



STAFF REPORT
10/25/2023

TO: Honorable Mayor and City Council Members
FROM: Maritza Martinez, Public Works Director
SUBJECT: Provide staff direction for 2023 Hometown Heroes Honorees.

STAFF RECOMMENDATION:

Provide staff direction for 2023 Hometown Heroes Honorees.

BACKGROUND:

The “Hometown Heroes” monument was created to recognize people who have contributed to the community and culture of our community. Currently, our “Hometown Heroes” include the following:

- Cesar Chavez; Civil Rights and Labor Leader
- Leonila Torres; Community Leader
- Linda Garza; Government Employee
- Elvira Acosta Murillo; Community Leader
- Severio “Cosmo” Lira Jr.; Commitment to Youth
- Raquel G. Medina; Community Volunteer
- Rich Ramirez; Educator and Mentor
- Chauncey Veatch; Educator and Mentor
- Juan Torres; Entrepreneur and Business Leader
- Joe and Maria Celia Munoz; Exceptional Citizens
- Julio Diaz, Antonio Diaz and Joel Diaz; Boxing Family Champions
- Eugenia Ortiz; Community Leader and Activist
- Clementine Olloque, Maria Carmona-Marron, Maria Serrano, Maria Munoz; Community Leaders and Activists
- Organización en California de Lideres Campesinas; Leaders and Community Activists
- Caballero Family, Boxing Family Champions
- Chris Romero, Exceptional Citizen
- Mary Lou Torres, Exceptional Citizen and Advocate
- Merlyn Hamner, Historian
- Joe Vega; Postmaster and Exceptional Citizen
- Lee Espinoza; Coach and Mentor
- CYSAS La Laja; Youth Sports Leaders
- Vanessa Madera; Youth Sports Leader

- Joe Ceja; Educator and Mentor
- Deputy David Solis; Exceptional Valor
- Mayor Yolanda R. Coba; Community Leader
- Enedina Rapan; Community Activist
- Enedina Rapan, Jesus Mota, Maria Hernandez, Prospero Montes, Jesus Sanchez; Inspirational Community Mentors
- Gabriela Fundora; Youth Sports Leader
- Citlalli Ortiz; Youth Sports Leader
- Cesar Sanchez, Entrepreneur and Business Leader
- Father Guy Wilson; Religious and Spiritual Leader
- Dr. Juan De Lara; Educator and Mentor
- Juanita Godwin; Community Leader and Youth Mentor
- Raices Cultura; Community Leader and Activists
- Rosa Lucas – Community Advocate and Activist
- Mario Lazcano; Community Leader and Activist
- Captain Frank Morales, Lieutenant Cesar Garcia, Engineer Danny Castro, Lieutenant George Torres; Coachella Volunteer Firefighters
- Clara Herrera and Clara Nieblas, Community Advocate and Activist
- Rosalia Plata; Community Advocate and Activist
- Baltazar Aguirre; Exceptional Citizen and Activist
- Maria Magdalena Rodriguez; Exceptional Citizen
- Sandra Ramirez; Exceptional Citizen
- Sebastian Fundora; Exceptional Athlete
- Bonifacio De La Cruz; Battalion Chief Coachella Fire Station No. 79
- ASM Eduardo Garcia; Community Advocate and Activist
- Emmanuel Martinez; Community Leader and Activist

DISCUSSION/ANALYSIS:

Annually during the City's Tree Lighting Ceremony the City has recognized individuals / organizations as Hometown Heroes; staff recommends selecting 2 -5 recognitions per year. Staff is requesting direction for 2023 Hometown Hero nominees. The City has requested community input from mid September through mid October using its social media platforms and received the following 2023 Hometown Heroes nominees:

1. Commander Leonard Abramowitz VFW Post 3699
2. Erika Castellanos
3. Maria Avalos
4. Hector Morin
5. Juan Silva Jr. (1/2)
 - Two nominations
6. Sylvia Montenegro
7. Trinidad Arredondo
8. Dr. Gabriel Martin (1/2)
 - Two nominations

9. Laura Garcia ¼
 - Four nominations
10. Karla Flores
11. Benjamin Guitron IV
12. Fernando Gonzales
13. Don Omar Arguelles & Pedro Padilla - Santa Fe Restaurant owners (1/3)
 - Three nominations
14. Daniel Lopez (Riv. Latino Commission)
15. Abigail Cardenas
16. Steven Hernandez, Zepeda's Labor
17. Carly Mahoney & John Berz (1/2)
 - Two nominations
18. David Douglas
19. Damon Juarez
20. Mario Gallo (1/3)
 - Three nominations
21. Aaron Gasu
22. Dr. Steven E. Catlett
23. Dr. Sean McQuown
24. Laura Morales & her Husband
25. Roberto "Rudo" Diaz
26. Araceli De La Torre (1/2)
 - Two nominations
27. Feliciano Aguilar
28. Jasmin Ceja
29. Nick Vela
30. Ernesto Rosales
31. City of Coachella Staff Members who have passed away
32. Nick Meza
33. Mario Lazcano
34. Mrs. Medina
35. Oralia Ortiz & Ruben Gonzalez (1/3)
 - Three nominations
36. Bok Lock Smith
37. Hernan Marquez
38. Zaire Barajas
39. Fabian Cruz
40. Guadalupe "Lupe" Gomez
41. Lee Espinoza
42. Ariana Rodriguez

FISCAL IMPACT:

None.