

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2019 SEP -6 AM 3:44

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 18, 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 and reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

COMMISSION ON AGING

Asha Beene-Clarke, to the Commission on Aging to serve a three-year term that began on September 3, 2018 and will end on September 2, 2021, filling the seat previously held by Johnnie May Willie.

Dianna Garrett, to the Commission on Aging to serve a three-year term that began on September 3, 2017 and will end on September 2, 2020, filling the seat previously held by Sylvia Stadmire.

Toni Gomez, to the Commission on Aging to serve a three-year term that began on September 3, 2019 and will end on September 2, 2022, filling the seat previously held by herself.

Jacqueline Phillips, to the Commission on Aging to serve a three-year term that began on September 2, 2019 and will end on September 1, 2022, filling the seat previously held by herself.

Shannon McDonnell, to the Commission on Aging to serve a three-year term that began on September 2, 2018 and will end on September 1, 2021, filling the seat previously held by Blake Spears.

Cheryl Moore, to the Commission on Aging to serve a three-year term beginning on September 4, 2019 and ending on September 3, 2022, filling the seat previously held by Michelle Hall.

Jennifer Seibert, to the Commission on Aging to serve a three-year term that began on September 2, 2019 and will end on September 1, 2022, filling the seat previously held by Sandra Johnson.

Thank you for your assistance in this matter.

Sincerely,

A large, stylized handwritten signature in black ink, which appears to read "Libby Schaaf". The signature is fluid and cursive, with a large loop at the end.

Libby Schaaf
Mayor

Profile

Asha

First Name

A

Middle Initial

Beene-Clarke

Last Name

Email Address

Street Address

Suite or Apt

Oakland

City

CA

State

94602

Postal Code

Mobile: |

Primary Phone

Business:

Alternate Phone

Satellite Affordable Housing
Associates (SAHA)

Employer

Resident Services Supervisor

Job Title

Which Boards would you like to apply for?

Commission on Aging: Submitted

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

Dear Mr. Scott Means, The purpose of this letter is to introduce myself and my interest in joining the City of Oakland's Commission on Aging. I have been committed to providing service to underserved populations for over sixteen years. In the last 12 of those years, this service has been specifically focused on seniors with the development of innovative programming, training and leadership, and the delivery of collaborative services at the affordable housing non-profit organization, Satellite Affordable Housing Associates (SAHA). It is my intention to bring my knowledge, experience and skills to the city that I not only call home, but I believe has the potential to be a leader in providing new innovative systems of support for aging populations in the Bay Area. Aging can and should be an empowering experience that is embraced, respected and treated with dignity. With the changing landscape of what a senior looks like in our society, Oakland has an opportunity to be a leading community in demonstrating supportive senior networks and restructuring how essential systems share information to support the health and well-being of an aging individual. I will bring my strengths in leadership, vision, collaboration and strategic development. Some examples of successful outcomes of my efforts are listed below: • Designed and implemented a Community Engagement Program to provide older adult residents living in affordable housing a wide range of enriching, engaging and educational opportunities (including intergenerational programming, community gardening, creative arts, civic engagement) that met desired outcomes; • Achieved a 99% rating on the most recent Resident Satisfaction Survey; • Overseen the delivery of services of up to 17 properties (approximately 750 seniors) and developed formal collaborations with appropriate program partners in Alameda and Contra Costa counties. I look forward to assisting the Commission in developing supportive networks that meet the diverse needs and interests of seniors that provides them the dignity and ability to age in place. I'd be delighted to have an opportunity to learn more about how I could possibly serve on this Commission and our aging community in Oakland. Thank you for your time. I look forward to hearing from you. Regards, Asha Beene-Clarke

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.

Upload a Resume

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

Asha Beene-Clarke 4003 Park Blvd, Apt. #2 Telephone: (510) 812-5320 Oakland CA 94602 Email: abeene@sonic.net EDUCATION Emory University May 1999 Bachelor of Arts, Psychology/Sociology Atlanta, Georgia RELATED WORK EXPERIENCE Satellite Affordable Housing Associates, SAHA April 2015-Present Berkeley, California Resident Services Supervisor Dual responsible position that promotes the welfare of SAHA residents by providing general case management, resource referral and linkage services, as well as, supervising and supporting a team of 4- 7 Service Coordinators. • Provide non-clinical case management and referral services to all residents; securing social services such as health, welfare, transit, and wellness education programs designed to boost quality of life for SAHA residents; • Perform dynamic and personally-tailored outreach to residents to assure that no one falls through the gaps; helps educate other staff as well as residents on service availability, application procedure, client rights, etc; • Collaboratively address, monitor, and provide follow-up for resident needs and goals; • Document all statistics, assessments, action plans and results in resident case files maintained in a secure web-based database; • Work closely with the Volunteer and Activity Coordinators to expand and develop opportunities and to increase social, educational and physical activities and programming at the sites; • Establish and develop formal collaborations with appropriate program partners in Alameda and Contra Costa counties; • Attend and be prepared to participate at all required leadership meetings; • Develop department and agency wide training content and facilitate meetings, both internally and in coordination with external partners; • Participate in strategic planning and goal setting for the department; • Develop policy and procedure manuals for the department; • Partner with Property Managers and Supervisors on property related issues concerning residents and staffing. • Establish constructive relationships with company staff, community agencies, volunteers, and partner organizations; • Coordinate with internal departments, including Property Management, Development to incorporate new or existing programming into the portfolio; • Work collaboratively with Resident Services and Property Management staff to be responsive to the needs on the residential community; • Create assessment tools to obtain desired outcomes for the Community Engagement program; • Provide trainings and/or presentations for staff and program partners; Satellite Affordable Housing Associates, SAHA October 2007-2014 Community Engagement Program Berkeley, California Community Engagement Manager Design and implement an Community Engagement Program to provide older adult residents living in affordable housing a wide range of enriching, engaging and educational opportunities that meet desired outcomes. • Establish and develop formal collaborations with appropriate program partners in Alameda and Contra Costa counties; • Oversee program delivery, management, and reports; • Coordinate with internal departments, including Property Management, Development to incorporate new or existing programming into the portfolio; • Work collaboratively with Resident Services and Property Management staff to be responsive to the needs on the residential community; • Create assessment tools to obtain desired outcomes for the Community Engagement program; • Provide trainings and/or presentations for staff and program partners; • Supervise personnel; • Recruitment and retention of program participants; • Develop residential and community marketing materials to support all activities, projects, and events; • Ensure program information and data is communicated to program partners as needed; • Develop a wide range of feasible and culturally competent intergenerational activities, projects, and events for older adults; Satellite Housing, Inc. September 2006-September 2007 Jumpstart East Bay Older Adult Corps Program Berkeley, California Site Manager Execute an intergenerational pilot program engaging older adult volunteers to work one on one with preschool children from low-income backgrounds. This position included the following responsibilities: • Planned and managed the recruitment process of older adult volunteers, age 55+; conduct the interview and selection process of volunteers to participate in the program; • Facilitated, modified and adapted a college training series focused on language, literacy and social initiative to be appropriate for older adult volunteers; • Built and managed Program Partner relationships while cultivating external stakeholder relations to ensure sustainability and success of the program in the community; • Provided support, coaching and feedback to assist older adult volunteers to

teach and connect with their partner child within the preschool classroom; • Led and supported curriculum planning meetings to monitor the quality of team collaboration, meeting facilitation and the design of the curriculum implemented in the classroom; • Provided all volunteers with systematic supervision and support while maintaining consistency, responsiveness and use of situational management techniques; • Prepared and submitted reports on site fiscal and programmatic performance; ensured the site is meeting all quality standards requirements; San Francisco Unified School District January 2005-September 2006 Bayview Hunter's Point Family Literacy Program San Francisco, California Program Director Managed all phases of implementation and operation of the Bayview Hunter's Point Family Literacy Program which included: • Managed Program budget by preparing and planning, controlling of expenditures and securing outside resources by active involvement in fund-raising and developing cooperative programs with partners/collaborators; • Established and maintained a strong and effective outreach program by developing solid working relationships with community organizations, educational agencies, community residents, and the partnership advisory board; • Developed, planned and coordinated educational activities, events and support services for at-risk children and their parents that promote participation and cooperation in the program components; adult education, parent education, early childhood education, parent and child interactive educational activities and home or center based visits; • Hired and supervised staff. Developed and implemented a professional development plan for the staff. Clarke & Associates September 1999-2010 Santa Rosa, California Grant Writer • Assist in the development of Upward Bound and student Support Services grants for universities, colleges, and non profit organizations; • Attend federal and Council for Opportunity in Education (COE) grant workshops for updates on grant requirements and procedures; • Work with clients to understand federal guidelines, procedures and policies.

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 *

ProfileDianna

First Name

J

Middle Initial

Garrett

Last Name

Email Address

Street Address

Oakland

City

Suite or Apt

CA

State

94605

Postal Code

Home:

Primary Phone

Mobile: (

Alternate Phone

Center for Elders' Independence

Employer

Director of Communicaiton

Job Title

Which Boards would you like to apply for?

Commission on Aging: Submitted

Interests & Experiences

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

I have spent a career working for and with seniors - probably because of the influence of my grandmother, a feisty German immigrant who taught me to respect my elders. Over the last decade I have become more aware of how policy, infrastructure and budgeting at the city and county level really does effect how one experiences aging in one's community. I want to help make a difference in Oakland. Our older Oakland residents are not moving and we are a rapidly aging city. Yet so much of our focus, as a city, is in other areas. We need to balance that out with good policy for making Oakland an Age Friendly City. I'm very inspired by the work Fremont has been doing and I want to help.

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.

Dianna_resume_OMCA.pdf

Upload a Resume

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

Dianna Garrett 6616 Mokelumne Ave. Oakland, CA 94605 510-969-8525 dgarrett@cei.elders.org
www.elders.org Experience 2004 - present Director of Communication • Center for Elders' Independence,
Oakland CA 2002-2004 Independent Consultant • Garrett & Associates, Oakland CA 1999-2002 Account
Manager • 360 Group Advertising, San Rafael, CA 35 years of experience in leading communication and
marketing efforts to older adults. Healthcare, education, retail, publishing and other consumer and
business to business marketing experience. Education Bachelors of Art in Business Administration
Westmont College, Santa Barbara, CA Communication I am a connector of dots and a spinner of tales
with a passion for justice. Create communication programs and materials that reach diverse older
audiences to educate, inspire and motivate is my specialty. I live and work in Oakland and am passionate
about making this an Age Friendly City as I intend to age here. Leadership I work well in a diverse team
environment and have been a member of the senior leadership at Center for Elders' Independence for
The last six years. I am also the board chair of Resources for Community Development, an affordable
housing developer.

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 *



Dianna Garrett

Experience

2004 - present

Director of Communication • Center for Elders' Independence, Oakland CA

2002-2004

Independent Consultant • Garrett & Associates, Oakland CA

1999-2002

Account Manager • 360 Group Advertising, San Rafael, CA

35 years of experience in leading communication and marketing efforts to older adults. Healthcare, education, retail, publishing and other consumer and business to business marketing experience.

Education

Bachelors of Art in Business Administration
Westmont College, Santa Barbara, CA

Communication

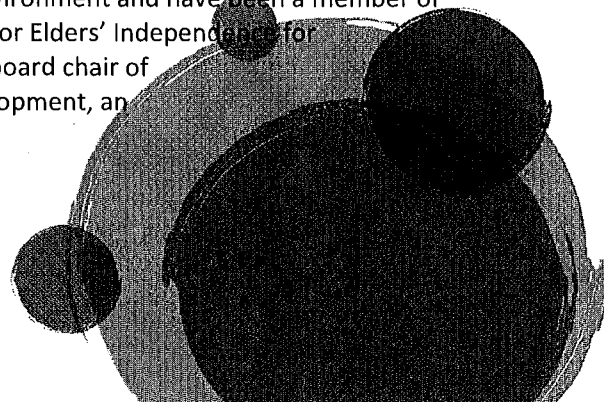
I am a connector of dots and a spinner of tales with a passion for justice. Create communication programs and materials that reach diverse older audiences to educate, inspire and motivate is my specialty. I live and work in Oakland and am passionate about making this an Age Friendly City as I intend to age here.

Leadership

I work well in a diverse team environment and have been a member of the senior leadership at Center for Elders' Independence for The last six years. I am also the board chair of Resources for Community Development, an affordable housing developer.



www.elders.org



Profile

Toni _____ Gomez _____
First Name Middle Initial Last Name

Email Address

Street Address Suite or Apt
OAKLAND CA 94605
City State Postal Code

Mobile: _____ Home: _____
Primary Phone Alternate Phone

Self Employed _____ Owner _____
Employer Job Title

Which Boards would you like to apply for?

Commission on Aging: Appointed

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

As a Senate Fellow in Senator Carol Liu's office, I staffed a select committee on Aging and Long Term Care from 2013-2014. Under the direction of the Senator and the Hon. Patty Berg, I met with more than 50 stakeholders in the statewide aging policy community and learned about the intricacies of this many layered system. Our work resulted in a report "A Shattered System" which made recommendations for a more cohesive and holistic approach to patient centered care. Since then, I have paid close attention to aging policy, including changes to Medicare and Medicaid provision. I am invested in seeing that everyone in the Oakland community has the resources they need to age in place with dignity and the best care. I want to ensure that if they need more care that those businesses which supply these services are held to the highest standards of service and ethics. I would like to bring my professional knowledge of aging policy, and my personal experience of caring for two family members at the end of their lives to enrich the work of the commission. We are all aging, and I am ready to help lead conversations about how we can do it better.

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.

Resume - Toni Gomez.pdf
Upload a Resume

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

Toni Gomez 7854 Sanford St. Oakland, CA | 510-778-3228 toni.likes.email@gmail.com Education Masters of Public Policy May 2017 from Mills College Bachelor of Arts in Public Policy May 2013 from Mills College Experience Campaign Consultant | Self Employed | 2016 - Present For the Women's Foundation of California, I was responsible for organizing students across the state to support Reproductive Justice and the passage of SB 320 to make medication abortion available on college campuses. I planned and executed student trainings and lobby days to support the passage of the bill. For Andy Katz for Assembly I manage communications, voter outreach, collateral creation, event planning, volunteer recruitment, and the digital field campaign. Organizing Trainer | Self Employed | 2010 - Present As a student organizer I trained with the New Organizing Institute in the same methods and strategies used in the Obama 08 and 2012 campaigns. Under the mentorship of Hope Wood, I became a trainer for the organization, and have since used these skills to provide trainings in Personal Narrative, Theory of Change, Getting to Commitment and Action Planning for groups including Public Allies, Mills College Public Policy Program, The Women's Foundation of California, The UC Student Association, and East Bay Young Democrats. Graduate Peer Advisor | Center for Equity & Excellence at Mills College | 2016 - 2017 I envisioned, planned, and executed eight successful campus wide events over the course of the academic year where 20-45 graduate students engaged with each other and important campus resources. In this role I developed undergraduate students through trainings and collaborative projects including a Disability Justice dinner and dialogue. Director of Strategic Initiatives | UC Student Association | 2014 - 2016 Engaged graduate students from across the state to form a strong advocacy platform Researched and published reports on a range of UC topics, including career services and food insecurity Developed and provided organizing and lobbying trainings for 500+ students across the UC annually Liaison to UC Office of the President California Senate Fellow | Senator Carol Liu - SD 25 | 2013 - 2014 Staffed SB 914, SB 999, SB 1023, and SB 1189 through the legislative process Staffed Senate Governance and Finance Committee and provided weekly bill analysis and vote recommendations for bills Staffed the Select Committee on Aging and Long Term Care, and helped to produce a cumulative report summarizing the committee's findings; "A Shattered System" Research Assistant | Mills College | Academic Year 2012 Collected, compiled, and analyzed both qualitative and quantitative data for Mark Henderson and Margaret Hunter on their project regarding student assignment policies in San Francisco public schools. Conducted literature reviews and explored methods of analysis Volunteer Positions: President, East Bay Young Democrats Secretary, East Bay Women's Political Caucus Research Publications: Feeding Student Success at Mills College May 2017 for Mills College Division of Student Life A Plate at the Table – Student Stories of Basic Needs Insecurity August 2016 for UC Student Association JOBS! Improving Career Services for UC Graduate Students March 2015 for UC Student Association

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 *

TONI GOMEZ

Education

Masters of Public Policy

May 2017 from Mills College

Bachelor of Arts in Public Policy

May 2013 from Mills College

Experience

Campaign Consultant | Self Employed | 2016 - Present

- For the Women's Foundation of California, I was responsible for organizing students across the state to support Reproductive Justice and the passage of SB 320 to make medication abortion available on college campuses. I planned and executed student trainings and lobby days to support the passage of the bill.
- For Andy Katz for Assembly I manage communications, voter outreach, collateral creation, event planning, volunteer recruitment, and the digital field campaign.

Organizing Trainer | Self Employed | 2010 - Present

- As a student organizer I trained with the New Organizing Institute in the same methods and strategies used in the Obama 08 and 2012 campaigns.
- Under the mentorship of Hope Wood, I became a trainer for the organization, and have since used these skills to provide trainings in Personal Narrative, Theory of Change, Getting to Commitment and Action Planning for groups including Public Allies, Mills College Public Policy Program, The Women's Foundation of California, The UC Student Association, and East Bay Young Democrats.

Graduate Peer Advisor | Center for Equity & Excellence at Mills College | 2016 - 2017

- I envisioned, planned, and executed eight successful campus wide events over the course of the academic year where 20-45 graduate students engaged with each other and important campus resources.
- In this role I developed undergraduate students through trainings and collaborative projects including a Disability Justice dinner and dialogue.

Director of Strategic Initiatives | UC Student Association | 2014 - 2016

- Engaged graduate students from across the state to form a strong advocacy platform
- Researched and published reports on a range of UC topics, including career services and food insecurity
- Developed and provided organizing and lobbying trainings for 500+ students across the UC annually
- Liaison to UC Office of the President

California Senate Fellow | Senator Carol Liu - SD 25 | 2013 - 2014

- Staffed SB 914, SB 999, SB 1023, and SB 1189 through the legislative process
- Staffed Senate Governance and Finance Committee and provided weekly bill analysis and

vote recommendations for bills

- Staffed the Select Committee on Aging and Long Term Care, and helped to produce a cumulative report summarizing the committee's findings; "*A Shattered System*"

Research Assistant | Mills College | Academic Year 2012

- Collected, compiled, and analyzed both qualitative and quantitative data for Mark Henderson and Margaret Hunter on their project regarding student assignment policies in San Francisco public schools.
- Conducted literature reviews and explored methods of analysis

Volunteer Positions

President, East Bay Young Democrats

Secretary, East Bay Women's Political Caucus

Research Publications

Feeding Student Success at Mills College

May 2017 for Mills College Division of Student Life

A Plate at the Table – Student Stories of Basic Needs Insecurity

August 2016 for UC Student Association

JOBS! Improving Career Services for UC Graduate Students

March 2015 for UC Student Association

Profile

Jacqueline

First Name

N.

Middle Initial

Phillips

Last Name

(_____
Email Address_____
Street Address

2203

Suite or Apt

City

CA

State

94610

Postal Code

Home: _____

Primary Phone

Home: _____

Alternate Phone

Retired

Employer

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

Commission on Aging: Submitted

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

I have experience serving on various boards, I care for my 92yr old mother and at 74, I am experiencing some challenges with aging. I wish to resume my present service on the, Mayor's Commission On Aging. Please use current resume on file. The only changes are that, I am now 77yr and my mother 95yr. I enjoy serving the on the, Mayor's Commission On Aging and believe strongly, in the work we do on behalf of Oakland's Aging Community. Sincerely, Jacqueline Noma Phillips

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.

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 *

Profile

Shannon

First Name

L

Middle Initial

McDonnell

Last Name

Email Address

Street Address

Oakland

City

Suite or Apt

CA

State

94612

Postal Code

Business:

Primary Phone

Home:

Alternate Phone

Stagebridge PHONE EXT 117

Employer

Executive Director

Job Title

Which Boards would you like to apply for?

Commission on Aging: Submitted

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

As Executive Director of Stagebridge, I run the country's oldest performing arts institute for seniors. We provide classes, workshops, and performance opportunities in a number of disciplines including dance, singing, acting and storytelling. While our work is art focused, our methodology is based on creative aging best practices.

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.

SMCDonnellresume.docx

Upload a Resume

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

SUMMARY Results-driven Development and Marketing professional with 20-year record of demonstrated success providing community engagement, fundraising and marketing solutions for non-profit organizations. Known as a consistent team player with creative, data-driven, and effective solutions to complex problems. Diversified background with demonstrated strengths in grant writing, event planning, media purchases, annual appeal campaigns, and marketing program management. Recognized as leader-by-example with ability to build and motivate teams to exceed earned and contributed income objectives. PROFESSIONAL EXPERIENCE STAGEBRIDGE CURRENT Executive Director As the Executive Director, I report to the Board of Directors, and am responsible for the organization's consistent achievement of its mission and financial objectives and am responsible for all day-to-day operations of the

organization, which is the country's oldest performing arts institution for seniors including:

- Building a long-range strategy which achieves its mission
- Providing leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies.
- Publicizing the activities of the organization, its programs and goals.
- Establishing sound working relationships and cooperative arrangements with community groups and organizations.
- Leading efforts with staff to develop and implement marketing, PR and development plans
- Working with Grant writer to research and deliver new grants and sources of income
- Built Community Engagement Programs
- Hire, train and manage staff
- Develop all budgets and financial plans

NEW CONSERVATORY THEATRE CENTER 2017-2019 Development Director As the Development Director I was responsible for all day-to-day operations of the development department, including:

- Researching and writing grants
- Designing and implementing all development plans
- Managing development marketing manager and volunteers
- Reporting on progress to all foundations and board
- Developing budgets and fundraising goals
- Designing and implementing major gifts campaign including stewardship, cultivation and solicitation

PACIFIC ART LEAGUE 2015-2017 Executive Director As the Chief Executive Officer of the Pacific Art League, I report to the Board of Directors, and am responsible for the organization's consistent achievement of its mission and financial objectives.

- Assured that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
- Provided leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies.
- Publicized the activities of the organization, its programs and goals.
- Establish sound working relationships and cooperative arrangements with community groups and organizations.
- Developed and implemented marketing, PR and development strategies
- Successfully researched, authored and delivered new grants and sources of income
- Built Community Engagement Programs to include formerly unhoused populations in Art-Making Programs
- Hired, trained and managed staff
- Developed all budgets and financial plans
- Provided curatorial leadership in 12 monthly exhibitions

ESME'S PACK 2008-2015 Founder and Executive Director Founded a non-profit organization to aid Indian street dogs.

- Partner with veterinarians to provide vaccinations and spay/neuter services to more than 200 street dogs
- Supervise staff to cook for and feed dogs on a twice-daily basis
- Research funding /write grants to support long-term growth for organization
- Partner with community organizations to elevate profile of street dogs with a goal of adoption
- Pioneered "Adopt- in-Place" program to care for dogs in numerous neighborhoods

ROOTS & SHOOTS, A Dr. Jane Goodall Environmental Initiative, Chennai, India 2008 – 2013 Honorary Co-Coordinator, Roots & Shoots, India Oversaw country-wide community outreach and development for Roots & Shoots. Increased funding by 400% for local Tamil Nadu Roots & Shoots affiliate, TREE Foundation.

- Successfully researched, authored, and delivered grants resulting in first-time awards of more than \$200,000 in international grants, including awards from Whitley Fund for Nature and The Disney Foundation
- Developed business model for sustained growth resulting in program coverage expansion from 12 villages to over 50
- Served as spokesperson at industry events, government workshops, and community outreach forums. Attended International Sea Turtle Symposium to share best practices in Sea Turtle conservation with leading scientists, environmentalists, and authors from 25 countries and 200 environmental groups
- Developed social outreach using text messaging to alert fishermen of environmental conditions such as distressed ships, storms, and sea turtle sightings

SAN FRANCISCO SYMPHONY 2006 – 2008 Marketing Manager, Single Ticket Sales Planned, launched, and implemented programs resulting in over \$9 million in single ticket sales across eight product lines.

- Responsible for all advertising content for online, print media, radio, collateral, and outdoor promotions
- Implemented incentives for Inside Sales Staff resulting in increased employee retention, higher revenue, better customer service, and increased morale
- Managed out-sourced graphic design firm to deliver creative, on time, and effective corporate and promotional campaigns
- Served as liaison to development department to integrate customer experience and increase effectiveness of telefunding/telemarketing campaigns

THEATREWORKS 2000 – 2006 Marketing Director Managed all day-to-day marketing operations including media buys, advertising content, inside and outside sales promotions, web operations, pricing, and reporting and analytics.

- Implemented plan to broaden scope of box office to include in-bound sales resulting in growth of subscription audience
- Developed Community Engagement marketing programs to reach new and underserved audiences
- Implemented customer service improvements resulting in increased retention and renewal rates for subscribers by 50%
- With McKinsey and Company and Stanford University launched a 12-month customer service research project to successfully identify elasticity in ticket pricing resulting in a maximum revenue-per-ticket model
- With Google, leveraged a Google Grant to include not only cash, but also services for a website SEO analysis and web property re-work that resulted in improved search placement, increased site traffic, and increased page views
- Planned, negotiated, implemented, and created advertising copy for outdoor, print,

sales collateral, and outbound campaigns • Produced How TheatreWorks, a series of televised interviews and lectures highlighting various aspects of the performance process • Analyzed and reported results of marketing efforts • Collaborated with development department to design and implement campaigns with common goals using inside sales and box office resources resulting in increased earned and contributed revenues EDUCATION York University, Toronto Ontario, theatre courses towards BFA Algonquin College, Ottawa Ontario, Broadcasting/ Communications

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 *

SHANNON McDONNELL

Mobile:

SUMMARY

Results-driven Development and Marketing professional with 20-year record of demonstrated success providing community engagement, fundraising and marketing solutions for non-profit organizations. Known as a consistent team player with creative, data-driven, and effective solutions to complex problems. Diversified background with demonstrated strengths in grant writing, event planning, media purchases, annual appeal campaigns, and marketing program management. Recognized as leader-by-example with ability to build and motivate teams to exceed earned and contributed income objectives.

PROFESSIONAL EXPERIENCE

STAGEBRIDGE

CURRENT

Executive Director

As the Executive Director, I report to the Board of Directors, and am responsible for the organization's consistent achievement of its mission and financial objectives and am responsible for all day-to-day operations of the organization, which is the country's oldest performing arts institution for seniors including:

- Building a long-range strategy which achieves its mission
- Providing leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies.
- Publicizing the activities of the organization, its programs and goals.
- Establishing sound working relationships and cooperative arrangements with community groups and organizations.
- Leading efforts with staff to develop and implement marketing, PR and development plans
- Working with Grant writer to research and deliver new grants and sources of income
- Built Community Engagement Programs
- Hire, train and manage staff
- Develop all budgets and financial plans

NEW CONSERVATORY THEATRE CENTER

2017-2019

Development Director

As the Development Director I was responsible for all day-to-day operations of the development department, including:

- Researching and writing grants
- Designing and implementing all development plans
- Managing development marketing manager and volunteers
- Reporting on progress to all foundations and board
- Developing budgets and fundraising goals
- Designing and implementing major gifts campaign including stewardship, cultivation and solicitation

PACIFIC ART LEAGUE

2015-2017

Executive Director

As the Chief Executive Officer of the Pacific Art League, I report to the Board of Directors, and am responsible for the organization's consistent achievement of its mission and financial objectives.

- Assured that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
- Provided leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies.
- Publicized the activities of the organization, its programs and goals.
- Establish sound working relationships and cooperative arrangements with community groups and organizations.

- Developed and implemented marketing, PR and development strategies
- Successfully researched, authored and delivered new grants and sources of income
- Built Community Engagement Programs to include formerly unhoused populations in Art-Making Programs
- Hired, trained and managed staff
- Developed all budgets and financial plans
- Provided curatorial leadership in 12 monthly exhibitions

ESME'S PACK**2008-2015****Founder and Executive Director**

Founded a non-profit organization to aid Indian street dogs.

- Partner with veterinarians to provide vaccinations and spay/neuter services to more than 200 street dogs
- Supervise staff to cook for and feed dogs on a twice-daily basis
- Research funding /write grants to support long-term growth for organization
- Partner with community organizations to elevate profile of street dogs with a goal of adoption
- Pioneered "Adopt- in-Place" program to care for dogs in numerous neighborhoods

ROOTS & SHOOTS, A Dr. Jane Goodall Environmental Initiative, Chennai, India**2008 – 2013****Honorary Co-Coordinator, Roots & Shoots, India**

Oversaw country-wide community outreach and development for Roots & Shoots. Increased funding by 400% for local Tamil Nadu Roots & Shoots affiliate, TREE Foundation.

- Successfully researched, authored, and delivered grants resulting in first-time awards of more than \$200,000 in international grants, including awards from Whitley Fund for Nature and The Disney Foundation
- Developed business model for sustained growth resulting in program coverage expansion from 12 villages to over 50
- Served as spokesperson at industry events, government workshops, and community outreach forums. Attended International Sea Turtle Symposium to share best practices in Sea Turtle conservation with leading scientists, environmentalists, and authors from 25 countries and 200 environmental groups
- Developed social outreach using text messaging to alert fishermen of environmental conditions such as distressed ships, storms, and sea turtle sightings

SAN FRANCISCO SYMPHONY**2006 – 2008****Marketing Manager, Single Ticket Sales**

Planned, launched, and implemented programs resulting in over \$9 million in single ticket sales across eight product lines.

- Responsible for all advertising content for online, print media, radio, collateral, and outdoor promotions
- Implemented incentives for Inside Sales Staff resulting in increased employee retention, higher revenue, better customer service, and increased morale
- Managed out-sourced graphic design firm to deliver creative, on time, and effective corporate and promotional campaigns
- Served as liaison to development department to integrate customer experience and increase effectiveness of telefunding/telemarketing campaigns

THEATREWORKS**2000 – 2006****Marketing Director**

Managed all day-to-day marketing operations including media buys, advertising content, inside and outside sales promotions, web operations, pricing, and reporting and analytics.

- Implemented plan to broaden scope of box office to include in-bound sales resulting in growth of subscription audience

- Developed Community Engagement marketing programs to reach new and underserved audiences
- Implemented customer service improvements resulting in increased retention and renewal rates for subscribers by 50%
- With McKinsey and Company and Stanford University launched a 12-month customer service research project to successfully identify elasticity in ticket pricing resulting in a maximum revenue-per-ticket model
- With Google, leveraged a Google Grant to include not only cash, but also services for a website SEO analysis and web property re-work that resulted in improved search placement, increased site traffic, and increased page views
- Planned, negotiated, implemented, and created advertising copy for outdoor, print, sales collateral, and outbound campaigns
- Produced *How TheatreWorks*, a series of televised interviews and lectures highlighting various aspects of the performance process
- Analyzed and reported results of marketing efforts
- Collaborated with development department to design and implement campaigns with common goals using inside sales and box office resources resulting in increased earned and contributed revenues

EDUCATION

York University, Toronto Ontario, theatre courses towards BFA

Algonquin College, Ottawa Ontario, Broadcasting/ Communications

Profile

Cheryl M Moore
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Oakland
City

CA
State

94610
Postal Code

Home: Home:
Primary Phone Alternate Phone

Retired Executive to City Attorney, City
Employer of Oakland
Job Title

Which Boards would you like to apply for?

Commission on Aging: Submitted

Interests & Experiences

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

I'm the President of EAST BAY AREA CLUB, owners of Sojourner Truth Manor 88- Units Senior Housing at 5815, 5915 and 6015 and also on the Board. Served as the Administrator 2 years. Interact with our Seniors monthly.

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.



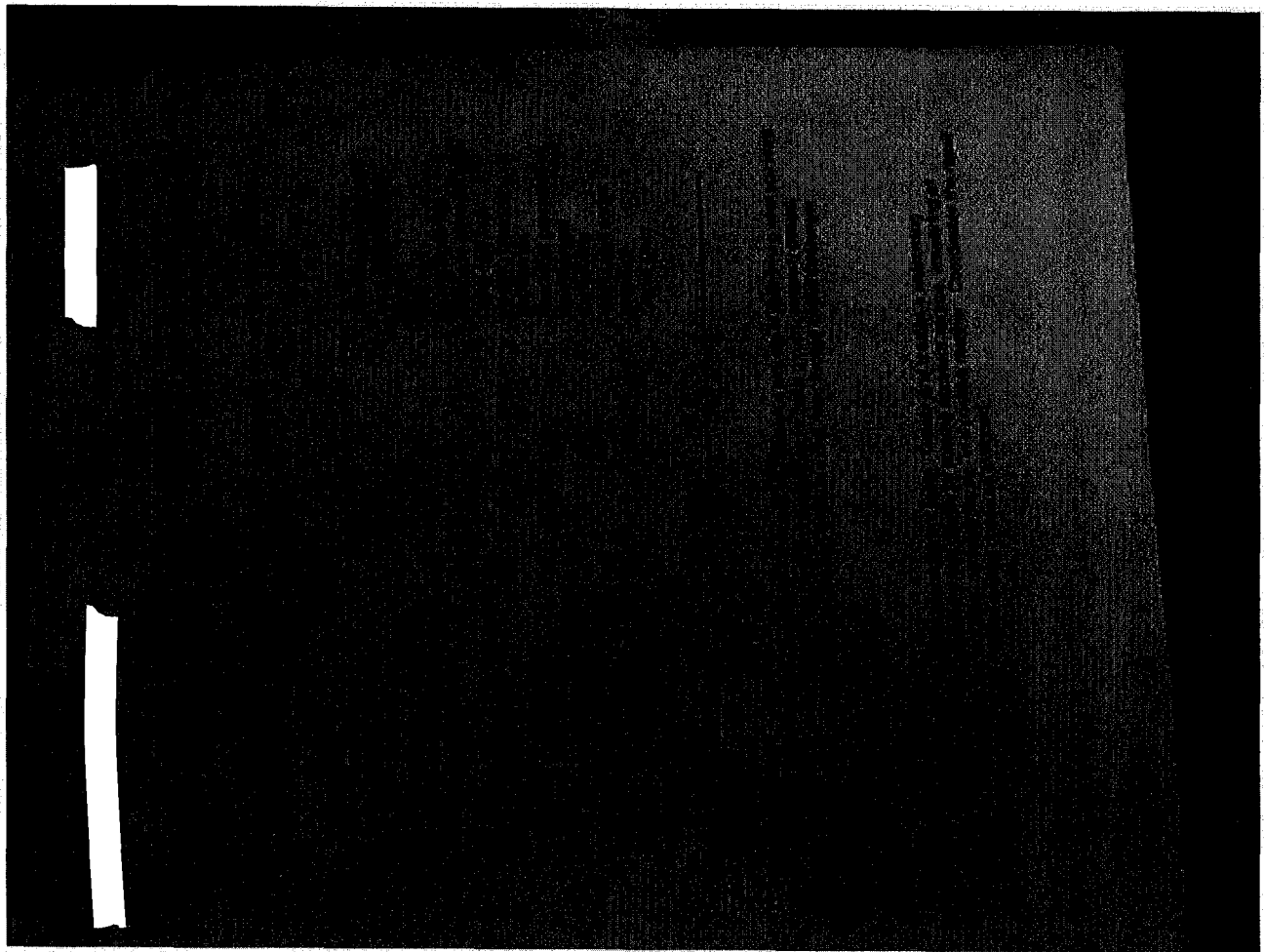
Upload a Resume

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 *



Profile

Jennifer

First Name

Seibert

Last Name

Email Address

Street Address

Oakland

City

Suite or Apt

CA

State

94605

Postal Code

Home: (

Primary Phone

Association of Bay Area
Governments/The Metropolitan
Transportation Commissio

Employer

Home: (

Alternate Phone

Employee and Retiree Benefits
Program Manager

Job Title

Which Boards would you like to apply for?

Commission on Aging: Submitted

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

My qualifications are based on a career in benefits administration for first in class local employers who service the medical insurance needs of an aging workforce. Through my career, I have assisted retirees by • Advocating for and with them in navigating access to medical resources • Assisting them to understand their rights as consumers of health • Re-iterating the necessity to be proactive about estate planning • Promoting awareness of community and employer-sponsored resources • Engaging them in their fiscal and physical well-being give prevailing circumstances • Developing user friendly information to support their decision making • Leveraged corporate relationships and partnerships to deliver products and products targeted to the needs and comprehension levels of a generation who may not be tech saavy. • Developing opportunities to partner with Medicare and Social Security outreach programs to provide workshops and platforms for retirees to voice concerns and resolve complex eligibility and billing problems • Reminding retirees that they are life-long learners and who make viable and valuable contributions to society I have deep commitment and passion to ensure that our seniors receive the level of service and access to resources to prolong their self-value as community citizens and that they proudly receive the rights and benefits to which they are entitled. I look forward to exploring, introducing and promoting partnerships needed to service our seasoned citizens.

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.

Aging.docx

Upload a Resume

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

Summary of Professional Experience I am a seasoned, solution-driven and forward-thinking human resources professional with over 10 years of management experience. I serve as a subject matter expert and business partner to executive and management teams where I recommend, develop, implement, administer policies, labor contracts, and develop employee and retiree empowerment opportunities relative to the delivery and consumption of benefits information and services. I promote engagement while ensuring that outcomes are aligned with the mission and goals of the organization. I collaborate with internal and external service partners to drive effective organizational development and to ensure compliance with prevailing laws and regulations covering the employment life-cycle. I have experience in collaborating in the development of business strategies, and completing high-level projects with the objective of attaining optimal effectiveness. Employment History Benefits Program Manager, The Association of Bay Area Governments; Metropolitan Transportation Commission Employee and Retiree Benefits Manager Peralta Community College District, 2005 – 2017 Assistant Director of Human Resources, Mills College, 1998 – 2005 Employee and Retiree Benefits Counsellor, University of California Berkeley, 1990 - 1998 • Provided clear articulation of District personnel policies, procedures, collective bargaining agreements, and applicable laws and regulations to staff, faculty, students, vendors, brokers, outside educational institutions and businesses, community representatives, and governmental agencies • Supervised operational business service unit administering benefit services to a broad range of constituents and stakeholders • Delivered innovative and responsive labor negotiation proposals relating to classified and faculty collective bargaining • Developed, designed, administered and implemented the District's health and welfare benefits for over 3500 active and retired employees • Managed \$20m annual benefits budget; provide recommendations and cost/benefit analysis for plan design and total compensation changes • Developed strategic communications through the use and integration of various contemporary media resources • Resolved claims and customer service issues, vendor billing issues • Administered/coordinated regulations regarding the Affordable Care Act, COBRA, Family Medical Leave Act; stay abreast of developments and changes in laws in the benefits, leaves, defined benefit and contribution plans • Lead in participatory governance on a variety of institutional issues including employee relations, human resources administration, new employee programs, collective bargaining agreements, employee grievances and related human resources topics Assistant Director of Human Resources-Mills College, 1998-2005 • Employee Relations - Provided support to managers on a wide range of employee relations issues in the span of employment from hiring to discharge. Manage protected and unprotected leaves of absence. Represent the College in hearings and litigation. Provide employee and supervisorial counseling regarding employee discipline actions. Effect progressive disciplinary cycle. • Union Negotiations – Implemented Collective Bargaining Agreement provisions for unionized employees. • Benefits - Responsible for operational activities related to accurate and timely benefits processing, vendor bills reconciliation, group insurance contract negotiations, and administration of group elective and non-elective benefits; coordinate annual open enrollment activities; handle workers compensation and other disability benefits • administered by third party administrators. • • Policy Analysis - Reviewed legislative changes affecting current business practice, recommend and effect internal changes to remain consistent and compliant with regulations • Communications-Developed and disseminated information to employees regarding external changes affecting the internal practices or policies • Training & Development - Leveraged College vendor relationships to provide regular and on-going training and educational opportunities to all employees. Implement annual training plan on topics such as retirement plan investing, workers compensation, ergonomic safety. Department Benefits Counsellor, University of California Berkeley, 1990-1998 • Participated in the communication strategy and development to over 10,000 campus employees • Implemented policies and procedures established by the governing body, the Office of the President • Coordinated on-boarding off-boarding activities for faculty, staff and short term employees and students • Demonstrated comprehensive understanding of prevailing local, state and federal regulations affecting the employee life-cycle and relative employer responsibilities. • Served as Human Resources Business Partner for over 100 academic and service units on on-boarding and off-boarding protocols and arising employment life cycle issues • Developed and delivered variety of employee-centered workshops to promote empowerment and information exchange for a wide range of campus based initiatives Committee Memberships • Alameda County Public Sector Health Care Task Force: 2015 - present • Peralta Management Development Leadership Academy: 2016-2017 • Peralta Chancellors Leadership Succession Program: 2009-2010 Professional Affiliations & Memberships • Association of Chief Human Resources Offices, member (ACHRO), 2011-Recipient of 2015 Outstanding

Administrator Award in recognition of outreach and growth of ACCCA membership. • California Public Employee Relations Association (CALPELRA), member 2016 • Society of Human Resources Management (SHRM), member 2015, Certification in progress • Association of California Community College Administrators, member and Peralta District Campus Representative, 2007 Education & Professional Designations • B.A. Mass Communications, University of California - Berkeley • California Health and Disability Brokerage License, 2016

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 *

Jennifer Benford Seibert

Summary of Professional Experience

I am a seasoned, solution-driven and forward-thinking human resources professional with over 10 years of management experience. I serve as a subject matter expert and business partner to executive and management teams where I recommend, develop, implement, administer policies, labor contracts, and develop employee and retiree empowerment opportunities relative to the delivery and consumption of benefits information and services.

I promote engagement while ensuring that outcomes are aligned with the mission and goals of the organization. I collaborate with internal and external service partners to drive effective organizational development and to ensure compliance with prevailing laws and regulations covering the employment life-cycle. I have experience in collaborating in the development of business strategies, and completing high-level projects with the objective of attaining optimal effectiveness.

Employment History

Benefits Program Manager, The Association of Bay Area Governments; Metropolitan Transportation Commission

Employee and Retiree Benefits Manager Peralta Community College District, 2005 - 2017

Assistant Director of Human Resources, Mills College, 1998 - 2005

Employee and Retiree Benefits Counsellor, University of California Berkeley, 1990 - 1998

- Provided clear articulation of District personnel policies, procedures, collective bargaining agreements, and applicable laws and regulations to staff, faculty, students, vendors, brokers, outside educational institutions and businesses, community representatives, and governmental agencies
- Supervised operational business service unit administering benefit services to a broad range of constituents and stakeholders
- Delivered innovative and responsive labor negotiation proposals relating to classified and faculty collective bargaining
- Developed, designed, administered and implemented the District's health and welfare benefits for over 3500 active and retired employees
- Managed \$20m annual benefits budget; provide recommendations and cost/benefit analysis for plan design and total compensation changes
- Developed strategic communications through the use and integration of various contemporary media resources
- Resolved claims and customer service issues, vendor billing issues
- Administered/coordinated regulations regarding the Affordable Care Act, COBRA, Family Medical Leave Act; stay abreast of developments and changes in laws in the benefits, leaves, defined benefit and contribution plans
- Lead in participatory governance on a variety of institutional issues including employee relations, human resources administration, new employee

programs, collective bargaining agreements, employee grievances and related human resources topics

Assistant Director of Human Resources-Mills College, 1998-2005

- Employee Relations - Provided support to managers on a wide range of employee relations issues in the span of employment from hiring to discharge. Manage protected and unprotected leaves of absence. Represent the College in hearings and litigation. Provide employee and supervisorial counseling regarding employee discipline actions. Effect progressive disciplinary cycle.
- Union Negotiations - Implemented Collective Bargaining Agreement provisions for unionized employees.
- Benefits - Responsible for operational activities related to accurate and timely benefits processing, vendor bills reconciliation, group insurance contract negotiations, and administration of group elective and non-elective benefits; coordinate annual open enrollment activities; handle workers compensation and other disability benefits administered by third party administrators.
- Policy Analysis - Reviewed legislative changes affecting current business practice, recommend and effect internal changes to remain consistent and compliant with regulations
- Communications-Developed and disseminated information to employees regarding external changes affecting the internal practices or policies
- Training & Development - Leveraged College vendor relationships to provide regular and on-going training and educational opportunities to all employees. Implement annual training plan on topics such as retirement plan investing, workers compensation, ergonomic safety.

Department Benefits Counsellor, University of California Berkeley, 1990-1998

- Participated in the communication strategy and development to over 10,000 campus employees
- Implemented policies and procedures established by the governing body, the Office of the President
- Coordinated on-boarding off-boarding activities for faculty, staff and short term employees and students
- Demonstrated comprehensive understanding of prevailing local, state and federal regulations affecting the employee life-cycle and relative employer responsibilities.
- Served as Human Resources Business Partner for over 100 academic and service units on on-boarding and off-boarding protocols and arising employment life cycle issues
- Developed and delivered variety of employee-centered workshops to promote empowerment and information exchange for a wide range of campus based initiatives

Committee Memberships

- Alameda County Public Sector Health Care Task Force: 2015 - present
- Peralta Management Development Leadership Academy: 2016-2017
- Peralta Chancellors Leadership Succession Program: 2009-2010

Professional Affiliations & Memberships

- Association of Chief Human Resources Offices, member (ACHRO), 2011-Recipient of 2015 Outstanding Administrator Award in recognition of outreach and growth of ACCCA membership.

- California Public Employee Relations Association (CALPELRA), member 2016
- Society of Human Resources Management (SHRM), member 2015, Certification in progress
- Association of California Community College Administrators, member and Peralta District Campus Representative, 2007

Education & Professional Designations

- B.A. Mass Communications, University of California - Berkeley
- California Health and Disability Brokerage License, 2016

2019 SEP -6 AM 3:44

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

Introduced by Mayor Libby Schaaf

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF CHERYL MOORE, JENNIFER SEIBERT, ASHA BEENE-CLARKE, SHANNON MCDONNELL, DIANNA GARRETT, AND THE REAPPOINTMENT OF TONI GOMEZ AND JACQUELINE PHILLIPS AS MEMBERS OF THE COMMISSION ON AGING

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 9921 C.M.S., adopted May 13, 1980 and amended in 1985 by Ordinance No. 10561 C.M.S., in 1989 by Ordinance 11081 C.M.S., and in 1995 by Ordinance No 11773, establishes the Commission on Aging to advocate for the elderly and serve as an Advisory Board to the Department on Aging; and

WHEREAS, the Commission on Aging consists of eleven (11) members serving not more than two consecutive three year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Cheryl Moore, Jennifer Seibert, Asha Beene-Clarke, Shannon McDonnell, and Dianna Garrett to serve three-year terms as members of the Commission on Aging subject to confirmation by the City Council; and

WHEREAS, the Honorable Mayor Libby Schaaf has reappointed Toni Gomez and Jacqueline Phillips to serve three-year terms as members of the Commission on Aging 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 appointment of:

Cheryl Moore, to the Commission on Aging to serve a three-year term beginning on September 4, 2019 and ending on September 3, 2022, filling the seat previously held by Michelle Hall; and

Jennifer Seibert, to the Commission on Aging to serve a three-year term that began on September 2, 2019 and will end on September 1, 2022, filling the seat previously held by Sandra Johnson; and

Asha Beene-Clarke, to the Commission on Aging to serve a three-year term that began on September 3, 2018 and will end on September 2, 2021, filling the seat previously held by Johnnie May Willie; and

Shannon McDonnell, to the Commission on Aging to serve a three-year term that began on September 2, 2018 and will end on September 1, 2021, filling the seat previously held by Blake Spears; and

Dianna Garrett, to the Commission on Aging to serve a three-year term that began on September 3, 2017 and will end on September 2, 2020, filling the seat previously held by Sylvia Stadmire; and be it

FURTHER RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's reappointment of:

Toni Gomez, to the Commission on Aging to serve a three-year term that began on September 3, 2019 and will end on September 2, 2022, filling the seat previously held by herself; and

Jacqueline Phillips, to the Commission on Aging to serve a three-year term that began on September 2, 2019 and will end on September 1, 2022, filling the seat previously held by herself; and

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