



STAFF REPORT
11/9/2022

TO: Honorable Mayor and City Council Members
FROM: Maritza Martinez, Public Works Director
SUBJECT: Provide staff direction for 2022 Hometown Heroes Honorees.

STAFF RECOMMENDATION:

Provide staff direction for 2022 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

DISCUSSION/ANALYSIS:

Annually during the City's Tree Lighting Ceremony the City has recognized individuals / organizations as Hometown Heroes; staff recommends selecting 2 -3 recognitions per year. Staff is requesting direction for 2022 Hometown Hero nominees.

The City Council requested the City reach out to the public using the City's social media outlets. This was done using a polling tool (*Survey Monkey*) and the following results were received (total responses received were 30).

- Maria Magdalena Rodriguez
- All Teachers in Coachella (Todos los maestros de education de Coachella)
- Fernando Garcia, CV Housing Coalition
- Sandra Ramirez
- Ana Vee
- ASM Eduardo Garcia
- Rosie Martinez LVN
- Marco Machuca
- CVHS, Class of '96
- Eugenia Ortiz
- Monica Diaz
- Emmanuel Martinez (multiple entries – 9)
- Gabriel Martin
- Johnny Ortiz
- Antonio Espinoza
- Mario Gallo (multiple entries – 5)

- Aaron Gasu
- Jesus Bedoy Badena

FISCAL IMPACT:

None.