

# 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

October 6, 2021

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

Dear President Bas and members of the City Council:

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

### **Budget Advisory Commission**

**Dahvie James** to serve a first three-year term beginning October 1, 2021 and ending September 30, 2024, filling the seat previously held by Jay Ashford.

**Lanenna Joiner** to serve the remainder of the three-year term beginning October 1, 2020 and ending September 30, 2023, filling the seat vacated by Vincent Leung.

**Mark Sawicki** to a first three-year term beginning October 1, 2021 and ending September 30, 2024, retaining the seat previously held by Ed Gerber.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".  
Libby Schaaf  
Mayor

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**Profile**

Dahvie

First Name

James

Middle Initial

Last Name

[REDACTED]@visa.com

Email Address

[REDACTED]  
Street Address

Suite or Apt

Oakland

City

CA

State

94612

Postal Code

Home: (650) [REDACTED]

Primary Phone

Home: (650) [REDACTED]

Alternate Phone

Visa, Inc

Employer

Director of Global Product  
Management

Job Title

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

Budget Advisory Commission: Submitted

City Planning Commission: Submitted

Oakland Workforce Development Board: Submitted

Police Commission: Submitted

Commission on Homelessness : Submitted

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**Interests & Experiences**

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

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Dear City of Oakland Leadership, Thank you for this opportunity to express interest in leadership and governing roles for the city and county of Oakland. You will see from this application that I am open to participating in a number of different capacities. I have a great deal of love for Oakland, and I believe in the promise and potential for its future. I would be delighted in working alongside you to build and uplift our city, both socially and economically, using my background and qualifications to do so. Attached you will find a copy of my professional resume. As added commentary, I'd like to share that I am a product of Oakland. I moved here when I was seven, with my mom who was born and reared in Oakland. I completed all primary and secondary schooling in Oakland public schools, graduating from Oakland High in 1992. From that point, I lived across the United States, following both career and educational endeavors, then returning to Oakland in 2007. I have remained in the Bay Area since then, recently returning to live in Oakland, in the MLK neighborhood, District 3 (Uptown/West Oakland). My skills and qualifications for the roles I've expressed interest in are broad and deep. As an Electrical Engineering graduate from UC Davis, and a full-fellow MBA from UNC Chapel Hill, I have led a successful career in Corporate leadership roles for over 20 years. My experience has allowed me to work as a marketing and general management leader for fortune 500 companies across varying industries and geographies, leading large scale initiatives with budgets and P&L responsibilities toppling \$400M. I have also had opportunity to found and operate my own business, a small wedding venue in Sacramento Valley, for over six years. Presently I lead Product Management and Loyalty at Visa within our Global B2B business platforms group. What this experience means is that I understand the interoperations of budgetary management and stewardship, market campaigning, project leadership, organizational networking, and even team collaboration. I also maintain a growing network of influencers that have helped to keep me abreast of industry trends, opportunities, and best practices, proving to be an invaluable pool of resources. Further, having established a business, I have intimate knowledge of the County Planning and Building Permitting processes and compliance standards, as well as understanding of the roles and responsibilities of the staff and officials who support them. Ultimately, I would like to bring all of this experience to bear in a leadership role supporting the City of Oakland, Alameda County. I'm a proud Oaklander, not just because of what the city is and will become, but also because of what it was, and what it meant for me as an African American youth. A number of teachers, religious and political-minded mentors and coaches made priceless investments in my growth and development, putting me on a path that has allowed me to live an enriched life, both personally and professionally, for which, and to them, I am eternally grateful. However, now, I am also ready. I am ready, willing and able to pay it forward to others within our precious city, using my skills and talents to do so. I welcome opportunity to discuss available positions further with you. Please contact me at your earliest convenience. Kind Regards, Dahvie James [REDACTED]  
[REDACTED]@visa.com

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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.***

[Resume\\_Dahvie\\_James\\_2019.pdf](#)

Upload a Resume

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

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Dahvie James San Francisco, CA [REDACTED]@fieldandpond.com LinkedIn.com/in/dahvie-james Marketing Director 15+ years' success implementing innovative marketing strategies for high-growth organizations Accomplished, results-oriented business development leader exhibiting a high level of creative abilities, proficient in design of marketing materials, adept at development of effective marketing strategies and campaigns. Promote advanced strategies and innovative programs that generate record-setting sales revenues. Expert presenter, negotiator, and communicator able to forge solid relationships with customers, staff, and partners, building consensus across multiple organizational levels. Achievements District Vice President Award – Abbott Laboratories American Advertising Award,

Silver - 2004 Industry Award Vice President, Board of Directors – City of Winters Chamber of Commerce Fusion Award – Best Holistic Campaign, Proctor and Gamble Career Experience AllSeated, San Francisco, CA Director of Product Marketing (2018 to 2019) Head of Marketing department performing executive-level leadership for SaaS startup focused on event venue Virtual Reality rendering. Successfully developed strategy to implement program for email and in-app onboarding and adoption. Effectively managed and motivated creative team, setting direction to ensure successful campaign delivery, marketing strategies, and collateral development, driving revenue and profitability. ♦ Launched more than 30 automated email campaigns of more than 100 content pieces increasing client communication, productivity, and revenue growth. ♦ Drove strategy to improve brand awareness and profitability, with design of data-based roadmap of in-app product adoption enhancements. ♦ Designed and delivered innovative product marketing strategies, increasing monthly revenue by 60%. Field & Pond, LLC, Sacramento Valley, CA Chief Marketing Officer & Events Director (2014 to Present) Creative director for successful development of luxury B&B and event venue, direct all administrative and financial functions including budget control, financial forecasts, branding, and market trend analysis. Strong project management skills with ability to manage multiple projects with varying priority levels simultaneously. Engage in training and development of management staff, ensuring client focused operations and delivery of excellent customer service. Streamline processes with adoption of automation when appropriate, launch transformative marketing programs to drive operational growth and profitability. ♦ Expand profit margins utilizing innovative marketing techniques, incorporating effective negotiation and communication skills, maintaining year-round 70% occupancy and event booking schedule. ♦ Identify key business concerns, perform strategic planning, implement advanced solutions and initiatives, improving business processes, and customer satisfaction. Intuit, Inc., Silicon Valley, CA/Plano, TX Dahvie James Page 2 Senior Brand Manager (2010 to 2014) Served as P&L manager for Intuit B2B Fintech and SaaS offerings totaling \$366M, 90% of division revenue. Supervised marketing operations and cross-functional teams, developing strategic marketing campaigns for Lacerte and ProSeries flagship brands. Developed go-to-market and adoption strategies for new SaaS introductions. ♦ Transformed branding and business model with conversion from desktop to SaaS, increasing efficiency and productivity. ♦ Delivered innovative growth strategies resulting in 6% YOY revenue growth on flagship portfolio, and 188% YOY growth on SaaS offerings. Abbott Laboratories, Alameda, CA Senior Brand Manager (2007 to 2010) Trailblazed and established Direct to Consumer marketing department for Abbott Diabetes Care. Energized multi-functional teams to deliver comprehensive digital and traditional media strategies and market testing. Creative advisor for overarching brand equity strategy, awarded \$26M in executive sponsorship for B2C marketing focus. Provided data and market analysis, developed budgets, ensured exceptional customer service. ♦ Launched division's first Call Center and free sample fulfillment operation, establishing quality customer relationships. ♦ Established digital media partnerships with CNBC, Health Central Network, and WebMD, increasing market share by 20 points, three points increase nationally, with Plan index of 151. Proctor & Gamble, Pleasanton, CA/Cincinnati, OH Marketing Brand Manager (2004 to 2007) Impactful performance completing three separate brand and trade channel leadership roles. Managed complete retail marketing programs, analyzed shopper behavior and purchasing trends to deliver consumer insights, provided updates and business reports to executive team. Collaborated with clients to create winning merchandising and loyalty campaigns, driving high profits. Executed \$45M marketing program for Swiffer Sweeper brand, generating revenue of \$200M. Motivated cross-functional team of 30 in go-to-market execution, using effective combination of analytical and interpersonal skills, exceeding expectations of revenue generation. Re-designed and re-launched product marketing, including brand ID, logo, and packaging architecture; TV advertising rated "well above normal" in Ipsos ASI ad testing; increased revenue by \$26M. Hewlett-Packard Company, Santa Rosa, CA/Denver, CO Senior Management Consultant (1997 to 2002) Significant contributor to higher productivity, with implementation of Enterprise Relationship Management and CRM systems for telecommunication providers. Designed system architecture and processes aimed at improving quality and efficiency. Utilized knowledge of C and C++ programming languages, provided technical support improving operational effectiveness. Implemented sales strategies to drive operational growth and profitability. Education & Certifications Master of Business Administration, Focus on Marketing and Entrepreneurship University of North Carolina, Chapel Hill, NC Bachelor of Science, Electrical Engineering University of California, CA BroadVision CRM Implementation - Certification Clarify CRM Implementation – Certification Magic Ideation Workshop Facilitation Technical Skills Slack, Trello, Skype, Google Docs, Box, Marketo, AutoPilot, WalkMe, Referral Rock, ZoomInfo

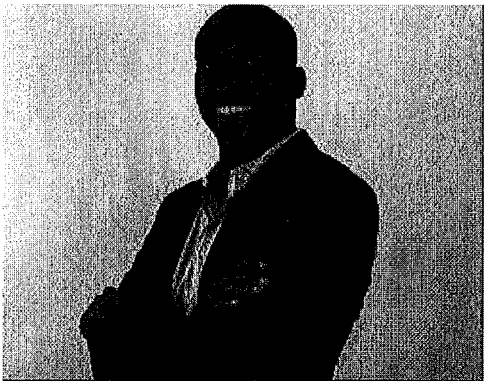
Please click the acknowledgement below.

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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 \*



# DAHVIE JAMES

Marketing and business development professional with proven results in driving revenue and profitability. Background includes extensive cross-industry experience in SaaS, Hi Tech, Medical Device Tech, Fintech, CPG and Hospitality. Notable aptitudes center around trailblazing uncertain business terrains, framing the challenge, slating a strategy and plan, enlisting the right resources, and motivating results. Talk to me if you are seeking to impact transformational change in your organization but need someone resourceful to lead the way!

## MARKETING EXECUTIVE Business Strategy and Development



Address:  
San Francisco, Ca 94108



Phone:  
(+1) [REDACTED]



Email:  
[REDACTED]@fieldandpond.com

## ACHIEVEMENTS

District Vice President Award -  
Abbott Laboratories, Device Tech

Medical Marketing & Media -  
2008 Industry Award

Fusion Award -  
Best Holistic Campaign, Procter & Gamble

American Advertising Award, Silver -  
2004 Industry Award

Vice President, Board of Directors -  
City of Winters Chamber of Commerce

Bank of America MBA Tuition Fellow

## EDUCATION

2002-2004

### Master of Business Administration

Marketing and Entrepreneurship

University of North Carolina - Chapel Hill

1992-1997

### Bachelor of Science

Electrical Engineering

University of California - Davis

## WORK EXPERIENCE

March 2018-April 2019

### Director of Product Marketing

AllSeated / San Francisco

Head of Marketing department for SaaS startup focused on event venue Virtual Reality rendering.

- ✓ Owned strategy and program for email and in-app onboarding and adoption.
- ✓ Managed creative team of six for campaign execution, reporting and management.
- ✓ Delivered more than 30 AutoPilot-automated email campaigns of +100 content pieces.
- ✓ Provided data-based roadmap of in-app product adoption enhancements using WalkMe.
- ✓ Helped grow Monthly Recurring Revenue by 60% for the fiscal.

2014-2018

### Owner and General Manager

Field & Pond, LLC / Sacramento Valley

Founder and trailblazer for country-luxury B&B and event venue.

- ✓ Overhauled farm homestead into the premier luxury B&B and event venue in Sac Valley.
- ✓ Concepted the entire model on which the business operates (pricing, branding, etc.)
- ✓ Trained management staff for autonomous operations and client services.
- ✓ Business maintains full year-over-year event booking schedule and +70% occupancy.

2014-2018

### Senior Brand Manager

Intuit, Inc. / Silicon Valley and Plano, Tx

P&L owner for Intuit B2B Fintech and SaaS offerings totaling \$366MM (90% of division Rev).

- ✓ Owned entire marketing program and operations for Lacerte and ProSeries flagship brands.
- ✓ Led and supervised team of 20 direct report and cross-functional employees.
- ✓ Completely overhauled branding and business model for conversion from desktop to SaaS.
- ✓ Responsible for go-to-market and adoption strategies for new SaaS introductions.
- ✓ Delivered 6% YOY Rev growth on flagship portfolio and 188% YOY growth on SaaS offering.

## INTERESTS



Traveling

## PROFESSIONAL SKILLS

Branding

Product Adoption

Demand Generation

Market Analysis

Financial Forecasting

Leadership & Development

## COMMUNITY WORK

Salvation Army Toys and Joys -  
Volunteer, San Francisco, Ca

American Civil Liberties Union -  
Donor

Soroptimist -  
Donor & Volunteer, Yolo County

AIDS/LifeCycle -  
Donor, Davis, Ca

The People's Vanguard of Davis -  
Donor, Davis, Ca

Winters Hispanic Advisory Committee -  
Donor

## OTHER EDUCATION

Hablo Espanol con soltura

Certification: BroadVision CRM  
Implementation

Certification: Clarify CRM  
Implementation

'Magic' Ideation Workshop Facilitation

Worked in France and Canada

Comfortable using: Slack, Trello, Skype,  
Google Docs, Box, Marketo, AutoPilot,  
WalkMe, Referral Rock, ZoomInfo, etc.

Traveled 17 countries and counting! -  
Australian VISA holder

## WORK EXPERIENCE FOR DAHVIE JAMES CONTINUED...

2007-2010

### Senior Brand Manager

Abbott Laboratories / Alameda, Ca

Trailblazed and established Direct to Consumer marketing department for Abbott Diabetes Care.

- ✓ Awarded \$26MM in executive sponsorship for B2C marketing focus.
- ✓ Led insight-based creation of overarching brand equity strategy and main idea.
- ✓ Delivered comprehensive digital and traditional media strategy, refined with market tests.
- ✓ Led and supervised team of 15 direct report and cross-functional employees for execution.
- ✓ Established division's first Call Center and free sample fulfillment operation.
- ✓ Formed digital media partnerships with CNBC, Health Central Network and WebMD.
- ✓ Increased share in High-potential markets 20 pts, nationally 3 pts, with PLAN index of 151.

2007-2004

### Marketing Brand Manager

Procter & Gamble / Pleasanton, Ca and Cincinnati, Oh

Completed three separate brand and trade channel leadership roles.

#### Safeway Retail Trade Team Marketing Manager

- ✓ Owned complete retail marketing program for Health & Beauty and Household care brands.
- ✓ Collaborated with Safeway to create winning thematic merchandising and loyalty campaigns.
- ✓ Delivered consumer insights for understanding shopper behavior and purchase trends.

#### Swiffer Sweeper Associate Brand Manager

- ✓ Owned \$45MM marketing program for flagship brand grossing \$200MM in Revenue.
- ✓ Led complete revamp and relaunch of the brand ID, logo, packaging, promise and product.
- ✓ Led team of 30 cross-functional employees in go-to-market execution.
- ✓ Rebranded packaging architecture scored index of 200 vs. control.
- ✓ TV launch advertising rated 'Well Above Normal' in Ipsos ASI ad testing.
- ✓ Campaign delivered 500MM impressions and \$26MM in incremental Revenue.

#### Swiffer Duster Associate Brand Manager

- ✓ Owned \$26MM marketing program for brand grossing \$90MM in Revenue.
- ✓ Launched Swiffer Dusters extendable Handle and refills line extensions.
- ✓ Led team of 20 cross-functional employees in go-to-market launches.
- ✓ Responsible for executive team updates and business reporting.

2002-1997

### Senior Management Consultant

Hewlett-Packard Company / Santa Rosa, Ca and Denver, Co

Deployed Enterprise Relationship Management/CRM systems for telecommunications providers.

- ✓ Designed necessary architecture and processes for supporting business needs.
- ✓ Participated on France-based team to deliver HP's CRM solution for Europe.
- ✓ Provided sales and technical support for client selling engagements.
- ✓ Maintained yearly utilization rates above 75%.
- ✓ Implemented using Broadvision, Clarify, Lotus and MS Access CRM platforms.
- ✓ Utilized C and C++ programming languages.

## OTHER

Outside of work, you will find me at  
the gym, running, tinkering away on

## PERSONAL SKILLS

Honest	Dependable	Great Coach and Motivator
Positive Thinker	Great Oral Communicator	Detail Oriented

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**Profile**

Lanenna

First Name

Joiner

Last Name

Middle Initial

[REDACTED]@feelmores510.com

Email Address

[REDACTED]

Street Address

Suite or Apt

oakland

City

CA

State

94619

Postal Code

Home: (510) [REDACTED]

Primary Phone

Home: (510) [REDACTED]

Alternate Phone

Feelmores

Employer

Downtown Retailer

Job Title

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

Budget Advisory Commission: Submitted

Library Advisory Commission: Not Submitted

Oakland Workforce Development Board: Not Submitted

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**Interests & Experiences**

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

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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.*

Joiner\_BudgetCommittee.pdf

Upload a Resume

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



Please click the acknowledgement below.

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☒ I Agree \*

## **Lanenna Joiner**

**Email:** [REDACTED]@feelmore510.com

Oakland, CA 94619

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### **Professional Introduction**

Small business owner for 11 years in Oakland and Berkeley. Additional professional experience is Security Analyst with over 18 years experience in security planning, designing, deploying and integration of secure high-availability computer systems.

### **Expert Skills**

IT Operations Management, IT Support Delivery Design/Management, Security Risk Management, Change Management, Issue Management, IT Inventory Management, Identity Management, Firewalls, Security Policy Design, Troubleshooting, Process Analysis, Intrusion Detection/Prevention Systems, VRRP Clustering, Smart Cards, Incident Management, Routing, Unix, Windows, Strong Authentication, Tokens, Network Monitoring, Web Servers, Wireless/Mobile Services, Name Servers, Mail Servers, BCP/DRP, VPN, Bandwidth Management, Load Balancing, OSPF

### **Experience**

Feelmore Holdings, Inc.

Oct 2010 - Current

#### **CEO**

Web Analytics and SEO implementation

Brand development and strategy

Business Plan Execution & Sales Strategy development

Advertising and Marketing

New Business Unit Development

Employee Hiring and Development

Verizon Wireless

Aug 2008 – Oct 2010

#### **Network Security Analyst**

Maintenance of Nokia based firewalls to ensure high availability to remote, B2B and wireless networks. Troubleshoot systems using TCPDUMP and OSI model isolation tactics. Maintained 25 + regional NEC Nokia and Juniper firewalls including routing modes, static and OSPF, and VRRP.

- Juniper ISG2000 conversion support
- Responsible for multiple deployments and various projects to create DMZs based on business requirements.

- Execution of Governance through cross organizational entities by enabling enterprise GRC solution
- Practice and apply industry standards, apply GRC frameworks, and execute Best Practices.

Credit Union

### **Security Analyst**

March 2007 – June 2008

Began work with the company as their 1<sup>st</sup> Security Analyst to remediate audit findings from previous years. Many issues were known but others were discovered during remediation.

- Researches new technologies and makes recommendation for systems
- Creation of Digital Forensics guideline for audit requirements
- Creation of Phishing technical business process flow
- Installation of Websense, web content filtering system enabling precise reporting

## **Lanenna Joiner**

Continued

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- Creation of corporate IT security policies such as email and internet usage to resolve corporate behavior issues
- maintain and update security compliance requirement for third party audits including GRC
- Creation of Anti-Phishing Account Closure process due to high incidents
- Implementation of secure solutions to protect customer data
- Reviewed Privacy Impact Assessment (PIA) System of Record Notice (SORN).
- Contributed to corporate quarterly newsletter for Security issues and initiatives
- Disaster Recovery testing of backup circuits for branches and corporate network
- Completion of turnover documentation for proper knowledge transfer
- Documented network vulnerabilities using Retina and out-of-band tools

Clorox Services Company

### **Security Engineer**

October 1999 – February 2007

Providing leadership and technical expertise in various Security/IS projects, efforts and system support. Designed and implemented various security systems such as 2-factor VLAN authentication within Checkpoint for Homeland Security initiatives. Saved the company \$242,000 by transitioning several acquired locations from Checkpoint to SonicWall firewalls and negotiated onboard event monitoring software for 1 year at no cost to Clorox for an additional saving of approximately \$32,000 per site.

- Firewall lifecycle: procurement, design, administration, monitoring and support

- Vulnerability scanning assessment and remediation of systems
- Conducts privileged user training for security systems
- Maintains Security log servers including monthly archival
- Maintains NetCache proxy server and administrates Access Control for system
- Creates web certificates web servers and other security systems (PKI)
- 24/7 international and domestic critical systems support

## **Education**

Florida A&M University

B.S. Public Management

SANS GSEC

Cisco Certified Network Administrator (CCNA)

Expired

Securing Networks with Cisco Routers and Switches

## **Volunteering**

Oakland Vietnamese Chamber of Commerce 10/17 - Present

Berkeley Loan Board City 12/19 - Present

Alameda County Democratic Central Committee 1/17 – 2/18

Advisory Board Member DNC LGBT Advisory Board 8/16 - Present

Oakland Landmarks Preservation Board 2/16 - Present

Oakland Measure Y 2/14 - 1/16

## **Tools**

Checkpoint Management, SSH/Secure Shell, Remedy, RSA ACE, Symantec Suite, Sonic Global Management Station (SGMS), Ethereal, Nmap, MS Visio/Project, NetAppliance, MS Visio, Whatsup Gold, Tivoli, Pegasus Security System, Nokia, MRTG, PIX (Routers/Switches), Fortigate, Proofpoint, Symitar, NSM, Nortel VPN, Shopify, Lightspeed, Payment Systems

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**Profile**

MARK

First Name

SAWICKI

Middle Initial

Last Name

[REDACTED]@comcast.net

Email Address

[REDACTED] Avenue

Street Address

4

Suite or Apt

Oakland

City

CA

State

94611

Postal Code

Mobile: (650) [REDACTED]

Primary Phone

Home: (650) [REDACTED]

Alternate Phone

MS-27 Consulting

Employer

Principal/Owner

Job Title

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

Budget Advisory Commission: Submitted

City Planning Commission: Submitted

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**Interests & Experiences**

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

30+ years experience in both public and private sector in community and economic development, real estate economics, urban planning and policy, and affordable housing. Former City of Oakland Director of Economic & Workforce Development. Degrees in Finance and Public Policy.

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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.***

SAWICKI Resume 2020-04-17.pdf

Upload a Resume

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

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Please click the acknowledgement below.

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☒ I Agree \*

## MARK SAWICKI

(cell) • [REDACTED]@comcast.net

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***Senior real estate development economics professional with 30+ years in public and private sector***

**Real Estate Economics | Public Private Partnerships | Housing and Urban Policy | Economic Development**  
Entitlement | Development | Investment | Finance | Asset Management | Affordable Housing  
Fiscal and Economic Impact Analysis | Feasibility Analysis and Pro Formas | Public Policy Analysis

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**MS-27 CONSULTING, Oakland, CA**

*Present*

Independent contract consultant providing advisory services in the practice areas listed above.

**CITY OF OAKLAND, CA**

*February 2015 – September 2019*

***Director, Economic & Workforce Development Department***

Guided a department of 50 staff across six divisions: Public/Private Development, Real Estate Asset Management, Business Development, Workforce Development, Cultural Affairs, and Fiscal/Administration. Managed an annual operating budget of over \$14M and bond funds in excess of \$30M. Facilitated acquisition, disposition, development, and management of City-owned property; business retention, expansion and attraction; administration of nine Business Improvement Districts; workforce development programs serving dislocated workers and youth; cultural arts grant funding, public art program, parades/festivals, and film office.

Key duties and accomplishments:

- Negotiated for the sale, lease, and development of City land for 12+ projects aggregating over 1.7M square feet of commercial space and 2400 units of housing, including the following key projects (and partners):
  - [REDACTED] – redevelop City garage into a 1.5M sq. ft. office building (w/ Lane Partners)
  - Kaiser Civic Auditorium and Calvin Simmons Theater – \$60M+ rehab/restoration of mothballed historic building (w/ Orton Development)
  - [REDACTED] – develop vacant land near West Oakland BART into 1000+ residential units, with 8% affordable onsite and \$7M deposit to Affordable Housing Trust Fund (w/ Panoramic Interests)
  - [REDACTED] – develop vacant land into 361 residential units, with 30% affordable onsite (w/ UrbanCore and EBALDC)
  - [REDACTED] – develop vacant land into 288 residential units, plus \$1.8M for Affordable Housing Trust Fund (w/ Strada and CIM)
  - [REDACTED] – redeveloped surface parking lot into 234 residential units, with 15% affordable, and replacement of 350 space parking garage (w/ Trammell Crow)
  - 500+ units of new affordable housing at Fruitvale Transit Village, Coliseum Transit Village, 3050 International, 95<sup>th</sup>/International (w/ Unity Council, EBALDC, Bridge, UrbanCore, SAHA, and Related)
- Managed City real property assets such as Fox Theater, Paramount Theater, Convention Center, and Ice Rink.
- Produced and presented policy analysis and recommendations for a Public Lands Ordinance.
- Spearheaded adoption and implementation of the City's first Economic Development Strategy in 20 years.
- Facilitated adoption and implementation of the City's first Cultural Plan in over 30 years.
- Served as Interim Executive Director for the Oakland Workforce Development Board for 6 months.
- Recruited and mentored five Division managers, including my ultimate successor.

**CITY OF VALLEJO, CA**

*October 2013 – February 2015*

***Community & Economic Development Director***

Led a team of 20 staff in Planning, Building, Economic Development, and Real Estate Asset Management. Advanced the redevelopment and reuse plans for the former Mare Island Naval Shipyard, the Waterfront, Downtown, and other opportunity areas, updating the General Plan and Zoning Code, attracting and retaining businesses, managing City assets, and administering the dissolution of the former Redevelopment Agency.

**CITY OF SAN CARLOS, CA**

August 2007 – September 2013

**Economic Development & Housing Manager**

Shaped and championed City's Economic Development Plan; guided Economic Development Advisory Commission; directed all housing policy and programs; acquired, sold, and managed City properties; implemented statutory dissolution of Redevelopment Agency.

- Spearheaded strategic planning, community outreach, property acquisitions, and developer negotiations for redevelopment of a 3-acre downtown transit-oriented mixed-use project with 130 housing units, retail, public parking structure and plaza. Earned \$3M for affordable housing and \$5M+ in profit for General Fund.
- Negotiated sale of City property for development of In-N-Out Burger.
- Led efforts to assemble gateway parcels for a 6-acre hotel development site.
- Directed business retention, expansion and attraction efforts including branding campaign.
- Managed a \$7 million Low/Mod Income Housing Fund and First Time Homebuyer Loan program.
- Rewrote the City's Inclusionary Housing Ordinance and adopted an Affordable Housing Impact Fee.
- Completed a successful tax allocation bond issue that generated \$7 million for projects.

**SEIFEL CONSULTING INC., San Francisco, CA**

December 2003 – August 2007

**Managing Consultant**

Delivered real estate, economic, and redevelopment advisory services to over 14 cities, counties, and redevelopment agencies, and over 7 private and nonprofit developers. Trained and supervised 10 staff consultants. Experience in project management; developer selection, negotiation and due diligence; financial feasibility analyses; housing affordability and gap analysis; tax credits; market analysis; fiscal/economic impacts.

**Representative Projects:**

- Treasure Island, SF base reuse/redevelopment: Prepared 1800-unit affordable housing financing strategy.
- David Brower Center/Oxford Plaza mixed-use development in downtown Berkeley: Technical assistance with Section 108, BEDI, and New Market Tax Credits funding sources.
- Expert witness analyses on mobile home rent control for City of Santee and County of San Diego.
- West Crissy Field, Presidio, SF: Evaluated proposals to rehabilitate and lease ten historic buildings.

**UNIVERSITY OF CALIFORNIA, BERKELEY**

May to December 2003

**Real Estate Development Consultant (Part Time)**

Evaluated potential strategic off-campus projects. Analyzed alternative financing; performed lease analyses, market surveys, feasibility studies, and developer evaluation/selection.

**VIRTUAL GROWTH INCORPORATED, New York, NY**

March 1997 – October 1999

**Chief Financial Officer / Board Member / Business Planning Consultant**

Co-founder of startup outsourced accounting, tax and consulting services firm that grew to over 100 employees.

- Structured three rounds of equity financing raising \$14 million from private investors.
- Directed financial reporting, budgeting and controls; managed cash flow during rapid growth. Prepared business plans and projections. Developed incentive stock option plan. Responsible for all legal matters for the company; prepared shareholder agreements; managed all investor relations.
- Conducted space search and negotiated lease for office space in midtown Manhattan, New York; supervised architectural design and construction of \$250,000 in leasehold improvements.
- Provided consulting services to the firm's clients, including financial forecasting, business valuations and strategic advice on equity and debt financing. Spoke as panelist at industry conferences.



**LEHMAN BROTHERS INC.**, New York, NY

August 1988 – March 1997

**Vice President (1991-97); Assistant Vice President (1990-91); Associate (1988-89)**

Executive officer and asset manager for multiple real estate limited partnerships with \$275 million in capitalization, over 20,000 limited partner investors, and an investment portfolio that included office, industrial, warehouse, affordable housing, senior, retirement and resort properties.

- Wrote investor reports and made SEC filings; contracted with and oversaw property managers and leasing agents; conducted site inspections; developed asset management policy and procedures.
- Restructured debt and equity of six limited partnerships, including a successful Chapter 11 bankruptcy reorganization. Liquidated 5 partnerships; sold 2 properties; managed litigation for 5 partnerships.
- Performed review of the firm's exposure from limited partnership syndications sold prior to the merger of Shearson Lehman Brothers with E.F. Hutton; recommended and booked over \$300 million in reserves.

**Other Experience:**

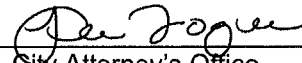
MILLS COLLEGE - Visiting Instructor in Public Policy Analysis	2004, 2006-07
GOVERNMENT ACCOUNTABILITY OFFICE, SF – Grad Student Intern	Summer 2002
JIG RIVER CONSULTING, NY – Independent Business Consultant for early stage and startups	1999 - 2001
FIRST REPUBLIC BANK OF NEW YORK, NY – Credit Analyst	1987 - 88
ERNST & YOUNG CHARTERED ACCOUNTANTS, London, England – Auditor/Consultant	1985 - 86
JP MORGAN CHASE BANK, New York, NY – Operations Analyst	1984 - 85

**Education**

<b>UNIVERSITY OF CALIFORNIA, BERKELEY</b> - Goldman School of Public Policy Masters in Public Policy	2001 - 2003
<b>NEW YORK UNIVERSITY</b> - The Real Estate Institute Certificate in Real Estate Investment Analysis (precursor to Masters program)	1989 - 1992
<b>NEW YORK UNIVERSITY</b> - College of Business and Public Administration Bachelor of Science cum laude, Finance	1981 - 1985

**Professional Associations and Volunteer Activities**

SPUR member  
 Urban Land Institute (ULI) – active Urban Plan classroom volunteer  
 Municipal Managers Association of Northern California (MMANC), Board of Directors - 2012-13  
 City of Berkeley Housing Advisory Commission, Councilmember appointee - 2009-13  
 Silicon Valley Economic Development Alliance, Executive Committee - 2007-13  
 International City/County Management Association (ICMA)  
 California Economic Development Association (CALED)  
 International Council of Shopping Centers (ICSC)  
 Goldman School of Public Policy Alumni Association, Board Member - 2003-04  
 Boy Scouts, Piedmont Council Troop 15, Advancement Chair - 2019-present

  
City Attorney's Office

## OAKLAND CITY COUNCIL

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

INTRODUCED BY MAYOR LIBBY SCHAAF

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### **RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF DAHVIE JAMES, LANENNA JOINER AND MARK SAWICKI TO THE BUDGET 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. 13337 C.M.S, adopted November 3, 2015, creates the Budget Advisory Commission to advise the Mayor and City Council on topics deemed important to the fiscal health of the City, encourage public participation and input into fiscal decision making, and improve the transparency and accountability of City fiscal information and decision making; and

**WHEREAS**, the Budget Advisory Commission shall be composed of 15 members appointed by the Mayor and confirmed by the Council in accordance with Section 601 of the City Charter; and

**WHEREAS**, three members are selected by the Mayor, two members are recommended by the Chairperson of the Finance and Management Committee, one member is recommended by each Councilmember, one member is recommended by the City Auditor, and one member is recommended by the Chairperson of the Community Economic and Workforce Development Committee; and

**WHEREAS**, the Honorable Mayor Libby Schaaf appoints **Dahvie James, Lanenna Joiner, and Mark Sawicki**, now, therefore, be it

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

**Dahvie James** to serve a three-year term beginning October 1, 2021 and ending September 30, 2024, filling the seat previously held by Jay Ashford.

**Lanenna Joiner** to serve the remainder of the three-year term beginning October 1, 2020 and ending September 30, 2023, filling the seat vacated by Vincent Leung.

**Mark Sawicki** to a three-year term beginning October 1, 2021 and ending September 30, 2024, filling the seat previously held by Ed Gerber.

3113864v1

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

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

NOES -

ABSENT -

ABSTENTION -

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

ASHA REED  
City Clerk and Clerk of the Council  
of the City of Oakland, California