



**City of  
Santa Clara**  
The Center of What's Possible

**FACILITIES NAMING &  
HONORARY RECOGNITION  
AD HOC COMMITTEE**

City Hall – Council Conference Room  
1500 Warburton Avenue  
Santa Clara, CA 95050

**AGENDA**

**March 5, 2018**

**3:30 p.m.**

**Committee Members**

Mayor Lisa M. Gillmor, Chair  
Vice Mayor Kathy Watanabe  
Council Member Debi Davis

**Staff**

City Manager, Deanna J. Santana  
Chief Operating Officer, Walter C. Rossmann

1. Call to Order
2. Public Presentations  
*This portion of the meeting is reserved for persons to address the Committee on any matter not on the agenda. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. Commissioners or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.*
3. Name Reed & Grant Street Community Center Building "Jerry Marsalli Community Center" and Name Reed & Grant Street Sports Park Maintenance Building "Reed Street Maintenance Building"
4. Installation of a Bench at the Police Building in honor of Gerald L. "Jerry" Marsalli
5. Adjournment



**Date:** March 5, 2018

**To:** Facilities Naming and Honorary Recognition Ad Hoc Committee

**From:** Director of Parks & Recreation

**Subject:** Name Reed & Grant Street Community Center Building "Jerry Marsalli Community Center" and Name Reed & Grant Street Sports Park Maintenance Building "Reed Street Maintenance Building"

## **BACKGROUND**

Council Policy 035 titled Naming of Facilities (see attached) outlines the conditions and process for naming a municipal building or facilities. Building and facilities can be named by the City Council in recognition of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national or worldwide significance
- The geographic area in which the municipal building/facility is located

## **DISCUSSION**

On August 15, 2017, the Parks & Recreation Commission recommended that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee consider naming the future Community Center building at the Reed & Grant Street Sports Park: "Jerry Marsalli Community Center." The Commission took into consideration the impact that Jerry Marsalli had on the residents of the City, as a Santa Clara Police Department officer, former Council Member and Parks & Recreation Commissioner.

The Parks & Recreation Commission also recommended that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee consider naming the future maintenance building at the Reed & Grant Street Sports Park: "Reed Street Maintenance Building."

## **FISCAL IMPACT**

There is no additional cost to the City other than administrative staff time.

## **RECOMMENDATION**

Staff makes no recommendation

*Documents Related to this Report:*

- 1) *Council Policy 035 - Naming of Facilities*
- 2) *Parks & Recreation Commission Meeting Minutes of August 15, 2017*



## NAMING OF FACILITIES

### **POLICY**

The City Council shall name municipal buildings/facilities in recognition of the following:

- ◆ Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- ◆ Individuals, living or deceased, who have made contributions of local, state, national or worldwide significance
- ◆ The geographic area in which the municipal building/facility is located

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. This policy does not change the existing procedures for Facility Naming recommendations from City Commissions. Under current practice, Parks and Recreation Commission, Youth Commission, Board of Library Trustees, and Cultural Advisory Commission make recommendations to the City Council for names of facilities relating to their respective Commissions. In addition, the Historical and Landmarks Commission, is responsible for recommendations on naming of streets and historical facilities.

### **PROCEDURE**

1. Proposals for naming of facilities shall be referred to the Council Ad Hoc Facilities Naming Committee, which shall consist of three City Council Members appointed by vote of the Council, and the City Manager. Meetings of the Ad Hoc Committee shall be open to the public.
2. The Ad Hoc Committee shall review all naming proposals, with the exception of naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission, and make a recommendation to the City Council. Naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission shall go directly to the City Council. The City Council at its discretion can choose to refer these naming proposals to the Ad Hoc Committee.
3. The City Council shall have final approval of all naming recommendations.

### **Reference:**

***City Council-approved policy dated August 2003***



**City of  
Santa Clara**  
The Center of What's Possible

**PARKS & RECREATION  
COMMISSION**

Cafeteria  
1500 Warburton Avenue  
Santa Clara, CA

**Meeting Minutes  
August 15, 2017**

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Commissioner Chuck Blair Commissioner George Guerra Commissioner Andrew Knaack Commissioner Roseann Alderete LaCoursiere Commissioner Joe Martinez Commissioner Tino Silva Commissioner Kevan Michael Walke Director of Parks & Recreation, James Teixeira Deputy Parks & Recreation Director, Dale Seale Recreation Manager, Kim Castro

**Matters for Council Action:**

- 1) The Parks and Recreation Commission recommended that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee to consider naming the future Community Center building at the Reed & Grant Street Sports Park: "Jerry Marsalli Community Center."
- 2) The Parks and Recreation Commission recommended that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee consider naming the future maintenance building at the Reed & Grant Street Sports Park: "Reed Street Maintenance Building."

1. Call to Order/Roll Call/Order of Agenda: The meeting was called to order by Chair LaCoursiere at 7:04 p.m. The Commission excused Commissioner Silva (arrived during New Business) on a motion by Commissioner Walke and seconded by Commissioner Guerra (6-0-1).
2. Approval of Minutes: On a motion by Commissioner Walke and seconded by Commissioner Guerra, the Commission approved the July minutes (5-0-1—Commissioner Knaack abstained).
3. Correspondence & Communications: Director Teixeira reviewed correspondence and communication with the Commission. He also reviewed Parks & Recreation items, including donations that were approved by Council on July 18, 2017.
4. New Business:
  - A. Discuss Nomenclature for Reed & Grant Street Sports Park Building(s). On a motion by Commissioner Guerra and second by Commissioner Martinez (6-0-1) the Commission recommended (6-0-1) that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee to consider naming the future Community

Center building at the Reed & Grant Street Sports Park: "Jerry Marsalli Community Center." On a motion by Commissioner Blair and second by Commissioner Guerra, the Commission recommended (6-0-1) that Council request the Facilities Naming and Honorary Recognition Ad Hoc Committee consider naming the future maintenance building at the Reed & Grant Street Sports Park: "Reed Street Maintenance Building."

- B. Discuss Possible Cancellation of September 19, 2017, Commission Meeting. The Commission will hold the September meeting on the regularly scheduled date.
- C. Save the Date-Joint Dinner Meeting with City Council-January 9, 2018, at 5:00p.m.

5. Old Business:

A. Art & Wine Festival

- 1. Discuss Volunteer Orientation for Pour & Sale. The Commission discussed and reviewed the orientation process for volunteers and the rules regarding pouring and sales for added consistency of service and sales throughout the event.
- 2. Discuss Pilot Program for Electronic Purchases for Glass Sales. The Commission will pilot Electronic Purchases at the Holiday Tree Lighting Event.

B. Parks & Recreation Commission Annual Work Plan & Goals for 2017

- 1. Facility Condition Assessment—Kitchell/CEM Inc. has assessed the condition of one third of the park system's facilities (parks and buildings). The first draft reports are anticipated in mid-August 2017.
- 2. Park Rules & Regulations Ordinance/Signs—The Commission reviewed the draft of general park rules and provided feedback to the sub-committee and staff. The sub-committee will continue to refine the general park rules and bring back a recommendation to the Commission in October.
- 3. Parks & Athletic Fields Access—No discussion.
- 4. Special Event Enhancement—No discussion.

6. Staff Reports:

- A. Park Division & Cemetery Updates: Deputy Director Seale reviewed improvements being made at Westwood Oaks Park that included the addition of nine trees through volunteer efforts for an Eagle Scout project, and an expansion of shade in the patio area. The new pathway connecting the back of the Central Park Library to Central Park ISC is complete and in use. The pathway from the Memorial Bridge adjacent to the Community Recreation Center up to the property line with SCUSD Central Park School site is complete. The asphalt and concrete areas around the Santa Clara Tennis Center will be refurbished at the end of August. Bids for the San Tomas & Monroe Neighborhood Park & Community Garden will be opened on Wednesday, August 16 and presented to Council for consideration on August 29, 2017. Parks Division staff will attend the annual Sports Turf Management Association field day in Davis, CA to improve field turf management knowledge, and skills and abilities.
- B. Recreation Division Updates: Recreation Manager Castro announced that the Senior Center will be hosting the Ice Cream Social August 30<sup>th</sup>. The Fall Activity Guide will be sent out on August 15, and the Adventures in Learning will be starting just after Labor Day. The Youth Activity Center (YAC) hosted over 800 kids for orientation on August



15. Rehearsals have already begun for two productions; Jack and the Bean Stalk, and The Nutcracker. Sunset Cinemas is on August 25, featuring the Batman Lego Movie. The Project Finance Advisory Limited (PFAL) outreach and surveys related to the new ISC-CRC-ISHOF Project continue with over 300 respondents to the Open City Hall program survey to date. The next four Community Workshops will begin at the end of August and continue into September. PFAL's next Council Study Session is expected in September and final report in November.

- C. Special Events Updates: The 37<sup>th</sup> annual Art & Wine Festival will be held on September 16-17, 2017.

7. Commissioner Reports:

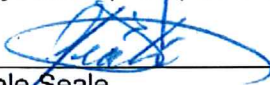
- A. Commissioner Blair: Commissioner Blair was the host for the Palomino International World Series at Washington Park. He was pleased with the work and efforts made by Parks & Recreation staff to make this a successful event to promote competitive sports and the City of Santa Clara. Commissioner Blair also thanked fellow commissioners for asking to volunteer at the event.
- B. Commissioner Guerra: Visited Steve Carli Park and commented on its appearance and the increased usage by park patrons.
- C. Commissioner Knaack: Attended the Lion King Jr. performance. Visited Warburton Park, Bowers Park, Central Park, Henry Schmidt Park and Maywood Park.
- D. Commissioner LaCoursiere: Visited Raymond G. Gamma Dog Park. Attended the John Walsh K-9 event, and Street Dance.
- E. Commissioner Martinez: Visited Steve Carli Park and Washington Park. Attended the Street Dance.
- F. Commissioner Silva: Visited Washington Park and noticed how many more people are enjoying the upgrades at Steve Carli Park.
- G. Commissioner Walke: Visited Central Park, Washington Park and Montague Park.

8. Conference & Attendance Reports: None.

9. Public Presentations: None.

10. Adjournment: On a motion by Commissioner Silva and second by Commissioner Walke, the meeting was adjourned (7-0-0) at 8:56 p.m.

Prepared by:

  
Dale Seale  
Deputy Director of Parks & Recreation

Reviewed by:

  
Andrew Knaack  
Commission Secretary

Submitted by:

  
James Teixeira  
Director of Parks & Recreation  
Commission Liaison



**City of  
Santa Clara**  
The Center of What's Possible

Police Department  
**Memorandum**

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**Date:** March 5, 2018

**To:** Facilities Naming and Honorary Recognition Ad Hoc Committee

**From:** Michael J. Sellers, Chief of Police

**Subject:** Installation of a Bench at the Police Building in honor of Gerald L. "Jerry" Marsalli

**BACKGROUND**

Council Policy 035 titled Naming of Facilities (Attachment 1) outlines the conditions and process for naming a municipal building or facilities. Building and facilities can be named by the City Council in recognition of the following:

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The SCPAL was founded by Former Chief of Police Frank Sapena in 1970. SCPAL is a non-profit organization dedicated to teaching youth the values and rewards that can be accomplished through athletics, such as self-determination, self-belief, goal-setting, teamwork and respect for others. SCPAL also served as a community policing tool to bring law enforcement professionals, neighborhood volunteers and youth together in a positive setting.

**DISCUSSION**

On August 9, 2017, the SCPAL Board discussed planting a tree and placing a bench with a memorial plaque at the Police Building to honor Jerry Marsalli (Attachment 2). This concept passed unanimously and staff was asked to return to a subsequent SCPAL Board meeting with an approximate cost and potential locations.

The Public Works Department maintains the exterior of the Police Building and has worked with Police Department staff to identify potential locations that would not existing hardscape or landscaping to place the memorial bench. Meanwhile, the Parks and Recreation Department provided a cost estimate to Police Department staff for a bench and dedication plaque that would be consistent with the city's bench standards. The Parks and Recreation Department agreed to order the items on SCPAL's behalf and the Public Works Department will arrange for the installation of the items.

On January 10, 2018, Assistant Police Chief Dan Winter provided a report to the SCPAL Board on the proposed bench to honor Jerry Marsalli. The SCPAL Board unanimously approved up to \$3,000.00 for the purchase of a bench and memorial plaque in honor of Jerry Marsalli (Attachment 3). The approval of a purchase of a tree was dismissed.

The Board deferred possible wording for the plaque until its March, 2018 meeting.

Gerald L. "Jerry" Marsalli proudly served in the Army National Guard as a Sergeant in the Military Police before contributing over thirty years to the Santa Clara Police Department and retiring as a Lieutenant in

2004. He was a respected leader in financial crimes and fraud investigations, and was named a California Financial Crimes Investigator of the Year.

Jerry served as a Parks and Recreation Commissioner from 2004-2012 and on the City Council from 2012-2016. In recognition of his service to Santa Clara, Jerry was awarded the 2016 Mission City Community Fund Austen Warburton Community Service Award. Jerry was a proud member of Santa Clara Kiwanis, Rotary Club and Elks Lodge. He also served on the Board of Directors for the following local organizations: Mission City Community Fund, Santa Clara Police Activities League, Santa Clara Vanguard, Santa Clara Westside Little League and the Parade of Champions. Jerry passed away after a long illness on May 13, 2017, at 66 years of age.

**FISCAL IMPACT**

The cost to purchase the memorial bench and dedication plaque would be paid for by the SCPAL, not to exceed \$3,000. The cost of assembly and installation is estimated at up to \$1,650. The cost would be absorbed within existing Fiscal Year 2017/18 budgeted resources available through savings.

**RECOMMENDATION**

Staff makes no recommendation.

*Documents Related to this Report:*

- 1) *Council Policy 035 - Naming of Facilities*
- 2) *Santa Clara Police Activities League Board of Directors Meeting Minutes of August 9, 2017*
- 3) *Santa Clara Police Activities League Board of Directors Meeting Minutes of January 10, 2018*





## NAMING OF FACILITIES

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### **Reference:**

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SANTA CLARA POLICE ACTIVITIES LEAGUE  
BOARD OF DIRECTOR'S MEETING MINUTES  
AUGUST 9, 2017

The meeting was called to order by President Colette Aldridge at 7:04 p.m.

The minutes of the July 19, 2017 meeting were approved as written. Motion by Roseanne LaCoursiere, seconded by Bill Cooper. Passed unanimously.

TREASURER'S REPORT- Dan Racimo distributed the PAL Financial Report. Motion by Bill Cooper, second by Dan Racimo to pay the bills. Passed unanimously.

PAL DIRECTOR'S REPORT- Rob Martinez reported that the BMX Track was running smoothly. The BMX Track received a \$9,200.00 grant. Potential Boxing site needs a use permit. Chief Sellers stated that he will look into the need for the permit.

GOLF TOURNAMENT- John Elwood reviewed Sponsorships and Charitable Donations summaries he distributed to the Board. He encouraged Board Participation at the August 23, 2017 Sponsor Night event. The Tournament is set for Thursday, October 26 at Castlewood Country Club.

ART AND WINE FESTIVAL-President Aldridge stated that volunteers are needed for the PAL Wine Booth at the Festival.

MEMORIAL/JERRY MARSALLI- Larry Wolfe discussed the need to honor former PAL Board Member/Police Officer/Council Member/Parks and Recreation Commissioner/Community Leader Jerry Marsalli. After Board discussion on the proposal, a motion was made by Larry Wolfe, seconded by Roseanne LaCoursiere to request City Council for approval of planting a tree and placing a bench with a plaque in honor of Jerry Marsalli on the Santa Clara Police Department Headquarters grounds with exact location approved by the City. Cost for the purchase of the tree, bench, and plaque will be paid for by PAL. Passed unanimously.

After further discussion, a motion was made by Bill Cooper, seconded by Roseanne LaCoursiere, to set up a Jerry Marsalli Scholarship Fund. Passed unanimously. Details on the Scholarship fund will be presented to the Board at a later date.

BMX TRACK PROPOSAL- PAL was approached to establish a low emission BMX Track in Alviso. The Board did not express interest in this proposal.

Meeting adjourned at 8:09 p.m.

BOARD MEMBERS PRESENT-Alan Everett, Larry Wolfe, Lisa Gilmoor, Linda Leca, Roseanne LaCoursiere Colette Aldridge, John Elwood, Dan Racimo, Bill Cooper, Deana Wynne, Tm Frazier,

BOARD MEMBERS EXCUSED-Gordon Pound, Mike Walke, Mary Ellen Stewart, Earl Marowell.

## SANTA CLARA POLICE ACTIVITIES LEAGUE BOARD OF DIRECTORS

## MINUTES OF THE JANUARY 10, 2018 MEETING

The meeting was called to order by President Colette Aldridge at 7:00 p.m.

The minutes of the November 8, 2017 meeting were approved as written.

**TREASURER'S REPORT**-Dan Racimo reviewed the Treasurer's Report Year End 2017. Motion by Mike Wake, seconded by Bill Cooper to pay the PAL bills. Passed unanimously. A motion was made by Larry Wolfe, seconded by Bill Cooper to form an advisory committee to present ideas to the Board on future use of PAL surplus funds. Passed unanimously. Larry Wolfe to Chair the Committee with Roseanne La Coursiere, Dan Racimo, Bill Cooper, Mike Walke, and Colette Aldridge volunteering to join the committee. Ideas discussed included Fees, Boxing, Building, new programs, BMX location, Cadets, and Breakfast with the Chief.

**CHIEF'S REPORT**-Assistant Chief of Police Dan Winter reported on the proposed bench in honor of Jerry Marsalli. A motion was made by Mike Walke, seconded by Gordon Pound, to approve up to \$3,000.00 for the cost of the bench and plaque honoring the memory of Jerry Marsalli. Passed unanimously. The Board will discuss the possible wording of the Plaque at its March meeting.

**PAL DIRECTOR'S REPORT**- PAL Director Rob Martinez reported that the BMX Track is running well and the clay track has been resurfaced. Police Department Cadets volunteered at the PAL Christmas events. PAL will invite Cadet Director, Officer Steve Selberg to the PAL March meeting to discuss the Cadet Program. Judo would like to host a National Tournament in the future. Softball registration is open. A motion was made by Gordon Pound, seconded by Roseanne La Coursiere to approve payment of \$10.00 per player, not to exceed \$1,000.00 to attend a Softball Clinic conducted by the Santa Clara University Softball Coach. Passed unanimously. A Softball Coach has been removed from the PAL Softball Program by the PAL Director. Wrestling season ended with an end of the year Pizza Party. The PAL Director reported that the Forty Niners and PAL will sponsor a Flag Football Program that will begin in March and operate for ten weeks. The Board discussed the need for details of the cost of the program. PAL will be responsible for officiating costs and insurance. A motion was made by Bill Cooper, seconded by Mike Walke to see if the PAL Board was interested in a Flag Football Program. Passed unanimously. A motion was made by Gordon Pound, seconded by Mike Walke to approve up to \$4,500.00 for a one time trial Flag Football Program. Passed unanimously. Christmas Event included 60 participants in the Shop with PAL Programs. The Board discussed what to do in the future if Children do not spend the entire amount provided and take the balance for future purchases.

**JERRY MARSALLI SCHOLARSHIP PROGRAM**-Tabled to the March PAL Meeting.

**PRESIDENT ALDRIDGE**-Suggested a future program called "Breakfast with the Chief" as a May event to provide food for summer needs for PAL to consider. Council Member Watanabe reported the Santa Clara Unified School District does provide food at designated schools in the summer months. President Aldridge suggested conducting the Annual PAL Board Dinner Meeting in February and to include honoring past Board Members Earl Marowelli and Alan Everett at that meeting. A motion was made By Roseanne La Coursiere, seconded by Mike Walke to conduct the February Dinner Board Meetings on February 21 at Mariani's Restaurant. Passed unanimously.

2018 BOARD OF DIRECTOR'S-The Board elected the following Officers to the 2018 PAL Board of Directors;

PRESIDENT-GORDON POUND; VICE PRESIDENT-MIKE WALKE; TREASURER-DAN RACIMO;  
SECRETARY-LARRY WOLFE.

There being no further business, the meeting was adjourned.

BOARD MEMBERS PRESENT-Colette Aldridge, Dan Racimo, Tim Frazier, Deanna Wynne, Bill Cooper, Mary Ellen Stewart, Linda Leca, Roseanne La Coursiere, Gordon Pound, Larry Wolfe. Board Members escaped- John Elwood.