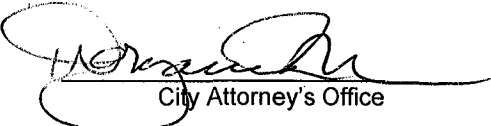


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Approved as to Form and Legality



City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY COUNCILMEMBER NOEL GALLO

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### RESOLUTION RECOGNIZING OAKLAND ENTREPRENEURS IN CELEBRATION OF OAKLAND SMALL BUSINESS WEEK, MAY 5-11, 2019

**WHEREAS**, the Small Business Administration reports that America's nearly 30 million small business owners are the engine of job creation and economic growth in this country; small businesses represent 99.7% of employer firms in the United States and generate more than 50% of the nation's non-farm gross domestic product, and generate 98% of firms exporting goods and 33% of exported goods value; and

**WHEREAS**, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year. Overall small businesses have generated close to 65% of the net new jobs since 1995; and

**WHEREAS**, the City of Oakland was built and continues to be supported by the dreams of entrepreneurs and adventurers who dared to chart their own paths so that now the majority of Oakland's businesses are small businesses; over 90% of Oakland businesses are small businesses that employ 50 or fewer employees; and

**WHEREAS**, Oakland businesses have been recognized as innovative committed leaders at local, regional and national levels; and

**WHEREAS**, the City has worked diligently to build relationships and partnerships with a number of small business technical service providers such as the Alameda County Small Business Development Center, Main Street Launch, ICA Fund Good Jobs, Eastbay SCORE, Kiva Oakland, all of Oakland's Chambers' of Commerce, eleven business improvement districts and various merchant associations and over sixty other federal, state, regional and non-profit organizations to provide assistance to small businesses; and

**WHEREAS**, helping small businesses identify financing is a high priority for the City of Oakland, the City became the first city in the nation to be a Kiva Zip Trustee in 2013 to support small business owners, micro-enterprises and entrepreneurs; and in 2016 Oakland became an official Kiva City and dedicated funding to match Kiva loans to Oakland small businesses; and

**WHEREAS**, the City of Oakland has adopted an Open for Business Pledge to ensure that Oakland is an inviting city for small and large businesses, and through the Oakland Business Assistance Center and City Business Development Programs, creative lending programs, Local & Small Business Enterprise and Local & Small Certification Program and Local and Small Local Business participation requirements in contracting, the City continues to work on delivering effective services to the Oakland business community; and

**WHEREAS**, the Oakland City Council wishes to recognize Oakland small businesses for the key role that they play in driving Oakland's economy and contributing to the city's quality of life; and

**WHEREAS**, District 1 is honoring **Ruby's Garden**, which has been meeting the needs of families and children in Oakland and the East Bay since 2006 by creating a community space in Temescal to buy and sell high-quality, locally-crafted and locally-designed children's clothing and gifts. Ruby's carries over twenty-five Bay Area brands, sustaining jobs for local artists, makers and authors, and has counseled many other burgeoning small businesses along the way. Ruby's has donated thousands of dollars in gift certificates to local schools and nonprofits groups serving local children. Ruby's hosts free events open to the public, including First Friday Bunny Parties, Story Hour every third Saturday of the month, an annual Halloween Costume Contest, and a Holiday Magic Show every December. Ruby's Gently-Used Clothing Sales have allowed local families to recycle several tons of outgrown clothes into the community while earning them spending money for new clothes and gifts. Ruby's is a collection point for local nonprofits such as Help a Mother Out gathering unused diapers for mothers in need and Bay Area Children's Book Project distributing books to teachers and social workers. Clearly, Ruby's is a safe space for children and families to explore and play in Oakland; and

**WHEREAS**, District 2 is honoring **Arizmendi Bakery** on Lakeshore Avenue named after one of the founders of Mondragon, an association of international worker cooperatives, which started in Spain in the 1950's and now numbers over 250 worker-owned, democratically run enterprises. Lakeshore's Arizmendi bakery, modeled after the successful worker-owned Cheeseboard in Berkeley, is now one of six Arizmendi bakeries in the Bay Area. Arizmendi opened on Lakeshore in 1997 when Lakeshore was experiencing multiple vacancies and a poor retail climate. The opening of this vibrant worker-owned business went a long way toward reviving the Avenue. Arizmendi provides an anchor business while recruiting its worker-owners from underserved Oakland communities who also provide its wonderful baked goods at community events and support local community issues. Arizmendi's focus is on providing healthy food

using straightforward recipes and quality ingredients, along with continuing its technical, educational and organizational support to member cooperatives throughout the Bay Area. Arizmendi remains a welcoming gathering spot for all Oaklanders who enjoy fresh healthy baked goods produced by a workforce which is reflective of the diverse backgrounds in employment, education and culture which makes up Oakland and the Bay Area; and

**WHEREAS**, District 3 is honoring **Uncle Willie's BBQ and Fish**, located in downtown Oakland, opened for business in 2005 and has served awarding winning BBQ and fish ever since. Named after William Thomas who was born and raised in a small town in Texas and later moved to Oakland as an adult, Uncle Willie's is a family owned restaurant run by Craig (Willie's son) and Nick (Willie's nephew). After many of years mastering Uncle Willie's techniques, they decided to leave their pharmaceutical industry jobs to open Uncle Willie's. Along with the help of Uncle Willie's wife and her two sisters, Brenda and Claudine, Uncle Willies has quickly become an Oakland institution. Uncle Willie's has won multiple awards in BBQ cook-offs such as; First Place winner at Jack London Square's "Battle of the Barbecue", Best Overall BBQ at Alameda Blues Brews and BBQ festival, Best Overall BBQ Master and 10-year vendor recognition from Napa Blues Brews and BBQ. Uncle Willie's is known throughout the Bay Area for our catering and donating food for various community charity and fundraising events. Uncle Willie's is now in the process of packaging their secret rib rub and homemade BBQ sauce, so be on a look out; and

**WHEREAS**, District 4 is honoring **Delightful Foods**, a family-owned bakery established 25 years ago in the heart of the Fairfax business district. Bilal Sabir, Rafia Yusif and their family of ten own and operate **Delightful Foods**, which began as a pie shop that developed into a bakery which specializes in eight varieties of vegan cookies and 13 flavored pies. They are famous for the "No Cookie" cookie, which does not contain dairy, eggs, or wheat, and has been sold at over 400 health food stores, convenience shops, and grocery stores across the United States. Besides bringing joy and happiness to people who eat their cookies and pies, Bilal Sabir and his family continue to make a positive impact in the community by generously supporting local schools and organizations; and

**WHEREAS**, District 5 is honoring **Taqueria La Casita**, which opened for business in 2016 in The Fruitvale District. Beto who took over his dream business is a block away from his house and next to Cesar Chavez Park at 3659 Foothill Blvd right in the heart of Fruitvale. They are open for business Thursday-Sunday from 7:00 am to 4:00 pm. Beto has given **Taqueria La Casita** a new flare with new murals, paintings and adding his own recipes to the menu. La Casita's specialties are birria, menudo and handmade tortillas and made by his aunt Margarita and himself. La Casita is decorated with murals and paintings from local artists, a mutual support that has been given to La Casita. Beto is a proud Oakland Latino native and he and his family have been in the restaurant business in Oakland since 1968 when his grandmother opened her very own Mexican restaurant; and

**WHEREAS**, District 6 is honoring **Lena's Soul Food Cafe**, Lena Mae Peters was born April 15, 1935 in Wharton Texas; Lena grew up in and around the Houston, Texas area. At the age of 16, she migrated to Sacramento, California, where she lived with her aunt and uncles that had already moved there from Texas. Like most young girls from the south during that time, Lena learned at a young age to cook anything, in particular the southern style of cooking known as Soul Food. In 1955, Lena married Fred Henry Andrews and later they moved from Sacramento to the Bay Area. Lena taught each of her 7 children at a young age the ways of the kitchen. By the time each kid was a teenager, they had the ability to cook an entire dinner for the family. Over the years each child honed their skills under the guidance of their mother. Lena Mae Andrews passed away November 30, 2004. Lena's Soul Food Cafe is the creation of her five children and two grandchildren in honor of her cooking legacy which has been a landmark in district 6 and community for decades. District 6 residents are forever grateful to Lena's Soul Food Café for your presence in East Oakland and District 6; and

**WHEREAS**, District 7 is honoring \_\_\_\_\_; and

**WHEREAS**, District At-Large is honoring **Paul Cobb**, Chairperson and co-Publisher of the Post News Group, started as a Post reporter and religion editor, and bought the papers in 2004. The Oakland Post and El Mundo were adjudicated in Alameda County in 1963 and have served this city continuously since their founding. The papers were established by Thomas L. Berkley who was a lawyer, athlete, former School Board member and Port Commissioner. Even through times when the media has been under attack, Paul expanded circulation and distribution. The Post News Group is a vital part of Oakland's community, and we recognize Paul for his commitment to good journalism; and

**WHEREAS**, the Office of the Mayor is honoring **Clean360**, a social enterprise of Roots Community Health Center that creates small batch, handcrafted soaps from the finest ingredients in its workshop and retail location in Oakland's Uptown neighborhood; and **Clean360's** factory and shop serve as a training ground for Roots Community Health Center's Emancipators Initiative, which empowers people to overcome significant barriers to employment through paid work opportunities, wraparound support for health and legal services, and through a community of mentors and peers with similar lived experience; and 100% of proceeds from sales of Clean360 products go back into the Emancipators Initiative, so that they can continue to provide opportunity and comprehensive support to more individuals with barriers to employment; now, therefore, be it

**RESOLVED:** That the Oakland City Council recognizes May 5-11, 2019 as Oakland Small Business Week; and be it

**FURTHER RESOLVED:** That the Oakland City Council calls upon the residents of Oakland to patronize and demonstrate support of existing small businesses in Oakland; and be it

**FURTHER RESOLVED:** That the Oakland City Council sincerely appreciates and extends a heartfelt thank you to all the small businesses located within City limits for their investment in Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND  
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

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