



**STAFF REPORT**  
**10/9/2024**

**TO:** Honorable Mayor and City Council Members  
**FROM:** Maritza Martinez, Public Works Director  
**SUBJECT:** Provide staff direction for 2024 Hometown Heroes Honorees.

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**STAFF RECOMMENDATION:**

Provide staff direction for 2024 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
- Susie Del Toro – Veterans Advocate & Activist
- Hon. Laura C. Garcia – Judge & Advocate
- Araceli De La Torre – Educator & Mentor
- Oralia Ortiz – Community Leader & Activist
- Ruben Gonzalez – Community Advocate & Activist
- Susie Del Toro – Veterans Advocate & Activist
- Hon. Laura C. Garcia – Judge & Advocate
- Araceli De La Torre – Educator & Mentor

### **DISCUSSION/ANALYSIS:**

Annually during the City's Tree Lighting Ceremony the City has recognized individuals / organizations as Hometown Heroes; staff recommends selecting up to 5 recognitions per year. The selected Hometown Heroes are also recognized as the Grand Marshalls of the city's annual Holiday Parade.

Staff is requesting direction for 2024 Hometown Hero nominees. The City has requested community input from late August through early October using its social media platforms and received the following 2024 Hometown Heroes nominee recommendations (83 responses):

1. Juan Torres
  - 2 responses
2. Steven Hernandez
3. Maria Ramirez
4. Sylvia Montenegro 1/6
  - 6 responses
5. Lupe Gomez
6. Mrs. Rojas
7. Johana Ramirez
8. Aaron Gasu 1/14
  - 14 responses
9. Manuel Arriaga
10. Carmen Montenegro
11. Pedro Ayón Jr.
12. Lee Espinoza
13. Gabriel Martin
  - 2 responses
14. Diaz Brothers
15. Joe Ochoa
16. Mariana Romero
17. Eva Alvarez
18. Rancho 3 Agavez de Cielo Azul
19. Carnitas Boy
20. Luz Maria Aguilar
21. Lizeth Rivera
22. Angel Chavez
  - 7 responses
23. Roberto "Rudo" Diaz ½
  - 2 responses
24. Samantha Rhodes
25. Damon Juarez
26. Mayra Pereza Higadera
27. Jorge Ortiz
28. Oralia Ortiz
29. Josie Gonzalez
30. Diana Ramirez
  - 16 responses
31. Desert Paws Sanctuary
32. Robert Caballero
33. Marcos Granados
34. Jasmin Ceja
  - 3 responses
35. Hector G. Morin
36. Ernesto Rosales
37. Stephen Duffle Sr
38. Michael Arcieri
39. Teresa Campos
40. Karina Andalon

**FISCAL IMPACT:**

None.