



CITY OF OAKLAND  
PUBLIC ETHICS COMMISSION

OFFICE OF THE CITY CLERK  
OAKLAND  
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Page 1 of 10

**"2012 LOBBYIST 3<sup>rd</sup> QUARTERLY REPORT"**  
(With Attached Disclosure Schedules If Necessary)

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics  
Commission.*

Please mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*This report and all attached Disclosure Schedules must be filed with the Office of the  
City Clerk by no later than **October 31, 2012.***

<b>Full Name:</b> MARK McCLURE	
<b>Lobbyist Business Address:</b> 300 FRANK OGAWA PLAZA, SUITE 340 Oakland, CA 94612	
<b>Phone:</b> 510.463.6364	<b>Email:</b> mmccelure@californiagroup.com
<b>Period Of Time Covered By This Report:</b> July 1, 2012 - September 30, 2012	

Check here if you **did not engage** in any reportable lobbying activity during the period of time covered by this report: \_\_\_\_\_

If you **did** engage in any reportable lobbying activity during the period of time covered by this report please fill out the following pertinent disclosure documents.

Please check the following Disclosure Form 2 Schedules that you have completed and included in your 2012 3 <sup>rd</sup> Quarterly Report:	
<input checked="" type="checkbox"/>	Form 2: Schedule A (Statement of Lobbying Activities)
<input checked="" type="checkbox"/>	Form 2: Schedule B (Employment Relationships Arranged By A Lobbyist or A Registered Client at the Lobbyist's Behest)
<input checked="" type="checkbox"/>	Form 2: Schedule C (Employment Relationships between a Lobbyist And An Elected City Officeholder or a Candidate for City Office)
<input checked="" type="checkbox"/>	Form 2: Schedule D (Statement of Solicitations for Campaign Contributions)

### DECLARATION OF LOCAL GOVERNMENTAL LOBBYIST

I declare under penalty of perjury under the laws of the State of California that the information I provided above and on the attached Disclosure Schedules is true and correct.

Date: 9.30.12



Signature

MARK McCLURE

Print or Type Name



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Name McClure  
Page 3 of 10

**"LOBBYIST DISCLOSURE FORM"**  
**SCHEDULE A -- Statement of Lobbying Activities**

**Type or print clearly in ink. File the original with the City Clerk.**  
**An electronic version of this form is available from the Public Ethics Commission.**

Please attach Schedule A to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*If applicable, Schedule A must be attached to your Quarterly Report and be filed with the Office of the City Clerk **no later than 30 days after the end of each calendar quarter.***

Please provide the following information for each client or employer on whose behalf you lobbied during the period of time covered by this report. If you lobbied on more than one item of governmental action for any individual client or employer, please complete a separate Schedule A for each item of governmental action lobbied on behalf of that individual client or employer.

(A) Name and address of the client or employer on whose behalf I lobbied:

BevMo! Greg Endom  
1401 Willow Pass Road, Suite 900  
Concord, CA 94520

(B) Item of governmental action on which I lobbied for the above-named client:

CONDITIONAL USE PERMITS & VARIANCE  
\_\_\_\_\_  
\_\_\_\_\_

- (C) In lobbying on the item identified in (B) above, please indicate the name of each city officer you lobbied, the name and title of each city boardmember or commissioner you lobbied, and the jobtitle and office or department of each city employee you lobbied (do not provide the city employee's name):

City Planning Commission

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- (D) Please provide a brief **narrative description** (no longer than 3 sentences) of the position advocated on behalf of the client or employer identified in (A) above:

Approval of Bev Mo's Piedmont Ave. location project

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Page 5 of 10

**"LOBBYIST DISCLOSURE FORM"  
SCHEDULE A -- Statement of Lobbying Activities**

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.*

Please attach Schedule A to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*If applicable, Schedule A must be attached to your Quarterly Report and be filed with the Office of the City Clerk no later than 30 days after the end of each calendar quarter.*

Please provide the following information for each client or employer on whose behalf you lobbied during the period of time covered by this report. If you lobbied on more than one item of governmental action for any individual client or employer, please complete a separate Schedule A for each item of governmental action lobbied on behalf of that individual client or employer.

(A) Name and address of the client or employer on whose behalf I lobbied:

Oakland Builders Alliance  
\_\_\_\_\_  
\_\_\_\_\_

(B) Item of governmental action on which I lobbied for the above-named client:

Community Activist  
\_\_\_\_\_  
\_\_\_\_\_

- (C) In lobbying on the item identified in (B) above, please indicate the name of each city officer you lobbied, the name and title of each city boardmember or commissioner you lobbied, and the jobtitle and office or department of each city employee you lobbied (do not provide the city employee's name):

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- (D) Please provide a brief **narrative description** (no longer than 3 sentences) of the position advocated on behalf of the client or employer identified in (A) above:

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Page 7 of 10

**"LOBBYIST DISCLOSURE FORM"**  
**SCHEDULE B -- Employment Relationships Arranged By a Lobbyist or a Registered Client at the Lobbyist's Behest**

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.*

Please attach Schedule B to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*If applicable, Schedule B must be attached to your Quarterly Report and be filed with the Office of the City Clerk **no later than 30 days after the end of each calendar quarter.***

Please provide the following information for each elected city officeholder, candidate for elected city office, designated employee, or member of the immediate family of one of the foregoing persons, who you -- or a registered client at your behest -- employed or hired during the period of time covered by this report. If you or a registered client employed or hired more than one city officer, candidate, designated employee or one of their immediate family members, please complete a separate Disclosure Form 2: Schedule B for each person so employed or hired.

- (A) Name of elected city officeholder, candidate for elected city office, designated employee, or member of the immediate family of one of the foregoing persons you or your registered client employed or hired:

N/A

- (B) A description of the services actually performed by the employed or hired person:

N/A

- (C) The total payments made during the reporting period identified only by the following categories: less than \$250; between \$250 and \$1,000; greater than \$1,000 but less than \$10,000; greater than \$10,000.

Enter amount category: \$ —.



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**"LOBBYIST DISCLOSURE FORM"**  
**SCHEDULE C -- Employment Relationships between a Lobbyist and an Elected City Officeholder or a Candidate for City Office**

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.*

Please attach Schedule C to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*If applicable, Schedule C must be attached to your Quarterly Report and be filed with the Office of the City Clerk **no later than 30 days after the end of each calendar quarter.***

Please provide the following information for each elected city officeholder or candidate for elected city office who employed or hired you to provide compensated services during the period of time covered by this report. If you were employed or hired by more than one elected city officeholder or candidate for city office, please complete a separate Disclosure Form/Schedule C for each officeholder or candidate who employed or hired you.

(A) Name of elected city officeholder or candidate for elected city office who employed or hired you:

N/A

(B) A description of the services you actually performed:

N/A

(C) The total payments made to you during the reporting period identified only by the following categories: less than \$250; between \$250 and \$1,000; greater than \$1,000 but less than \$10,000; greater than \$10,000.

Enter amount category: \$ -



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Page 9 of 10

**"LOBBYIST DISCLOSURE FORM"**  
**SCHEDULE D -- Statement of Solicitations for Campaign Contributions**

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.*

Please attach Schedule D to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

*If applicable, Schedule D must be attached to your Quarterly Report and be filed with the Office of the City Clerk no later than 30 days after the end of each calendar quarter.*

Please provide the following information for campaign contributions you solicited for the benefit of a city officeholder, candidate for city office, or committee or fund controlled by such officeholder or candidate, during the period of time covered by this report. If you solicited campaign contributions for the benefit of more than one such officeholder, candidate, committee or fund, please complete a separate Schedule D for each such officeholder, candidate, committee or fund.

- (A) Name of the elected city officeholder, candidate for city office, or committee or fund controlled by such officeholder or candidate for whose benefit I solicited campaign contributions:

N/A

- (B) Names of all persons I solicited for campaign contributions for the benefit of the person identified in Paragraph (A) above: *(Attach additional pages if necessary.)*

N/A

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**Note:** *If a lobbyist solicits more than fifty (50) individual members or employees of a corporation, union or other association that is a registered client of the lobbyist -- or all of the individual members or employees of a corporation, union or other association that is a registered client of the lobbyist -- the lobbyist may choose to disclose the name of the registered client instead of the names of the persons whom the lobbyist actually solicited.*