

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2014 NOV 25 PM 4: 26

Approved as to Form and Legality

  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. 85259 C.M.S.

INTRODUCED BY VICE MAYOR LARRY E. REID

### **RESOLUTION HONORING AND RECOGNIZING SAMEE ROBERTS UPON HER RETIREMENT FROM THE CITY OF OAKLAND AFTER 28 YEARS OF DEDICATED AND MEMORABLE SERVICE**

**WHEREAS**, Samee Roberts began her tenure with the City of Oakland in 1986, as the City's Special Events Coordinator, based in Parks & Recreation, a position she held until being promoted to Marketing Manager in 2000, and, over the years, has coordinated Oakland's successful hosting of numerous high-profile events including the 1989 Oakland A's World Series Victory Rally, the 1996 U.S. Olympic Boxing Trials, the 2000 NBA All-Star Game, and the 2006 NCAA Division I Men's Basketball Regional Playoffs and is the founder and executive producer of Oakland's flagship Art & Soul festival; and

**WHEREAS**, Samee Roberts has built a program from scratch, in helping to grow Oakland's network from 2, to more than 60 annual festivals, celebrating the diversity and authenticity of Oakland and that these special events have played a key role in revitalizing the City of Oakland's commercial corridors citywide; and

**WHEREAS**, Samee Roberts started introducing Oakland to itself and, to the world, through the iconic Scenic Tours program, and celebrating Oakland's recognition as an All-American City in 1993, and, along the way, also found time to produce two major supplements promoting Oakland in the San Francisco Business Times, developed a marketing campaign for the Broadway Shuttle, developed the annual Shop Oakland Grown for the Holidays campaign, coordinated the Citywide beautification and multilingual recycling campaigns, and assisted in a nationwide police recruitment campaign which was the Oakland Police Department's largest ever, and one of the most extensive in the state, helping us exceed our goal of recruiting 800 officers in 2008; and

**WHEREAS**, Samee Roberts' proudest achievement is the City's annual **Art & Soul Festival** which was an instant success when launched in 2001 and is regarded as one of the top summer festivals in northern California; and

**WHEREAS**, Samee Roberts' many successful marketing campaigns including **Oakland: Your Bay Area Business Location**, **MeetDowntownOak.com**, **"Don't Trash Oakland - It's Home"**, **"Oakland Grown for the Holidays"** and the **"It's More than You Think" Police Recruitment Campaign** - have garnered numerous awards and generated positive national media coverage; and

**WHEREAS**, Samee Roberts has been a resident of Oakland for the nearly 30 years having located here upon graduating from the University of Southern California with a degree in journalism and a minor in public administration, and prior to joining the City of Oakland, worked for six years in corporate and non-profit marketing and public relations; now, therefore, be it

**RESOLVED:** That, I, Larry E. Reid, Vice Mayor for the City of Oakland, and Council Member for the 7th District, on behalf of the Oakland City Council, do hereby honor and recognize Samee Roberts upon her retirement from the City of Oakland after 28 years of dedicated and memorable service

IN COUNCIL, OAKLAND, CALIFORNIA,

NOV 18 2014

PASSED BY THE FOLLOWING VOTE.

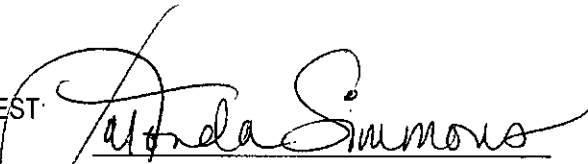
AYES - BROOKS, SCHAAF, KALB, KAPLAN, REID, GALLO, MCELHANEY, AND PRESIDENT KERNIGHAN -- 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST

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