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2019 OCT 10 PM 2:59

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City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER NOEL GALLO

RESOLUTION RECOGNIZING SEPTEMBER 15TH THROUGH OCTOBER 15TH OF THE YEAR 2019 AS "NATIONAL HISPANIC HERITAGE MONTH,"

WHEREAS, Hispanic Heritage Week, began in 1968 under President Lyndon Johnson, was expanded to National Hispanic Heritage Month by President Ronald Reagan and enacted into law in 1988 to cover a 30-day period starting on September 15, the day which represents the anniversary of independence for five Latin American countries; and

WHEREAS, We acknowledge that the term Hispanic is not representative to all those who are from Latin America. Hispanic/Latinx are a mixture of a rich and diverse ethnic groups; and

WHEREAS, the Bureau of the Census estimates the Hispanic/Latinx population living in Oakland as of 2018 is 27 percent; and

WHEREAS, Hispanics/ Latinx are leaders in all aspects of our national life, from the Supreme court and halls of congress, members of the United States Armed Forces, educators, small business owners etc; and

WHEREAS, in recognition of Hispanic Heritage Month we honor the following outstanding Hispanic/Latinx individuals and organizations, who through their groundbreaking work and innovation have promoted positive change for the City of Oakland and all its residents; and

WHEREAS, District 2 is honoring proud resident **Camilo Sol Zamora**, with Causa Justa :: Just Cause. Camilo is a first generation, transgender Nicoya immigrant with roots in San Francisco, where he was raised by his mother and beloved matriarch and grandmother, Rosita. He first began doing community work in the Mission District by providing outreach and direct services to immigrant youth in middle and high schools while at Good Samaritan Family Resource Center and Mission Neighborhood Center. While doing this work he saw many youth and their families experience major housing problems that impacted the youth and their families tremendously. Armed with a spirit to fight for stronger housing rights for both Black and Latino communities, Camilo joined

Causa Justa in 2009 and started its first Tenant Rights Clinic in Oakland. Since then Camilo has gone on to lead organizational base-building, and civic engagement work, including leading the Measure JJ campaign in Oakland in 2016 that won at the ballot and saw the largest advancement of eviction protections for tenants since 2002, and most recently leading the Measure Y campaign, which won and expanded eviction protection to vulnerable tenants living in owner-occupied duplexes and triplexes. Camilo currently sits on the board at the Right to the City Alliance, as well as the Steering Committee for the Regional Tenant Organizing (RTO) Network; and

WHEREAS, District 3 is honoring **Nohemi Perez**, owner of the Juice Joint located in Frank Ogawa Plaza, immigrated from Mexico to the United States in search of better opportunities. She graduated from the Women's Initiative for Self Employment which was a private, non-profit agency providing comprehensive business training, on-going technical assistance and financing to low-income Bay Area women who are interested in owning their own businesses. The mission was to build the capacity of low-income women of diverse ethnic and social backgrounds in becoming economically self-sufficient through entrepreneurial activity. Women's Initiative's programs were designed to assist an entrepreneur in gaining the necessary skills to start, grow and/or expand her business; and

WHEREAS, District 4 is honoring **Ms. Maria Guadalupe Pelayo**: Ms. Pelayo's parents, Gregorio and Rosa, immigrated to the United States in the 1970's. Gregorio and Rose first started their taco truck business called Tacos Guadalajara in 1985, which is now located at the corner of 44th and International streets. Ms. Pelayo started helping her parents at age ten by taking orders alongside her brothers in the taco truck. Ever since the first taco shop, Ms. Pelayo's and her family have been dedicated to the City of Oakland; in 2007 Maria and her family opened El Agavero Restaurant And Tequila Bar in the heart of District 4 in Montclair Village. The Pelayo's have kept this a family business; today her son Tito helps manage El Agavero and her brothers Fernando and Alvaro help with the El Agavero and its sister restaurant, Gaudalajara, located on Fruitvale Avenue in Oakland as well as two taco trucks. Her parents now enjoy a beautiful farm with cattle in Yolo County; and

WHEREAS, District 5 is honoring **Jose Ortiz**, born in San Juan, Puerto Rico and came to Oakland in 1980. Jose worked for the City of Oakland for 20 year as Program Director with Parks and Recreation, where he developed the first in the nation program Oakland Police Lowrider Car. Jose created this program in order to reach at risk youth and bridge the community with OPD. In 2017, Mr Ortiz went to Puerto Rico, as first responder with the American Red Cross to help his people in Puerto Rico during the aftermath of Hurricane Maria. He cooked and fed for thousands of people in his town for a month and brought resources with the help from of donors to Puerto Rico. Upon returning home from Hurricane Maria, he was offered the opportunity to open his own restaurant where he opened La Perla, a Puerto Rican Restaurant in Oakland. La Perla Puerto Rican Cuisine was chosen by the Golden State Warriors 2019 Playoff as a vendor for the playoff and requested by other celebrities such as Elvis Crespo. Jose is a proud community leader and business owner; and

WHEREAS, District 6 is honoring **The Oakland Latino Chamber of Commerce**. It was established in 2017 to promote and support Latino/Hispanic businesses & culture with a commitment towards creating a healthy business environment through collaboration, advocacy and economic development. The Oakland Latino Chamber of Commerce has been focused on the development of small local Latino businesses to help them establish and thrive in order to reinvest into the same community they came from; and

WHEREAS, the Mayor's Office is honoring **Jorge Lerma and Emma Chavez Roos**, Co-Founders, Educational Coalition for Hispanics in Oakland (ECHO). Founded in 1986 by parents, teachers, and students of Oakland, ECHO advocates to improve achievement opportunities for students, and parent involvement as well as fight for a Quality Curriculum of Instruction for students, and support students to finish high school and attend college.

RESOLVED: That the City of Oakland hereby honors and commends the following individuals in recognition of National Hispanic Heritage Month 2019:

- Camilo Sol Zamora
- Nohemi Perez
- Maria Pelayo
- Jose Ortiz
- The Latino Chamber of Commerce
- Jorge Lerma and Emma Chavez Roos

;And be it

FURTHER RESOLVED: That these Hispanic/Latinx individuals and organizations are recognized for their tireless resilience, efforts and commitment to uplift and enhance the City of Oakland and the lives of all its residents.

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