

2017 OCT 26 PM 4:00

DRAFT

City Attorney

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCIL PRESIDENT LARRY REID

DRAFT

A RESOLUTION DECLARING NOVEMBER 24-26, 2017, AS OAKLAND PLAID FRIDAY WEEKEND, THE LAUNCH OF OUR HOLIDAY SHOP LOCAL CAMPAIGN.

WHEREAS, Plaid Friday was started in Oakland by Kerri Johnson of Marion & Rose's Workshop in 2008, and;

WHEREAS, Plaid Friday encourages residents to discover Oakland's many commercial neighborhoods and meet the local merchants that make our city a special place to live and shop, and;

WHEREAS, Plaid Friday has grown into a national movement to encourage shopping local independent stores as a more relaxing, enjoyable and inspiring shopping alternative to the big box "Black Friday" experience, and;

WHEREAS, The plaid theme represents the weaving together of Oakland's creative and diverse community of small business owners, their shops and their products, to create a strong and beautiful fabric, and;

WHEREAS, Due to the abundance of independently owned businesses to discover in Oakland, Plaid Friday has been extended for the entire weekend of November 24-26, 2017, and;

WHEREAS, Plaid Friday Weekend will be the launch of a season-long shop local campaign to encourage Oakland residents to purchase their holiday gifts locally to bolster our city's economy, and;

WHEREAS, Free parking at street meters and select City lots and garages (for the time limits posted on meters/kiosks) will run Saturdays from Thanksgiving to New Year's Eve, plus Plaid Friday, and;

WHEREAS, nearly 200 merchants have registered to participate in the 2017 Oakland Plaid Friday Weekend promotion by offering special offers, activities, or events, and;

WHEREAS, The Institute for Local Self-Reliance, found that independent, small businesses in cities with an active "buy local" campaign fared significantly better than those in cities without a similar campaign, so therefore be it:

RESOLVED, That the Oakland City Council honors and recognizes, November 24-26, 2017, as Plaid Friday Weekend in the City of Oakland, and be it further:

RESOLVED, That the Oakland City Council encourages Oakland residents to shop locally this

holiday season and throughout the year.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2017.

PASSED BY THE FOLLOWING VOTE:

**AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY,
GUILLEN, KALB, KAPLAN, and PRESIDENT REID**

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LaTonda Simmons, CMC
City Clerk and Clerk of the Council
of the City of Oakland, California