



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: LEE PRICE, MMC
CITY CLERK

SUBJECT: RECOMMENDATION TO
RENAME A SENIOR CENTER

DATE: October 28, 2009

RECOMMENDATION

As recommended by the Parks and Recreation Commission, rename Willows Senior Center, a Senior Center located at 2175 Lincoln Ave., to Willow Glen Community and Senior Center.

BACKGROUND

Pursuant to Council Policy 7-5 the City Clerk receives nominations for naming of public facilities, which are forwarded to the appropriate Commission(s) for review and recommendation. The process calls for the Commission(s) to hold a public hearing on nominations prior to forwarding a recommendation to the City Council.

ANALYSIS

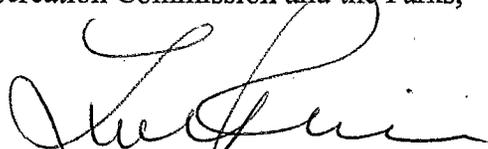
On October 7, 2009, the Parks and Recreation Commission held a public hearing to consider nominations for the renaming of a Senior Center in Council District 6 located at 2175 Lincoln Avenue. At this meeting, the Commission voted unanimously to recommend to the City Council that the Willows Senior Center be renamed Willow Glen Community and Senior Center.

PUBLIC OUTREACH

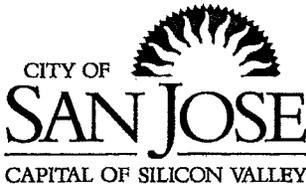
The Parks and Recreation Commission held the Public Hearing on October 7, 2009.

COORDINATION

This item has been coordinated with the Parks and Recreation Commission and the Parks, Recreation and Neighborhood Services Department.



LEE PRICE, MMC
CITY CLERK



RECEIVED
San Jose City Clerk

Parks, Recreation and Neighborhood Services

7001 OCT 22 AM 9:11 AM
PARKS AND RECREATION COMMISSION

October 22, 2009

Lee Price, City Clerk
Office of the City Clerk
City of San José
200 East Santa Clara Street
San José, CA 95113

Dear Lee Price:

Re: Recommendation to the City Council to rename Willows Senior Center, a Senior Center located at 2175 Lincoln Ave., Willow Glen Community and Senior Center.

On October 7, 2009, the Parks and Recreation Commission (hereafter, Commission) held a public hearing to consider the nominations for the renaming of a Senior Center in Council District 6 located at 2175 Lincoln Ave. At this meeting, the Commission voted unanimously to recommend to the City Council that the Willows Senior Center be renamed Willow Glen Community and Senior Center.

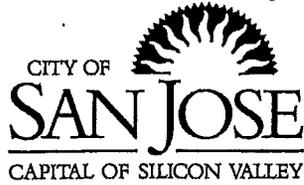
Therefore, I am requesting that this item be agendaized for the November 10, 2009 City Council meeting.

Thank you for your assistance with this matter. If you have any questions, please call Dan Wax at 535-3572.

Sincerely,

Mike Flaughter, Chair
Parks and Recreation Commission

c: Councilmember Oliverio, Council District 6
Albert Balagso, PRNS
Marie Alberry-Hawkins, PRNS
Dan Wax, PRNS



Memorandum

TO: Albert Balagso, Director
Parks, Recreation and
Neighborhood Services

FROM: Lee Price, MMC
City Clerk

**SUBJECT: NAMING OF CITY-OWNED
FACILITIES**

DATE: 03-26-09

PROPOSAL: City-Owned Facility Nomination for Willow Glen Community and Senior Center located at 2175 Lincoln Avenue. Submitted by Mary O'Meara dated March 26, 2009.

Council Policy No. 7-5 entitled "Naming of City-Owned Land and Facilities" calls for a Nomination Form to be submitted to the City Clerk, who will then forward the information to the appropriate Commission for review. The Policy calls for a Public Hearing to be held to solicit public comment on the proposal after which the Commission's recommendation is submitted to the City Clerk who then forwards the recommendation to the City council for consideration.

Please initiate the process to consider the naming of this site by forwarding the attached information to the Parks and Recreation Commission and scheduling the matter for a public hearing. As soon as I receive the Commission's recommendation, I will forward it to the City Council for consideration.

Thank you in advance for your review of this Nomination and please let me know if you have any questions.

LEE PRICE, MMC
CITY CLERK

LP:np



CITY OF SAN JOSÉ

Naming of City-Owned Facilities

NOMINATION FORM

Person Submitting Nomination: MARY O'Meara

Address: 2175 Lincoln Ave Daytime Phone: 448-6400

Name Proposed for Facility: Willow Glen Community + Senior Center

Location of Facility: 2175 Lincoln Ave, San Jose 95125
(Include street address, cross street)

Nature of Facility to be Named: (Describe use, clientele and any special geographic or historic characteristics)
Currently the name is Willows Senior Center

Is this site/structure of potential historic significance? Yes No
If yes, please submit parcel number and a summary of bibliographical resources.
unknown

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.)
Please see attached sheet.

Submit Nomination to: City Clerk, San José City Hall, 801 N. First St., Room 116, San José, CA 95110

FOR CITY CLERK'S USE ONLY	Referred to the following Commission or Committee:			
Airport <input type="checkbox"/>	Arts <input type="checkbox"/>	Child Care <input type="checkbox"/>	Disability Advisory <input type="checkbox"/>	Historic Landmarks <input type="checkbox"/>
Library <input type="checkbox"/>	Parking Advisory <input type="checkbox"/>	Parks & Recreation <input type="checkbox"/>	Senior Citizens <input type="checkbox"/>	Youth <input type="checkbox"/>
Other <input type="checkbox"/>				

I am proposing the minor name change from Willow Senior Center to Willow Glen Community and Senior Center for several reasons:

- Having Willow Glen in the name identifies an area, such as Southside, Evergreen, Almaden, Berryessa Community Centers. It helps greatly in promoting senior or fee class programs. When people hear a name they automatically know the area you are referring to.
- Willow's is not an exclusive Senior Center. For the past few years the Willow Glen Children's Theater and a few other fee class programs for youth have taken place at this site.
- Having the new name would increase revenue opportunities for the City since people from the area would know that it is a community center and sign up for the variety of classes we offer. Currently when we talk to residents to promote our programs we hear the familiar response; "Isn't that a senior center?" We feel this site has the potential to raise a lot of revenue through fee classes for children, youth, young adults and baby boomers.
- Willow Glen would have a community center. The new community center/library being built in D6 does not serve the Willow Glen area.

I have talked to over 140 seniors about the name change referring to the points mentioned above and they support this move.