

## District 2 - Office of Councilmember Nikki Fortunato Bas



**Eloisa (Elo) Almaraz** is a New York native who centered her career on advocacy and outreach. Combining her love for Anthropology and Sociology, she has dedicated her service to leadership development and social impact. In 2011, Elo jump started her professional journey as a Trainer at the Posse Foundation - New York site supporting Scholars throughout their undergraduate journey, and in 2017, shifted her focus on expanding the nominating network and recruitment approach as the Program Director at the Posse Foundation Bay Area, a n opportunity that brought her to California. With over 12 years of expertise in diversity and inclusion strategy, she looks forward to aiding companies and organizations toward engaging communities more equitably. Currently, Elo works with The Pax Crew, a diversity, equity, and inclusive boutique firm that stewards groups and agencies to embody a decolonization praxis. Outside her professional work, Elo partakes in gardening projects and holistic routines to ground and connect with nature. (she/her)



**Cinthya Muñoz Ramos** (Chief of Staff) started organizing as a student in Sacramento leading efforts to fight the criminalization of young people of color. In 2006, Cinthya spearheaded efforts to organize student walkouts, community forums and marches that led a nd contributed to the immigrant rights strikes of May 1, 2006. From 2007 to 2015, Cinthya led the immigrant rights organizing work for [Causa Justa :: Just Cause](#) . During this period CJJC developed and successfully carried out campaigns to fight the entanglement of deportation programs with local police enforcement. Cinthya is an alumna of the [Women's Policy Institute](#) and the [School of Unity & Liberation \(SOUL\)](#) Summer School for youth organizers. She is a recipient of the Fellowship for a New California and served on the Board of Directors for [CURYJ \(Communities United for Restorative Youth Justice\)](#) and was a Planning Committee Member for Movement Generation. Cinthya was most recently Legislative Director for Alameda County District 2. She is a mama, birth worker and translator. She loves to spend time by the ocean and walk through the oak woodlands and redwood forests. (she/her/ella)

**Initial Scope** - Councilmember Fortunato Bas' office is working with cultural strategist Eloisa Almaraz in the East Lake neighborhood of District 2 to address the connected issues of neighbor relations, public space, and safety. Using Eloisa Almaraz' skills in listening, organizing, community engagement, and creative and/or cultural practice the cultural strategist bring new insight, vision and approaches to these challenges in ways that resonate deeply with neighborhood residents and develop new forms of engagement and resident leadership. The cultural strategist will leave behind systems or practices that can be carried on organically by neighbors in the area in order to strengthen residents' belonging, trust and participation in neighborhood and city governance.

## District 3 - Office of Councilmember Carroll Fife



A dedicated advocate for art, wellness, and culture, **Rashida Chase** has a distinguished history of community organizing and a wealth of experience with community arts organizations. Her unwavering commitment to promoting equitable growth and development for underrepresented communities around the world is evident in her work as an artist, director of AMP Oakland, an MRED+D candidate at UC Berkeley, and an Arcus Social Justice Fellow. With her connections to public officials and deep understanding of grassroots organizations, Rashida acts as a vital liaison between local groups and government

entities, effectively bridging the gap between community initiatives and government action.

(she/her)



**Tonya Love** (Chief of Staff) is a public health and policy professional addressing health disparities, the built environment, and social justice with several years experience in program implementation and coordination. She has expertise in event planning, community organizing, and social media communication. She previously served as District Director for Assemblymember Rob Bonta (D - Oakland). Tonya is an elected California Democratic Party Delegate for Assembly District 18. In March she was elected to serve on the

Alameda County Democratic Party Central Committee for the 2021 - 2025 term and in early 2022 she was elected to serve as Vice - Chair. (she/her)

**Initial Scope** - Councilmember Fife's Office will work with cultural strategist Rashida Chase in District 3 to support the development of a process and template for establishing cultural districts that reflect and honor the legacy and new contributions of West Oakland communities. This process, which may also be interwoven into a relaunching of the Mosaics program, will activate public spaces and increase public safety in District 3 via cultural exchange through food, music, art, fashion and more. The Cultural Strategist will be responsible for engaging West Oakland's diverse communities, activating public space, and contributing to a culturally resonant process around establishing cultural districts. A successful project will include a road - map of how to create cultural districts in Oakland that advance equity and strengthen belonging in a pluralist and yet polarized society.

## District 7 - Office of Councilmember Treva Reid



Producer, entrepreneur, activist, hip-hop curator, and community leader **Charles "Chuck" Johnson** is a man of many talents and interests. As the CEO and driving force behind the Soul Beat Entertainment Network, Johnson has become the steward of the first Black-owned television network's storied legacy. As an organizer, Johnson has developed community health and youth engagement initiatives and public safety campaigns with municipalities and community organizations.

As an activist, Johnson has worked alongside elected officials to develop policy platforms and led youth development and voter registration campaigns. In 2007, Johnson co-founded Town Business Network, an Oakland nonprofit that mobilized the Bay Area hip-hop community around non-violence, education and economic empowerment. In 2009, Johnson served as the Co-Chair of the Mayor's Community Task Force for Sports and Entertainment, developing recommendations for cultivating Oakland as a growing entertainment destination, expanding public safety and bridging barriers to communication with urban youth. In 2021, Johnson became the owner of the Soul Beat trademark, and began the Herculean task of reestablishing the beloved network in today's cluttered media landscape. Efforts to date have included producing a Mayoral candidates forum in 2022, producing annual "Soul Beat Day" live events, developing a website and social media assets, and relaunching a line of classic Soul Beat-branded merchandise. Johnson is a multi-generational homeowner in Sobrante Park. (he/him)

**Kristal Raheem** (Communications and Public Relations Manager), Kristal is an ethnographic researcher, educator, and consultant from Oakland, CA. She earned a B.A. in Sociology and a master's in Education Policy, Organization and Leadership. Her work calls attention to health and educational disparities among Black, Queer, and other systematically oppressed communities around the world. Her professional experience spans multiple sectors including academia, journalism, non-profits, and more. She specializes in community-based program design and implementation, strategic planning, curriculum development, workshop facilitation, and marketing. Throughout her career, she has written articles, taught courses, and presented on an array of topics impacting society on a local and national level. In addition, she has worked with organizations abroad, traveling to countries such as the



Dominican Republic and South Africa to implement programs and address community-based needs. (she/they)



**Haley Hester**, MPA (Chief of Staff) is a courageous leader, a coalition builder, nonprofit and public policy professional and Oakland native with a passion to serve and equip her community. She previously held roles in the nonprofit and operations/human resources sectors. Haley also faithfully serves in the Young Adults Ministry at her church. She's a graduate of the Dezie Woods Jones Public Policy Fellowship program and is a lifetime member of and serves on the Executive Board of the Black Women Organized for Political Action (BWOPA), Oakland/Berkeley branch. (she/her)

**Initial Scope:** CM Reid's office is working with cultural strategist Chuck Johnson and Soulbeat TV to support the development and implementation of a District 7 Belonging Strategy called 'Legacies' (working title). The purpose of the Cultural Strategist project is to archive the intergenerational legacies of District 7 while highlighting the present day initiatives of cultural, social, and economic preservation and empowerment for the future generations of Deep East Oakland. The project seeks to build multigenerational trust and connectivity in and among District 7 residents in ways that honor the particular legacy and culture of D7 neighborhoods, while contributing to workforce development in media for young people. The District 7 rooted cultural anchor, Soul Beat TV and cultural strategist Chuck Johnson will work with CM Reid's office and other local partners to equip youth and adults with the tools to preserve the history of D7 while providing a platform for them to engage the community in storytelling, cultural expression, and communal education. The office will work with the cultural strategist to broadcast and share these stories throughout Oakland (and beyond) in an effort to contribute to the overall belonging in the city of Oakland and D7's important legacy and ongoing role in fostering this.

# Office of Mayor Sheng Thao



**Corey Johnson** is a musician, multi - medium/media artist, filmmaker, writer, and educator from Oakland. Also known by his stage name Sunspot Jonz, Corey is a founding member of Living Legends and one half of Mystik Journeymen along with Luckyiam. (he/him)



**Dr. Kimberly Mayfield** (Deputy Mayor) was previously the Dean of the School of Education and Liberal Arts at Holy Names University. She also served as the Vice President for External Relations and Strategic Partnerships. Dr. Mayfield has taught undergraduate and graduate students who seek professions in the field of education and led community initiatives to increase diversity in the teaching profession particularly in urban school districts. Prior to her work in the academy, she was an elementary special education teacher in OUSD. Before becoming Dean and Vice President, she was an Associate Professor in education. (she/her)

**Initial Scope** - Mayor Thao's office will work with cultural strategist Corey Johnson to address chronic absenteeism of students living in District 6 and 7, especially in the neighborhoods of Havenscourt, Lockwood Gardens, Eastmont and Elmhurst. Absenteeism and tardiness have increased dramatically since the pandemic and have multiple, ripple impacts. The cultural strategist will work as a thought partner and practitioner with the Mayor's office to develop replicable strategies to encourage school attendance in ways that honor and reflect the cultural heritage and legacy of these neighborhoods and residents. The strategies - whether they be entrepreneurial, education-based, or engagement-based - will address the specific barriers and challenges faced by parents, families and caregivers. The cultural strategist will bring fresh, curious and locally resonant ideas and an organizing skillset to address this issue. The work will support activities that can continue to be carried out by communities, schools and families in these areas after the culmination of Corey Johnson's time with the Mayor's office in this role.

## Citywide Communications



**Noel California** is a creator from East Oakland. He works in multimedia and focuses most of his energy on creating media that sheds awareness for people in various communities. He uses multimedia as a medium to produce quality storytelling. He is a 5x multinational award-winning artist, most notably winning 2 Edward R. Murrow's & being honored with the title "Journalist of the Year" by the Society Of Professional Journalists in 2022. If he isn't working in multimedia, he shifts his dedication to being an active member in the community that is Oakland, advocating for a better culture for Oakland. (he/him)



**Tina Risker** (Digital Strategy and Innovation Officer) is a romantic futurist with a seasoned history in the private and public sector on global and hyperlocal media campaigns. She was a guest speaker at Stanford University's first annual "Social - M Challenge" on digital campaign management and mobilizing collective thought, as well as a panelist at OMMA Global Hollywood's "Gaming Comes to Play - Gaming as a Media Channel". In 2007 she paused her career as a media director to organize for the Obama campaign and enter the field of public service. She's passionate about persuasive technology for community organizing and specializes in interactive opportunities for engagement and storytelling. Communication+Education is a lens through which she views the world and its endless possibilities. (she/her)



**Ms. Carina V. Lieu** (Inclusive Community Engagement Officer) is a community organizer, urban planner, engagement and communication professional, and educator born and raised in Oakland. Carina directed the Oakland Youth Commission (OYC) and raised the visibility of youth issues, by developing a Citywide Youth and Adulthood workshop, empowering youth to advocate for amending the city's municipal code, Reimagining Public Safety, youth vote, youth homelessness resources, and inclusion in the city budget process. She has worked all over

the country in public policy and most recently, is proud to have taught biology and career technical education in San Francisco and Oakland. Carina is a Policy Advisory Council member on the Metropolitan Transportation Commission, and holds a Master of Planning degree from the University of Southern California, and a B.A. in Ethnic Studies from UC Berkeley. (she/they)

**Initial Scope** - In 2024, the Citywide Communications Office will deepen and extend its efforts around the city's motto: *Oakland Love Life*. Over the past two years, cultural strategist KevChoice has worked with Citywide Comms to amplify and make visible the Love Life motto, including the production of LoveLife week, an official Love acknowledgment read at city proceedings and a host of public engagement activities.

In 2024, Citywide Comms will work with cultural strategist Noel California, to explore and deepen youth residents and city staff engagement with how Love Life relates to the many services the City provides. In part the work is guided by questions like, who are the people who work in City government and what is their relationship to Oakland? How does a City show it loves its residents? How can we create a government based in care that reflects this motto? The primary activities should focus on services and residents in the following neighborhoods: Chinatown, Little Saigon, EastLake, San Antonio, West Lake, Acorn, McClymonds, Prescott, Lower Bottoms, Fruitvale, Havenscourt, Lockwood Gardens, Eastmont and Elmhurst. The partnership will support public stories and new ways of engaging young people that reflect dimensions of LoveLife that help us better understand where we are as a City and how to reflect the motto in the services the City provides.



# Business Development - Economic and Workforce Development



**YaVette Holts** has a long history of supporting small business. Her Bay Area based independent talent agency helped self-employed musicians find work all through the 1990's. Economic justice emerged as the focus of her work in the early 2000's, when she served on the executive production team for conferences like The Global Summit, BALLE and Living the Next Economy. In 2015, she founded the Bay Area Organization of Black Owned Businesses (BAOBOB) which not only supports individual businesses, but advocates broadly for equitable policy and budget initiatives beneficial to small and micro enterprises in Oakland and throughout the Bay Area.. YaVette earned her English Literature/Creative Writing degree from UC Santa Cruz where she had the good fortune to work closely with revolutionaries Lucille Clifton, Al Gates, Rob Brezsny and others. YaVette is also a graduate of both the Women's Initiative for Self Employment and Uptima Entrepreneur Cooperative. She is founder of several social impact projects including Cowrie Village, Barter to The People and Rootical Gathering all of which were first seeded during her fellowship with the People's Grocery Growing Justice Institute. YaVette is also a learner and practitioner of acupressure. She believes firmly that effective revolutionary work requires a healing balance, and that the practice of healing is truly and still a radical act. (she/her)



**Cristy Johnston Limón** is the Deputy Director/Business Development Manager in the Department of Economic and Workforce Development. Cristy brings to this role more than 20 years' experience in commercial corridor revitalization, nonprofit leadership, and organization capacity building, as well as a deep knowledge of Oakland and its communities. Cristy previously led two of the Bay Area's most beloved arts and cultural organizations, developing the organizational infrastructure and leadership to ensure their long-term stability. As Executive Director of Youth Speaks, the nation's leading spoken word and poetry organization, Cristy succeeded the founder, shifted the organizational culture, strengthened

its financial position, then completed a model \$2M capital project to build out Youth Speaks permanently affordable space within a newly constructed 127-unit affordable housing development. Leveraging her background in community and economic development, Cristy secured and built out a permanent home for Oakland's Destiny Arts Center, a cultural and community hub that revitalized the surrounding neighborhood and ignited businesses, civic leaders and funders to invest in Oakland's arts and culture. Cristy was also the founding Executive Director of Excelsior Action Group in San Francisco, where she piloted a commercial corridor revitalization initiative. (she/her)

**Initial Scope** - The Business Development (BizDev) Division of the Department of Economic and Workforce Development will work with cultural strategist YaVette Holts of BAOBOB Directory in the Little Saigon, Fruitvale and/or 7th Street commercial corridors. Small businesses have a unique role in supporting the robust and diverse cultural identity of Oakland, as well as addressing issues such as economic inequality and safety. The Cultural Strategist will work with BizDev to support small businesses in building relationships across and within cultural communities, understanding civic processes that shape their neighborhoods, and map strategies that strengthen racial equity and belonging via their commercial corridors. This work will strengthen small business owners' readiness and intercultural connection ahead of the City's update to the Economic Development Strategy and General Plan processes.

## Cultural Affairs Division Team - City of Oakland



**Roberto Bedoya** is the Cultural Affairs Manager for the City of Oakland, where he shepherded its Cultural Plan, *Belonging in Oakland: a Cultural Development Plan* and the creation of the Cultural Strategists in Government program. Throughout his career, Bedoya has consistently supported artist-centered cultural practices and advocated for expanded definitions of inclusion and belonging in the cultural sector. His essays, “U.S. Cultural Policy; Its Politics of Participation, Its Creative Potential;” “Creative Placemaking and the Politics of Belonging and Dis-Belonging;” and “Spatial Justice : Rasquachification,

Race and the City,” have reframed the discussion on cultural policy to shed light on exclusionary practices in cultural policy decision making. Prior to his work in Oakland, he was the Executive Director of the Tucson Pima Arts Council (Tucson, AZ), where he established the innovative P.L.A.C.E (People, Land, Arts, Culture and Engagement) initiative, which supported art-based civic engagement/creative placemaking projects. He was the Executive Director of The National Association of Artists’ Organizations, (NAAO) in Washington, DC, a national arts service organization for individual artists and artist-centered organizations. NAAO was a co-plaintiff in the *Finley vs. NEA* lawsuit. At NAAO, he established The Co-Generate Leadership Development Initiative. (he/him)

**CSIG Role:** *Roberto provides strategic direction and thought leadership for the CSIG program, ensuring alignment with Oakland’s Cultural Plan, Belonging in Oakland.*



**Evan Bissell** (CSIG Program Manager) facilitates participatory art and research projects that support equitable systems and liberatory processes. With groups around the country, he has supported the development of curriculum, public art, laws, books, and convenings that build imagination, power and capacity around the just transition, anti-prison and police efforts, housing justice, and health equity, among others. Most recently Evan created the Arts & Cultural Strategy program at

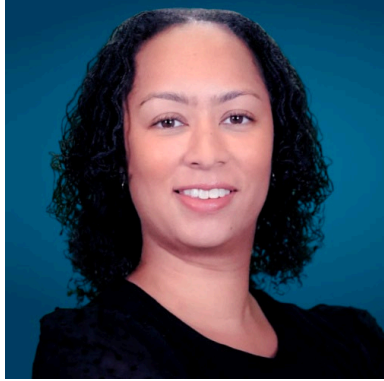
the Othering & Belonging Institute and helped found Richmond LA ND, the first community land trust in Contra Costa county. He holds a master’s in Public Health and City Planning from UC Berkeley and a BA in Painting and Ethnic Studies from Wesleyan University. He lives on the

unceded lands of the Lisjan Ohlone (# giveshuumi) and is a parent of two kids who love to draw on walls. (he/him)

***CSIG Role:*** *Evan is the point person for all the CSIG partnerships and will be your primary contact for all CSIG related things, including invoices. He will support the projects logistically and in thought partnership, and is responsible for creating the cohort spaces.*

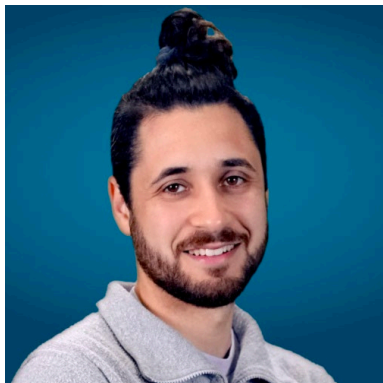
# Oakland Fund for Public Innovation Team

**Alaina Long** (Chief Operating Officer) considers herself a servant leader. Being raised in a family of public servants, it was instilled in her that “service is the rent we pay to live on this Earth.” As Chief Operating Officer, Alaina oversees OFPI’s daily operations to advance our mission to ensure all Oaklanders stay rooted and thrive. Prior to joining OFPI, Alaina worked for several city government agencies in New York City including the Mayor’s Office of Minority and Women - Owned Business Enterprises (M/WBEs), Mayor’s Office to End Domestic and Gender - Based Violence, and the Department of Education. Her work included assisting minority and women - owned businesses in getting city contracts and providing resources and support throughout the COVID - 19 Pandemic, and managing a healthy relationship program that provided violence prevention education to youth across NYC. Alaina has an extensive background in program management, operations and a heart for ensuring all people, despite their zip code, succeed in all areas of life. Alaina holds a MPA from New York University’s Robert F. Wagner Graduate School of Public Service, and a Bachelor of Arts in comparative women’s studies from Spelman College. Outside of work, Alaina loves walking around Lake Merritt and watching Netflix with her partner and their dog, Luna. (she/her)



**CSIG Role:** *Alaina handles financial operations for the CSIG program and helps to ensure our compliance with our funders.*

**Misha Perez** (Director of Partnerships) has run organizing, fundraising, and communications programs on progressive political campaigns across the country. Specifically, Misha has done extensive grassroots campaign work in Berkeley and Baltimore. With a comprehensive background in campaign management and community organizing, Misha partnered with people of all backgrounds in order to fight for positive and long - lasting political change. Born and raised in Oakland, Misha now uses his professional experience to advocate for the communities he grew up in. He believes that Oakland knows what’s best for its communities and that true service involves supporting community leaders that are already making a



difference. Misha holds a Bachelor of Arts in History and Political science from Warren Wilson College. In his free time, you will likely find Misha spending time in California's beautiful regional parks or watching the gibbons at the Oakland Zoo with his partner, Grace.

***CSIG Role:*** *Misha facilitates a strong relationship and clear communication between the Cultural Affairs Division and the Oakland Fund for Public Innovation.*