



**Oakland Merchants' Leadership Forum**  
**December 16, 2009 - June 30, 2010**  
**Activities Report**



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## **Background**

**City Council authorized 1) A Resolution Authorizing A Professional Services Contract With The Oakland Merchants Leadership Forum (OMLF) In An Amount Not To Exceed \$70,000 For Merchant Organizing, Commercial District Support Services And Program Development To Construct The Eat, Shop, Explore Oakland Grown Website For Fiscal Year 2009-2010, And Accepting A Contribution Of \$25,000 From The Redevelopment Agency Under The Cooperation Agreement For This Purpose; And**

**2) An Agency Resolution Authorizing A Contribution Of \$25,000 In Redevelopment Funds To The City Of Oakland Under The Cooperation Agreement For A Professional Services Agreement With The Oakland Merchants Leadership Forum (OMLF) For Merchant Organizing And Commercial District Support Services For Fiscal Year 2009-2010 In Several Redevelopment Project Areas**

This Report is a summary of all activities and services that Oakland Merchants' Leadership Forum (OMLF) has provided for the period of time of December 16, 2009 thru June 30, 2010.

## **Scope of Services (2009-2010) (See Attachment A)**

### **Chapter 1 Technical Assistance, Communications and Outreach**

1. **“Convene six (6) monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts.”**

#### **1. Activity: Educational Forums**

OMLF successfully convened six monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts, including stimulus programs, enterprise zone and other city tax credits, the new Oakland Grown campaign, National Night Out involvement, disaster preparedness for business and parking. Each forum includes an update from CEDA staff. OMLF is a key partner in providing direct merchant-to-city leaders contact and commercial district-to-commercial district networking and communication opportunities. The forums are recorded and the audio is linked onto the OMLF website in order to allow more merchants access to the information discussed in the forums.

#### **Forums:**

- **January 20, 2010:** (80 attendees)
  - **Topic: Cash for Employers Program** (Alameda County)
  - **Speakers:** Mike Hannigan- Give Something Back, Sam Tuttleman- Alameda County Social Services, Bill Heiser- Urban Strategies Council, Susanna Villarreal- City Of Oakland Enterprise Zone, Lisa Forti- Urban Strategies Council
  - **Partners:** OMLF co-hosted the forum with Urban Strategies Council, East Bay Community Foundation, OneCalifornia Foundation, and Inner City Advisors.
- **February 17, 2010:**
  - **Topics: Oakland Grown – Website and Membership**

- **Bus Rapid Transit Project**
  - **Speakers:** Erin Kilmer Neel, Chair of OMLF marketing committee, Tina Ramos, Content Manager for Oakland Grown and online social media, Shari Godinez, Program Manager for OMLF. Bruce Williams, Senior Transportation Manager for the City of Oakland.
- **March 10, 2010:** (24 attendees)
  - **Topics:** 1.City Auditors Report. 2.Façade Improvement Program. 3.Announcement of HEAT (Human Exploitation and Trafficking) Epidemic.
  - **Speakers:** 1.Courtney Ruby, City Auditor 2. Stephanie Floyd Johnson, City of Oakland. 3. Teresa Drenick, Alameda County District Attorney’s Office.
- **April 28, 2010:** (15 attendees)
  - **Topic:** National Night Out – A tool for strengthening your merchant association & growing your business.
  - **Speakers:** Felecia Verdin, Community Programs Supervisor, City of Oakland, Neighborhood Services Division. Karen King, EMMA, and Stu Sweetow, GABA.
- **May 26, 2010:** (18+ attendees)
  - **Topic:** Disaster Preparedness for Oakland Merchants
  - **Speaker:** Gail Hutchens, City of Oakland Office of Emergency Services
- **June 23, 2010:** (18+ attendees)
  - **Topics:** 1. Parking in Oakland’s Commercial Districts. 2.Hiring Oakland’s Youth for little to no cost.

**Scope of Services 2009-2010:**

**Technical Assistance, Communications and Outreach**

**2. “Provide five (5) Merchant Association Training Workshops to assist in the creation of new merchant associations using the new Merchant Association 101Tool Kit created by OMLF under last contract. Contractor will be responsible for outreach, training and follow up activities. Contractor shall coordinate with CEDA Economic and Redevelopment staff to plan workshops. Attendance goal is 25 merchants per session and the creation of three new merchant associations.”**

**2. Activity: Training Workshops**

OMLF planned and conducted 5 training workshops throughout the city of Oakland using the newly created tool kit on “How to Organize a Business Association in Oakland.” OMLF strategically located each workshop in 5 different geographic locations in an effort to reach merchants throughout the city. There were a total of 91 RSVP’s for the workshops with a 75% average attendance rate (**64 total attendees**) each representing a total of **25 different commercial districts** throughout Oakland. Some districts had multiple attendees and some attendees attended multiple

workshops for a total of 36 (# of times different districts had a representative attend).  
 \*(See **Attachment B**. “Reports on Workshops 1-5”).

Workshop attendance log for workshops on “How to Organize a Business Association in Oakland.”

	# RSVP	Attendees	%	# Commercial districts	Location
<b>Workshop 1</b>	26	12	46.2%	4	East Oakland-Eastmont Police Station
<b>Workshop 2</b>	12	9	75.0%	6	West Oakland-Mandela Gateway
<b>Workshop 3</b>	14	17	121.4%	11	Downtown-Old Oakland
<b>Workshop 4</b>	22	14	63.6%	6	Central Oakland - Mills College
<b>Workshop 5</b>	17	12	70.6%	9	North Oakland - Piedmont Ave
<b>Total</b>	<b>91</b>	<b>64 Avg.</b>	<b>75%</b>	<b>36</b>	

**Districts that were represented include:** Adams Point, Black Wall Street, Dimond, East MacArthur Merchants Association, Frank H. Ogawa Plaza, Fruitvale, Fruitvale Gateway, Grand Ave, International Blvd. & High St., International Blvd. Merchants Association, Lake Merritt, Lakeshore, Lincoln Square, MacArthur & Seminary, MacArthur Blvd. Merchants Association, Mandela Marketplace, Merchant Advisory Group, Montclair, Old Oakland, Rockridge, San Pablo/West Grand, South of Broadway, Uptown, Woodminster, West Oakland/Northgate.

**Fourteen of the twenty-five districts (56%) are in a Redevelopment Zone.** \*(See **Attachment C** “List of Associations that Attended Workshops)

OMLF conducted a survey at the end of every workshop with 4 questions. **Every time 100% of the survey respondents said they found the workshop helpful and they would recommend the workshop to other merchants.**

Three new/revived merchant associations that OMLF has seen benefit from the workshops are **EMMA** (East MacArthur Merchants Association), **SOBO** (South of Broadway) and **Old Oakland**.

**EMMA** was the first association to receive organizational training at a District 6 meeting held by OCCUR. EMMA representatives continued to attend all 5 workshops and share their success stories, ideas, and stage of development with the attendees. This association is currently at step six of a nine-step process although they skipped step 4 (general meeting) but are planning that step next. Although they are currently organized on a council district level, they plan to each create a separate commercial association based on their **commercial** districts in the future.

**SOBO** (South of Broadway) was a defunct association after the leader relocated her business out of state. OMLF has been in contact with several merchants in the area about reviving the association. Workshop three was attended by a new business owner who is ready to revive the SOBO association and will receive more follow up assistance from CEDA and OMLF.

**Old Oakland** has been interested in forming a Business Association for quite a while but has been working mainly with the community organization. Four business owners attended workshop three from Old Oakland interested in creating a Business Association. This is a great core group and CEDA and OMLF will continue to foster their development.

Several other groups that OMLF would like to work with CEDA to further develop as time permits are, **Mandela Market Place, Lincoln Square, MacArthur Blvd. Merchants Association, and Adams Point.** Each of these groups expressed a strong desire to create or revive a defunct association.

### **One-of-a-Kind Tool-Kit**

The workshops were also attended by businesses from surrounding cities because this **tool-kit is a one-of-a-kind document.** OMLF has also received requests from the Economic Development departments of both **Berkeley and San Francisco** for a copy of this tool-kit.

### **Communication E-mail Group**

In order to increase communications among the volunteer district leaders, OMLF created an email google group of the current 41 volunteer district leaders and distributed a contact directory of district leaders and BID managers and instructions on how to join / use the google group and how to communicate amongst themselves, at each of the five workshops.

### **Information and Referral Resource**

OMLF has successfully served as an information and referral resource for commercial district leaders and several departments in the City of Oakland including the Mayor's office. OMLF has maintained a partial log of inquiries and responses or actions taken from December 16, 2009 to June 30, 2010 \*(See **attachment D** "Call Log & Actions"). In this period OMLF has had nearly 100 requests from a variety of sources including district leaders, individual business owners, business service organizations, OCCUR, various types of media, various departments in the City of Oakland including Marketing, Zoning & Planning, Oakland Recycle, Equal Access office, Strategic Planning Department, NCPC groups, City Council, City council staff, Office of the Mayor, Neighborhood Services Coordinators, Merchant Watch Captains, and the City Attorney's office and other non-profit organizations.

### **Scope of Services (2009-2010)**

#### **3. Marketing Funds (projects under marketing)**

- A. Create & maintain new Oakland Grown website (Shop, Eat, Explore Oakland Grown)
- B. Collaborate with CEDA Marketing to promote the Oakland Grown website and marketing campaign
- C. Recruit OG membership
- D. Attend Merchant Association district meetings and present OMLF and Oakland Grown campaign.

**Activities:**

**A.) Create & Maintain New Oakland Grown Website**

OMLF's Marketing Committee worked with City of Oakland's Marketing Department and a hired web developer on the creation and maintenance of the new Oakland Grown website (Shop, Eat, and Explore Oakland Grown). In January 2010 an Oakland Grown Face book page and Twitter account were also created to expand the viral footprint of Oakland Grown. Two people are responsible for the content management of the OG site (10 hours per week) and the site is currently being updated on a weekly basis. As soon as the web-developer completes the content management system, the OG site will be updated even more frequently. The OG site has had 9,972 visits since its launch in December 2009 and 20,603 page views. \*(See **Attachment E**, "OG web stats")

**B.) Collaborate with CEDA Marketing to promote the Oakland Grown website and marketing campaign.**

OMLF has collaborated with CEDA Marketing to promote Oakland Grown through the creation of billboards, posters, postcards, stickers, and newspaper ads especially throughout the holiday season in an effort to shrink Oakland's retail leakage.

In an effort to keep the OG website current OMLF is working with CEDA Marketing to scour the media for Oakland indie articles and events.

"The BUZZ" is compiled from the following sources:

- Submissions from City of Oakland Marketing Department (Samee/Harry) using Meltwater News.
- Submissions from OMLF including the Program Manager (Shari) and also news items from Oakland business owners sent to her directly.
- News items forwarded by the Oakland Grown committee.
  
- RSS feeds from various blogs & websites the Content Manager (Tina) subscribes to.
- Email newsletters the Content Manager (Tina) subscribe to.
- Articles reposted on Face book & Twitter generally by more than one person so there is literally a "buzz."

A list of Google Alerts are set, especially the following keywords: "Oakland, CA" "Oakland restaurant" "shop local" "indie business" "independent business."

**Marketing Oakland Grown through Facebook & Twitter**

As of July 5, 2010 Oakland Grown **Facebook** has **1,512 total Fans** and growing. There were 378 visits to the OG page this week and 326 visits last week.

**Oakland Grown Twitter** currently has **557 followers**.

## **Marketing Events for Oakland Grown**

### **1. “Holiday Buy Night” at Jack London Square**

December 10 & 11, 2009 (600 bags)

Oakland Grown partnered with Oakland Unwrapped, Pro-Arts, and Jack London Marketing to create a “mal-ternative” shopping opportunity for the holiday season. This was a two-day event with over **200 local Oakland vendors and artists** selling their goods. **Oakland Grown** set up a gift-wrapping and coat check table and provided reusable OG bags and informational postcards about the newly launched OG website to over 1,000 consumers.

Oakland Grown was offered informational tables at the following events and distributed **informational postcards, membership packets, and reusable Oakland Grown bags. Promotional OG t-shirts were also sold at some events.**

### **2. I-Grow Grand Opening, 70 Hegenberger Loop**

January 28, 2010 (400 bags)

### **3. Earth Expo, City Hall Plaza**

April 14, 2010 (600 bags)

### **4. Indie Awards**

May 14, 2010 (400 bags)

### **5. Small Business Symposium, Oakland Marriott**

May 28, 2010 (400 bags)

### **6. Ignite Event, City Hall Plaza**

June 25, 2010 (500 bags)

### **7. Oaklavia, 7<sup>th</sup> & Jefferson**

June 27, 2010 (300 bags)

A total of **3,200 reusable Oakland Grown bags** were distributed in this contract period at events. These bags are a fantastic branding tool and can be spotted all over the Bay Area every day. There have been sightings of the OG bags in cities as far away as Los Angeles.

## **C.) Oakland Grown Membership Recruitment**

As of July 6, 2010 **Oakland Grown has 87 members.** Membership recruitment has been purposely soft while all the technical kinks are worked out and in order to assure the member’s benefits are being delivered and are advantageous to the members. The majority of members have discovered Oakland Grown on their own and joined through the OG website. The rest have been contacted at events with OG information tables and through email blasts. Starting in June 2010 OMLF is working with several UC Berkeley

intern students to walk the districts in an effort to get-the-word-out about Oakland Grown, OMLF and the BAC (Business Assistance Center). OMLF's goal is to walk 30 commercial districts by September 2010.

Oakland Grown is planning the first OG member mixer event on July 15, 2010 at a member's venue (Era Lounge & Art Bar) in Downtown Oakland. The mixer will give members a networking opportunity (business to business support) and an opportunity for OMLF to survey the members and determine what services they need from Oakland Grown in an effort to bring maximum value to our members and generate a word-of-mouth recruitment strategy.

Oakland Grown has partnered with the Oakland Raiders in a fundraising effort and will extend the July 15 event into the evening and open it up to the public to publicize **Oakland Grown Day at the Raiders** (September 19, 2010) and sell tickets at a discounted price and other Oakland Grown branding merchandise including silver and black Oakland Grown t-shirts.

#### **Marketing through Email Announcements (for OG website & OG members)**

OMLF has tracked the email click-through rate to the OG members to identify the effectiveness of the free ads placed on the OMLF email announcements. In the 6.5 month contract period OMLF sent out an average of 10 emails per month for a total of 72 email announcements with a total of 2,243 click-throughs. Oakland Grown member, Piedmont Piano, had a total of 52 click-throughs to their site from the email. Oakland Unwrapped had 46 click-throughs, East Bay Express had a total of 28 click-throughs, and Trueburger's grand opening announcement had a total of 45 click-throughs, demonstrating the effectiveness and value of marketing through the OMLF email announcements. Over **sixteen** Oakland Grown members received click-throughs during this time period. There was also over **400** click-throughs to the Oakland Grown website, twitter, and Facebook pages. \*(See **Attachment F** "List of OMLF Email Announcements").

#### **D.) Attend Merchant Association district meetings and present OMLF and Oakland Grown campaign.**

OMLF has attended the following district meetings to present OMLF and the Oakland Grown campaign:

- Temescal
- Laurel
- District 6 (East MacArthur Merchants Association)

OMLF has also used the 5 workshops to present OMLF and the Oakland Grown campaign. This represented over 25 different commercial districts. OMLF also had a forum topic on February 17, 2010 on Oakland Grown, which was attended by Fruitvale, Eastlake, District 6, and Laurel.

**Oakland Merchants' Leadership Forum (OMLF)** website continues to be a valuable resource for Oakland's business owners. \*(see **Attachment G** "Summary of OMLF website stats"). In the 6.5 month contract period the OMLF site had 6,477 page loads.

### **Volunteer Hours**

The funds that CEDA invests in the Oakland Merchants' Leadership Forum can significantly multiply in value due to the generation of quality volunteer hours spent on various projects. The Board of Directors consists of all business professional volunteers who have a passion and dedication towards the betterment of Oakland's retail districts citywide and have a variety of talents and skills. OMLF has a conservative operating budget with one paid staff at  $\frac{3}{4}$  time and one assistant at full time through the stimulus AC Hire program. In 2008 OMLF was able to generate 3,536.5 volunteer hours with an estimated dollar value of \$176,825 per year. In 2009 OMLF generated a total of 4,137 volunteer hours for an estimated dollar value of \$206,850.00. **In 2010 OMLF has currently generated 4,546 volunteer hours from professionals for an estimated dollar value of \$227,300.00 and 360 internship hours from UC Berkeley's Internship Program with an estimated dollar value of \$3,600.00 for a grand total of \$230,900.00.**

## SCHEDULE A

2009-2010

### **SCOPE OF SERVICES: OAKLAND MERCHANTS LEADERSHIP FORUM “CONTRACTOR”**

#### **Purpose:**

The proposed contract amount is \$70,000 for the contract term of December 16, 2009 to June 30, 2010. The contract is between the City of Oakland and the OMLF. The City of Oakland Project Manager is Aliza Gallo.

- The Oakland Merchant Leadership Forum (OMLF) (“Contractor”) shall assist the City and Redevelopment Agency of Oakland with the retention and expansion of Oakland’s neighborhood commercial districts by supporting merchant associations through outreach, organizational activities, and event promotion for Oakland wide marketing efforts with special focus on retail nodes located within Redevelopment Project Areas. OMLF is responsible for providing special outreach and training services to identified commercial districts to support the formation or organizational capacity of merchant associations.
- Contractor is responsible for the following key activities: provide implementation support services as directed for the City wide Retail Enhancement Project; continue to provide educational/informational forums for Oakland merchants associations and Community Benefit/Business Improvement Districts (BIDs); coordinate and promote the Oakland Grown website and collaborate with the City of Oakland – CEDA Marketing on marketing and promotion of Oakland Grown and other campaigns for Oakland’s small businesses;

#### Marketing Funds (Total \$25,000)

- Create & maintain new Oakland Grown website (Shop, Eat, Explore Oakland Grown)
- Collaborate with CEDA Marketing to promote the Oakland Grown website and marketing campaign
- Recruit OG membership
- Attend Merchant Association district meetings and present OMLF and Oakland Grown campaign.

#### Technical Assistance, Communications and Outreach (Total \$45,000)

- Convene monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts.
- Provide monthly Merchant Association Training Workshops to assist in the creation of new merchant associations using the new Merchant Association 101 Tool Kit created by OMLF under last contract. Contractor will be responsible for outreach, training and follow up activities. Contractor shall coordinate with CEDA Economic and

Redevelopment staff to plan workshops. Attendance goal is 25 merchants per session and the creation of three new merchant associations.

Task	Total # of Deliverables	Frequency	Cost for Each Deliverable	Total
Monthly Educational Forums	6	Monthly	\$ 4,000	\$ 24,000
Monthly Merchant Training Workshops	5	Monthly	\$ 4,200	\$ 21,000

### **Performance Measures**

#### Monthly Educational Forums

- Monthly educational forum invitations are sent to the 1,200 members in OMLF's list serve three weeks prior to six (6) forum dates.
- Attendance at forum meetings average 30 to 35 attendees per session.
- OMLF provides copy of attendance sign-in-sheet for each educational forum

#### Monthly Merchant Workshops

- Goal is to create/revitalize three (3) new merchant associations by June 30<sup>th</sup> 2010
- Objective to have 25 attendees at each workshop can be met by inviting at least 4 representatives from 7 different potential new/revitalized merchant groups to attend the 5 workshops.
- OMLF provides copy of attendance sign-in-sheet for each workshop
- Three (3) new/revitalized merchant groups are in place by June 30<sup>th</sup> 2010

## Report on Workshop 1

The workshop went very well. We had 26 RSVP's but only 12 attendees. I did a power point presentation on the tool-kit and Karen King and Michael Carter, Black Wall Street both spoke about their personal experiences in organizing a merchant association. They are both great speakers and Michael was very supportive of Oakland Grown and OMLF.

Districts that participated:

**International Blvd** - Charles Hill Jr.

**International Blvd / High St.** - Mario Juarez

**East MacArthur Merchants Assoc.** - Darnell Ingram, Karen King, Nancy Sidebotham, Sandra Parks, Sue Hall, Tachelle Herron, Karen Smolovich

(This group is currently all from different corridors in District 6 and eventually some corridors want to create their own merchant association.)

**Black Wall Street** - Michael Carter

**Mayor's Office** - Linda Tixeira

See attached:

Agenda

Issues/concerns that came up

There are two groups that said they are ready to move forward and require some follow up.

Mario Juarez (510) 532-1111

Sandra Parks (510) 395-7286

We conducted a survey at the end with 4 questions and 100% said they found the workshop helpful and they would recommend the workshop to other merchants.

One comment when asked what we didn't cover that they would have liked us to cover was: "Incorporating services, difference between 501 c3 and 501c6."

Future workshops: April 29th at La Borinquena for the following groups: Old Oakland, Uptown, SOBO, City Center, Frank Ogawa Plaza, and Chinatown as a guest speaker (not confirmed) or Merritt as guest speaker (not confirmed).

April 22 in West Oakland (Mandela Gateway): Village Bottoms, West Oakland Merchants (Africa Williams), Merchant Advisory (Jack London), Grand Ave, (Black wall street as a guest speaker).

Both workshops will be open to all associations but I will target the groups above for the specific dates and locations through phone calls and direct emails.

## **Report on Workshop 2**

(April 22, 2010)

**Location:** Mandela Market Place

We had 12 RSVP's for this workshop and 9 attendees. The agenda included the Power Point presentation on the tool-kit and guest speakers included Karen King, EMMA (East MacArthur Merchants Association), Chris Jackson, Rockridge BID manager, and Roberto Costa, City of Oakland Business Development Specialist. This workshop included a lot more interaction with questions and discussions among the group.

Attending Districts included:

**Mandela Marketplace (West Oakland BART)**- Dana Harvey, Janice Mason

**Merritt District** – Terry McCullough

**Rockridge** – Timothy Seng, Chris Jackson

**Grand Avenue** – Malkeet Singh, Kal Patel

**East MacArthur Merchants Association** – Karen King

**Dimond** – Carrie Campbell

**City of Oakland** – Roberto Costa

**Oakland Grown** – Venessa McGhee, membership coordinator

The first 20 minutes included food, networking, and introduction to the Oakland Grown movement. Several attendees were interested in membership and obtained memberships packets.

We conducted a survey at the end with 4 questions and **100% (7 surveys) said they found the workshop helpful and they would recommend the workshop to other merchants.**

Responses to question, **“Was there anything that we didn't cover that you would have liked us to?:**

- “I think you covered everything – Thank you!” – Carrie Campbell, Dimond
- “Excellent Presentation. Merchant 101 tool-kit also Great!” – Terry McCullough, Merritt
- “Mandate one member from all business Associations.” – Kal Patel, Grand Ave
- “Maybe talk about the organizational skills?” – Malkeet Singh, Grand Ave
- “I thought that Karen's presentation was excellent. I would like to see an expansion of the experience of starting a business association.” – Timothy Seng, Rockridge

### **Future workshops:**

**Workshop 3 - April 29th** at La Borinquena for the following groups: Old Oakland, City Center, Frank Ogawa Plaza, Temescal, Golden Gate, Village Bottoms, Woodminster, Jack London. **Guest speaker:** Chinatown (not confirmed) or Merritt (confirmed-Steve Ma).

**Workshop 4 - May 20**, at Mills College for the following groups: Bret Harte, Laurel Durant, Eastlake, Fruitvale Gateway, South of Broadway SOBO, **Guest speaker:** Airport Area (not confirmed)

**Workshop 5 – June date tbd for the following groups:** Lakeshore, Adams Point, Lincoln Square, MacArthur Blvd Merchants Association (Foothill Square), Uptown, Valdez, **Guest speaker:** Piedmont ave (not confirmed)

Both workshops will be open to all associations but I will target the groups above for the specific dates and locations through phone calls and direct emails.

### **Report on Workshop 3**

(April 29, 2010)

**Location:** La Borinquena Restaurant

There were 14 rsvp's for this workshop and 17 attendees. The first 20 minutes includes food, networking, and information on joining Oakland Grown. The agenda included the Power Point presentation on the tool-kit, questions and answers and guest speakers to talk about how they have successfully organized. Guest speakers for this workshop included Roger Vickery, Montclair BID manager, Angela Haller, Woodminster's Merchant Watch leader, and Steven Ma, Parkway Merchants Association. Also in attendance was Roberto Costa, City of Oakland Business Development Specialist. Roger Vickery talked about the benefits of being a BID and Angela talked about organizing around a single issue like safety. Steven Ma talked about how they have been successful in bringing the community together and making the area safer through events.

#### **Attending Districts included 11 districts:**

- Old Oakland (Tina Ramos, Gairy Jacques, Melanie Quickly, Holly Hong)
- Adams Point (Chus Ebako)
- East MacArthur Merchants Association (Karen King, Karen Smolivitch)
- SOBO – South of Broadway (Raeanne Turner)
- Frank H. Ogawa Plaza (Maria Gastelumendi)
- Jack London Square (Bach Nguyen)
- Grand Ave (Julie La)
- Woodminster (Angela Haller)
- MacArthur/Seminary (Jose Dorado)
- Parkway (Steven Ma)
- Montclair (Roger Vickery)

We conducted a survey at the end with 4 questions and 100% (10 surveys) said they found the workshop helpful and they would recommend the workshop to other merchants.

#### **Responses to question, “What, if anything, do you think we could have done better?”**

- “Manage questions & personal/merchant problems – time management for group.”
- “Not enough time to cover the tool-kit in 1 1/2 – 2 hours of How to Organize bus. assoc.”

#### **Responses to question, “Was there anything that we didn't cover that you would have liked us to?”**

- Specific status updates on current districts (or those attending).
- More about BID/CBD details
- Add website addresses and ? brochures. Add when groups meet.

#### **Workshop 4 – May 20, 2010 at Mills College**

**Targeted groups include:** Temescal, Golden Gate, Village Bottoms,

# Oakland Merchants' Leadership Forum

## Report on Workshop 4

(May 20, 2010)

**Location:** Mills College, Reinhardt Bldg. 5000 MacArthur Blvd. Oakland

There were 22 rsvp's for this workshop and 11 attendees plus 3 presenters. The first 20 minutes includes food, networking, and information on joining Oakland Grown. The agenda included the Power Point presentation on the tool-kit, questions and answers and guest speakers to talk about how they have successfully organized. Guest speakers for this workshop included Karen King, Co Vice-chair EMMA and Roberto Costa, City of Oakland Business Development Specialist.

### Attending Districts included 6 districts and 2 surrounding cities:

1. **Fruitvale Gateway** (Joe Cruz & Yuki Cruz, Joe's Building Services)
2. **San Pablo /West Grand** (Cinnabar William Jones, RedyWiDi.us)
3. **Dimond** (Julie Johnson, Dimond Improvement Association)
4. **Rockridge** (Annette Floystrup, writer for Rockridge News, + anonymous guest Rockridge business owner)
5. **East MacArthur Merchants Association** (EMMA) (Karen King, Karen's Flowers)
6. **Fruitvale** (Maria Sanchez, BID Manager)
7. **District 6** (Kevin Best, OCCUR)
8. **San Francisco** (Aisha Wright, Blackfind) looking to move to Oakland.
9. **Berkeley** (Maureen O'Neil, The Treehouse Green Gifts)

We conducted a survey at the end with 4 questions and 100% (7 surveys) said they found the workshop helpful and they would recommend the workshop to other merchants.

### Responses to question, "What, if anything, do you think we could have done better?"

- "Angling of the projector & the pull screen. The screen was small and angled."
- "Everything was great"
- "It was great."
- (provided a) "Flyer to get to actual building"
- "All good"
- "PPT (power point) short – Good!"
- "It was Great! Even the food was good."

### Responses to question, "Was there anything that we didn't cover that you would have liked us to?"

- "I think it'd be helpful if the documents provided could be obtained online via link/download."
- "The presentation was great and the resources too! Thank you."
- "Can't think of anything right now."
- "Maybe have participants describe their districts concerns."
- The tool book is pretty detailed."

## Workshop 5 – June tbd

**Targeted groups include: 16 districts**

Entrepreneur

By Shari Godinez, Program Manager

# Oakland Merchants' Leadership Forum

## Report on Workshop 5

(June 22, 2010)

**Location:** Keller Williams Realty, 4341 Piedmont Ave. Oakland, CA

There were **17 RSVP's** for this workshop and **9 attendees plus 3 presenters**. The first 20 minutes includes food, networking, and information on joining Oakland Grown. The agenda included the Power Point presentation on the tool-kit, questions and answers and guest speakers to talk about how they have successfully organized. Guest speakers for this workshop included Angela Haller, Merchant Watch for Woodminster, Karen King, Co Vice-chair EMMA, and Roberto Costa, City of Oakland Business Development Specialist.

### Attending Districts included 8 districts, 1 council district and 1 surrounding city:

1. **Lakeshore** (Raquel Contreras, Tamalago Café)
2. **Dimond** (Stan Dodson, La Farine Bakery)
3. **Dimond** (Indu Kline, Three Bowls Cooking School)
4. **Lincoln Square** (Amy Romano, Amy Romano Skin Care)
5. **West Oakland / Northgate** (Christopher Land)
6. **Uptown** (Marie Deleris, Entrez)
7. **Foothill Square** (MacArthur Blvd. Merchants Association) (Otis Sanders, Nu Revolution)
8. **Hayward (future Oakland)**, (Mia Evans, Mia Maree Designs)
9. **District 7** (Iris Merriouns, Chief of Staff to Larry Reid)
10. **East MacArthur Merchants Association** (EMMA) (Karen King, Karen's Flowers)
11. **Woodminster**, (Angela Haller, Firella Nails)

We conducted a survey at the end with 4 questions and once again **100% (9 surveys) said they found the workshop helpful and they would recommend the workshop to other merchants.**

### Responses to question, "What, if anything, do you think we could have done better?"

- "To get other merchants in my district to attend it would be great to have a flyer to hand out to them that talks up why they would benefit coming."
- "Thought it was good! Very Informative."
- "Home owner helping better business, what can we do together"
- Provide a sign as an indicator where meeting will be held prior to beginning the meeting.
- Nothing, everything was great."
- "Suggest that a new communication channel be selected/chosen/established by participants."

### Responses to question, "Was there anything that we didn't cover that you would have liked us to?"

- "No"
- "Finding new location for business"
- "No"
- "This gave me plenty to look into and follow-up. Thanks"

## Oakland Merchants' Leadership Forum

- Present ways that current members can assist & follow through on the formation of extension of the OMLF network.

### **Additional comment:**

One districts discussed the issue of illegal dumping and several districts shared their solutions on how they deal with this problem. The following comment was shared in the final survey:

**“Dumping problem potential solution:** Promote free, FREE, dumping to THANK Oakland’s GREAT residents for ACTIVELY keeping our City beautiful & blight free. Saves money for DPW pickups to spread the attention city-wide. Use empty shops, warehouses to receive giveaway furniture, pcs, appliances to keep out of the dump & landfill. **THANKS, this was awesome!**

	Association	Appreciation status	Contact	District	Redevelopment	Attended workshop
1	23rd Ave & International Blvd	Moderate		5		
2	Adams Point	Moderate	Chus Ebako	3	Central District	3 x
3	Airport Area	Moderate	Debbie Hauser	7		
4	Blackwall St.	Very Strong	Michael Mahdi	5,6 & 7	Central City East	1 x
5	Bret Harte Merchants Assoc.	Defunct	Ed Garcia	4		
6	Chinatown	Strong	Jennie Ong	2		
7	City Center	Defunct	Carmen Santisteban	2		
8	Dimond	Strong	Ruth Villasenor	4	No	2,4,5
9	Durant	Moderate	Mi Kim Young	7		
10	Eastlake Merchants Association	Defunct	Jose Macias	2		
11	EMMA (East MacArthur Merchants Associatio	Moderate	Karen King	6	No	1,2,3,4,5
12	Foothill/Seminary	No associatio	Carmen Sanchez	6		
13	Frank H. Ogawa Plaza				Central District	3 x
14	Fruitvale		Shelly Garza	5	Central City East	4 x
15	Fruitvale Gateway	Moderate	Shirley Everette Dicko	5	No	4
16	Golden Gate	Defunct	Meg Siddeshwhari Sullivan	1		
17	Grand Ave	Weak	Stu Sweetow	3	No	2,3
18	International Blvd. & High St.		Mario Juarez		Central City East	1 x
19	International Blvd. Merchants Assoc.	Defunct	Charles Hill	7	Central City East	1,5 x
20	Lake Merritt	Strong	Steven Ma	2	Central City East	2,3 x
21	Lakeshore	Defunct	Carol Knight	2	No	5
22	Laurel	Strong	Jain Williams	4		
23	Lincoln Square	Defunct	Amy Romano	4	No	5
24	MacArthur & Seminary				No	3
25	MacArthur Blvd. Merchants Assoc.	Moderate	Otis Sanders	6 & 7	No	5
26	Mandella Marketplace (west Oakland Bart)				West Oakland	2 x
27	Merchant Advisory Group	Moderate	Brian Lee	3	Central District	3 x
28	Montclair	Moderate	Roger Vickery	4	No	3
29	Old Oakland	Just forming	Tina Ramos	3	Central District	3 x
30	Piedmont	Moderate	Ann Kraynak	1&3		
31	Rockridge	Moderate	Sara Wilson	1	No	2, 4
32	San Pablo / West Grand				West Oakland	4 x
33	South of Broadway	Moderate	Eltyna McCree	2	Central District	3 x
34	Temescal	Moderate	Carlo Busby	1		
35	Uptown	Just forming	Marie Deleris	3	Central District	5 x
36	Valdez	No associatio	Rosewood House	3		
37	Village Bottoms	Very Strong	Letitia nfon	3		
38	Woodminster	No associatio	Angela Haller	4	No	3,5
39	West Oakland / Northgate	No association		1	West Oakland	5 x

**Workshop**

**Venue**

**Date**

Workshop 1	Eastmont Police Station	3/25/2010
Workshop 2	Mandella Market Place	4/22/2010
Workshop 3	Old Oakland	4/29/2010
Workshop 4	Mills College	5/20/2010
Workshop 5	Keller Williams on Piedmont Ave.	6/22/2010

"=" Attended a workshop

x = Redevelopment Zone

**OMLF Action Log from Phone Calls.**

(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
1	12/15/09	Request from Oakland Local for a Holiday shopping article.	provided info.	C	City Wide	Emily R. (Oakland Local)	510-684-1096
2	12/15/09	Request from Area 3 Capitan for OMLF resource of a dessertation on foot patrol in Downtown Oakland.	Emailed Document	C	East Oakland	Paul Figueroa	777-8561
3	12/15/09	Request by merchant to be added to OMLF database email list.	Added to Constant Contact email list.	C	East Oakland	Macarthur	<a href="mailto:romanoskincare@att.net">romanoskincare@att.net</a>
4	12/16/09	Request for OMLF to attend a Press conference at Juniper Tree 3303 Lakshore. With Pat Kernighan + DeLafuente. Bring postcards.	Attended meeting	C	City Wide	Pam Drake	
5	12/17/09	Request for Info re: BID from District leader	provided info	C	Golden Gate	Sidhiswari (Golden Gate Merchants)	821-2561
6	12/17/09	Request for Compound Gallery to be on OG website	Updated OG site	C	Golden Gate	Matt Renoso (Compound Gallery)	388-3412
7	01/00/10	Request for info on AC Hire program. Monterey CA. SF - Tues. Starting a job, wants info on cash for employees.	Provided info	C	Montery, CA	Neel Cruz	831-625-3118
8	01/00/10	Media request: Sara Williams retail development, neighborhood retail, Foothill/seminay/66th/San Leandro. RFP Dev.	provided info.	C	East Oakland	Bernice Yeung (EBEX)	415-939-8564
9	01/00/10	Contacted by City Auditor's office, Ruby Courtney for March forum		C	City Wide	Joe Macaouso	510-238-3379
10	01/03/10	Request for a list of Event Planners. Liberty tax - calling about cash for employers.	Provided list	C	City Wide	Janet Madden	652-2032
11	01/05/10	Request for Oakland Grown information from Diablo Valley Magazine - Exploratory call, green issue.	Invited him to the seminar.	C	Fruitvale	Chris	510-862-0852 <a href="mailto:crispinguintu@gmail.com">crispinguintu@gmail.com</a>
12	01/07/10	Request from City of Oakland's Transportation department to speak at OMLF Forum. Bus Rapid Transit Project	Contacted: Sent out a request to database for Businesses acting in a Green way for story.	C	City Wide	Ethan	925-943-1199 ex 222 <a href="mailto:efletcher@maildiablo.com">efletcher@maildiablo.com</a>
13	01/12/10	New America Media, and Internet based company wants to know the impact of Economic Downturn on Oakland Businesses and number of store vacancies. Ref by Keira	Arranged to have BRT presentation.	C	City Wide	Bruce Wilson	<a href="mailto:bwilson@oaklandnet.com">bwilson@oaklandnet.com</a>
14	01/12/10		Provided list of district leaders to contact.	C	City Wide	Annett Fueutes (New	415-503-4170

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(Dec.15, 2009-June 30, 2010)

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15	01/13/10	Referred from Roger Vickery - Montclair. Wants to do a Fundraiser for Haiti and looking for guardians, tips, ideas for relief effort. Requested a write up in Diablo Magazine for being a Cool green business, Charol Park - Helping Resident Learn about gardening & nutrition.	Suggested she talk to district leaders to link up with a Restaurant. She partnered with Oliveto and raised 75k.	C	City Wide	Adell Miswarner	415-378-6613 <a href="mailto:adelmisew@yahoo.com">adelmisew@yahoo.com</a>
16	01/15/10	Oakland Jazz Choir; requested info on OG membership non-profit, under 25K. Submitted online	Sent her Business Name, contact info, and description to Diablo Magazine.	C	Fruitvale Gateway	Shirley Everette Jones	
17	01/15/10	CEDA for façade program person:	Provided info.	C	City Wide	Heather Fong	510-548-1644
18	01/15/10	Request from Diablo magazine. Did I get his email about the article? Request from BID Manager for help. Being hit with a banner tax 64.00 per banner for 60 days; give me a call, we'll talk about it.	Provided info.	C	City Wide	Karen	569-3409
19	01/19/10	Request from BID manager that the City called and wants all 48 banners removed. Request from event planner to send out announcement about Oakland Running Festival.	Requested submissions for article from oakland businesses.	C	City Wide	Clifford Williams	430-9441
20	01/20/10	Wants to get info about cash for employers program.	Set up meeting with key City officials and BID managers.	C	Rockridge & City Wide	Chris Jackson - Rockridge	
21	01/20/10	Notified by BID manager that the City called and wants all 48 banners removed. Request from event planner to send out announcement about Oakland Running Festival.	Provided info.	C		Debrah Day - Ashay t	510-520-2742 <a href="mailto:ashaybythebay@gmail.com">ashaybythebay@gmail.com</a>
22	01/20/10	Request from event planner to send out announcement about Oakland Running Festival.	Called key City officials and delayed removal.	C	Rockridge	Chris Jackson	
23	01/21/10	Oakland business requested info on the Cash for Employers program. Request from Event planner to be on the event planner list. Request to send out fundraising Haiti Flyer	Sent out to database	C	City Wide	Jim Burtalli (Oakland	510-371-5273
24	01/21/10	Need district leader contact for Jack London for a friend. Moving her business there.	Provided info.	C		Patricia Sandaval	<a href="mailto:admin@psserumptious.com">admin@psserumptious.com</a>
25	01/21/10	Request to send out fundraising Haiti Flyer	Added to list.	C		Beth	<a href="mailto:bethd@topdodgevents.com">bethd@topdodgevents.com</a>
26	01/21/10	Request from district leader for the Event Planner List, Bags, Passport Coupon book, and Merch. Assoc. help	Sent to database	C	City Wide	Adel Warner	415-378-6613
27	01/21/10	Request from district leader for the Event Planner List, Bags, Passport Coupon book, and Merch. Assoc. help	Provided her with district leader contact info. Provided event planner list, let her know how to get bags, not doing Passport Coupon book again, and informed her about the workshops on reviving the merchant association.	C	Jack London Squa	Hana Levin (Melt Mas	418-4262
28	01/21/10	Request from district leader for the Event Planner List, Bags, Passport Coupon book, and Merch. Assoc. help	Provided her with district leader contact info. Provided event planner list, let her know how to get bags, not doing Passport Coupon book again, and informed her about the workshops on reviving the merchant association.	C	SOBO (South of Bi	Ellyna McCre	

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(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
29	01/22/10 Banners: Informed that Darlene (BID manager) Pd \$1000 for right of way for Korea Town Banners. Also Chabot banners been there over a year.	Continued to work with the City on the Banner issue.	P	City Wide	Chris	510-816-0627	
30	01/22/10 Request from Lwangs Designs (missed cash for employers) wants info.	Provided info.	C	Fruitvale	Rebecca Peterkin		Lwangdesigns@msn.com
31	01/22/10 Just joined OG and requested 50 black bags.	provided bags.	C	Piedmont Ave	Claudio Luporini (Bella Ceramica)		<a href="mailto:claudio@bellaceramica.com">claudio@bellaceramica.com</a>
32	01/26/10 Remind you of Workforce Investment Board mtg on Thursday. Request from i-grow for OMLF to have a Booth for Thurs. Grand	Attended meeting	C	City Wide	Earl Johnson	510-238-7581	
33	01/26/10 Opening Event. Free.	LVM - will take booth 1/27/10	C	Coliseum	Tony	510-326-0797	
34	01/26/10 Training workshop Monday, need info to include in 1 chain - 1 ticket fundraising strategies. OMLF - Most successful + advanced networks.				Elisa Barron (BALLE)	240-317-2247	
35	01/27/10 Event info.	returned call	C	Coliseum	Jody (i-grow)	925-336-1341	
36	01/27/10 WIB Meeting. Quorum, budget. ED - Too much \$\$	Attended meeting	C	City Wide	Earl Johnson	238-7581	
37	01/28/10 Community development of East Bay				Blanca Satine (Wells)	925-918-2801	
38	02/00/10 Merchant requested assistance with Trademarking laws.	Contacted Jenny Kassan, attorney and was refered to Nolo Press website. Provided website to merchant.	C	Piedmont Ave	Claudio Luporini, owner, Bella Ceramica		
39	02/00/10 AC-Hire program. Request for info.	provided info	C	OMLF	Linda Barbaro	265-8315	
40	02/00/10 Request from Hillard Management Group, to provide Quickbooks classes for merchants	Forwarded to OMLF Board	C	City Wide	Tim Seng	650-454-9799	
41	02/03/10 Schedule a certification site visit. 10:30a-Thurs	Set up meeting to renew small local business certification	C	OMLF	Earnesteen Nettles	238-6160	
42	02/10/10 Shorestien - Meeting 3pm tomorrow w/ merchants.	requestes to let merchants know about OG.	C	City Center	Carmen	267-1116	<a href="mailto:cseb@shores.com">cseb@shores.com</a>
43	02/11/10 Alameda County request to send out announcement.	Announcement sent out.	C	City Wide	Christen	670-JOBS	

**OMLF Action Log from Phone Calls.**

(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
44	02/12/10	Request for info for OG membership. 2 businesses 20 yrs. Art Eliktric - web - better business beaure page. Oakland - 8yrs. Sculptures - scrape materials. Work for artists.	Provided info.	C	Home based artist Arthur ?	831-234-6905	
45	02/16/10	Request from UC Berkeley journalist student for information on Black Wall Street merchant association. Also, request to film OMLF forum.	Contacted Black Wall Street and invited to OMLF forum. Contacted OMLF Board to approve filming.	P	City Wide	Sade McDoggle (610) 931-6723	<a href="mailto:svmb@cornell.edu">svmb@cornell.edu</a>
46	02/16/10	BID Manager request follow up on progress of Newspaper Rack issue prior to tomorrows meeting.	Reviewed notes from meeting and contacted Aliza Gallo and Roberto Costa.	P	Temescal	Darlene Rios Drapkin (510) 232-9663	
47	02/17/10	Cash for Employers program for OMFL, Maybe able to subsidize the person.	Did follow-up.		OMLF	Linda Barbaro 265-8315	
48	02/18/10	Filling administrative info. 238-3203 Meeting to discuss financial needs of			OMLF	Ernestine Nettles (City) 238-6160	
49	02/18/10	OMLF.	Set up meeting	C	OMLF	Lupe Martinez 520-1894	
50	02/22/10	T-Shirt quest.	provided t-shirt	C		Robbie 553-1217	
51	02/24/10	Info request on the Bus Rapid Transit project	Provided info.	C	City Wide	East Bay Express 415-939-8564	
52	02/25/10	Request for Local Banner Companies from BID manager because she only has companies from far away.	Provided list of Local Banner Companies. Informed her that food was provided through another source.	C	Fruitvale	Maria Sanchez of Fruitvale	
53	02/26/10	Training on Tues. Do you need our services?		C	Ogawa Plaza	Maria (Rising Loafer)	
54	03/00/10	Request from City of Berkeley, Adeline St. Merchants to attend workshop on How to organize a business association.	Granted request	C	Berkeley	Elizabeth Delgado	
55	03/01/10	Request for façade program contact for 73rd and MacArthur area.	Provided contact info.	C	East Oakland	Gaddy Reyes (73rd + 238-6204 (Kimani Rogers) Kanita (Spice Monkey - SOBO) (Guy is her husband, does high-end security)	
56	03/00/10	Call from district leader regarding follow up on MAAP funding: Preston and Ellen never came by, said she was going to (Ask Dan - Landlord)	forwarded update to Aliza Gallo	C	SOBO (South of Broadway)	510-610-0248	
57	03/00/10	Request from District Attorney's office to speak at OMLF forum on human trafficking.	Granted request	C	City Wide	Teresa Drenick 272-6269	
58	03/00/10	Ref by BAC. New magazine - Rockridge, Piedmont, Montclair March 11th, 10:30am	Met with Dan and invited him to speak at OG committee meeting.	C	City Wide	Dan 510-846-7150	

**OMLF Action Log from Phone Calls.**

(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
59	03/02/10	BYOB Program; Request from City of Oakland to send out email. Request to sign-up for BYOB Program.		City Wide	Daniel Chu (City of O: 510-289-4072		
60	03/03/10	Offer from Oakland Chamber to be a fiscal sponsor for OMLF.		City Wide	Evelt Chamberlin	601-0314	
61	03/03/10	Call back to discuss details about forum for City Auditor.		OMLF	Karen Engel (From th 874-4800		
62	03/04/10	OG Community added value product. EQ Con - co-op businesses. Do coupon on the internet: www.eqcuponusa.com (Spoke w/ Erin)		City Wide	Joe (Auditor Ruby's O 238-3379		
63	03/05/10	City Auditor's office called to make sure everything is ok for Wed. Request from District 6 merchant to advertise event. Fashion show. March 20th. Vendor, auction, raffels.		City Wide	Charles Lovelace		
64	03/08/10	1-5pm		District 6	Brown Sugar		<a href="mailto:brownsugar2385@sbcglobal.net">brownsugar2385@sbcglobal.net</a>
65	03/12/10	Calling you back about using Mills College for workshop		District 6	Kevin Best (OCCUR) 510-715-7731		
66	03/16/10	NPCPC - 24th, Lauree Seminary Mac Arthur			Nancy		
67	03/16/10	Inquiry about Groupon partnering w/ other organizations.		City Wide	Erika (Groupon.com) 312-673-1532		
68	03/17/10	Request to meet. Policy analysis on Parking Policy. Previous hike, objections, what they desire - supply.		City Wide	Tara Zing (Goldmen 919-306-3972		<a href="mailto:tarazhang@berkeley.edu">tarazhang@berkeley.edu</a>
69	03/17/10	- Parking documents		Lake Merritt	Howard Thornton (Oakland Museum)		
70	03/17/10	BYOB - Wants to talk					
71	03/17/10	Info on Workshop: How to organize a business association. Wants to get involved in OMLF. Referred by: STU, opening business on Grand - State Farm - Sell Product		East Oakland	Otis Sandurs (Mac M: 798-5535		
72	03/18/10	- Indie		Grand Ave.	Julie law	510-214-6889	<a href="mailto:julie.law.rmlf@statefarm.com">julie.law.rmlf@statefarm.com</a>
73	03/19/10	Request to distribute Alcoholic Lincence info to district managers. Parking: Chair of Mayors Parking Task Force		City Wide	Maria Sanchez		<a href="mailto:svm6@cornell.edu">svm6@cornell.edu</a>
74	03/19/10	Task Force		City Wide	Alton Jelks	282-2189	
75	03/25/10	Info provided by District leader: Check your email. I sent you some expl of the agenda + min E18. AMIBA: Make sure you got the membership packet and discuss how OG was doing.		Lake Merritt	Steve Ma		
76	03/30/10	OG was doing.		OMLF	Jennifer Rodney (AMI 406-582-1255		

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(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
77	03/30/10	Wanted to know what OMLF could do as far as promoting Broadway Valdez plan.		Broadway/Valdez	Marla Wilson (Green I	415-543-6771 ex 308	
78	03/30/10	Reminder of WIB meeting on Thursday at 8:30am RSVP to Workshop - 29th April. Healthy food. Business - Vegan Assoc. (non-profit). 5111 Telegraph Ave Suite 325 94609		City Wide	Earl Johnson		
79	04/00/10	Signed up for workshop	C	Temescal	Charles Lovelace	510-655-8611	
80	04/00/10	Will attend workshop - knows Stu advocacy + policy. Live in Montclair - Event production - knows Conselo + Helen - Food + Wine. Cultural Arts, Kopia - Marketing + PR.		Montclair	Michele Brokstein		
81	04/01/10	Needs Alton Jelk's phone #. OG membership. Thought bags were going to be delivered. She will p.u. this week.		City Wide	Heather Hensly	510-219-5524	
82	04/05/10	Davis of Coolidge. A meeting that takes place at Pattern college wants to know the meeting times.		Mandella Parkway	Dana Harvey (Mandel	433-0993	
83	04/05/10	Returning your call for Claudia Albano regarding Forum on National Night Out		Fruitvale Gateway	Joe Cruz		
84	04/06/10	Request from Oakland Museum to attend a Community arts preview.			Felecia Verdin	510-238-3128	<a href="mailto:fverdin@oaklandnet.com">fverdin@oaklandnet.com</a>
85	04/06/10	229-9739		Lake Merritt	Scott Horton (Oakland Rayna Lett Bell (Program Consultant, YEP)	510-735-9200 510-533-3447	
86	04/06/10	Requested info on the AC-Hire Program		City Wide			
87	04/09/10	Wants to be a member of OG. Request for information on Workshop April 22.		Uptown	Glenda (Bay Area Bik	650-238-7116	
88	04/09/10	Help me find a small commercial space for a taqueria restaurant or a family style hair-cutting salon.		East Oakland	Jose Doroado	510-567-1013	
89	04/12/10	Request for 36 OG bags for an Earth Day event.		City Wide	Augustine	510-333-4457	
90	04/12/10	Request from OG member to pick up bags.		City Wide	Lauren from Councilmember Quan's Office		
91	04/13/10	Returned call regarding workshop		Uptown	May Henderson (The	510-465-6523	
92	04/14/10	Provided contact info for AC Hire program. Jim's #, Finance Office.		West Oakland - VII	Africa Williams	238-2164	
93	04/14/10	Clairified info for program.		OMLF	Darlene Slone	259-3879	
94	04/16/10	Request from NSC officer for a list of District leaders in her beat areas.		District 7	Patricia Rose	238-6822	

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(Dec.15, 2009-June 30, 2010)

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95	04/16/10	Request from East Bay Express to talk about new zoning and impact on commercial districts.	Invited her to the Dimond District zoning meeting. Gave her contact info for district leaders.	C	City Wide	Bernice Yeung	
96	04/19/10	Request from Oakland Museum to help advertise their Grand Opening. Media wants to talk to someone about the attack on Asian man in Uptown over the weekend.	Sent out to database Referred to CBD Manager, Steve Snider and Uptown merchant, Marie Deleris	C	City Wide	Adam Rozan (Oakland Museum)	<a href="mailto:arozan@museumca.org">arozan@museumca.org</a>
97	04/19/10	Work w/ Bill Lambert. Referred by Karen Engle (Chamber). Local Groceries		c	City Wide	Channel 7 News Matt Webber (Alameda County, Redevelopment Agency)	670-6164
98	04/21/10	Referred by Felecia. Questions about the AC Hire Program.	Provide info and contact person for AC Hire Program	C	Piedmont Ave	Miley Colmer (Keller Williams Realty)	925-366-3823
99	04/22/10	Info request from Rockridge BID Manager.	Provided info.	C	Rockridge	Chris Jackson	816-0627
100	04/27/10	Request for info from Woodminister District Leader.	Provided info.	C	Woodminster	Angie Haller	482-1715
101	04/29/10	Request from Councilmember Reid's office regarding Project Outreach. Wants 100 _ OG Bags for give away.	provided bags.	C	Dist. 7	Iris	238-7578 (Office); 435-7044 (cell)
102	04/30/10	Call from Merritt District Leader to provide feedback on Wrokshop. Great meeting - not enough time to go over the tool kit.	Adjusted future workshops	C	Lake Merritt	Steve Ma (LMBA) Carmen Alvarez (UC Berkeley Summer Sessions)	510-610-4696 <a href="mailto:carmenatcal@gmail.com">carmenatcal@gmail.com</a>
103	05/02/10	Returned call for OMLF request for a summer intern. Looking for intern, just got a message today.	followed up on info provided	C	OMLF	Gail Hutchens (City of Oakland)	925-240-1950 <a href="mailto:ghutchens@msn.com">ghutchens@msn.com</a>
104	05/03/10	Office of Emergency Services City of Oakland wants to make sure OMLF got the attachments sent.	Replied	C	City Wide	Kenishia (Isha Cortour)	510-329-6699 <a href="mailto:ishacourtire@yahoo.com">ishacourtire@yahoo.com</a>
105	05/03/10	Requested info about AC Hire Program.	Provided info.	C	Dimond		
106	05/03/10	Emailed and faxed over those attachments. Please get back to me to confirm that you got them.	Confirmed.	C	City Wide	Gail Hutchens (City of Oakland)	
107	05/05/10	Request to call EDD.	returned call	C	OMLF	Melissa (EDD)	916-653-1263
108	05/05/10	Request for a list of small grocery stores.	Provided list.	C	City Wide	Matt Weber	510-670-6164
109	05/11/10	Request for information about OG Membership	Provided info.	C		Bryan (Grpahic Artist)	562-537-8191 <a href="mailto:bryan@mazzarello.com">bryan@mazzarello.com</a>
110	05/11/10	Request to Resend email, Shorenstein - regarding Workshop.		C	City Center	Carmen	510-267-1116
111	05/11/10	Carmen Santisteban	resent email notice	C	City Center		
112	05/13/10	Call back. Gang intelligence officers - Doug Keely	Provided info about gang activity in Jingle Town area.	C	Jingle Town	Doug Keely (OPD)	510-393-3162

**OMLF Action Log from Phone Calls.**

(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
113	05/17/10	Confirmed that she will be at the forum. National BALLE group for next yr.	n/a	C	City Wide	Gail Hutchens	<a href="mailto:ghutchens@msn.com">ghutchens@msn.com</a>
114	05/17/10	Report on BALLE District leader said he can't make it	Forwarded information to members Provided him with date for next workshop.	C	City Wide	Mike Blinick 248-506-2707	<a href="mailto:mblinick@yahoo.com">mblinick@yahoo.com</a>
115	05/19/10	to workshop.	Dwayne MacArthur - MacArthur Tours + Trains, 5848 Foothill 94605	C	Bret Harte	Ed Garcia (Bret Harte)	
116	05/19/10	RSVP for workshop @yahoo.com Re: EDD Grant, with Peralta, OCCUR, PIC, + Carot maybe	returned call	P	OMLF	Jose	<a href="http://www.Partytoursandtransportation.com">www.Partytoursandtransportation.com</a>
117	05/19/10	include OMLF					
118	05/20/10	Can't make the workshop. Wants info about AC Hike. Rental in	n/a	C	Woodminster Jack London	Angue Haller Glenda (Bay Area Bikes - Uptown)	650-238-7116
119	05/21/10	JLS Staff Rental Shop. Has info about marketing that she'd	Provided info.	C	Square	Marud Gonzalez (Geezer Advice)	510-295-4114
120	05/24/10	like to go over with you.					
121							
122	05/27/10	Returned call regarding questions for grant application and redevelopment zones. Notice from Distirct leader regarding	n/a	C	OMLF	Rebecca Zaklin (Hud)	415-489-6579
123	05/27/10	forum, couldn't make it. Contacted regarding possible	returned call	C	Lake Merritt	Steve Ma (Merritt)	
124	05/27/10	partnership on grant application.		C	OMLF	Jose Duenas	251-5930
125	05/28/10	Wants to talk to you about forming a business association. Form missing, need to get document	Invited her to attend the workshop.	C	San Francisco	Regina (Director of small business in SF) Norma (One California Bank)	415-954-6481 510-550-8405
126	05/28/10	for Grant application.	Provided missing document.	C	OMLF San Leandro (looking to move business to Oakland)	Ben (Bar - Bayfair Mall)	510-714-5835
127	06/01/10	Wants to discuss AC Hire Program Re:Urban empowerment zone	Provided info and contact info.	C	Oakland)		
128	06/01/10	questions.	returned call	P	OMLF	Rebecca (UDH)	415-489-6579
129	06/02/10	Returning call about grant question. Request from District leader: Need info on city for help with kiosk and	Referred her to Stephanie Floyod Johnson - Façade program.	C	Durant Market	Laura Paradise Young Mi Kim (Durant Market)	510-207-2552
130	06/04/10	signage for bldg.					
131	06/04/10	Request from California Forward for OMLF Board members to attend a Community conversation. Wed 6:30-9:00. Preservation Park - talk about California. Non-profit, non-partisan. Efficient + effective gov't.	Forwarded information to OMLF Board members	C	City Wide	Daniel Williams	916-491-002 <a href="mailto:dwilliams@www.cafoward.org">dwilliams@ www.cafoward.org</a>

**OMLF Action Log from Phone Calls.**

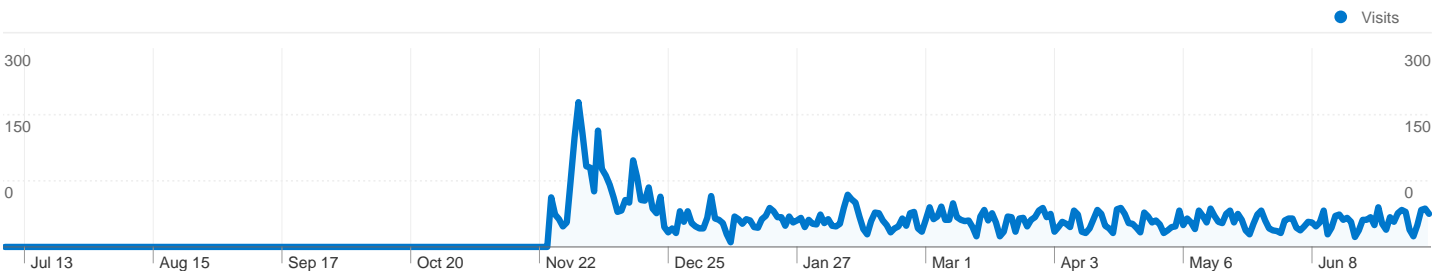
(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
132	06/08/10 Request to attend Mtg Thurs. LMBA. Just a merchant leader getting to know new capt.	Unable to attend.	C	Lake Merritt	Hoang Bahn.		
133	06/11/10 Request for help. Glass business - 10 yrs. Know what's out there for selling glasswares. Expand business.	Provided info about programs, other glass businesses, and City contacts.	C	West Oakland	Armelle Leroux	510-435-0084	<a href="mailto:armelle@atelierleroux.com">armelle@atelierleroux.com</a>
134	06/14/10 Interested in making bags for Oakland Grown. 499 Embarcadero Bldg. 18 94606. Green bags unlimited. Oakland manufacture bags. 20 factories in China.	Provided information about joining OG.	C		Samantha		Greenbagsunlimitd.com
135	06/14/10 Request for OMLF Logo - Business card. Electronic file - please send.	sent	C	OMLF	Sunny (Ignite) Mahogany, Wardrobe for Opportunity (nonprofit)		<a href="mailto:sunny@urbanfire.org">sunny@urbanfire.org</a>
136	06/14/10 Request to Post-Employment program on OMLF site and to advertise to merchants.	Sent to database	C	City Wide			
137	06/16/10 Request to send monthly tips for merchants on being prepared for a disaster for OMLF to send out and upload to OMLF website.	Welcomed her offer.	C	City Wide	Gail Hutchens, City of Oakland,		<a href="mailto:pfigueroa@oaklandnet.com">pfigueroa@oaklandnet.com</a>
138	06/16/10 Request from State Consumer & Environmental Services to send info to Oakland Merchants	Agreed to send merchant related info out.	C	City Wide	Michael Roemer, Con	510-569-5774	<a href="mailto:macarthurtours@yahoo.com">macarthurtours@yahoo.com</a>
139	06/17/10 Request to have OMLF send out announcements to Oakland merchants on consumer and environmental topics for businesses. Sending flyer by Monday evening.	Agreed to send merchant related info out.	C	City Wide	Michael Roemer (Consumer + Environmental)	(510) 569-5774	
140	06/18/10 Thank you for referrals to other organizations - great help. Able to connect.	Sent flyer to merchant database regarding free workshops for employees.	C	City Wide	Mahogany (Wardrobe of Opportunity)		
141	06/18/10 Request to provide a seminar on Retirement, 401k's for business owners at OMLF forum - 45 min. Forum topic.	Send request to OMLF Board	P	City Wide	Jain Williams (Laurel - State Farm Insurance)	510-530-3222	
142	06/21/10 Wants info on OMLF - got info on meetings. Wed. Meeting. Consumer Protection bill for parking. Regarding Downtown Baseball Stadium - got letters of support from WOCA-JLN, wants contact info for	Provided info.	C	Grand Ave.	Ken Pratt	510-451-4148	
143	06/21/10 downtown dist. Leaders	Provided district leader contact info.	C	Downtown	Bryan Grun (architect)		
144	06/23/10 Request to contact	returned call	P	OMLF	Jose Duenas	251-5930	

**OMLF Action Log from Phone Calls.**

(Dec.15, 2009-June 30, 2010)

Date	Subject/Issue	Actions	Complete Pending	District	Contact	Phone	Website or Email
145	06/23/10	Media requesting comment on proposal by Don Perata for 1/2 cent tax increase for Oakland. Give Oakland highest tax rate in CA. Media request for comment - situation of unrest after the Oscar grant verdict is announced.	Referred to Stu + list of BID managers for comment.	C	City Wide	Bob Gammeth (Eastbay Express)	879-3752 <a href="mailto:robertgammon@eastbayexpress.com">robertgammon@eastbayexpress.com</a>
146	06/28/10	Request from merchant to discuss Parking from. What do I think about the meeting (forum).	Referred to Stu Sweetow for comment	C	City Wide	A? Putima (New America media)	415-503-4171
147	06/29/10	Informed City about a flyer posted at 27th + West st. requesting all to meet Downtown @14th,		P	Grand Ave.	Ken Pratt	510-451-4148
148	06/30/10	6:00pm.when verdict announced Suggest that businesses post a peace sign in their windows - referred by city council.	No action	c	City Wide	Samee Roberts	
149	06/30/10	Request from City Marketing to send email regarding preparation for Oscar Grant Trial verdict to Oakland businesses.	Sent to database	P	City Wide	Oakland Resident - Citizen - Bev Rice	
150	07/02/10			C	City Wide	Samee Roberts	220-8140



**Site Usage**

**10,457** Visits

**58.50%** Bounce Rate

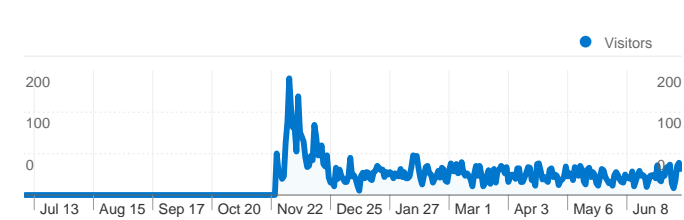
**21,473** Pageviews

**00:02:14** Avg. Time on Site

**2.05** Pages/Visit

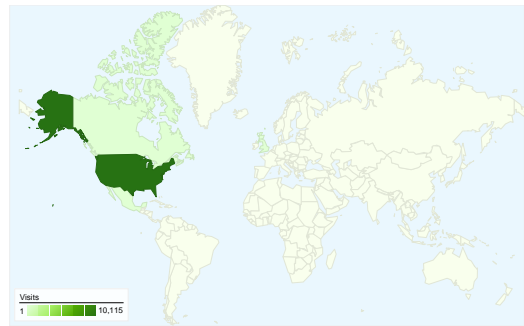
**61.11%** % New Visits

**Visitors Overview**

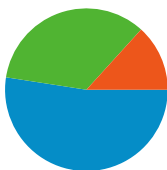


**Visitors**  
**6,390**

**Map Overlay**



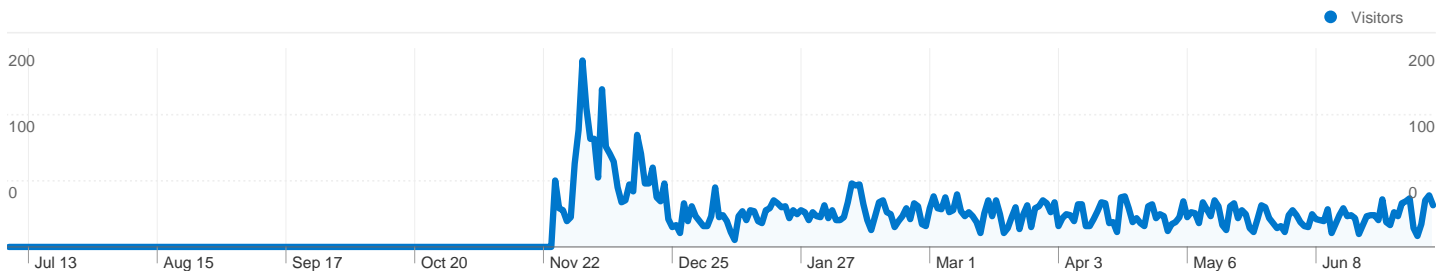
**Traffic Sources Overview**



- **Referring Sites**  
5,484.00 (52.44%)
- **Direct Traffic**  
3,587.00 (34.30%)
- **Search Engines**  
1,386.00 (13.25%)

**Content Overview**

Pages	Pageviews	% Pageviews
/	10,414	48.50%
/eat.php	2,512	11.70%
/do.php	2,342	10.91%
/join.php	2,177	10.14%
/shop.php	2,014	9.38%



**6,390 people visited this site**

**10,457** Visits

**6,390** Absolute Unique Visitors

**21,473** Pageviews

**2.05** Average Pageviews

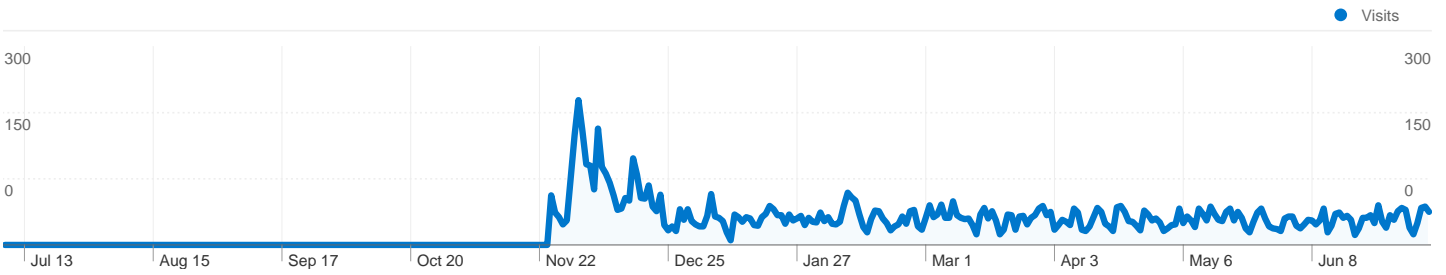
**00:02:14** Time on Site

**58.50%** Bounce Rate

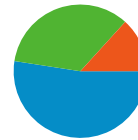
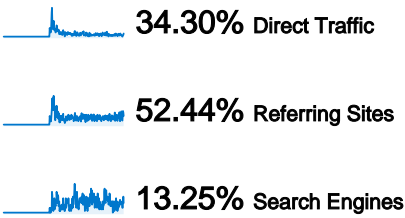
**61.11%** New Visits

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Firefox	3,997	38.22%	Cable	4,153	39.72%
Internet Explorer	3,827	36.60%	DSL	3,855	36.87%
Safari	2,043	19.54%	Unknown	1,644	15.72%
Chrome	463	4.43%	T1	660	6.31%
Mozilla Compatible Agent	45	0.43%	OC3	79	0.76%



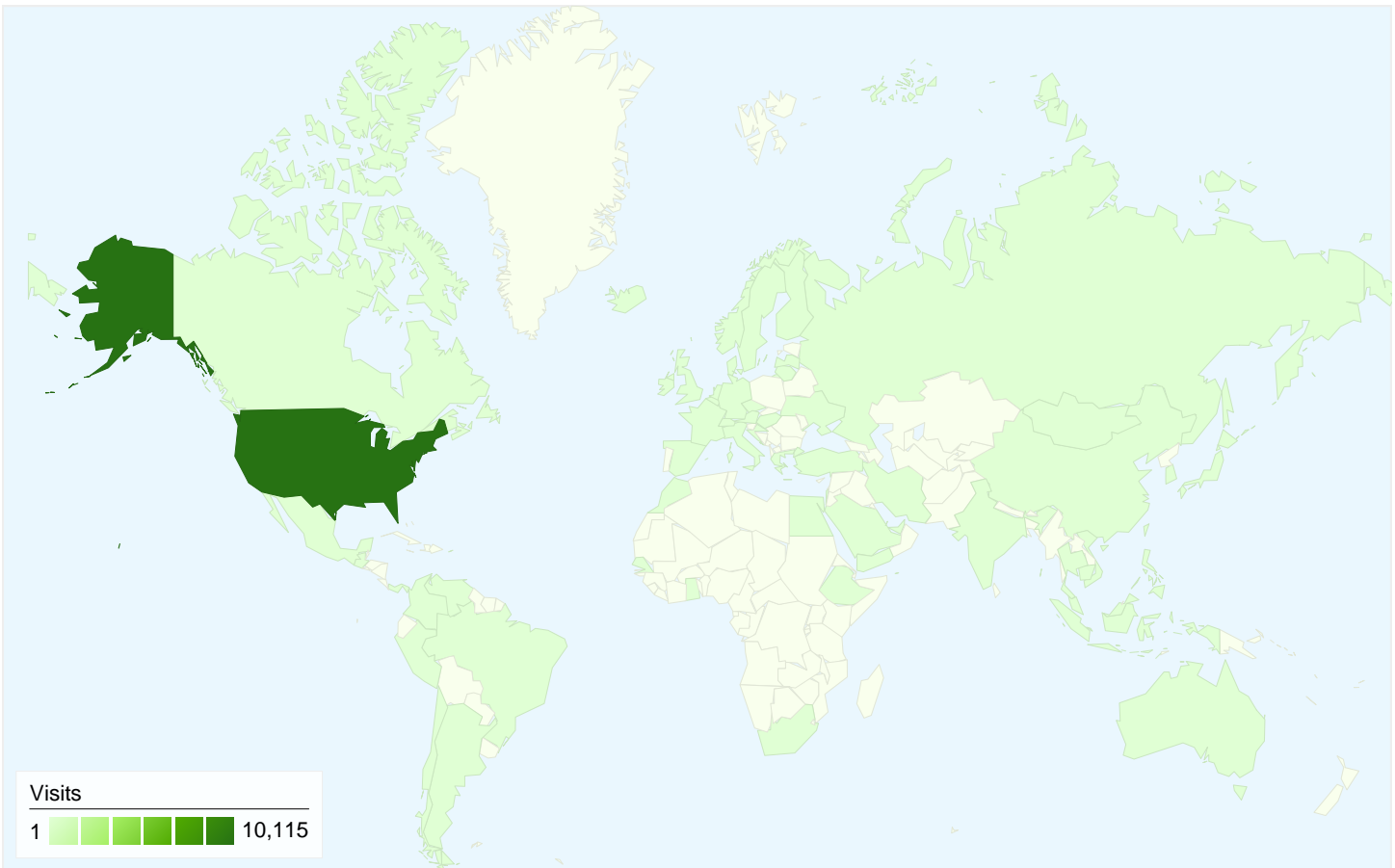
All traffic sources sent a total of 10,457 visits



- Referring Sites  
5,484.00 (52.44%)
- Direct Traffic  
3,587.00 (34.30%)
- Search Engines  
1,386.00 (13.25%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	3,587	34.30%	oakland grown	715	51.59%
www2.oaklandnet.com	2,157	20.63%	oaklandgrown.org	156	11.26%
google (organic)	1,270	12.14%	oaklandgrown	53	3.82%
facebook.com (referral)	743	7.11%	http://oaklandgrown.org/	23	1.66%
shopoakland.com (referral)	323	3.09%	www.oaklandgrown.org	19	1.37%

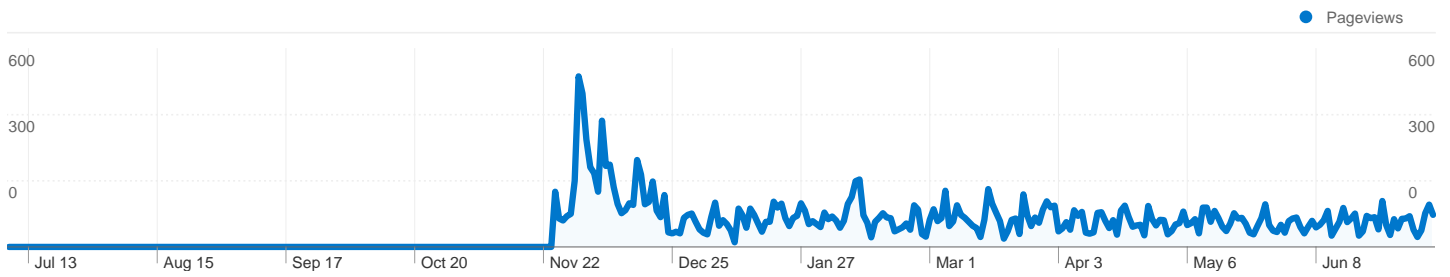


**10,457 visits came from 66 countries/territories**


Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	10,115	2.06	00:02:15	60.09%	58.17%
Mexico	45	2.09	00:00:50	93.33%	60.00%
Canada	36	1.92	00:04:32	72.22%	66.67%
(not set)	18	1.56	00:00:26	83.33%	61.11%
United Kingdom	17	1.41	00:00:19	100.00%	82.35%
Italy	16	1.44	00:00:11	75.00%	81.25%
Russia	14	1.00	00:00:00	92.86%	100.00%
Australia	12	1.58	00:01:33	100.00%	58.33%
Japan	12	2.67	00:00:35	100.00%	41.67%

Germany	12	1.50	00:00:58	100.00%	75.00%
					1 - 10 of 66



Pages on this site were viewed a total of 21,473 times

 21,473 Pageviews

 16,579 Unique Views

 58.50% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	10,414	48.50%
/eat.php	2,512	11.70%
/do.php	2,342	10.91%
/join.php	2,177	10.14%
/shop.php	2,014	9.38%

List of OMLF Email Announcements  
Dec. 16, 2009 - June 30, 2010

Date	Request	Type	# sent	Opened	% Opened	Click-through
12/18/2009		Open House	1866	365	20.90%	35
1/5/2010		AC Hire Program	1703	336	20.90%	31
1/5/2010		Announcement	1878	444	25.30%	17
1/5/2010		Survey on Holiday sales	1688	347	21.80%	53
1/11/2010		Survey on Holiday sales	1881	351	20.10%	36
1/12/2010		AC Hire Program	1699	329	20.60%	29
1/12/2010		BRT meeting	1881	344	19.60%	14
1/12/2010		AC Hire Program	1879	340	19.40%	25
1/12/2010		Announcement	1882	427	24.30%	69
1/19/2010		AC Hire Program	1710	320	19.80%	23
1/25/2010	OG	Bio request	37	22	66.70%	6
1/26/2010		Announcement	1935	460	25.60%	78
2/2/2010		Announcement	1970	392	21.60%	81
2/4/2010		OG Newsleter	40	21	56.80%	4
2/9/2010		Announcement	235	54	26.70%	13
2/10/2010		Announcement	1767	305	18.60%	49
2/11/2010		Forum	1767	329	20.00%	51
2/12/2010		AC Hire Program	1767	373	22.80%	41
2/16/2010	OMLF	Forum	1767	305	18.60%	27
2/17/2010		Announcement	1973	413	22.80%	98
2/25/2010		Consumer announcement	237	68	33.80%	30
2/25/2010		Merchant announcements	1768	366	22.40%	101
3/2/2010	City	BYOB campaign	1759	371	22.70%	46
3/4/2010		Forum	1768	325	19.80%	26
3/5/2010		announcements	237	61	30.50%	13
3/5/2010	City	Announcement-survey	1767	339	20.70%	36
3/9/2010	OMLF	Forum	1769	323	19.60%	43
3/12/2010	City	BYOB campaign	1776	331	20.00%	39
3/16/2010		announcement	1992	431	23.50%	51
3/18/2010	OMLF	workshop	1498	296	21.10%	0
3/18/2010		Merchant announcements	1781	351	21.10%	45
3/23/2010	OMLF	Workshop	1493	287	20.60%	0
3/26/2010		announcement	1986	422	23.10%	129
3/26/2010		Local Buyers Expo	1474	308	22.40%	n/a
3/30/2010		Health Care Impact on Small	1987	409	22.40%	59
4/8/2010		announcement	1782	396	24.00%	39
4/8/2010	US SBA	Scam Alert	1988	527	28.90%	n/a
4/9/2010	OMLF	Workshop	1687	323	20.70%	3
4/12/2010		Small B Merchant opportunity	1775	336	20.50%	0
4/15/2010	OMLF	Workshop	1787	309	18.70%	0
4/15/2010	OG	Newsletter	72	36	56.20%	6
4/19/2010		announcement	1994	416	22.80%	24
4/19/2010	OMLF	Workshop	1789	303	18.30%	1
4/19/2010		announcement	1994	416	22.80%	24
4/22/2010		Governor	1997	386	21.20%	48
4/22/2010	OMLF	Workshop	1791	279	16.90%	0
4/26/2010	OMLF	Forum	1790	305	18.50%	8
4/27/2010	OMLF	Workshop 3	1790	283	17.20%	4
4/27/2010		Multiple announcement	1943	368	20.80%	42
4/30/2010	City	Pot holes announcement	1995	419	23.00%	17
5/6/2010	OG	T-shirt survey	47	33	71.70%	30

List of OMLF Email Announcements  
Dec. 16, 2009 - June 30, 2010

Date	Request	Type	# sent	Opened	% Opened	Click-through
5/12/2010	OMLF	Workshop 4	1790	288	17.50%	4
5/12/2010	OPD	National Night Out survey	1556	288	20.00%	19
5/13/2010	Multiple	Events	376	128	38.00%	21
5/13/2010	Multiple	general announcement	1789	283	17.20%	53
5/18/2010	OMLF	Workshop 4	1792	304	18.40%	0
5/20/2010	OMLF	Forum May	1792	289	17.60%	14
5/25/2010	OMLF	Forum May	1791	305	18.80%	9
6/3/2010	CEDA	Oaklavia Event announcemen	2157	491	25.50%	56
6/4/2010	CEDA	Oaklavia Event announcemen	2157	400	20.80%	55
6/9/2010	OMLF	Workshop 5	1796	288	17.90%	0
6/10/2010	OG	Pleders T-shirt size request	44	29	67.40%	10
6/14/2010	OMLF	Forum Announcement - Parki	1799	347	21.50%	90
6/15/2010	OG	Newsletter	1527	326	23.70%	85
6/17/2010	OMLF	Workshop 5	1807	269	16.60%	1
6/18/2010	OMLF	Forum Announcement - Parki	1807	284	17.50%	54
6/21/2010	East Ba	Co-op Ads opportunity	1796	330	20.50%	31
6/22/2010	OMLF	Workshop 5	1806	231	14.30%	1
6/22/2010	OMLF	Forum Announcement - Parki	1806	257	15.90%	28
6/23/2010	Mayors	Mehserle Trial	2169	442	22.90%	87
6/30/2010	City	Preparing for Oscar Grant Tri	2170	597	30.90%	57
<b>Total of 72 email announcements</b>			<b>114,565</b>	<b>22,276</b>	<b>1741.70%</b>	<b>2,319</b>

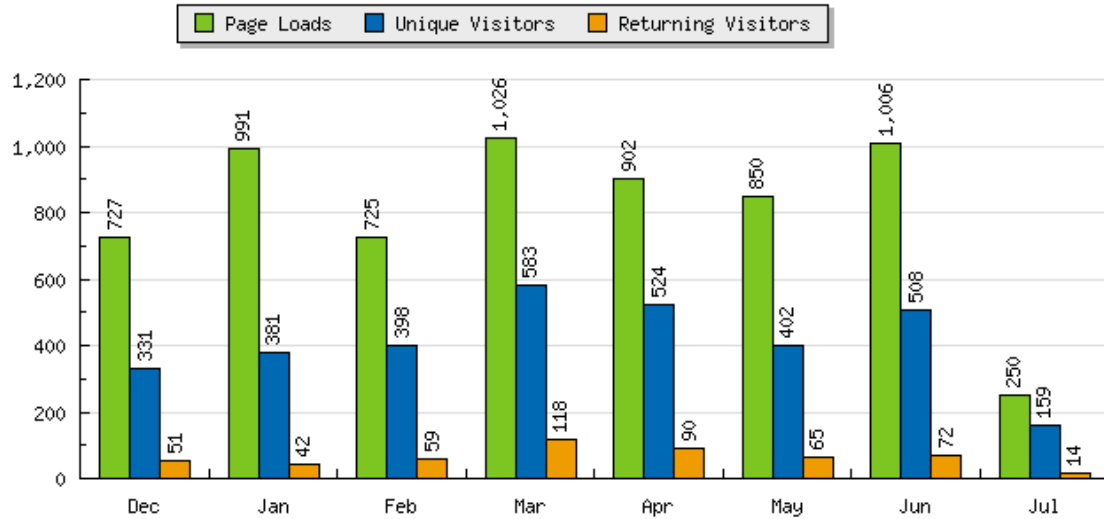
6.5 month period

24.19% avg.open rate

Avg. 11 emails per month

## Summary (OMLF) Website July 9th 2010

[Daily](#) | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)




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	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
<b>Total</b>	<b>6,477</b>	<b>3,286</b>	<b>2,775</b>	<b>511</b>
Average	810	411	347	64

Month	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Jul 2010	250	159	145	14
Jun 2010	1,006	508	436	72
May 2010	850	402	337	65
Apr 2010	902	524	434	90
Mar 2010	1,026	583	465	118
Feb 2010	725	398	339	59
Jan 2010	991	381	339	42
Dec 2009	727	331	280	51

*Returning Visitors* - Based purely on a cookie, if this person is returning to your website for another visit an hour or more later

*First Time Visitors* - Based purely on a cookie, if this person has no cookie then this is considered their first time at your website.

*Unique Visitor* - Based purely on a cookie, this is the total of the returning visitors and first time visitors - all your visitors.

*Page Load* - The number of times your page has been visited.