

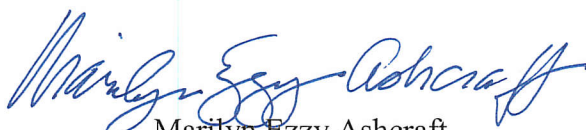
# Proclamation

- Whereas,** Debbie Potter grew up in Los Angeles, the eldest of seven children. After graduating from high school, Ms. Potter earned an undergraduate degree from UC Irvine and a Master's Degree in Urban Planning from UCLA; and
- Whereas,** Ms. Potter's first job was as a Development Specialist for the Los Angeles County Community Development Commission. Ms. Potter went on to work for the City of West Hollywood and the City of San Leandro before joining the City of Alameda in 2001; and
- Whereas,** over the last 19 years, Ms. Potter's expertise, diligence, and compassion has been instrumental in guiding staff and assisting the City of Alameda to become a stronger, more innovative, equitable, and inclusive community; and
- Whereas,** throughout her career, she has been directly responsible for significant developments that improved the quality of life in Alameda, including leading the effort to redevelop the former Naval Air Station Alameda at the Fleet Industrial Supply Center and East Housing into what is now the Bayport residential neighborhood, the Alameda Landing Shopping Center, the Alameda Landing Tri-Point neighborhood, the waterfront park under construction, and the multi-year effort to complete the Willie Stargell Avenue extension connecting Alameda Point to Webster Street; and
- Whereas,** Ms. Potter led the development of 52 units of affordable housing at the Breakers at Bayport, and 29 units of affordable housing at Shinsei Gardens, the conversion of the Islander Motel into the Park Alameda with 62 units of housing for low income households, development of the award-winning Jack Capon Villas for disabled low income residents, and the successful efforts to secure over 12 acres of land from the Navy at the former North Housing site that is now being transformed into over 500 units of housing for formerly homeless individuals and low income families; and
- Whereas,** Ms. Potter was instrumental in developing and implementing, from the ground floor, the City's rent control regulations and has been a calm, but steady force in overseeing the City's robust rent control program, thoughtfully balancing the interests of tenants in the community to remain in their homes with the interests of property owners to have their investment properties protected; and
- Whereas,** Ms. Potter has been a tireless advocate for economic development and job growth in Alameda, was instrumental in the transformation of the Harbor Bay Business Park and the location of the global headquarters for companies including Peet's Coffee, The North Face, Penumbra and many other life science companies, and drafted Alameda's first ever cannabis ordinance; and
- Whereas,** Ms. Potter didn't just work for our island community, she actively participated in many community events, including fundraisers, volunteer activities, youth events, charity runs and bike rides; and
- Whereas,** now, as Ms. Potter finishes the final chapter of a successful and constructive almost 40 year career, we offer her our deepest thanks and appreciation for her invaluable service to the City of Alameda, where she truly made a difference and built lifelong relationships with staff, elected officials, community members, and business leaders.

**Now, therefore be it resolved,** that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda, do hereby proclaim Tuesday, October 6, 2020 as

## Debbie Potter Day

in the City of Alameda and on behalf of the Alameda City Council, wish her all the best in her well-deserved retirement. Debbie has been a wonderful steward to the City of Alameda, leaving it a better place than she found it, although leaving many people very sad to see her go.

  
Marilyn Ezzy Ashcraft  
Mayor

