

## **MINUTES**

### **COMMUNITY SERVICES AND YOUTH COMMITTEE**

**City of Riverside**

**Monday, August 8, 2011, 3:30 p.m.**

**Seventh Floor Conference Room**

**PRESENT:** Chair Davis, Vice Chair Hart, and Member Bailey

**ABSENT:** None

**STAFF PRESENT:** Colleen Nicol, Ralph J. Nuñez, and Mario Lara

**ALSO PRESENT:** Richard, Bonnie, and Laura Lee Ayala, Paul Chavez, and Jacob Hernandez

Chair Davis called the meeting to order at 3:30 p.m.

#### **VILLEGAS PARK BAND SHELL NAMING**

Following discussion and without formal motion, the Committee unanimously continued renaming of the band shell at Villegas Park in honor of Valente "Glen" and Mary Ayala pending submittal of additional documentation.

#### **ORAL COMMUNICATIONS FROM THE AUDIENCE**

There were no oral comments at this time.

#### **ITEMS FOR FUTURE AGENDAS**

A report on Skate Parks was requested for the October 2011 meeting.

#### **ADJOURNMENT**

The Committee adjourned at 3:56 p.m.

Respectfully submitted,

  
\_\_\_\_\_  
COLLEEN J. NICOL  
City Clerk



City of Arts & Innovation

## Community Services and Youth Committee

TO: COMMUNITY SERVICES & YOUTH COMMITTEE DATE: August 8, 2011

FROM: PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT ITEM NO: 1

WARD: 4

SUBJECT: REQUEST TO NAME BAND SHELL AT VILLEGAS PARK IN HONOR OF VALENTE "GLEN" AYALA AND MARY AYALA

### ISSUE:

The issue before the Community Services and Youth Committee is whether to approve naming the band shell at Villegas Park in honor of Valente "Glen" Ayala and Mary Ayala.

### RECOMMENDATION:

That the Community Services and Youth Committee recommend that the City Council consider the request to name the band shell at Villegas Park in honor of Valente "Glen" Ayala and Mary Ayala.

### COMMISSION RECOMMENDATION:

On April 26, 2011, the Park and Recreation Commission Subcommittee heard the request and recommended the matter be presented to the full Park and Recreation Commission for consideration.

On May 9, 2011, the members of the Park and Recreation Commission voted unanimously in favor of the recommendation that the City Council consider the request to name the band shell at Villegas Park in honor of Valente "Glen" Ayala and Mary Ayala.

### BACKGROUND:

On April 20, 2011, staff received requests from the Casa Blanca Community Action Group and Bonnie Ayala Rodrigues requesting that the Park and Recreation Commission consider honoring longtime residents Valente "Glen" and Mary Ayala by naming the bandshell at Villegas Park in their honor.

Valente "Glen" Ayala served as the coordinator at Villegas Park for over 20 years, making it his priority that services be available to all children in the Casa Blanca community. He was known for his random acts of kindness such as reaching into his own pockets to pay for children to go swimming, or treating them to ice cream. He is described as a man of love and kindness who touched the lives of many in the Casa Blanca community, which earned him various nicknames such as: *Chump, Champ, Old Man, Mi General and Grandpa.*

Mary Ayala, a community activist, advocated for equal educational opportunities for the residents of Casa Blanca and those who spoke very little English. Her work gained the attention of Cesar Chavez, and together they worked to establish programs within the educational system to benefit underprivileged, Spanish-speaking children.

Ms. Ayala was one of the founding board members of the Concilio Centro de Niños, a preschool catering to low income Spanish-speaking families, and worked with many organizations such as: Title 7, Casa Blanca Community Action Group, Brown Baggers, Community Service Organization, Redevelopment, and the California Board of Equal Educational Opportunity Commission.

Both Valente and Mary Ayala are eligible to be considered for this honor posthumously based on their community service. This request falls within the guidelines of the *"Naming Parks and Recreation Facilities"* Policy and Resolution No. 18250.

**FISCAL IMPACT:**

There is no fiscal impact to the General Fund as a result of this request to name the band shell at Villegas Park.

Prepared by:	Ralph J. Nuñez, Parks, Recreation & Community Services Director
Certified as to availability of funds:	Paul C. Sundeen, Assistant City Manager/CFO/Treasurer
Approved by:	Belinda J. Graham, Assistant City Manager for Bradley J. Hudson, City Manager
Approved as to form:	Gregory P. Priamos, City Attorney
Attachments:	Letter from Bonnie Ayala Letter from the Casa Blanca Community Action Group Park and Recreation Commission May 9, 2011 Meeting Minutes Park Naming Ordinance, Resolution 18250

Attn: Ralph Nunez  
Park and Rec. Community Service Dept.  
3936 Chestnut St  
Riverside, CA 9501

April 20, 2011

Dear Mr. Nunez,

My name is Bonnie Ayala Rodrigues; I was born in Casa Blanca and resided there for almost 20 years. I am writing to request for the band shell at Villegas Park to be considered for dedication in the memory and honor of my parents Valente "Glen" and Mary Ayala for their many years of selfless service to the community of Casa Blanca and the City of Riverside.

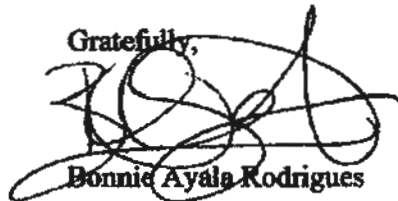
My father, Valente "Glen" Ayala served as the first director of Villegas Park for over 20 years. During his tenure as director, he made it a priority that *all* the children in the community have the opportunity to receive services regardless of race, color, or financial background. He refused to charge for programs that families could not afford to pay. He suffered emotional and personal financial loss for this by taking a pay cut in his salary, but he would not waiver from addressing the needs he saw before him. His sacrifice for the children was a lifetime of gain and memories for many. A price he paid with great humility. Upon his death, many current and former residents shared how my father changed and touched their lives. Stevie Smith, assistant coach for the LA Sparks basketball team said, "Your Dad saved my life. He was like a father to many of us. Most of us did not have fathers and he became one to us. He took us under his wing." Due to his love of the community, individuals began to feel welcomed enough to call him by various nicknames: *Chump, Champ, Old Man, Mi General and Grandpa.*

On several occasions, my father would allow residents to play at the park past his scheduled work hours and return later in the evening to turn off field lights. These acts of kindness kept many of the youth out of trouble. Education was also a top priority to him. Again, on many occasions he supported and contributed financially to those that were seeking a higher education. He once gave a young woman whose mother was from Mexico, money to buy a computer to do her college assignments. This individual had no father and the mother did not speak English. He cared so much that over time some of the kids in the community started to call him "Grandpa." They would ask him "Grandpa, can I have a dollar to buy an ice-cream?" "Grandpa, can I have some money to go swimming?" He was a man with an indescribable amount of love and kindness. It did not matter to him who you were what you looked like. His joy was seeing opportunity and advancement for the youth and the community. Often he would say, "If a man asks you to walk a mile, walk with him two, three, four miles. Keep walking until he does not need your help anymore. Don't deny your brother in need." He lived by the words that he preached. Such a man of wisdom and stature was he that the mayor and chief of police of Riverside befriended him. These relationships he used to benefit those in need.

Mary Ayala is remembered as a fierce community activist and a force with which to be reckoned. When she spoke, people listened. I remember how she would step in as a liaison for Spanish speaking parents and school administrators. Due to the closure of the Casa Blanca Elementary School, it became her goal to make sure that the children and their parents had all the information and services required. Her fight was for education and equality for the Hispanic people. It angered her that the community as she once stated, "Was being taken advantaged of and discriminated against." She gained no monetary benefits for taking a stand but pride in what the future would hold for the minority. Due to the poor treatment the Hispanic people were enduring, my mother would take a stand and make her concerns known. The activist she became many remember her to be. This also got her the attention of Cesar Chavez with whom she worked on several issues at the time. She was instrumental in fighting for programs that benefited the underprivileged in the education system as well as the city and became one of the first members for the board of Concelio Centro De Niños, a preschool that catered to low income Spanish-speaking families. Mary also served and worked on various projects: *Title 7, Casa Blanca Community Action Group, Brown Baggers, Community Service Organization, Redevelopment, the Bilingual Program, and the California Board of Equal Educational Opportunity Commission.* There are other areas of work too numerous to mention.

It is to my knowledge that today many are benefiting from the selfless mentoring and sacrifices donated by both of my parents, and will continue to benefit from in the future.

Mary Ayala August 29, 1930 - April 18, 2002  
Valente "Glen" Ayala January 15, 1928 - July 26, 2009

Gratefully,  
  
Bonnie Ayala Rodriguez

5423 Fetlock Ave.  
Fontana, CA 92336  
(909) 471-9015  
bonnierod71@aol.com

Glen and Mary Ayala were life long residents of Casa Blanca and both were born and raised in the community. It is to Casa Blanca that their commitment was pledged; *Education, Equality, Opportunity, Advancement and Civil Rights*. They both spent their lives dedicated to being a living example of service and sacrifice.

I remember my mother's anger for the child who had no one to represent him/her in the school system. When she became informed of the matter she would step up and act as liaison between the Spanish speaking parents and school administrators. Making sure that the child and the family had all the information and services required. The fight was for education. She would say "The Mexican people have a right to programs and services just like anyone else." It angered her that the people in the community were being taken advantage of and discriminated against. She gained no monetary benefits for taking a stand but pride in what the future would hold for the minority. Because the Hispanic people were treated badly, my mother became the activist many know her to be. This also got her the attention of Cesar Chavez with whom she worked on several issues at that time. She was instrumental in fighting for programs that benefited the underprivileged in the education system as well as the city. She was one of the first members for the board on Cocnelio Centro De Nines, a pre-school that catered to low income Spanish speaking families. Mary also worked on various projects such as; *Title 7, The Bilingual Program, and served on the State Board of Commission for Education*. There are other areas of work too numerous to mention.

Glen Ayala was also instrumental in bringing programs and services to the community of Casa Blanca. His desire was that no child should go

without or be overlooked. As the director of Villegas Park he made his priority helping children regardless of race or color. Because he fought against the City of Riverside to provide affordable programs for the community, he took a cut in his salary. He sacrificed so that the children in Casa Blanca wouldn't have to go without. I have been told, "your dad bought me my first set of marbles", "Glen taught me to swim at the pool and because of him I went on to swimming leagues." "Your dad encouraged me to get an education, study hard and keep trying." These are just a few of the accounts some of the people in the community have shared with me. Stevie Smith, assistant coach for the LA Sparks basketball team said, "Your dad saved my life. He was like a father to many of us. Most of us didn't have fathers and he became one to us. He took us under his wing." Education was so important to him that he helped people financially with donations. He gave one young lady whose mother was from Mexico money so she could buy a computer to do her college assignments. This young lady had no father and the mother spoke no English. He cared so much that over time some of the kids in the community started to call him "grandpa." "Grandpa Can I have a dollar to buy an ice-cream?" "Grandpa can I have some money to go swimming?" They asked and he gave willingly. He was a man with an indescribable amount of love and kindness. It didn't matter to him who you were, what you looked like or the color of your skin. His joy was seeing opportunity and advancement for the youth and the community. My dad use to say, "If a man asks you to walk a mile, walk with him two, three, four miles. Keep walking with him until he doesn't need your help anymore. Don't deny your brother in need." He lived by the words that he preached. He was such a man of wisdom and stature that the mayor and chief of police of Riverside befriended him. These relationships he used to benefit those that were in need.

## **“Si Se Puede”**

**In Honor of *Valente “Glen”* and *Mary Ayala*, for their many years of tirelessly serving the needs of the people in the community of Casa Blanca. Both served giving “freely” so that others could prosper and pursue a better way of life. Black, white, and brown, young and old. To the simple farm worker, neighbor, and the children who came to play, or the stranger in need. All were received with love and given respect.**

**Devoted Community Leader, Brave Matriarch, Humble  
Servant, Faithful Friend, Selfless Activist, Noble Hero,  
Honorable Mentor, Father and Mother.**

***“Greater love hath no one than this, that he lay down his life for his  
friends.”***



# VALENTE GLEN AYALA



*Began His New Life in Heaven*  
*July 26, 2009*

*You will be  
Missed,  
but never  
Forgotten.*





## **Casa Blanca Community Action Group**

7680 Casa Blanca Street • Riverside, California 92504 • (951) 688-3043

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April 22, 2011

Mr. Ralph Nuñez, Director  
Riverside Park and Recreation  
City of Riverside  
3900 Main St Riverside, CA 92522

**RE: Naming of Casa Blanca Villegas Park Pavilion**

Dear Mr. Nuñez:

We are requesting the naming of the pavilion to recognize Valente Glen and Mary Ayala. Clearly, the contributions of Mr. and Mrs. Ayala to the community of Casa Blanca were extraordinary (see attachments for additional information).

This matter has been formally presented to the Community Action Group (CAG) and voted unanimously to support naming the pavilion at Villegas Park, to honor posthumously, Glen and Mary Ayala for their long-time leadership in the community and involvement in the Villegas Park.

Sincerely yours,

Paul Chavez, Chairperson  
Casa Blanca Community Action Group (CAG)

**Attachments**

cc: Councilman Davis  
Anthony Ayala  
CAG file





*City of Arts & Innovation*

## **PARK AND RECREATION COMMISSION MINUTES**

Monday, May 9, 2011, 6:30 PM

Parks, Recreation and Community Services  
Headquarters/2<sup>nd</sup> Floor – Marcy Library  
6927 Magnolia Avenue, Riverside, CA 92506  
Riverside, CA 92506  
951-826-2000

**Commissioners Present:** Berg, Hurtado, Inaba, Kallinger, Macias, Moore and Ritzau

**Commissioners Absent:** Leibe and Poulsen

**Staff Present:**  
Ralph Nuñez, Director  
Tina Lang, Sr. Administrative Assistant  
Mario Lara, Interim Deputy Director  
Patti Callaghan, Community Services Superintendent  
Robin Metz, Recreation Services Superintendent  
Shirley Bennett, Parks Superintendent

**Public Works Staff Present:** Robert Filiar, Urban Forester

### **CALL TO ORDER**

The Park and Recreation Commission meeting was called to order at 6:30 p.m. by Chairperson Berg, with the Pledge of Allegiance.

### **DISCUSSION**

#### **9. REQUEST TO NAME THE BANDSHELL AT VILLEGAS PARK HONORING VALENTE “GLEN” AYALA AND MARY AYALA**

Director Nuñez indicated he received a request from the Casa Blanca Community Action Group (CAG) and Bonnie Rodrigues Ayala to name the bandshell at Villegas Park in honor of Valente “Glen” Ayala and Mary Ayala.

Anthony Ayala, son of Valente “Glen” Ayala and Mary Ayala, indicated his parents were lifelong residents of Casa Blanca, his father served as the Coordinator at Villegas Park for more than 18 years, and his mother worked alongside Cesar Chavez advocating for programs to provide equal educational opportunities to Spanish-speaking children. Mr. Ayala further stated his parents were well known among the youth in the community who often referred to them as Grandma and Grandpa.

Commissioner Inaba indicated the matter to name the bandshell was presented to the

Parks Subcommittee who supported bringing the it before the full Commission.

Richard Ayala, son of Valente "Glen" Ayala and Mary Ayala, indicated he was born and raised in Casa Blanca and personally witnessed his father's dedication to the Community through his work and countless volunteer hours at the Ysmael Villegas Community Center and Shamel Park Little League; and the numerous hours his mother spent crusading for bilingual education opportunities for Spanish-speaking youth.

Commissioner Hurtado indicated he recalled working with Mr. and Mrs. Ayala and their good work and reputation warranted his support.

Paul Chavez, CAG Chairperson, indicated he worked alongside Mr. and Mrs. Ayala and they both made substantial contributions to the Casa Blanca community.

The grandson (name was not provided) of Valente "Glen" Ayala and Mary Ayala, indicated he wanted the pavilion (bandshell) named after both of his grandparents in order to keep them together.

Following discussion, a motion was made to support naming the bandshell/pavilion at Villegas Park in honor of Valente "Glen" Ayala and Mary Ayala and forward the matter for City Council consideration.

Motion: Macias  
Second: Hurtado  
Ayes: All

### **ADJOURNMENT**

Chairperson Berg adjourned the meeting at approximately 7:48 p.m. The next meeting will be held on June 13, 2011 at the Renck Community Center in Hunt Park, 4015 Jackson Street, Riverside, CA 92503.

City of Riverside, California  
Park and Recreation Department  
Procedure Manual

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Subject:

NAMING PARKS AND  
RECREATION FACILITIES

Effective Date: 7/90

Review Date: 7/92

Prepared by: Senior Park Planner

Approval: *M. Bauman*

Park and Recreation Director

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PURPOSE:

To establish a uniform policy and procedure that identifies criteria for the naming of parks and recreation facilities.

POLICY:

The Park and Recreation Commission will be responsible for the selection of names for parks and recreation facilities. Once a name is selected it will be forwarded to the City Council for ratification. Staff will be responsible for encouraging citizens and community organizations to suggest possible names that will then be forwarded to the Commission for consideration.

At a minimum, each park and community building will be designated a name. Naming of specific areas within a park (garden, swimming pool, lake, ballfield, etc.) is acceptable but should be kept to a minimum to avoid confusion. No park shall be given a name which might be perceived as controversial by the community. All names selected shall be acceptable and meaningful to a majority of the neighborhood/community where the park or recreation facility is located.

Priority in naming sites shall be given to geographical locations, historic significance or geologic features. No park shall be named for a person, except where an individual has made a significant financial contribution toward the acquisition and/or development of the park facility, or has been an outstanding long-time community leader who has supported open space and recreational activities. The person shall be honored posthumously. However, a stipulation by a prospective donor that a name designation be a requirement of the donation may be acceptable. This to be determined by the Park and Recreation Commission and the City Council.

All park and recreation facilities will be designated a formal name within six months of acquisition or construction. All parks shall have an entrance sign and buildings will have a plaque for name identification.

The name of a park or recreation facility may be changed only after a public hearing is held by the Commission to receive community input and direction. No name shall be changed unless there is significant justification and support by the community.

PROCEDURE:

<u>Responsibility</u>	<u>Action</u>
Department	1. Acquires a new park or recreatic facility.
	2. Compiles possible names and makes recommendations to the Park and Recreation Commission.
	3. Forwards suggested names to the Park and Recreation Commission for consideration.
Park and Recreation Commission	4. Receives any additional community input.
	5. Selects a name for the new park or recreation facility.
	6. Forwards name to City Council for ratification.
Department	7. Installs the appropriate naming sign or plaque.

PRPROC.34/a  
01/15/91

# CITY OF RIVERSIDE



## CITY COUNCIL MEMORANDUM

HONORABLE MAYOR AND CITY COUNCIL

DATE: February 7, 1995

ITEM NO.:

SUBJECT: PARK NAMING ORDINANCE

Background:

At its October 11, 1994, City Council meeting Resolution No. 18250 (Attachment 1) was amended to Resolution 18582 (Attachment 2) established for the naming of park and recreation facilities.

In December 1994, the Parks Subcommittee recommended to the Park and Recreation Commission to further amend Resolution No. 18582 as indicated on Attachment 3.

Attachment 3 is a proposed revision of Resolution No 18582 which was approved by the City Council in October of 1994. The proposal by the Commission would change the resolution to restrict the naming of parks after persons who have made a significant personal financial contribution, to those persons who have made a significant personal contribution, deleting the word "financial".

Fiscal Impact:

None

Alternative:

Do not amend Resolution 18582, and run the risk of placing more emphasis on a significant personal "financial" contribution rather than a significant personal contribution of time.

Recommendation:

That the City Council approve the change to the Park Naming Resolution No. 18582 as found in Attachment 3.

Prepared by,

  
Terry G. Nielsen  
Acting Park & Recreation Director

Approved as to form,

  
Stan T. Yamamoto  
City Attorney

Approved by,

  
John E. Holmes  
City Manager

Concurs with,

  
David Roger, Chairman  
Park & Recreation Commission



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RESOLUTION NO. 18250

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING RESOLUTION NO. 14159 BY AMENDING SECTION 2 TO INCLUDE A PERSON OF NATIONAL PROMINENCE AND SECTION 5 TO CHANGE "PUBLIC HEARING" TO "PUBLIC MEETING".

BE IT RESOLVED by the City Council of the City of Riverside, California, as follows:

Section 1: Section 2 of Resolution No. 14159 is hereby amended as follows:

"2. No park or recreation facility shall be named for a person, except where an individual is a person of national prominence or has made a significant financial contribution toward the acquisition and/or development of said park or facility, or has been an outstanding long-time community leader who has supported open space and recreational activities; and provided, that such person, except in extraordinary cases, should be honored posthumously. Notwithstanding anything to the contrary herein, a name designated by a donor as a condition to the donation shall be acceptable if the contribution represents a major portion of the planned park or facility."

Section 2: Section 5 of Resolution No. 14159 is hereby amended to read as follows:

"5. The name of a park or recreation facility may be changed only after a public meeting thereon held by the Park and Recreation Commission indicating significant justification and support by the community for such change and ratification by the City Council."

ADOPTED by the City Council and signed by the Mayor and attested by the City Clerk this 25th day of May, 1993.

*Terry Frenzel*  
Mayor of the City of Riverside

Attest:

*Karen E. Lindquist*  
City Clerk of the City of Riverside  
SY/jm  
5/26/93

1 I, Karen E. Lindquist, City Clerk of the City of  
2 Riverside, California, hereby certify that the foregoing  
3 resolution was duly and regularly introduced and adopted at a  
4 meeting of the City Council of said City at its meeting held on  
5 the 25th day of May, 1993 , by the following vote, to  
6 wit:

7 Ayes: Councilmembers Loveridge, Clarke, Defenbaugh, Tavaglione,  
8 Clifford, Thompson and Pearson.

9 Noes: None.

10 Absent: None.

11 IN WITNESS WHEREOF I have hereunto set my hand and  
12 affixed the official seal of the City of Riverside, California,  
13 this 25th day of May, 1993.

14 Karen E. Lindquist  
15 City Clerk of the City of Riverside  
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1 RESOLUTION NO. 18582


2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
3 RIVERSIDE, CALIFORNIA, AMENDING RESOLUTION NO. 14159  
4 AS AMENDED BY RESOLUTION NO. 18250 BY FURTHER  
AMENDING SECTION 2 TO CLARIFY STANDARDS FOR NAMING A  
PARK OR RECREATION FACILITY FOR A PERSON

5 BE IT RESOLVED by the City Council of the City of  
6 Riverside, California, as follows:

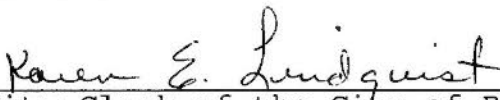
7 Section 1: Section 2 of Resolution No. 14159 as  
8 amended by Resolution No 18250 is hereby further amended as  
9 follows:

10 "2. A park or recreation facility can be  
11 named for a person only in limited situations.  
12 Such person, except for cases deemed  
13 extraordinary by the Park and Recreation  
14 Commission, should be honored posthumously.  
15 The person for whom a park or recreation  
16 facility is named must be an outstanding, long-  
17 time City leader or a person of national  
18 prominence or historic interest who has  
19 supported or contributed to open space and/or  
20 recreational activities and concepts, or a  
person who has made a significant personal  
financial contribution toward the acquisition  
and/or development of a specific park or  
recreation facility. A donor whose  
contribution represents a major portion of a  
planned park or recreation facility may  
designate a name as a condition of the  
donation, providing it conforms to the naming  
criteria set forth above."

21 ADOPTED by the City Council and signed by the Mayor and  
22 attested by the City Clerk this 11th day of October, 1994.

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25 Mayor of the City of Riverside

26 Attest:

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City Clerk of the City of Riverside

1 I, Karen E. Lindquist, City Clerk of the City of  
2 Riverside, California, hereby certify that the foregoing  
3 resolution was duly and regularly introduced and adopted at a  
4 meeting of the City Council of said City at its meeting held on  
5 the 11th day of October, 1994 , by the following vote,  
6 to wit:

7 Ayes: Councilmembers Beaty, Moore, Defenbaugh, Kane, Clifford,  
8 Thompson and Pearson.

9 Noes: None.

10 Absent: None.

11 IN WITNESS WHEREOF I have hereunto set my hand and  
12 affixed the official seal of the City of Riverside, California,  
13 this 11th day of October, 1994.

14 Karen E. Lindquist  
15 City Clerk of the City of Riverside  
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27 CC/sb  
10/7/94

**Resolution regarding park naming:**

**Section 1: Section 2 of Resolution No. 18582 is hereby amended as follows:**

**"2. A park or recreation facility can be named for a person only in limited situations. Such person, except for cases deemed extraordinary by the Park and Recreation Commission, should be honored posthumously. The person for whom a park or recreation facility is named must be an outstanding, long-time City leader or a person of national prominence or historic interest who has supported or contributed to open space and/or recreational activities and concepts, or a person who has made a significant personal financial contribution toward the acquisition and/or development of a specific park or recreation facility. A donor whose contribution represents a major portion of a planned park or recreation facility may designate a name as a condition of the donation, providing it conforms to the naming criteria set forth above."**