
City Attorney

2017 NOV 16 PM 3:19

OAKLAND CITY COUNCIL

RESOLUTION No. 86950 C.M.S.

INTRODUCED BY COUNCIL PRESIDENT LARRY REID

**RESOLUTION DECLARING NOVEMBER 24-26, 2017 AS OAKLAND
PLAID FRIDAY WEEKEND, WHICH ENCOURAGES OAKLAND
RESIDENTS TO SHOP LOCALLY THIS HOLIDAY SEASON AND
THROUGHOUT THE YEAR**

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; now, 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, **NOV - 7 2017**

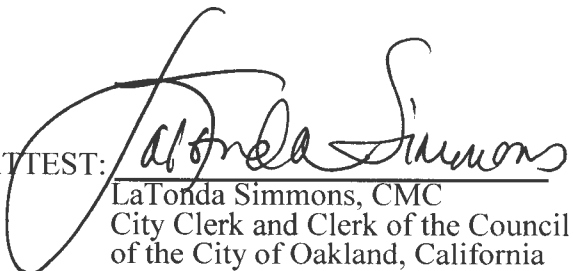
PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY,
GUILLEN, KALB, KAPLAN and PRESIDENT REID - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

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