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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

August 30, 2019

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

Dear President Kaplan 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:

Cannabis Regulatory Commission

Deborah Goldsberry is appointed to the Cannabis Regulatory Commission as the District 4 Representative for the term that will begin August 1, 2018 and will end July 31, 2020, filling the seat previously held by Jin Jack Shim.

Thank you for your assistance in this matter.

Sincerely,

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

Profile

Deborah _____ Goldsberry _____
First Name Middle Initial Last Name

Email Address _____

Street Address _____ Suite or Apt _____

Other _____ CA _____ 94602
City State Postal Code

Mobile _____ Mobile: / _____
Primary Phone Alternate Phone

Mag Wellness, Inc _____ President _____
Employer Job Title

Which Boards would you like to apply for?

Cannabis Regulatory 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 a long term resident of District 4, and am an expert in cannabis law reform and commerce. I have worked in the industry since 1986, starting with nonprofit work, and moving into the dispensary world in 1999. My latest accomplishment is authoring the book Starting and Running a Marijuana Business (Idiots Guide). I care deeply about Oakland, it's citizens, and it's rapidly growing cannabis industry. Thanks for considering me for this position!

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.

Goldsberry_resume_2019.docx
Upload a Resume

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

Please click the acknowledgement below.

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.

☒ I Agree *

Deborah J. Goldsberry

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EXPERIENCE

Magnolia Wellness, Oakland, CA

Chief Executive Officer, 2015 – Present

Community Ambassador, 2013 - 2015

- Created scalable standard operating procedures
- Coordinated an entrepreneur group to mentor and coach new businesses
- Developed best practices for onsite cannabis consumption
- Started the nation's first licensed Medical Cannabis Farmers Market

Author, Starting and Running a Marijuana Business (Idiot's Guide)

Published in 2017 by Alpha/Penguin Books

- Published a 300 plus page industry how to manual
- Wrote detailed processes for forming a cannabis company
- Developed step by step checklists for entrepreneurs
- Presented a history of prohibition and the steps to its demise

Berkeley Patients Group, Berkeley, CA

Founder/Director, October 1999 – 2010

- Created an award winning model dispensary
- Managed government and community relations
- Supervised more than 70 full time employee's
- Dispersed over one (1) million dollars to local nonprofit groups

Cannabis Action Network (CAN), Oakland, CA

Founder/Director, April 1989 – 2006

- Organized more than 1500 educational events to reform cannabis laws
- Co-authored the "Guidelines for the Sensible Use of Cannabis
- Co-founded Americans for Safe Access, as a project of CAN
- Created the "Know Your Rights" training for medical cannabis patients

EDUCATION

University of Illinois, Urbana, IL

Rhetoric, 1995-1999 (non-graduate)

Minor in Political Science, Philosophy and Religion

- President of Student chapter of the National Organization for the Reform of Marijuana Laws
- Organized a five campus tour to support reform of cannabis laws

TECHNICAL SKILLS

- Expert in the field of medical cannabis
- Proficient in bookkeeping and record management
- Speaks basic Spanish
- Accomplished Public speaker
- Respected author and columnist
- Skilled in public relations and marketing
- Red Cross First Aid trained

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City Attorney's Office

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OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE APPOINTMENT OF DEBORAH GOLDSBERRY AS A MEMBER OF THE CANNABIS REGULATORY 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, the Oakland Cannabis Regulation and Revenue Act, also known as Measure Z, adopted by the voters of Oakland, November 2, 2004, in the General Municipal Election, created the Cannabis Regulatory Commission to oversee the ordinance's implementation and to make recommendations to the City Council regarding the licensure, taxation, and regulation of cannabis for adult use; and

WHEREAS, the Oakland Cannabis Regulation and Revenue Act specifies that members of the Cannabis Regulatory Commission are to be appointed one by the Mayor, one by the City Auditor, one by the City Administrator, and one from each Member of the City Council, to serve unlimited two-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed **Deborah Goldsberry**, to serve a two-year term subject to confirmation by the City Council; now, therefore, be it

RESOLVED: That pursuant to City Charter section 601, the City Council confirms this mayoral appointment of **Deborah Goldsberry** to the Cannabis Regulatory Commission as the District 4 Representative for the term of August 1, 2018 to July 31, 2020, filling the seat previously held by Jin Jack Shim.

IN COUNCIL, OAKLAND, CALIFORNIA,
PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO
AND PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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