

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Parks and Recreation

**AGENDA DATE:** June 17, 2014

**CONTACT PERSON/PHONE:** Tracy Novak, Director (212-1708)

**DISTRICT(S) AFFECTED:** 8

**SUBJECT:**

**APPROVE** a resolution / ordinance / lease to do what? **OR AUTHORIZE** the City Manager to do what?  
Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Approve a Resolution to name the park located at 6200 Fiesta Drive, El Paso, Texas as James Schwitters Family Park.

**BACKGROUND / DISCUSSION:**

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The naming of parks and recreation facilities follows a Council adopted policy. The Applicant provided the naming application, citizen support petitions, and research. The Park Naming Subcommittee and the entire Parks and Recreation Advisory Board (PRAB) reviewed the naming application. Consensus was reached and the PRAB recommends naming the park "James Schwitters Family Park." Attached please find background materials.

**PRIOR COUNCIL ACTION:**

Has the Council previously considered this item or a closely related one?

N/A

**AMOUNT AND SOURCE OF FUNDING:**

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

The cost of signage related to the naming shall be borne by the Applicant, per the Council policy.

**BOARD / COMMISSION ACTION:**

Enter appropriate comments or N/A

The Parks and Recreation Advisory Board voted unanimously to approve the naming recommendation on May 12, 2014 and to forward to City Council for consideration with a recommendation to approve.

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) \_\_\_\_\_

**FINANCE:** (if required) \_\_\_\_\_

**DEPARTMENT HEAD:** \_\_\_\_\_

(Example: if RCA is initiated by Purchasing, client department should sign also)  
*Information copy to appropriate Deputy City Manager*

**APPROVED FOR AGENDA:** \_\_\_\_\_

**CITY MANAGER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

## RESOLUTION

**WHEREAS**, the Mayor and City Council accept the recommendation from the Parks and Recreation Advisory Board to rename Fiesta Balboa Park located at 6200 Fiesta Drive, City of El Paso, El Paso County Texas, as **JAMES SCHWITTERS FAMILY PARK**.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

**THAT** the park located at 6200 Fiesta Drive, El Paso, Texas, shall henceforth be renamed and known as **JAMES SCHWITTERS FAMILY PARK**; and,

**THAT** the Coronado Neighborhood Association ("Applicant") shall incur the customary costs associated with the renaming of a park, such as installing or replacing signs with the park name or any other signs posted or affixed to a facility. Any proposed signs shall be acceptable to both the Parks and Recreation Department and Applicant. (District 8)

**PASSED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

CITY OF EL PASO:

\_\_\_\_\_  
Oscar Leeser  
Mayor

ATTEST:

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

APPROVED AS TO FORM:

Lauren Ferris  
Lauren Ferris  
Assistant City Attorney

APPROVED AS TO CONTENT:

T. Novak  
Tracy Novak, Director  
Parks and Recreation Department



City of El Paso  
PARK NAMING/CHANGING  
Application



Applicant Information

Please print or type the information in black ink

Applicant Name: CHARLIE WAKEEM (PRESIDENT)  
Mailing Address: 141 SOMERSET DR City: EL PASO Zip: 79912  
Home Phone: 584-8595 Work Phone: N/A Cell Phone: 479-1397  
Email Address: charliewak@sbcglobal.net  
Organization COLONADO NEIGHBORHOOD ASSOCIATION ☒ Non-Profit

Proposed Name / Change

Park/Facility Location/Address: 6200 FIESTA DR.  
Current name of Park or Facility: FIESTA - BALBOA PARK ☐ Not Applicable

Suggested Name: JAMES SCHWITTERS FAMILY PARK

Category:

☒ Outstanding Individual(s)

*Acknowledges the sustained contribution that has been made by such individual(s) to the City of El Paso and/or the development and management of the City's park and recreation system.*

☐ Common usage identifying the Neighborhood

*Acknowledges the geographic location or common name that gives a particular identity to a neighborhood.*

☐ Historical Event, Person, Place

*Preserves and honors the history of El Paso, its founders, other historical figures or local landmarks.*

☐ Natural or Geographical Feature to the area

*Acknowledges a prominent or unique natural or geological feature in the surrounding area.*

☐ Benefit/Organization Acknowledgement

*Major gift, acknowledges the significant benefit of a donation*

☐ Other

*Describe:*

PLEASE DO NOT WRITE IN THIS AREA

PARKS AND RECREATION

STAFF ONLY

Date Received by PARD: 4/1/14

Date of Committee Meeting: 5/12/14

Date of PRAB Meeting: 5/12/14

Date of City Council Meeting: 6/17/14



## PARK NAMING/CHANGING



### Supporting Documentation

Suggested Name: JAMES SCHWITTERS FAMILY PARK

Please provide a written narrative that supports the nomination for consideration. If proposing to name a park or facility after an outstanding person, a biography must also be attached and include material that identifies the individual's significance and notable reputation in the City of El Paso.

(SEE ATTACHED DOCUMENT)

MR. SCHWITTERS APPROACHED THEN CITY REPRESENTATIVE BOB O'ROURKE SHORTLY AFTER THE CITY CONDEMNED AND DEMOLISHED THE TWO HOMES LOCATED AT 6200 AND 6204 FIRST DR. DUE TO THE SEVERE DAMAGE DONE TO THE BY STORM 2006. HE PREPARED HIS OWN PLANS AND WORKED WITH THE PARKS DEPARTMENT, REP. O'ROURKE AND THE CORONADO NEIGHBORHOOD ASSOCIATION. HIS BIO IS ATTACHED.

Attach additional pages if needed. Supporting documentation is encouraged for all applications to help justify why this name should be chosen.

Charlie Wakeem  
President, Coronado Neighborhood Association  
741 Somerset Drive  
El Paso, TX 79912

City of El Paso Parks and Recreation  
901 N. Virginia  
El Paso, TX 79902

Re: Fiesta-Balboa Park Naming

Parks committee members,

James W. Schwitters II was born and raised in west El Paso. He attended Franklin High School, and graduated from the University of Texas at El Paso. He is married and has three little girls. Over the past thirty years, he has seen our great city evolve into a booming bi-national metropolis. As he came of age, he became interested in giving back to my community. He has worked to help the following local services and charities; El Paso Women's Fund, Junior League of El Paso, El Paso Battered Women's Shelter, The Child Crisis Center, Rescue Mission of El Paso, Comida Por Vida, Susan Koman Foundation, and Trio Organ Donation Foundation. He believes it is our duty, as citizens to improve the quality of life for all who call El Paso home.

Eight years ago, several homes on Fiesta Drive were destroyed in Storm 2006. His then young family, living a few short blocks away, would pass by the abandoned Fiesta lots on a daily basis. They were covered in debris, weeds, and broken concrete. James would always ask himself, "What could we do to make this eye sore go away?" On the same route, he would see that there were several young families and families with children aged 7-14 walking around the lots. He then realized that the families lived in the adjacent apartments and mobile home park. They had no place safe and close for them. He came up with the idea to put a basketball court with a play area for young children on the Fiesta Drive lots. James worked hard to come up with a plan, working closely with the Parks Department. With the help of our then city representative, Congressman Beto O'Rourke, this has now become a reality.

Just finished, the Fiesta pocket park is already a popular public open space. James said he drove by and saw a family with two toddlers playing. It brought tears to his eyes to see his dream a reality. This has been the biggest philanthropic achievement in his life. The Coronado Neighborhood Association recommends the park be named after James Schwitters. The neighborhood association recommends the park to be named "James Schwitters Family Park".

We appreciate your time and consideration. This park has transformed the neighborhood. It improves the quality of life for those who live nearby or just drive by it. James and the neighborhood are more than pleased thankful with the way the citizens of El Paso and the Parks and Recreation Department have made this dream a reality.

Thank you,



BETO O'ROURKE  
16TH DISTRICT, TEXAS

COMMITTEE ON  
HOMELAND SECURITY

COMMITTEE ON  
VETERANS' AFFAIRS

Congress of the United States  
House of Representatives  
Washington, DC 20515

1721 LONGWORTH BUILDING  
WASHINGTON, DC 20515  
(202) 225-4831

303 N. OREGON, SUITE 210  
EL PASO, TX 79901  
(915) 541-1400

orourke.house.gov

March 31, 2014.

Tracy Novak  
Director  
City of El Paso Parks and Recreation  
901 N. Virginia  
El Paso, Texas 79902

Dear Mr. Novak,

I write today in support of renaming Fiesta-Balboa Park, the James Schwitters Family Park.

In 2006, Mr. James Schwitters approached me with an idea to build a family park on Fiesta Drive. After several homes were demolished due to damage caused by a large storm, this lot remained an abandoned eyesore. Mr. Schwitters saw the potential for a place the entire community could benefit from, and worked to make it a reality.

The park is now a beautiful, safe place for children and families in the neighborhood to play and rest. It was an honor to work with him on the project, and I am grateful for his service and dedication to El Paso. I fully support naming this park after Mr. Schwitters as a way of honoring his hard work and vision for our community.

Sincerely,

*Beto O'Rourke*

Beto O'Rourke  
Member of Congress

