



Date: September 18, 2007
To: Members of the Housing and Neighborhoods Committee
From: Phil T. Hester, Director of Parks, Recreation and Marine
Subject: Recommendation to name California Recreation Center in honor of Ernest Samuel McBride, Sr.

DISCUSSION

At the August 7, 2007 City Council meeting, Sixth District City Councilmember Dee Andrews, First District Vice Mayor Bonnie Lowenthal, and Seventh District Councilwoman Tonia Reyes Uranga requested that the California Recreation Center be named in honor of Ernest Samuel McBride, Sr. (Attachment #1). According to Administrative Regulation AR 8 – 7, the City Council referred the request to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

The Parks and Recreation Commission considered this request at their August 16, 2007 meeting (attachment #2) and unanimously approved this request.

The Administrative Regulations AR 8 – 7 applies to the naming of all public land, buildings and facilities. AR 8 – 7 provides several policies to guide the consideration of a naming request. The following are those policies:

- The name should incorporate Long Beach whenever important for civic recognition or identification;
- A name in honor of a recognized geographic area, a topographic feature or a historically significant event may be appropriate;
- A name in honor of persons or families who have donated the land or a substantial portion of the improvement costs may be appropriate when applicable;
- A name in honor of a person or persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner may be appropriate if warranted by service of major significance;
- A name in honor of a living person, or of a deceased person within one year of their death, is not appropriate, unless the significance of that person's contribution is worthy of an exception to the policy;
- A name in honor of a person is not appropriate when a name in honor of another person has been given to the same site, building or facility in the past;
- A name in honor of a person is not appropriate if that person has been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

Naming the park after Ernest Samuel McBride, Sr. is appropriate under the category of persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner of major significance. Ernest Samuel McBride, Sr. was a local leader and civil rights pioneer who worked endlessly to end discrimination in housing, schools, and the workplace.

Finally, AR 8-7 recommends that there be a one-year period between the death of a person and the naming of a facility in their honor. This is intended to provide a time of reflection so that something is not named for someone that does not deserve the honor out of the emotions of the grieving period. In this case, the obvious achievements of Ernest Samuel McBride, Sr. make the need for a period of reflection unnecessary and warrant an exception to that guideline.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

There is no fiscal impact with the recommended action.

IT IS RECOMMENDED THAT THE COMMITTEE:

Concur with the recommendation that renaming California Recreation Center in honor of "Ernest Samuel McBride, Sr." is appropriate and refer the recommendation to the City Council for approval.

PTH:rb
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Attachments

APPROVED: 
ANTHONY W. BATTIS
CITY MANAGER



City Of Long Beach
Dee Andrews
Councilmember Sixth District

MEMORANDUM

DATE: August 7, 2007

To: Honorable Mayor and City Council

From: Councilman Dee Andrews, Sixth District *DA*
Vice-Mayor Bonnie Lowenthal, First District *BL*
Councilwoman Tonia Reyes Uranga, Seventh District *TRU*

Subject: REQUEST TO NAME CALIFORNIA RECREATION CENTER
IN HONOR OF ERNEST SAMUEL McBRIDE, SR.

We have received a request from the members of the Long Beach Branch, National Association for the Advancement of Colored People, NAACP and the president of the organization, Naomi Raney, to rename the California Recreation Park ERNEST SAMUEL McBRIDE, SR PARK.

With the recent passing of Ernest S. McBride, Sr., co-founder of the Long Beach NAACP, the City of Long Beach lost one of our great advocates for diversity, inclusiveness, and civil rights.

Mr. McBride was a local leader and civil rights pioneer who worked endlessly to end discrimination in housing, schools, and the workplace. His integration efforts stretched across our city boundaries, from the Long Beach Police Department to the Naval Shipyard. His continued efforts brought our metropolis to the status of "One City".

The City of Long Beach needs to honor one of Long Beach civil rights champions so we never forget the sacrifices and uphold Ernest S. McBride, Sr., as an example for future generations.

Suggested Action: We respectfully request that the Long Beach City Council name the California Recreation Center, as the "Ernest S. McBride, Sr. Park" and that this request be referred to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.



City of Long Beach
Working Together to Serve

**Memorandum
Councilman
Dee Andrews**

R-13

Date: June 12, 2007
To: Honorable Mayor and City Council
From: Councilman Dee Andrews, Sixth District *DA*
Vice-Mayor Bonnie Lowenthal, First District *BR*
Subject: **REQUEST TO NAME CALIFORNIA RECREATION CENTER IN HONOR OF
ERNEST SAMUEL MC BRIDE SR.**

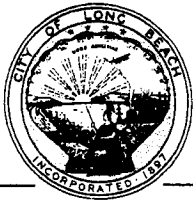
I have received a request from Long Beach Branch NAACP, National Association for the Advancement of Colored People, to name the California Recreation Center.

With the recent passing of Ernest S. McBride, Sr, co-founder of the Long Beach NAACP, the City of Long Beach lost one of our great advocates for diversity, inclusiveness, and civil rights.

Mr. McBride was a local leader and civil rights pioneer who worked endlessly to end discrimination in housing, schools, and the workplace. His integration efforts stretched across our city boundaries, from the Long Beach Police Department to the Naval Shipyard. His continued efforts brought our metropolis to the status of "One City".

Mr. McBride's home, located in the Sixth District, was designated as a historical landmark in 1994 and is in the process of becoming a museum in his honor. I believe that it is our obligation to honor, respect, and uphold the blueprint of his legacy, as a role model for future generations.

Suggested Action: I respectfully request that the Long Beach City Council name the California Recreation Center, as the "Ernest S. McBride, Sr. Community Center" and that this request be referred to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lbparks.org

August 16, 2007

Members of the Parks and Recreation Commission

Subject: Recommendation regarding "Ernest S. McBride, Sr. Park" as the Potential Name for California Recreation Center

The action before the Parks and Recreation Commission is to recommend a name for California Recreation Center to honor a local leader and civil rights pioneer, Ernest S. McBride, Sr.

Background. On August 7th, Vice Mayor Bonnie Lowenthal, Sixth District City Councilmember Dee Andrews, and Seventh District Councilwoman Tonia Reyes Uranga requested that California Recreation Center be re-named the "Ernest S. McBride, Sr. Park." According to Administrative Regulation AR 8-7, the City Council has referred the request to its Housing and Neighborhoods Committee, and to the Parks and Recreation Commission for recommendations on that name. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee before it acts on the naming.

The Administrative Regulations AR 8-7 applies to the naming of all public land, buildings and facilities. AR 8-7 provides several policies to guide the consideration of a naming request. The following are those policies:

- The name should incorporate Long Beach whenever important for civic recognition or identification;
- A name in honor of a recognized geographic area, a topographic feature or a historically significant event may be appropriate;
- A name in honor of persons or families who have donated the land or a substantial portion of the improvement costs may be appropriate when applicable;
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- A name in honor of a living person, or of a deceased person within one year of their death, is not appropriate unless the significance of that person's contribution is worthy of an exception to the policy;
- A name in honor of a person is not appropriate when a name in honor of another person has been given to the same site, building or facility in the past;
- A name in honor of a person is not appropriate if that person have been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

Naming the park site after Ernest S. McBride, Sr. is appropriate under the category of persons who have served Long Beach in an exceptional or distinguished manner of major significance. Mr. McBride was the co-founder of the Long Beach Branch of the National Association for the Advancement of Colored People (NAACP) and a long-time local leader and civil rights pioneer who worked endlessly to end discrimination in housing, schools, and the work place in the City of Long Beach.

Discussion. Referring back to the naming policies in AR 8–7, the name of Ernest S. McBride, Sr. Park is appropriate, as it honors an exceptional career of service to the community. Mr. McBride moved to California in 1930, and settled in Long Beach in search of a better life free from segregation and discrimination. He discovered that Long Beach was almost as bad as the two states he left, Mississippi and Arkansas, but he decided to stay and begin his lifelong fight for improvement in race relations in this city. Mr. McBride married Lillian Maria Veal in 1934. In 1940, Mr. and Mrs. McBride, along with three others, decided to form the local chapter of the NAACP.

The couple experienced difficulty finding a home in Long Beach's tiny black neighborhood until they finally purchase a home in 1948 on Lemon Avenue. The family home became the meeting ground for protest plans, and headquarters for one of Long Beach's first Neighborhood Watch organizations. The first meetings of the local chapter of the NAACP were held in this home before moving to local churches, and then to California Recreation Center where meetings are still held today. In 1994, the Cultural Heritage Commission and the Long Beach City Council designated the McBride home, at 1461 Lemon Avenue, a historical city landmark.

Mr. McBride was a field secretary and founder of the Anti-Discrimination Committee. This committee worked tirelessly to get more African Americans hired as police officers, firemen, as well as in other civil service jobs. He was instrumental in getting the General Telephone Company to hire its first black Accounting Clerk. He was an advocate for workers' rights. Mr. McBride received numerous certificates or appreciation, recognition, and commendation from local, state, and federal leaders throughout his distinguished life.

Finally, AR 8–7 recommends that there be a one-year period between the death of a person and the naming of a facility in their honor. This is intended to provide a time of reflection so that something is not named for someone that does not deserve the honor out of the emotions of the grieving period. In this case, the obvious achievements of Mr. Ernest S. McBride, Sr. make the need for a period of reflection unnecessary and warrant an exception to that guideline.

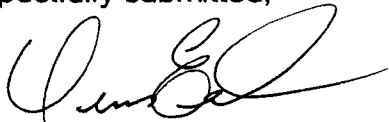
It is recommended that the Parks and Recreation Commission recommend to the Housing and Neighborhood Committee, and the full City Council that California Recreation Center be renamed "Ernest S. McBride, Sr. Park."

Members of the Parks and Recreation Commission .

August 16, 2007


Page 3

Respectfully submitted,



Dennis Eschen
Manager, Planning & Development

Concurred by,



Phil T. Hester
Director of Parks, Recreation & Marine

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Attachments



R-17

City Of Long Beach
Dee Andrews
Councilmember Sixth District

MEMORANDUM

DATE: August 7, 2007

To: Honorable Mayor and City Council

From: Councilman Dee Andrews, Sixth District *DA*
Vice-Mayor Bonnie Lowenthal, First District *BL*
Councilwoman Tonia Reyes Uranga, Seventh District *TRU*

Subject: REQUEST TO NAME CALIFORNIA RECREATION CENTER
IN HONOR OF ERNEST SAMUEL McBRIDE, SR.

We have received a request from the members of the Long Beach Branch, National Association for the Advancement of Colored People, NAACP and the president of the organization, Naomi Raney, to rename the California Recreation Park ERNEST SAMUEL McBRIDE, SR PARK.

With the recent passing of Ernest S. McBride, Sr., co-founder of the Long Beach NAACP, the City of Long Beach lost one of our great advocates for diversity, inclusiveness, and civil rights.

Mr. McBride was a local leader and civil rights pioneer who worked endlessly to end discrimination in housing, schools, and the workplace. His integration efforts stretched across our city boundaries, from the Long Beach Police Department to the Naval Shipyard. His continued efforts brought our metropolis to the status of "One City".

The City of Long Beach needs to honor one of Long Beach civil rights champions so we never forget the sacrifices and uphold Ernest S. McBride, Sr., as an example for future generations.

Suggested Action: We respectfully request that the Long Beach City Council name the California Recreation Center, as the "Ernest S. McBride, Sr. Park" and that this request be referred to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

June 1, 2007

Mr. Phil T. Hester, Director
333 W. Ocean Blvd.
Long Beach, CA 90802

Dear Mr. Hester:

We are requesting to have California Avenue Recreation Center renamed Ernest Samuel McBride Sr. Center in honor of our father.

Ernest passed away on May 5th 2007. He was one of Long Beach's most prominent civil rights pioneers and community activist. He was a tireless crusader for civil rights and an icon in the 6th District.

After suffering much racial discrimination in Mississippi and Arkansas, he became fed up and decided to move to Long Beach, California in 1930. He discovered Long Beach was almost as bad as the two states he left. Mr. McBride decided to stay and begin his lifelong fight for improvement in race relations in this city. In 1940, McBride and his wife Lillian along with three other people decided to form the local chapter of the National Association for the Advancement of Colored People (NAACP). He recalled how tough it was to recruit members because at the time people were afraid to join for fear of reprisals. The meetings were held in his home, then to the local churches and presently to California Avenue Recreation Center. Mr. McBride continued to recruit members and to fight for human rights and equality for all. He and his family received constant threats of violence, if they didn't leave town but Ernest fought on. He continued to organize protest marches. At times he used his children to march on picket lines. He led NAACP negotiations with the City of Long Beach to hire minorities. From 1943 to 1948, he held constant talks with the Long Beach Police Department, protesting police brutality and the vagrancy laws and the need for black officers. He was instrumental in stopping school districts from having minstrel shows in 1946. In 1953, he organized a protest march that lasted over nine months, which ended with the store hiring black cashiers. He spearheaded talks with the city civil service department to hire minorities in better paying jobs. He wrote letters to California's Lt. Governor Anderson protesting restrictive covenant clauses in home buying contracts; used to prevent blacks from buying homes throughout Long Beach. He was instrumental in getting the General Telephone Company to hire its first black Accounting Clerk. Mr. McBride wrote letters to President Franklin D. Roosevelt protesting the refusal of the Electrician's Union at the Naval Dry Docks to allow blacks to join, even at the risk of losing his own job. While serving on the Public Safety Advisory Commission he played a key role in the formation of the Citizens Police Review Board. This is only some of the many accomplishments our father has made.

Our family along with others thinks it befitting that the California Avenue Recreation Center be renamed in his honor. He was one of Long Beach's local heroes, who dedicated his life to integrating this city for the betterment of all. We have enclosed a partial list of some of the awards he has received.

Sincerely,


Ernest S. McBride Sr. Family

Email: Ernestsjr65@aol.com

(562) 4226168 Cell (562) 8410126 PS: Copy to Council Member Andrews

5103 Elderhill Ave
Lakewood, CA 90712

Ernest McBride Sr. Awards

NAME of AWARD	PRESENTED BY	REASON GIVEN	DATE	YEAR
Certificate of Recognition	Naval Dry Docks	Recognition of Service	2-Sep	1945
Certificate of Appreciation	Central Optimist Club	Outstanding Community Service	1-Jan	1970
Certificate of Award	NAACP-Long Beach	Outstanding Community Service	6-Mar	1971
Certificate of Award	City of Long Beach	Outstanding Community Service	10-May	1977
Certificate of Achievement	Rocking 50's Club	Outstanding Community Service	1-Aug	1981
Certificate of Award	NAACP West Region Coast Region	Outstanding Community Service	20-Mar	1982
Certificate of Achievement	NAACP-Long Beach	Outstanding Leadership	5-Jul	1984
25 Year Service Award	NAACP-National	Outstanding Community Service	5-Jun	1984
Certificate of Recognition	City of Long Beach	Public Safety Commissioner	1-Dec	1984
NAACP Life Membership	NAACP National	Founding Member	5-Jun	1985
Certificate of Recognition	Calif State Senate Senator Ralph Dills-30th	Distinguished Service to Black Community	10-Oct	1985
Certificate of Recognition	NAACP-Long Beach	45th Anniversary Award	18-Oct	1985
State of Calif Resoultion	Senate Rules Cmte	Outstanding Leadership in	10-Oct	1985
Certificate of Recognition	NAACP-West	Dedicated Years of Service	15-Mar	1986
Certificate of Recognition	Long Beach Mayor Ernie Kell	Local NAACP Branch Founder Key to the City Award	4-Nov	1988
Certificate of Recognition	Black American Political Association of Calif	Outstanding Community Service Key to the City Award	8-Apr	1988
State of Calif Commendation	Lt Governor- Leo McCarthy	Outstanding Service in the Public Interest	8-Apr	1988
State of Calif Resolution	Spkr of Assembly Willie Brown Jr.	Valuable contributions to City of Long Beach & State of Calif	6-Apr	1988
Certificate of Appreciation	City of Long Beach	Outstanding Community Service	23-Jun	1990
Certificate of Recognition	NAACP-Los Angeles	Youth Advisor	10-Jul	1990
Grand Marshall Award	City of Long Beach	2nd Annual MLK Parade Key to the City Award	13-Jan	1990
Certification of Recognition	City of Long Beach	Outstanding Community Service	12-May	1992
Certificate of Recognition	NAACP-Long Beach	Outstanding Community Service	5-Mar	1993
Certificate of Recognition	Long Beach	Outstanding Civil Rights	10-Feb	1994
Congressional Record	104th Congress	Salute to A Civil Rights Pioneer	20-Jan	1995
Certificate of Recognition	Calif State Assy	Outstanding Community Service	13-Nov	1999
Congressional Recognition	U.S. Congress	Outstanding Community Service	18-May	2000
Special Recognition Award	U.S. Congressman Ed Raja 39th	Humanitarian Award-NCCJ	18-May	2000
Special Recognition Award	U.S. Congressman Stephen Horn 38th	Humanitarian Award	18-May	2000
Certificate of Recognition	Calif State Assembly Betty Karnette	Outstanding Community Service	18-May	2000
Certificate of Recognition	Calif State Assembly Carl Washington 52nd	Outstanding Community Service	18-May	2000
Certificate of Recognition	Calif State Assembly Alan Lowenthal	Steadfast Commitment to Civil Rights and Human Dignity	18-May	2000
Special Recognition Award	U.S. Congresswoman Juanita McDonald 37th	Building Bridges Award	18-May	2000
Certificate of Recognition	NAACP-Long Beach	25th Freedom Fund Award	15-Oct	2004
Cewrtificate of Recognition	Aquarium of Pacific	Heritage Award - 70 plus years	10-Jun	2005

THE SENATE CALIFORNIA LEGISLATURE



A MEMORIAL RESOLUTION

By the Honorable Alan S. Lowenthal, 27th Senatorial District; the Honorable Jenny Oropeza, 28th Senatorial District;
the Honorable Betty Karnette, 54th Assembly District; and the Honorable Laura Richardson, 55th Assembly District;
Relative to Memorializing

Ernest McBride, Sr.

WHEREAS, It was with immense sadness and a deep sense of loss that word was received of the death, at age 97, of Ernest McBride, Sr., a truly remarkable individual whose indomitable spirit, forthright and honest demeanor, and fine personal example were an inspiration to those people whose lives he touched; and

WHEREAS, A tireless crusader for civil rights and an icon in Long Beach black history, Ernest McBride was co-founder of the Long Beach Chapter of the NAACP, through which he committed himself to end discrimination in housing, schools, and the workplace; and

WHEREAS Born on November 12, 1909, in Carrollton, Mississinni, one of nine children of a Mississinni Delta farmer, Ernest McBride relocated to Arkansas

Ernest McBride, Sr.

WHEREAS, It was with immense sadness and a deep sense of loss that word was received of the death, at age 97, of Ernest McBride, Sr., a truly remarkable individual whose indomitable spirit, forthright and honest demeanor, and fine personal example were an inspiration to those people whose lives he touched; and

WHEREAS, A tireless crusader for civil rights and an icon in Long Beach black history, Ernest McBride was co-founder of the Long Beach Chapter of the NAACP, through which he committed himself to end discrimination in housing, schools, and the workplace; and

WHEREAS, Born on November 12, 1909, in Carrollton, Mississippi, one of nine children of a Mississippi Delta farmer, Ernest McBride relocated to Arkansas with his family, where he attended a segregated school and experienced discrimination throughout his childhood and early adult years; and

WHEREAS, In search of a better life, Ernest McBride moved to California in 1930 and settled in Long Beach, where he took his first job as a member of an all-black crew loading cotton in the Port of Long Beach; upon learning that his crew had been hired to replace Latinos who had been fired after they asked for a raise (the Latinos had been paid 50 cents an hour and McBride and his co-workers were paid 45 cents), he quit in protest and took a job shining shoes; and

WHEREAS, In Long Beach, Ernest McBride met the love of his life and a partner in the fight for civil rights, Lillian Marie Veal, and they were married in 1934 and were blessed with six children; and

WHEREAS, The young couple experienced difficulty finding a house in Long Beach's tiny black neighborhood and faced discrimination in other area neighborhoods and, after living in Wilmington for two years, Ernest and Lillian purchased a home in 1948 on Lemon Avenue, and the neighborhood soon grew to become one of the first middle-class black neighborhoods in Long Beach; and

WHEREAS, The family home became a meeting ground for protest plans and a headquarters for one of Long Beach's first Neighborhood Watch organizations and, in addition, Ernest McBride was a field secretary and founder of the Anti-Discrimination Committee, while Lillian was the NAACP chapter's secretary; and

WHEREAS, Ernest McBride's committee worked to get more African-Americans hired as police officers and firemen and in other civil service jobs, and he was an advocate for workers' rights and worked with labor unions, even though he was not a member himself; and

WHEREAS, Ernest McBride worked for Ralph's Grocery Co. and several other employers while he and Lillian and other activists quietly worked for equality; and

WHEREAS, In 1994, the Cultural Heritage Commission and the Long Beach City Council designated the McBride home, at 1461 Lemon Avenue, a historical city landmark; and

WHEREAS, Ernest McBride was a true gentleman in every sense of the word, and he leaves to his children, their children, and those who knew him well a legacy of service to the community, tolerance, commitment to human rights, and the courage to stand by those values; and

WHEREAS, Throughout his life, Ernest McBride exhibited all of the most treasured human qualities that are universally recognized as true indicators of a life of fulfillment and meaning; and he was admired and appreciated for his kindness, generosity of spirit, love of family, eternal optimism, passion for working to make the world a better place, wonderful sense of humor, and genuine capacity to share his time and talents with others; and

WHEREAS, Ernest McBride was preceded in death by his wife of 60 years, Lillian McBride; he leaves to mourn his passing and celebrate his legacy his four children, Ernest McBride, Jr., Carl G. McBride; Janet Snuggs, Carole Martin, and Barbara Williams; and his ten grandchildren and 19 great-grandchildren; now, therefore, be it

RESOLVED BY SENATORS ALAN S. LOWENTHAL AND JENNY OROPEZA AND ASSEMBLY MEMBERS BETTY KARNETTE AND LAURA RICHARDSON, That they join the friends and family of Ernest McBride, Sr. in celebrating and revering the accomplishments and legacy of a distinguished and caring individual who lived life to the fullest, whose generosity was extended to everyone without hesitation or expectation of reward, and whose spirit will live forever in the hearts and memories of all of his loved ones.



Long Beach Branch NAACP
P.O. Box 1594 Long Beach, CA 90801
(562)856-7586

May 22, 2007

Phil Hester,
Director of Parks, Recreation & Marine
2760 Studebaker Road
Long Beach, CA 90815

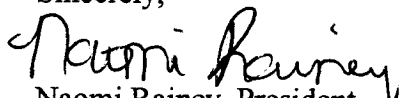
Dear Mr. Phil Hester,

This is a request from the Long Beach Branch NAACP to rename California Recreation Center located at 1550 Martin Luther King Jr. Ave. Long Beach, CA. The requested name is Ernest McBride Sr. Mr. McBride passed away May 5, 2007. Attached are supporting articles regarding Mr. Ernest McBride and the legacy he leaves behind.

Mr. McBride was the founder of the Long Beach Branch NAACP in 1940 and an icon to mankind. He worked to end discrimination in housing, schools and the workplace. He also helped in the integration of the Long Beach Police Department, the naval shipyard, Coles Market, and General Telephone Company. He organized a student revolt that forced local school officials to abandon blackface minstrel shows. Because of Mr. McBride, our city can boast today of its diversity and inclusiveness.

Mr. Ernest McBride's home has been designated as a historical landmark and the renaming will lead to additional pride for the diversity of Long Beach.

Sincerely,


Naomi Rainey, President
Long Beach Branch NAACP

Cc: Mayor Bob Foster
Long Beach City Council
Long Beach Parks and Recreation