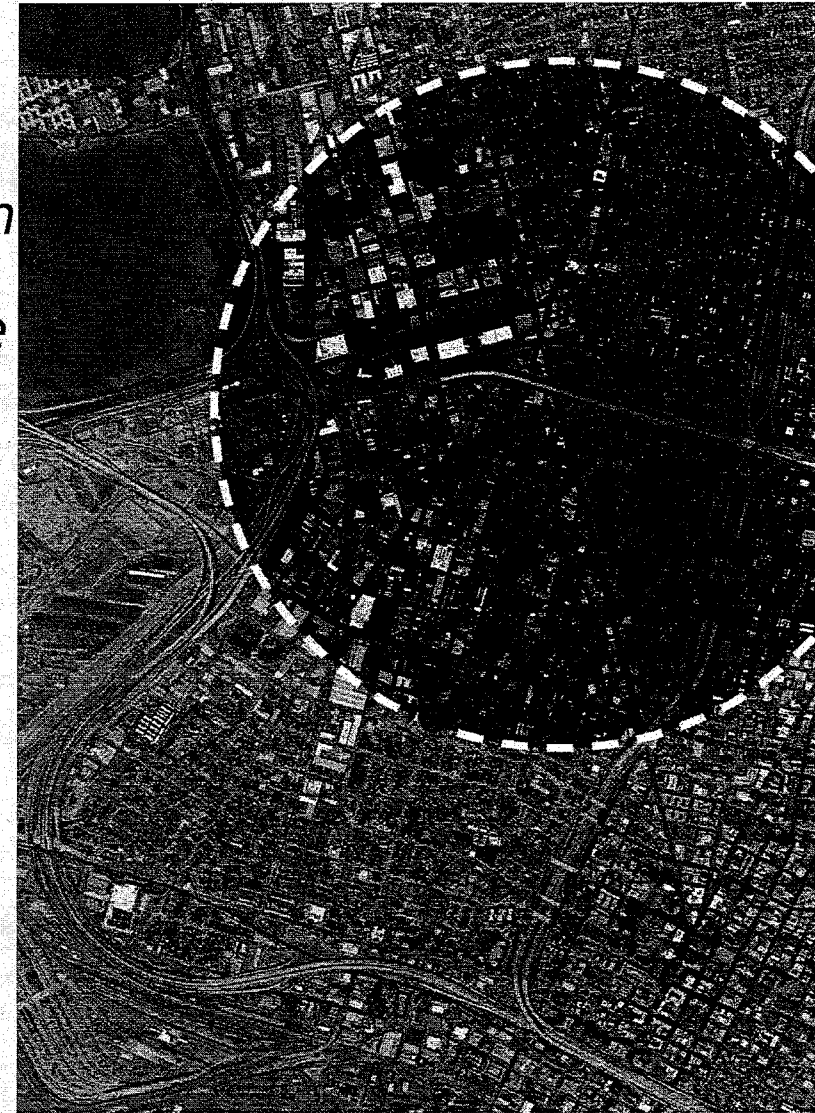
M. Wells, 2013

# HOOVER/DURANT BRANCH LIBRARY OAKLAND PUBLIC LI

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## CLOSEST LIBRARIES

- West Oakland Community – *1 m*
- Golden Gate Branch – *0.91 mile*
- Temescal Branch – *1.6 miles*
- Main Library – *1.96 miles*



# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

## ***DEVELOPMENT FACTORS***

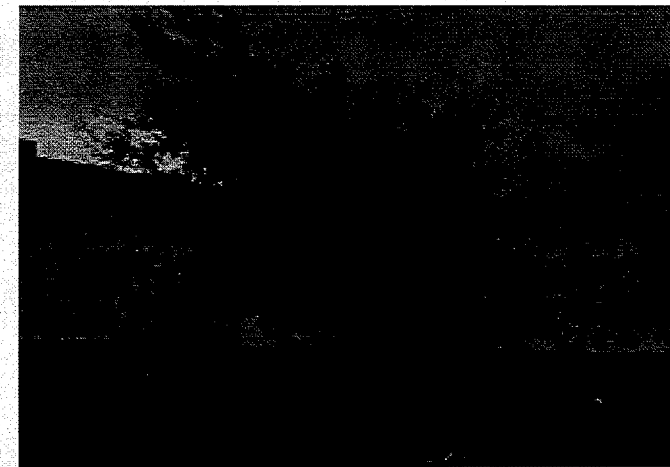
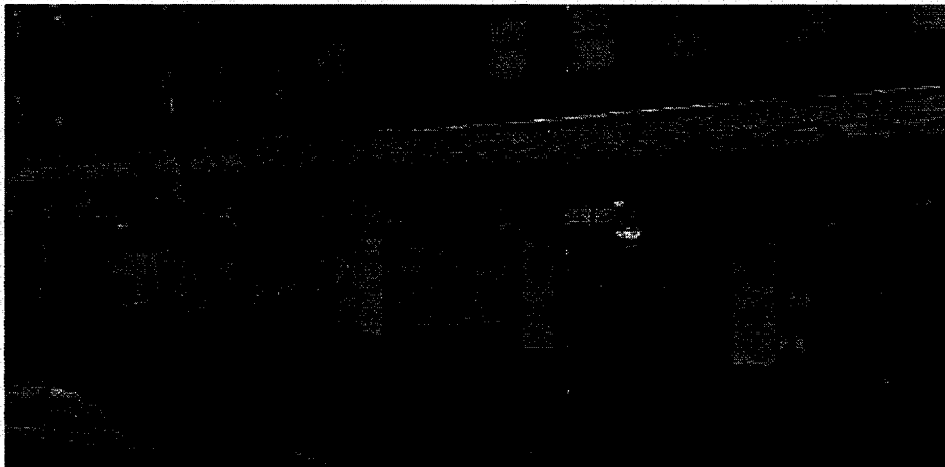
- Location convenient to area residents, i.e.: auto/public transportation as well as pedestrian and bicyclist.
- Location should support neighborhood revitalization and facilitate parking and/or other community services.
- Estimated project cost: \$9-15M for 8,000-12,000 SF building including budget for land.

# HOOVER/DURANT PUBLIC BRANCH LIBRARY, OAKLAND P LIBRARIES

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## 3 POTENTIAL LOCATIONS

- 3501-San Pablo Ave / Ground floor of the California Hotel. 4000 square feet
- 3000 Market Street. 27,911 square feet
- 2810 West Street / Marcus Foster School. 29,200 square feet



# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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## TARGET: 2022 OPEN

We want to build and walk into our new **10,000 square foot** Branch Library and Community Center by 2022.

### FUNDING NEED

- \$15 Million

### SOURCES

- Bond Measure
- Mello-Roos Model
- Private Donations
- Private & Public Foundations



# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LI

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## NEXT STEPS

### MEETINGS with

- City Council Members – *Kalb and McElhaney*
- County Representative – *Supervisor Keith Carson*
- Private Corporations dedicated to Education
  - *Hearst Foundations*
  - *Best Buy Foundation*
  - *Ben & Jerry's Foundation*
  - *Dollar General Literacy Foundation*
  - *Private Corporations*



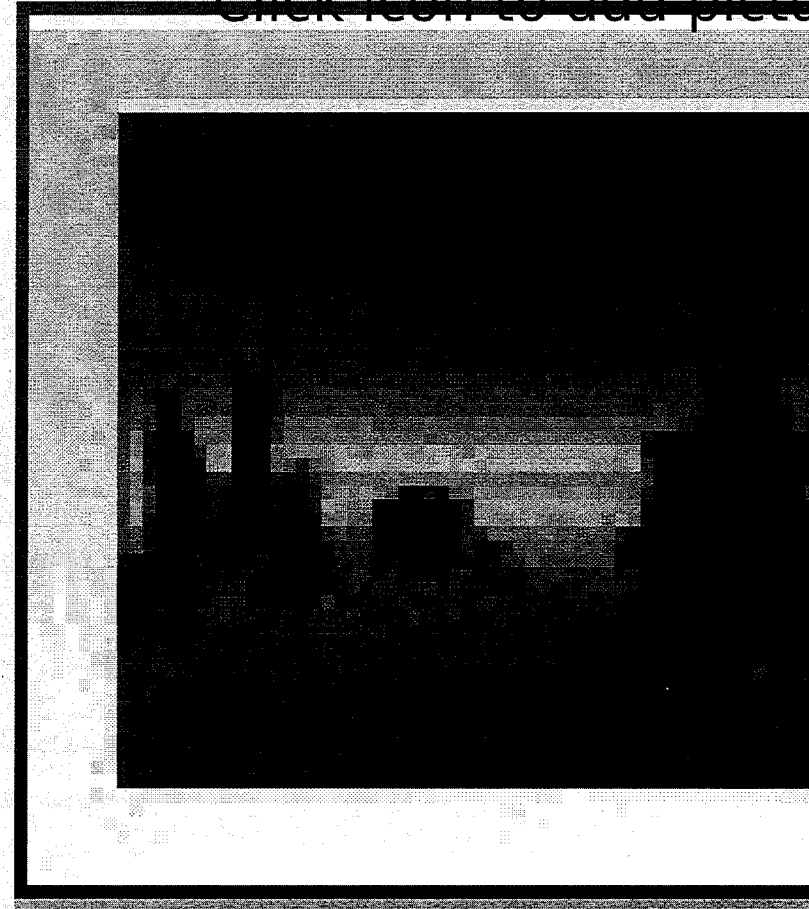
# HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC L

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## TEAM MEMBERS

- Renia Webb –Grant and Funding Researcher
- Alvirdia Owens
- Cybele Gerachis
- Madeline Wells – Historian
- Bridget Cook – City of Oakland
- Mary Schrader-OPL
- Jennifer Burton-OPL
- Lena Tony
- Barbara Hunter
- Annette Miller
- Misty Cross
- Michael Newton
- Erica Narcus
- Carolyn Person
- Karen West
- **Open Positions**
  - Grant Writer
  - Treasurer
  - Recorder
  - 4 Pop-Up Team Volunteers
  - Social media development and maintenance
  - Legal/Business
  - Vice Convener

Click icon to add picture





HOOVER/DURANT BRANCH LIBRARY, OAKLAND PUBLIC LIBRARIES

## Volunteer, Funding and additional Project Information

Contact:

Hoover/Durant Library Project  
Convener

Special thanks to Annie Ledbury and June Grant from SPA



**Profile**

Mary

First Name

F

Middle Initial

Forte

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Retired

Employer

Job Title

**Which Boards would you like to apply for?**

Library Advisory Commission: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I am currently the vice chair of the Friends Of Elmhurst (FOEL) Library. I have been part of the Friends for more than 5 years. I joined the Friends group as Elmhurst library was the library that I went to as a child in the 1950s. I have wonderful memories of reading books from this library during the summer as a child and having Brownie/Girl Scout meetings at this library. I brought my son and daughter to Elmhurst and I now bring my grandsons to Elmhurst. As a member of FOEL I started the Adopt A Spot for Elmhurst library neighborhood, I am the primary contact with Public Works for the library, I have organized Earth Day activities and help identify a landscaper to improve the backyard at Elmhurst. My experience and skills as a business owner and Information Technology manager will be useful to the LAC. The residents of Oakland need to know that there is accurate oversight of Measure Q and Measure D funds. I feel I can help with the oversight and be an effective advocate for Oakland libraries.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

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Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Education: Born and raised in East Oakland, I attended Webster elementary, Frick Jr. High and Oakland High School. I attended Reed College in Portland Oregon, receiving a bachelors in Mathematics, and attended Chico State University, receiving a Masters in Computer Science. Work Experience: After completing college, I worked for Chevron for 30 years in the Information Technology Department. I started as a programmer analyst, I worked up to business analyst, team leader, supervisor and Manager of Chevron's domestic Human Resources systems. I supervised up to 50 IT professionals at one time, both employees and contractors. Business Owner: I opened and operated a coffee franchise, It's A Grind Coffee House, in downtown Oakland after retiring from Chevron. Over seven years, I hired and trained more than 50 employees and ran a very successful business that served the downtown office workers and residents. Community service: I have been the chair of the Beat 35X Neighborhood Crime Prevention Council in East Oakland for 15 years. I served on the Keep Oakland Beautiful (KOB) Board for six years (the maximum term). On the KOB Board I served as treasurer, vice chair and chair. I have adopted a spot in my neighborhood for more than 18 years, I am the Neighborhood Watch Block captain for my block and have hosted the National Night Out block party for more than 15 years. I am a member of the Block By Block Organizing Network and have organized neighborhood cleanups and beautification efforts in City Council District 7.

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**Please click the acknowledgement below.**

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☒ I Agree \*

18 SEP -7 AM 1:45

Approved as to Form and Legality

  
Office of the City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF AMY JOHNSON, ADA CHAN, ALTERNIER B. COOK, AND MARY FORTE 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 Amy Johnson, Ada Chan, Alternier B. Cook, and Mary Forte to each serve three-year terms 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 following appointments to the Library Advisory Commission:

**Amy Johnson**, to serve the term beginning November 17, 2018 and ending November 16, 2021, filling the seat previously held by Charles Sanchez;

**Ada Chan**, to serve the term, beginning November 13, 2018 and ending November 12, 2021, filling the seat previously held by Kerrick Goodman-Lucker;

**Alternier B. Cook**, to serve the term beginning November 14, 2018 and ending November 13, 2021, filling the seat previously held by Laura Liang; and

**Mary Forte**, to serve the term beginning August 19, 2018 and ending August 18, 2021, filling the seat previously held by Susanne M. Perkins.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Oakland City Council