



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JUNE 14, 2016**
FROM: RIVERSIDE PUBLIC LIBRARY **WARDS: 2 AND 4**
**SUBJECT: RENAMING OF CASA BLANCA LIBRARY IN HONOR OF MEDAL OF HONOR
RECIPIENT PFC SALVADOR LARA AND RENAMING OF EASTSIDE LIBRARY IN
HONOR OF MEDAL OF HONOR RECIPIENT SPC. JESUS S. DURAN**

ISSUE:

Consider approval to:

A) Rename of the Eastside Library in honor of Medal of Honor recipient Specialist (Spc.) Jesus S. Duran.

B) Rename the Casa Blanca Library in honor of Medal of Honor recipient Private First Class (PFC) Salvador J. Lara.

RECOMMENDATIONS:

That the City Council receive and approve to:

A) Rename of the Eastside Library in honor of Medal of Honor recipient Specialist (Spc.) Jesus S. Duran.

B) Rename the Casa Blanca Library in honor of Medal of Honor recipient Private First Class (PFC) Salvador J. Lara.

BACKGROUND:

On April 13, 2016, the Library Department received a proposal (Attachment 1) from the Concerned Citizens of Casa Blanca Committee to rename the Casa Blanca Library the PFC Salvador J. Lara Casa Blanca Library in honor of Medal of Honor recipient PFC Salvador J. Lara. In 2014, PFC Lara was posthumously awarded the Medal of Honor for his service in the military, including World War II.

On April 15, 2016, the Library Department received a proposal (Attachment 2) from Mayor William R. "Rusty" Baily to rename the Eastside Library in honor of Medal of Honor recipient Spc. Jesus S. Duran. In 2014, Spc. Duran was posthumously awarded the Medal of Honor for his service in the military, including the Vietnam War.

On April 25, 2016, the Board of Library Trustees considered both proposals along with the City Naming Policy (Attachment 3), and comments from staff and the community. Following public

comment and Board discussion, the Board of Library Trustees voted unanimously in support of 1) the proposal to rename the Casa Blanca Library in honor of Medal of Honor recipient PFC Salvador J. Lara; 2) the proposal to rename the Eastside Library in honor of Medal of Honor recipient Spc. Jesus S. Duran, and 3) submitting the proposals to City Council for consideration.

DISCUSSION:

There are costs associated to renaming city buildings. Primarily for adding the lettering/signage to the façade itself, and secondarily to creating exhibit space in the building to display the history of the honoree, as well as printing library materials with the new name.

Mayor Bailey is committed to leading the fundraising effort to cover the costs needed to make the physical name changes on the buildings.

The cost for the façade at Casa Blanca is estimated at \$4,100 to add lettering to read “PFC Salvador J. Lara Casa Blanca Library”. The cost for the façade at Eastside is estimated at \$7,316 to add lettering to read “Spc. Jesus S. Duran Eastside Library”. The lettering at Eastside Library is higher due to the use of LED illuminated letters on the building.

FISCAL IMPACT:

The fiscal impact is estimated at \$11,416 to add lettering at Casa Blanca and Eastside Libraries. The funds will be raised privately, and not come from the city’s general fund.

Prepared by: Tonya Kennon, Library Director
Certified as to
availability of funds: Scott Miller, Interim Finance Director/Treasurer
Approved by: Alexander Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Concerned Citizens of Casa Blanca Committee Proposal to Rename the Casa Blanca Library in Honor of Medal of Honor recipient PFC Salvador Lara
2. Mayor William R. “Rusty” Bailey Proposal to Rename the Eastside Library in Honor of Medal of Honor recipient Jesus S. Duran
3. Naming of City Owned Land, Buildings and Facilities Policy
4. Board of Library Trustees April 25, 2016 Meeting Minutes
5. Mayor’s Office summary of community consultation