

2017 JUL -6 PM 2:34

Macaulay
City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. 86868 C.M.S.

RESOLUTION AMENDING RESOLUTION NO. 86088 C.M.S., WHICH ADOPTED "LOVE LIFE" AS THE CITY'S OFFICIAL TAGLINE AND MOTTO, TO CLARIFY THE CITY'S "FAIR USE" OF THE MOTTO FOR ITS LITERAL MEANING

WHEREAS, on April 5, 2016 the City Council passed Resolution No. 86088 C.M.S. adopting "Love Life" as the City of Oakland's official motto; and

WHEREAS, the "Love Life" motto reflects its original inspiration and many positive connotations of the City of Oakland, as referenced in Resolution No. 86088; and

WHEREAS, the City of Oakland also uses the "Love Life" motto for its literal meaning, as a message to residents, businesses, visitors, and other constituents to encourage them all to love life; and

WHEREAS, the City of Oakland also uses the "Love Life" motto for its literal meaning, as a way of showing that the City of Oakland loves life; now, therefore, be it

RESOLVED: That Resolution No. 86088 C.M.S., which adopted "love life" as the City's official tagline and motto, is hereby amended to clarify that the City Council and City Administrator will take into account the literal meaning of the "Love Life" motto and the intent of the City of Oakland to convey that literal message when determining the best means to publicize the motto.

IN COUNCIL, OAKLAND, CALIFORNIA,

JUL 18 2017

PASSED BY THE FOLLOWING VOTE:

AYES - ~~BRADY~~ CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN AND PRESIDENT REID - 7

NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - 1 Brooks

ATTEST:

Latonda Simmons

LATONDA SIMMONS
City Clerk and Clerk of the Council of the City
of Oakland, California