



Date: March 22, 2011
To: Members of the Housing and Neighborhoods Committee
From: George Chapjian, Director of Parks, Recreation and Marine
Subject: Recommendation to Name the Community Center at Cesar E. Chavez Park as "The Jenny Oropeza Community Center"

DISCUSSION

At the February 1, 2011 City Council meeting, First District Councilmember Robert Garcia, Second District Vice-Mayor Suja Lowenthal, Fifth District Councilwoman Gerrie Schipske, and Ninth District Councilmember Steven Neal requested that the community center at Cesar E. Chavez Park, located at 401 Golden Avenue, be named "The Jenny Oropeza Community Center" (Attachment A). 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 February 17, 2011 and March 17, 2011 (Attachment B) meetings 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 community center "The Jenny Oropeza Community Center" is appropriate under the category of honoring a person of exceptional contribution. State Senator Jenny Oropeza was a tireless advocate for the interests of our city and its residents. She worked for many years with community residents to envision new park space in Downtown Long Beach.

This center is the heart of the park Senator Oropeza created and loved so much. Naming it The Jenny Oropeza Community Center is an appropriate way to honor and remember Senator Oropeza.

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 to name the community center at Cesar E. Chavez Park as "The Jenny Oropeza Community Center."

GC:rb
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Attachments

APPROVED:



PATRICK H. WEST
CITY MANAGER







City of Long Beach

 Office of Robert Garcia
 Councilmember, First District

Date: February 1, 2011

To: Honorable Mayor and Members of the City Council

From: Councilmember Robert Garcia, First District 
 Vice-Mayor Suja Lowenthal, Second District 
 Councilwoman Gerrie Schipske, Fifth District 
 Councilmember Steven Neal, Ninth District 

Subject: Jenny Oropeza Community Center

Background: The entire state of California was saddened by the recent passing of State Senator Jenny Oropeza of Long Beach. Senator Oropeza was a tireless advocate for the interests of our City and its residents. Senator Oropeza's proudest accomplishment was the creation of Cesar E. Chavez Park. She worked for many years with community residents to envision new park space in Downtown Long Beach.

Chavez Park is home to a popular community center. In order to honor Senator Oropeza, the City should consider naming the community center in her memory. This center is the heart of the park Senator Oropeza created and loved so much. Naming it the Jenny Oropeza Community Center is an appropriate way to honor and remember Senator Oropeza. The park itself would remain Cesar E. Chavez Park. Senator Oropeza would be proud to share the honors in this park with one of her heroes, Cesar Chavez.

Senator Oropeza was an inspiring leader and an excellent role model. She was a pioneer for women and Latinas in Long Beach, serving two terms as Student Body President at Cal State, serving as a schoolboard member, and then becoming the first Latina elected to the City Council. She also served in the State Assembly, leaving a legacy of public health initiatives, legislation to protect women's safety, environmental preservation, and support for education, among many other accomplishments.

The contribution and legacy of Senator Oropeza are unquestionably worthy of such an honor, and the location is ideal, given her work on behalf of the surrounding neighborhoods and the park and community center.

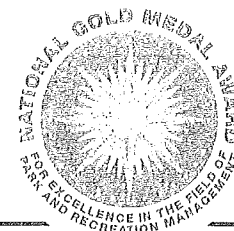
Recommendation: Request the Housing and Neighborhoods Committee consider at the earliest opportunity renaming the community center at Cesar E. Chavez park "The Jenny Oropeza Community Center", and report back to Council with its recommendation.

Fiscal Impact: Minimal costs associated with this item include signage and staff time.



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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February 17, 2011

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Recommend to the Housing and Neighborhood Committee and the full City Council that the community center at Cesar E. Chavez Park be renamed "The Jenny Oropeza Community Center."

DISCUSSION

On February 1, 2011, First District Councilmember Robert Garcia, Second District Vice-Mayor Suja Lowenthal, Fifth District Councilwoman Gerrie Schipske and Ninth District Councilmember Steven Neal sent a memo (Attachment A) to the Mayor and Members of the City Council requesting that the community center at Cesar E. Chavez Park, located at 401 Golden Avenue (Attachment B), be renamed "The Jenny Oropeza Community Center." The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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;

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- 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;
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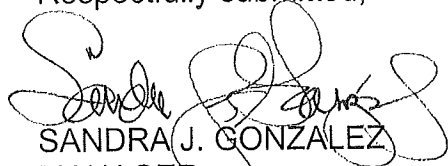
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This center is the heart of the park Senator Oropeza created and loved so much. Naming it the Jenny Oropeza Community Center is an appropriate way to honor and remember Senator Oropeza.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

APPROVED:



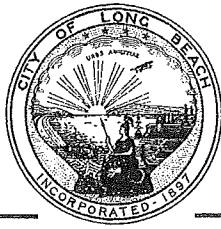
GEORGE CHAPJIAN
DIRECTOR

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Attachments



Chavez Oropeza P&RC Naming Att B 2-3-2011 sg



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DEPARTMENT OF PARKS, RECREATION & MARINE



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March 17, 2011

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Recommend to the Housing and Neighborhoods Committee and the full City Council that the community center at Cesar E. Chavez Park be named "The Jenny Oropeza Community Center."

DISCUSSION

Community members approached First District Councilmember Robert Garcia to propose naming the community center at Cesar Chavez Park as "The Jenny Oropeza Community Center." On February 1, 2011, First District Councilmember Robert Garcia, Second District Vice-Mayor Suja Lowenthal, Fifth District Councilwoman Gerrie Schipske and Ninth District Councilmember Steven Neal sent a memo (Attachment A) to the Mayor and Members of the City Council requesting that the community center at Cesar E. Chavez Park, located at 401 Golden Avenue (Attachment B), be named "The Jenny Oropeza Community Center."

This item was brought before the Parks and Recreation Commission at their February 17, 2011 meeting (Attachment C), where it was decided to table the item for one month, to the March 17, 2011 meeting, to request public opinion at that time. It was also decided to hold the March 17, 2011 Commission meeting at the Cesar Chavez Park community center to be more accessible to the surrounding neighbors. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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"We create community and enhance the quality of life through people, places, programs and partnerships"

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

APPROVED:



GEORGE CHAPJIAN
DIRECTOR

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Attachments

