



City of San Antonio

Agenda Memorandum

File Number:21-1626

Agenda Item Number: 24.

Agenda Date: 3/4/2021

In Control: City Council A Session

DEPARTMENT: Parks and Recreation

DEPARTMENT HEAD: Homer Garcia III, Director

COUNCIL DISTRICTS IMPACTED: District 6

SUBJECT:

Naming of Military Drive Trailhead to Dora Jordan Trailhead

SUMMARY:

This ordinance authorizes the naming of the Military Drive Trailhead to Dora Jordan Trailhead located at 8802 W. Military Drive in Council District 6.

BACKGROUND INFORMATION:

Community stakeholders submitted a request to District 6 Councilmember Melissa Cabella Havrda to name the Military Drive Trailhead to Dora Jordan Trailhead.

The proposed naming of the trailhead will honor the significant contributions Ms. Jordan made on behalf of the City which includes thirty-two (32) years of hard work and dedication to the City of San Antonio's Parks and Recreation Department from February 1975 through September 2006. Ms. Jordan passed away on July 12, 2020. She organized special events such as the New Year's Eve Celebration; the Jazz'SAlive festivals; and dedication for new parks to name a few. Ms. Jordan served as a translator when the presidents of six Latin American countries came to San Antonio in 1992. She was also involved in planning dignitary visits, including Pope John Paul II in 1987, and bringing Mexican songstress Lola Beltrán to San Antonio for a concert benefiting City parks.

Ms. Jordan also encouraged other women to apply for better jobs; speak up for themselves; and persevere in working their way up through the organization as she had done in the Parks and Recreation Department. She

started as a Clerk II and advanced to a Special Activities Coordinator. She acted as a mentor for many other Mexican American women to help them apply themselves.

Staff followed the naming process in accordance with Ordinance No. 2011-03-31-0239. A committee was established to hold a public hearing on this proposal. The committee consisted of Mary Ellen Rodriguez, Community Representative selected by Councilmember Melissa Cabello Havrda, Council District 6 and Nikki Ramos, Assistant Director of the Parks and Recreation Department. Notice of the virtual public hearing was advertised twice in the San Antonio Express-News and ran in La Prensa. It was also posted on the City of San Antonio Parks and Recreation website and a press release was also sent to local media outlets. Notification was mailed to those within a two-hundred (200) foot radius of the Military Drive Trailhead as established by City ordinance. The Department received five notices in favor of the proposed naming and none in opposition. There were no voicemail messages received and there were no requests received for live public comments.

The public hearing was held on Tuesday, February 2, 2021 at 5:30 p.m. virtually. After public input was received on the proposed name, the committee concurred to recommend to the City Council that the Military Drive Trailhead be named Dora Jordan Trailhead located at 8802 W. Military Drive in Council District 6.

ISSUE:

This ordinance authorizes the naming of the Military Drive Trailhead to Dora Jordan Trailhead located at 8802 W. Military Drive in Council District 6. This action is consistent with the City's Naming of City Facilities and Streets ordinance.

ALTERNATIVES:

The City Council may elect not to name the Military Drive Trailhead to Dora Jordan Trailhead, and allow it to be unnamed.

FISCAL IMPACT:

There is no General Fund impact associated with this action.

RECOMMENDATION:

Staff recommends approval of the naming of the Military Drive Trailhead to Dora Jordan Trailhead.