



COUNCIL AGENDA: 06/05/18  
FILE: 18-776  
ITEM: 2.16

# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Toni J. Taber, CMC  
City Clerk

**SUBJECT:** NAMING OF ESTHER MEDINA  
PARK

**DATE:** May 30, 2018

Approved

Date

5/30/18

**COUNCIL DISTRICT: 5**

## RECOMMENDATION

As recommended by Parks, Recreation and Neighborhood Services and the Parks and Recreation Commission, approve the name "Esther Medina Park" for the new City park on South 31st Street and Shortridge Avenue.

## OUTCOME

Approval of the name "Esther Medina Park" for the new city park located on South 31<sup>st</sup> Street and Shortridge Avenue will honor the long-time resident and community activist.

## BACKGROUND

The property is a new 1.65-acre park at South 31st Street between Alum Rock Avenue and East San Antonio Street, San José, CA, Assessor Parcel Numbers (APN) 481-14-103, in Council District 5. The park site was purchased from Caltrans on August 5, 2016. The South 31st Street neighborhood has many moderately older single-family homes east of Highway 101 and west of King Street. There is a mixture of light industrial and retail uses predominantly along Alum Rock Ave. to the north of the new park site. The property was formerly residential homes which were removed to provide right-of-way for Highway 101.

Esther Medina was a long time resident in San José who worked picking fruit in the Valley of Heart's Delight, and graduated from San José High School. She went on to become a social worker and worked with San José's Anti-Poverty Agency and the Commission on the Status of Women for Santa Clara County, California. Ms. Medina was best known as the executive director of MACSA (Mexican American Community Service Agency) where she worked from 1982-2003. Ms. Medina was a champion of social and economic justice.

### **ANALYSIS**

Angel Rios Jr., Director of Parks, Recreation, and Neighborhood Services, submitted a nomination of "Esther Medina Park" located on South 31<sup>st</sup> Street. The Attachment describes the reasons for naming the new park Esther Medina Park. PRNS has confirmed this nomination conforms to the following criteria in Council Policy 7-5:

"3. Consideration shall be given to the naming of City-Owned land and facilities after an individual only if one of the following criteria has been met: a. The individual has been deceased for at least 5 years, and made significant contributions to the City through a long-term commitment to providing benefit to the residents and visitors to San José."

Specifically, the nomination form states that Esther Medina (12/15/1936 -10/17/2012, age 76) was a tireless advocate of the disenfranchised and legendary champion of the Latino community in San José. Her accomplishments were many, and she was best known as the executive director of the Mexican American Community Services Agency, Inc. (MACSA) for 22 years.

Council Policy Number 7-5, Naming of City-Owned Land and Facilities, establishes Council Policy regarding the determination of names to be given to City-owned land and facilities. Per the Policy, the City encourages naming that:

- Reflects the City's ethnic and cultural diversity;
- Recognizes individuals who have made a significant contribution to the local, national, or global community;
- Recognizes distinct geographic, environmental, or developmental features, or names of historical significance;
- Recognizes individuals for their service to the community;
- Naming as early in the capital planning and development process as possible; and
- Sponsorship through significant funding support from private donors for the construction and/or ongoing maintenance and operations of City lands and facilities in exchange for naming options.

### **EVALUATION AND FOLLOW-UP**

Approval of this item requires no further action from the City Council.

### **COORDINATION**

This memo has been coordinated between Parks, Recreation and Neighborhood Services staff and the Office of the City Clerk. The Parks and Recreation Commission, Angel Rios Jr., and the family of Esther Medina have been notified of the Council hearing.

### **COMMISSION RECOMMENDATION/INPUT**

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Per the Council Policy Number 7-5, on May 2, 2018, the Parks and Recreation Commission (“PRC”) held a public hearing to consider the nomination for the name Eshter Medina Park located in Council District 5. At this meeting, Angel Rios Jr. spoke on behalf of the nomination. The PRC voted unanimously to recommend to the City Council that the park be named Esther Medina Park.

**CEQA**

Not a Project, File No. PP17-008, General Procedure & Policy Making resulting in no changes to the physical environment.



TONI J. TABER, CMC  
City Clerk

For questions please contact Nicolle Burnham, Deputy Director at (408) 793-5514.

**Attachments:**

- Esther Medina Background
- Vicinity Map
- Letter from Parks and Recreation Commission
- Parks and Recreation Commission Report
- Naming of City-Owned Facilities Nomination Form

## ATTACHMENT I

### Esther Medina Background

Esther was born in Ventura, California, December 15, 1936, the youngest of seven children, in a migrant farm workers camp and said she began picking fruit when she was 5. The family finally settled in one of San Jose's most prosperous neighborhoods, but she later reminded friends she grew up on "the wrong side of the street" in Willow Glen, among the valley's prune and berry pickers.

After graduating from San Jose High, she learned to style hair and opened several businesses. But she later said making enough money to buy a newer and bigger car every year left her feeling empty. So she sold her beauty salon in the '70s to become a social worker. She got her wish, toiling longer hours for much lower pay.

As a long-time resident of San Jose, she has an illustrious record of community activism. She made a transition from a businessperson to become a public servant, including working in San Jose's Anti-Poverty Agency and the Commission on the Status of Women for Santa Clara County, California.

Esther's accomplishments are many. She is best known as the executive director of MACSA. Beginning in 1982, she assumed this position when the organization was on the verge of collapse and transformed it into a vibrant organization with an annual operating budget of over \$7 million. She retired from MACSA in 2003. Chief among these accomplishments was building its headquarters, a senior adult day care center, a multi-purpose youth center and affordable housing projects for seniors.

Esther built far more than buildings. She was relentless in her pursuit of economic and social justice. Her zeal to provide assistance to her community resulted in the development of innovative programs for Latino youth, seniors, and families. Esther mentored emerging leaders who went on to assume important positions in non-profits, government, and industry.

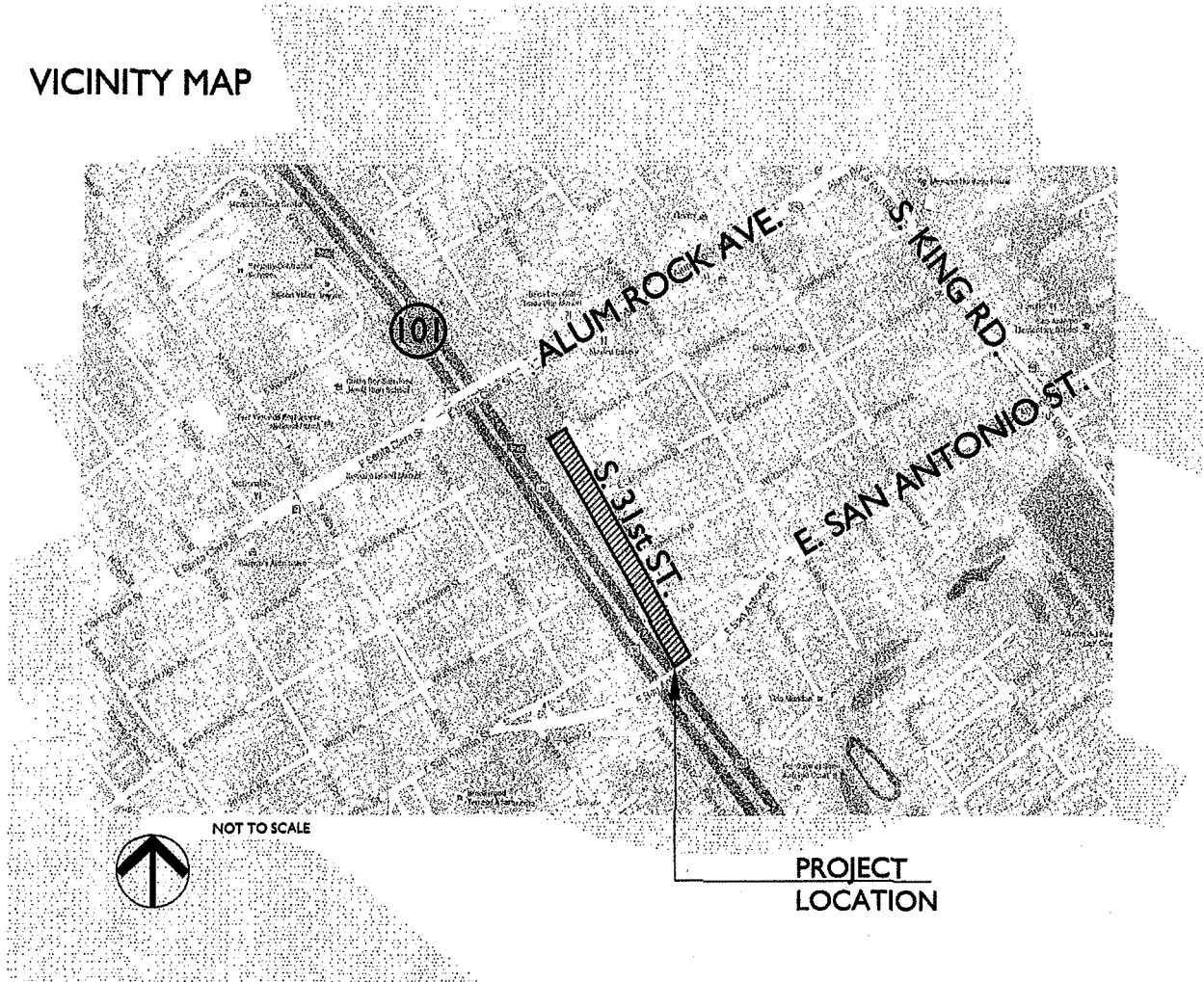
Her legacy is that she made our community better, stronger, and more just. As a prominent Latino leader she inspired other women by her determination, work ethics and strong beliefs to step forward and join her in the improvement in the quality of their lives.

'My friend Esther epitomized boldness in her style, in her work and in her voice. She would want to be remembered by the continuance of her work' stated former Santa Clara County Supervisor, Blanca Alvarado.

Excerpts Published in San Jose Mercury News/San Mateo County Times on Oct. 25, 2012 and the book *Ethnic Community Builders: Mexican Americans in Search of Justice and Power*, By Francisco Jimenez, Alma M. Garcia, and Richard A. Garcia

ATTACHMENT II

VICINITY MAP





*Parks, Recreation and Neighborhood Services*

PARKS AND RECREATION COMMISSION

May 3, 2018

Toni Taber, City Clerk  
Office of the City Clerk  
City of San José  
200 East Santa Clara Street  
San José, CA 95113

Dear Toni Taber:

Re: Recommendation to the City Council to name a future park site a new 1.65-acre park at South 31st Street between Alum Rock Avenue and East San Antonio Street, San José, CA  
**Esther Medina Park.**

On May 2, 2018, the Parks and Recreation Commission (PRC) held a public hearing to consider the nomination for the naming of a future park in Council District 5 located on South 31<sup>st</sup> Street, San Jose. After hearing the item, the PRC voted unanimously to recommend to the City Council that the future park be named Esther Medina Park.

Angel Rios Jr. submitted a nomination of "Esther Medina Park".

Therefore, I am requesting that this item be agendaized for Council consideration at the June 5, 2018 Council meeting.

Thank you for your assistance with this matter. If you have any questions, please call Jason Condit at 793-4189.

Sincerely,

Rudy Flores Jr., Chair  
Parks and Recreation Commission

Attachment:  
Esther Medina

cc: Vice Mayor Magdalena Carrasco, Council District 5  
Angel Rios Jr., Director PRNS  
Nicolle Burnham, Deputy Director PRNS  
Justin Long, Deputy Director PRNS

ATTACHMENT



# Memorandum

**TO:** PARKS AND RECREATION  
COMMISSION

**FROM:** Jason Condit

**SUBJECT:** SEE BELOW

**DATE:** 4-13-18

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Approved	Date
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**Council District:** 05  
**SNI:** N/A

**SUBJECT: NAMING OF ESTHER MEDINA PARK**

**RECOMMENDATION**

Approval of the name “Esther Medina Park” for the new city park located on South 31<sup>st</sup> Street and Shortridge Ave, San Jose.

**BACKGROUND**

The property is a new 1.65 acre park at South 31st Street between Alum Rock Ave. and East San Antonio Street, San Jose, CA, Assessor Parcel Numbers (APN) 481-14-103, in Council District 5. The park site was purchased from Caltrans on August 5, 2016. The South 31st Street neighborhood has many moderately older single-family homes east of Highway 101 and west of King Street. There is a mixture of light industrial and retail uses predominantly along Alum Rock Ave. to the north of the new park site. The property was formerly residential homes which were removed to provide right of way for Highway 101.

**ANALYSIS**

Angel Rios, Director of Parks, Recreation and Neighborhood Services submitted a nomination of “Esther Medina Park” located on South 31<sup>st</sup> Street. The Attachment describes the reasons for naming the new park Esther Medina Park. PRNS has confirmed this nomination conforms to the City Policy.

City Policy Number 7-5, revised November 23, 1993, establishes Council policy regarding the determination of names to be given to City-owned land and facilities. Per the Policy, the City encourages naming that:

PARKS & RECREATION COMMISSION

May 2, 2018

**Subject: Naming Esther Medina Park**

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- reflects the City's ethnic and cultural diversity;
- recognizes individuals who have made a significant contribution to the local, national, or global community;
- recognizes distinct geographic, environmental, or developmental features, or names of historical significance; and
- recognizes individuals for their service to the community.

/s/

JASON CONDIT

Project Manager

Attachment:

Esther Medina



## ATTACHMENT

Esther Medina

Esther was born in Ventura, California, December 15, 1936, the youngest of seven children, in a migrant farm workers camp and said she began picking fruit when she was 5. The family finally settled in one of San Jose's most prosperous neighborhoods, but she later reminded friends she grew up on "the wrong side of the street" in Willow Glen, among the valley's prune and berry pickers.

After graduating from San Jose High, she learned to style hair and opened several businesses. But she later said making enough money to buy a newer and bigger car every year left her feeling empty. So she sold her beauty salon in the '70s to become a social worker. She got her wish, toiling longer hours for much lower pay.

As a long-time resident of San Jose, she has an illustrious record of community activism. She made a transition from a businessperson to become a public servant, including working in San Jose's Anti-Poverty Agency and the Commission on the Status of Women for Santa Clara County, California.

Esther's accomplishments are many. She is best known as the executive director of MACSA. Beginning in 1982, she assumed this position when the organization was on the verge of collapse and transformed it into a vibrant organization with an annual operating budget of over \$7 million. She retired from MACSA in 2003. Chief among these accomplishments was building its headquarters, a senior adult day care center, a multi-purpose youth center and affordable housing projects for seniors.

Esther built far more than buildings. She was relentless in her pursuit of economic and social justice. Her zeal to provide assistance to her community resulted in the development of innovative programs for Latino youth, seniors, and families. Esther mentored emerging leaders who went on to assume important positions in non-profits, government, and industry.

Her legacy is that she made our community better, stronger, and more just. As a prominent Latino leader she inspired other women by her determination, work ethics and strong beliefs to step forward and join her in the improvement in the quality of their lives.

'My friend Esther epitomized boldness in her style, in her work and in her voice. She would want to be remembered by the continuance of her work' stated former Santa Clara County Supervisor, Blanca Alvarado.

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ATTACHMENT V

## CITY OF SAN JOSÉ

### Naming of City-Owned Facilities

### NOMINATION FORM

Person Submitting Nomination: Angel Rios

Address: 200 East Santa Clara Street, San Jose, CA 95113 Daytime Phone: 408-793-5553

Name Proposed for Facility: Esther Medina Park

Location of Facility: South 31st Street, Whitton Ave  
(Include street address, cross street)

Nature of Facility to be Named: (Describe use, clientele and any special geographic or historic characteristics)  
New 2 acre City of San Jose, neighborhood park.

Is this site/structure of potential historic significance? Yes  No

If yes, please submit parcel number and a summary of bibliographical resources.

**Appropriateness of Name to Facility:** (Briefly characterize the nominated individual, group, event or feature. Describe why naming would be appropriate. If the facility is proposed to be named after an individual, attach no more than one page outlining a brief biography and significant contributions to the community.)

Esther Medina (12/15/1936 -10/17/2012, age 76). A tireless advocate of the disenfranchised and legendary champion of the Latino community. Esther's accomplishments are many. She is best know as the executive director, for 22 years, of the Mexican American Community Services Agency, Inc. (MACSA). Please see attached for additional information.

Submit Nomination to: City Clerk, San José City Hall, 200 E. Santa Clara Street, San José, CA 95113

**FOR CITY CLERK'S USE ONLY**

Referred to the following Commission or Committee:

Airport  Arts  Child Care  Disability Advisory  Historic Landmarks   
Library  Parking Advisory  Parks & Recreation  Senior Citizens  Youth   
Other \_\_\_\_\_