

Moore-Love, Karla

From: Dr. Alice V. Moody [moodydoc@comcast.net]
Sent: Monday, June 29, 2009 11:23 PM
To: Commissioner Fritz
Cc: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: RE: Vote NO on renaming 39th Avenue

I do appreciate you taking the time to respond.

In this economy it seems the last thing we need to do is pass something unnecessary that needs additional compensation from funds already over-burdened. Thus taxes keep going up. And it is not just the costs to the people (and taxpayers) but their time and stress when many of them because of this economy are already overworked and having additional jobs just to get by. Why do anything now in this economy to add to the burden? Especially when it is avoidable! Even if it is a good idea, which I don't agree it is, now is certainly not the time to do it. If it passes I hope you will at least have the mercy to postpone the change for a couple of years until the economy settles down.

If this is the first time the process has been used, you can hardly blame the people for not knowing about such a law/procedure. That sounds a bit like blame shifting to me. They will get their vote, but since when are suggestions not welcome?

Sincerely, Alice Moody

-----Original Message-----

From: Commissioner Fritz [mailto:amanda@ci.portland.or.us]
Sent: Sunday, June 28, 2009 9:18 PM
To: 'Dr. Alice V. Moody'
Subject: RE: Vote NO on renaming 39th Avenue

Dear Dr. Moody,

Thank you for your message.

State law specifies a street renaming process, where the Planning Commission makes a recommendation and the Council votes. If Oregonians decide they no longer want street renamings to be considered, changes in the law should be proposed. It does not seem reasonable to offer a process then claim before the Council's vote that streets should not be renamed. This is the first time an applicant has used the process in Portland's code requesting to rename a street, and the proponents deserve an answer, yes or no, rather than a suggestion at the end that something else be named as others have proposed.

The hearing on this matter last week was outstanding. Many participants on both sides commented to me afterwards that they felt heard and that they had learned from participating. There were many individuals who are not Hispanic testifying in favor, and there were many who do not live or work on 39th opposed. It certainly gave me even more to think about.

I am giving due weight to the knowledge that the vast majority of residents and businesses on the street are opposed. I am also aware that we are talking about a public street, where both the street and the name are in the public realm for the benefit of every citizen. The decision affects every citizen in Portland, rather than only those on or near the street. If the change is approved, I will propose establishing a fund to pay for unavoidable costs that businesses and residents incur. If the change is in the long term public good, citizens at large should help mitigate impacts to those currently living or working on the street. Residents and businesses would also have five years to make the changes.

I have not yet decided how I will vote on July 8, and I will continue considering the pros and cons while reading all the messages I have received on this topic. Thank you for participating in making the decision.

Sincerely,

Amanda Fritz
Commissioner, City of Portland

From: Dr. Alice V. Moody [mailto:moodydoc@comcast.net]
Sent: Tuesday, June 23, 2009 11:18 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz;
Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue! I do not live anywhere near 39th but I strongly believe it should remain as is. I have read all the materials and I see a much stronger case for leaving the name alone. I strongly agree with those who acknowledge in these economic hard times, a name change is an unnecessary blow, coming not from without, but from our own city. There are new streets going in all the time for which a new name needs to be selected. Use those if you want to honor people, but leave current streets as they are!

Respectfully submitted

Alice Moody, Psy.D.

Licensed Psychologist

SE Portland

183000

Moore-Love, Karla

From: Bryans, Andrew
Sent: Tuesday, June 30, 2009 7:55 AM
To: Griffin-Valade, LaVonne
Cc: Moore-Love, Karla
Subject: FW: Keep 39th Ave, 39th Ave!

Greetings LaVonne,

A message from David Mann regarding the proposed name change of 39th Avenue.

Thanks,
Andrew B.

From: Dave [mailto:davem@spiritone.com]
Sent: Monday, June 29, 2009 1:35 PM
To: Bryans, Andrew
Subject: Keep 39th Ave, 39th Ave!

Dear Auditor's office,

Bottom line:

I, along with my neighbors, strongly urge you to indefinitely postpone the proposed name change of 39th Avenue.

Message:

I would like to take this opportunity to thank you for your public service.

At this time I find it most disturbing that 39th Avenue is selected to be renamed Cesar Chavez Avenue. I believe this name change is inappropriate as it does not reflect the wishes of the community living along any portion of 39th Avenue.

While Mr. Chavez has made contributions to many in the United States, he has also cost many U.S. citizens jobs as well, due to illegal immigration from farm workers coming up from Mexico.

Union Avenue was selected for a name change to MLK as it was a major street into a predominant African-American community, and it was not a city founding father's name.

More appropriate streets for a name change to Chavez would be streets in St. Johns, 181st Ave, 182nd Avenue, other roads in Rockwood, Gresham, Fairview, or possibly streets in Washington County where the community is mostly Hispanic, not Anglo.

Again, I, along with my neighbors, strongly urge you to indefinitely postpone the proposed name change of 39th Avenue.

Thank you for you time.

6/30/2009

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Registered voter,

David Mann,

5133 SE Belmont St. 97215

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Moore-Love, Karla

From: Vanessa Storelli [vanessa.storelli@gmail.com]
Sent: Tuesday, June 30, 2009 12:03 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. I live here. This will disrupt our lives and business.

Respectfully submitted,

Vanessa Storelli-Stewart
1114 NE 39th Ave.
Portland, OR 97232

6/30/2009

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Moore-Love, Karla

From: Dave [davem@spiritone.com]
Sent: Monday, June 29, 2009 1:23 PM
To: Moore-Love, Karla
Subject: Keep 39th Ave, 39th Ave!

Dear Mr. Mayor, and City Council Members,

Bottom line:

I, along with my neighbors, strongly urge you to indefinitely postpone the proposed name change of 39th Avenue.

Message:

I would like to take this opportunity to thank you for your public service.

At this time I find it most disturbing that 39th Avenue is selected to be renamed Cesar Chavez Avenue. I believe this name change is inappropriate as it does not reflect the wishes of the community living along any portion of 39th Avenue.

While Mr. Chavez has made contributions to many in the United States, he has also cost many U.S. citizens jobs as well, due to illegal immigration from farm workers coming up from Mexico.

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More appropriate streets for a name change to Chavez would be streets in St. Johns, 181st Ave, 182nd Avenue, other roads in Rockwood, Gresham, Fairview, or possibly streets in Washington County where the community is mostly Hispanic, not Anglo.

Again, I, along with my neighbors, strongly urge you to indefinitely postpone the proposed name change of 39th Avenue.

Thank you for you time.

Registered voter,

David Mann, 5133 SE Belmont St. 97215

6/29/2009

183000

Moore-Love, Karla

From: Kathleen McCullough [alstroem@spiritone.com]
Sent: Monday, June 29, 2009 11:26 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

As a 3rd generation resident of Portland, living in close proximity to 39th Avenue, the name of this street has historical significance to me -- and to my family -- and provides a sense of place, permanence and continuity.

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,
Kathleen McCullough

6/29/2009

1830 00

Moore-Love, Karla

From: Nicholas Hanna [Nicholas.Hanna@firsttechcu.com]

Sent: Monday, June 29, 2009 10:05 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote **NO** on the proposal to rename 39th Avenue. As a lifelong resident of the Laurelhurst neighborhood, I vehemently oppose changing the name. There is NO reason for the change. In this economic environment it is unfathomable to ask business owners and residents to change their address for the sole purpose of "honoring" a figure. It appalls me that the council even wastes public time and money on such a ridiculous and unnecessary thing. Unfortunately, it's what I've come to expect from city politicians.

Respectfully submitted,

Nicholas Hanna

6/29/2009

1830 00

Moore-Love, Karla

From: Marlene Muma [marlenemuma1@msn.com]
Sent: Saturday, June 27, 2009 6:55 PM
To: Moore-Love, Karla
Subject: renaming of 39th

I think **renaming** any street in Portland would be a mistake. So many business and residential people's addresses would have to be changed and it would be very inconvenient and expensive. Why not name something like a bridge or a park where the impact of changing an address would be nil.

Just wanted my two cents put in. I am unable to attend the meetings. I am still upset about MLK and Rosa Park Way. There really was no need for this.

Marlene Muma

6/29/2009

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Moore-Love, Karla

From: David Wade [dwportland1977@gmail.com]
Sent: Saturday, June 27, 2009 12:35 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Find something else to name... a school, bridge or park.

I have lived in Portland since 1977 and always in east-side neighborhoods.

Respectfully submitted-

David T. Wade
4265 NE Halsey St #801
Portland OR 97213-1563

6/29/2009

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Moore-Love, Karla

From: Jason Wilson [jawilson1969@msn.com]

Sent: Saturday, June 27, 2009 10:29 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: [User Approved] Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted

6/29/2009

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Moore-Love, Karla

From: donnas.3@juno.com**Sent:** Friday, June 26, 2009 2:28 PM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** renameing 39th street

As commissioners, you are responsible for responding to the wishes of the citizens of Portland, not just political agendas. In this economic time, it is incredible that you are even considering changing a street name. There are certainly more important and productive projects to work on. It is a waste of your time and public finances to even consider such a thing. Why are we renaming streets to begin with? Changing a current streets name creates a financial burden on businesses that in the current economic situation is inexcusable. If you want to honor someone -- do not waste public resources -- we do not need to be spending public monies to change sign, maps etc. name a new street, park or other project -- DO NOT WASTE SCARCE PUBLIC FUNDS!!

Sincerely

Donna Sinclair

[Free information on buying a New Vehicle. Click Here.](#)

6/26/2009

Moore-Love, Karla

From: Y.L. Pea [sweetpea@Christian.net]
Sent: Friday, June 26, 2009 10:24 AM
To: Moore-Love, Karla; Commissioner Fritz; Adams, Sam; Commissioner Fish; Commissioner Saltzman; Leonard, Randy; schneider@uci.net; Yvonne Pea
Subject: Does renaming a street teach History???

The CECBC sites that one of the reasons for their wanting to re-name 39th street is to teach the history of Chavez.

History: the past events of a period in time or in the life or development of a people or a place

Historian: a student of or expert in history

For 13 years, my husband, children and I have been very active participants in Civil War re-enacting. This has allowed us to conduct in depth research to share this history both in schools and at large public events.

Maria Molera was the Spanish/Mexican name given to my daughter in the program Children in the Adobes, in Monterey, California. She learned and participated in Spanish/Mexican customs, wore traditional clothing and visited her "house", the 1820 Cooper-Molera Adobe.

As a strong believer in Living History, the above are just two of the examples of how I study and have exposed my children to history.

Naming a street after anyone does not teach history about that person or time period. It is especially incongruent when the honoree has no connection to the particular street or town in question.

There are 52 Historical Museums in Oregon.

A quick search reveals there is not one mention of Cesar Chavez at any of these museums.

Having lived in Salinas, Ca. during the lettuce controversy, and having had a personal encounter with Mr. Chavez--as a city citizen, and not a fieldworker or farm owner, my prospective is from the actual time in history. If a living history event was conducted with historical accuracy, most would be surprised how scary and violent that time period was for Salinas residents.

Although a well credentialed group of historians was made available to the "Historian" panel (name that confused many), it appears they were used very minimally. One question was researched simply by googling a USC website.(see attached, question 6)

If one of the goals of the CECBC is to educate people, of all races, about Cesar Chavez, re-naming a street is not going to accomplish their goal.

April 16, 2009



MEMORANDUM

TO: Historian Panel; Street Renaming Process
FROM: Dena Marshall, Susan Hammer, Joe Hertzberg, Mike Greenfield
SUBJECT: Advisory Panel responses to Historian Panel questions raised in public testimony
DATE: April 16, 2009

This memo provides the Advisory Panel responses to Historian Panel questions raised from public testimony on the historical significance of the streets proposed for renaming and the appropriateness of the proposed honoree.

1. Witnesses showed that several buildings located along Grand Avenue, and the designation "East Portland / Grand Avenue national historic district" are listed on the national registry of historic places. Does the fact of those listings make the street itself historic?

The national historic district title adds some significance, but not enough by itself to automatically exclude Grand Avenue.

Grand is a common name that was given to streets in American cities that were envisioned to achieve that very status: "grandeur." "Grand" means "Grand." If there had been some intention of naming it for the Grand Army of the Republic (the Union veterans group from the Civil War), there would have been clearer linkage, i.e., "Grand Army Blvd." or "GAR Blvd." or something similar.

Such historic designations are vital to helping shape the historic character of a street. For example, while Macadam may be important because of its actual initial paving materials (i.e., the first instance of a macadamized road in Oregon) generally streets are made historic by virtue of the things that line them and where they lead. It is the surrounding buildings and their historic/geographic associations that make the place--in this case, the street--a historic thoroughfare. The buildings are there, in part, because the street was envisioned 100+ years ago, and remains to some extent today, a major-enough avenue to be given the name "Grand." The number of historic buildings has allowed for the creation of a district along Grand, giving the street historic qualities, as defined by national, state, and local agencies.

2. Witnesses showed that 14 properties located along Broadway are listed on the national registry of historic places. What are those properties? Does the fact of those listings make the street itself historic?

April 16, 2009

Having scattered historic buildings located along Broadway adds some significance, but less than the designation of a national historic district site.

The buildings are an essential part of what makes the (any) street. (In planning and urban-design considerations, the built environment--i.e., buildings, trees, signage, and other features--lining and/or adjoining a thoroughfare are elemental to its qualities and characteristics as a street.) The buildings are historic, in part, because they were put there, and have lasted there, because the street was envisioned as a major one and that was recognized in the 1890s when it was given its name.

The State Historic Preservation Office and the Portland Bureau of Planning maintains a directory of names and addresses of the historically designated buildings. We checked the list from the materials submitted by the Broadway neighborhood and business associations against the National Register Information System and found only 13 properties:

Name	Address	Year on Register
1. Benson Hotel	309 SW Broadway	1986
2. Charles F. Berg	615 SW Broadway	1983
3. Broadway Hotel	10 NW Broadway	1993
4. Imperial Hotel	422-426 SW Broadway	1985
5. Journal Building	806 SW Broadway	1996
6. Ladd Carriage House	1313 SW Broadway	2008
7. Liebes H & Company	625 SW Broadway	1996
8. Lombard Automobile Bldg	123-35 NW Broadway	2006
9. New Imperial Hotel	400 SW Broadway	2003
10. Olsen and Weygandt Bldg	1421-1441 NE Broadway	1993
11. Paramount Theater	1037 SW Broadway	1976
12. Portland Van and Storage Bldg	407 NE Broadway	1996
13. US Post Office	511 NW Broadway	1979

3. Did an 1892 memorial dedicated to the Grand and Union armies actually exist? If so, where is/was it located?

We are not aware of any 1892 memorial dedicated to Civil War soldiers.

I co-wrote a history of Portland public art and monuments and don't recall such a "memorial." There are memorials in the Park Blocks in front of the Hatfield Federal Courthouse to the Spanish-American War and, maybe to the Civil War. But, to the Grand and Union armies...? That does not ring a bell with me.

4. Were Grand and Union Avenues really named for the Grand and Union armies of the Civil War?

April 16, 2009

Portland and Oregon were removed from the Civil War, which is one reason that war doesn't have much of a presence here (yes, I know, the forts at the mouth of the Columbia and a few other sites). But, Grand, as I say, was named for what merchants and City fathers envisioned the street becoming, similar to such-named streets elsewhere. Union Street in SF was named before the Civil War, I believe, and refers to the Union, a common and affectionate name for the nation. It is also a relatively common street name among American cities. We might also infer that, when Portland, East Portland, and Albina were consolidated (read: "union-ed") in 1891, the name "Union" was coincidentally given to that street. That's where I believe Union got its name.

Eugene Snyder's *Portland Names and Neighborhoods* says at page 138, "Grand. This originally was 'Fifth' among the numbered streets in the city of East Portland. It was changed to Grand Avenue in 1893, at the request of aspiring East Siders who wanted their main commercial artery to have a more imposing name." Snyder is a reliable historian.

5. Witnesses showed that 39th Street is originally platted according to the "Philadelphia System". Does that designation alone give 39th unique historical significance?

No. Not alone. The Philadelphia System was how early city developers named their gridded streets: numbers in one direction, names of persons, trees, states, colleges, etc., in the other. (Very creative...I suspect that's how they did it in Philadelphia, but don't quote me....) 39th's historicity could be said to emanate from several facts: (1) it was a boundary as the city grew; (2) it was a political boundary for much of the 20th century, wherein the politics and even the demographics on either side were, to some extent, differentiated; (3) while most numbered streets are just that--basically anonymous--though-sequential numbers--there are certain numbered streets whose "name" actually conveys character and history. I would argue that, just as NE/SE 82nd and NW 23rd do, so does NE/SE 39th; (4) 39th was significant-enough to place a major sculpture (Joan of Arc) along it as well as serving as a border for one of Portland's half-a-dozen most-significant parks, Laurelhurst. I would argue that 39th is well-recognized for these and other historic features. And, Portlanders associate the name "39th Avenue" with these features.

In our opinion, the platting method would not give the area any historical significance.

6. Witnesses asserted that supporters of Cesar Chavez poured bleach on fruits in markets, and were violent on several occasions. Did these instances actually occur, and where can we find documentation of them?

This is a spurious characterization. There are few major figures who have shaped events in American history with whom some form of disturbances, even violence, hasn't been associated. ("The tree of liberty must be occasionally watered with the blood of patriots," to paraphrase Jefferson.) We could name the Founding Fathers, Lincoln and other great figures of the civil-rights movement from the 19th to through the 20th centuries, and many others. This is more than an assertion; there were certainly physical disturbances and breakings of the peace by those in the movement led by Chavez. The man himself--which is what's important--was not violent.

April 16, 2009

The bio of Chavez prepared by USC (Google César Chavez) indicates that his group took pledges of non-violence. No telling what fringe activists did, though. We have no further information on this issue.

Parsons, Susan

From: Erich Cranor [3lC@spamcop.net]
Sent: Wednesday, June 24, 2009 11:36 AM
To: Parsons, Susan
Subject: renaming 39th (or any other street)

17.93.020 Selection of Street to be Renamed.

A. The name of the street proposed for renaming shall not be changed if the existing name is of historic significance, or the street is significant in its own right.

I saw one of the reports in which it was opined that "significant in its own right" cannot just mean a major street because otherwise we could never rename major streets.

Well that is exactly the point. Whoever wrote that law was vastly wiser than the pandering lickspittles who went along the the ill-conceived renames for Front St, Union Ave, and Portland Blvd.

Since all the folly of spending time and money on renaming streets, on 'honoring' people by slapping their name on something the *majority* of us find to be so stupid as to be offensive, on unfairly inconveniencing the people who actually live on the street, or might ever use it in giving directions--all that has been gone over 100's of times.

So all I can add here is my promise to not only vote against anyone who supports renaming streets, but to contribute to their opponents' campaigns.

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Parsons, Susan

From: Will [schneider@uci.net]
Sent: Thursday, June 25, 2009 2:22 PM
To: Parsons, Susan
Subject: Fwd: Cesar Chavez Street REnaming issue

William Schneider DC
 PDX

----- Original Message -----

From: Will schneider@uci.net
To: samadams@ci.portland.or.us, nick@ci.portland.or.us, amanda@ci.portland.or.us, leonard@ci.portland.or.us, dan@ci.portland.or.us
Sent: Thu 25/06/09 2:10 PM
Subject: Fwd: Cesar Chavez Street REnaming issue

Mayor Adams and City Commissioners Fritz, Fish, Saltzman, and Leonad
 Public Testimony on June 24th
 Re: Cesar Chavez Street renaming Issue

As you probably know my name is William Schneider and I own a business on 39th ave. I like you sat and listened to 4 hours and 15 minutes of intense debate last night about the Cesar Chavez issue. As I pondered that debate I wondered if I could add anything new to this discussion. Well as I thought about this well into the late hours last night it occurred to me that I could indeed add something to the debate that was new.

It occurred to me that you-as a group-and I have something in common. You see I am a chiropractic doctor and I have been practicing for 25 years-17 of those years here in Portland. I treat patients and help them live healthy lives and free them of pain. Now in a very real way you folks are doctors also-collectively. Your patient is this living and breathing city of Portland. This is a thriving living city with hundreds of thousands of people. It is your job as the leaders of this city to help keep it healthy and thriving. So in a very real sense you are collectively acting as a doctor for this city.

Now using this analogy this city has a dis-ease-and that disease is the perception by the Hispanic community that they are not respected and honored by the leaders of this city. There is currently not a single tangible significant building, park, street, bridge or school named after any Hispanic Hero. This makes the Hispanic community feel dishonored and ignored. I can feel the pain of the Hispanic people. Now you as good doctors want to heal this pain and solve this problem. The problem is that the tool you have to solve this disease is terribly flawed. Nearly everyone who has looked at this process of renaming streets has agreed that it is terribly flawed. The planning commission, the historical committee nearly-everyone involved -including some of you on the council have agreed that the current process is horribly flawed.

So the tool you are using is not the right tool-it is broken. This is not your fault-you did not create this process but it is all you have to work with now. I would submit that if you attempt to heal this disease here in Portland with this flawed process you will harm your patient -the city of Portland. I like you have been studying and reading about this issue for many months now and I feel certain that if you decide to rename 39th ave you will unleash a torrent of anger and racial discord that will last for many years into the future.

In the same way if I as chiropractor use the wrong technique on a patient I may cause irreversible harm to them. If I adjust a patient with a herniated disc in their necks I can cause that patient to become a

6/25/2009

paraplegic. Even if I perform my technique to perfection –if the technique is the wrong technique-I will still cause irreparable harm to my patient.

In same way then, even though you are following the renaming process to the letter of the law-it is still the wrong-flawed process to help solve/heal Portland's dis-ease-which is the lack of any tangible evidence of honoring a Hispanic hero.

When I became a doctor I took an oath to do no harm to my patient-the Hippocratic Oath. I am sure you took a similar oath to protect the well being of the city you were elected to serve-Portland. I have fought hard to stop the renaming of 39th ave because I love Portland and I feel passionately that renaming it is wrong for many reasons and that doing so will cause serious harm to the social fabric of this city. I fear that it will cause more racial tensions-not less. Because people on and around 39th feel ignored they will resent the Hispanic community that they feel imposed this street renaming on them.

Now I know that you too love this crazy city of Portland. And I know you are saying-"How do you know that renaming 39th ave will cause more pain to the city and the Hispanic community? Well of course I do not know for certain, but I do feel there is a high probability that renaming my street will cause substantial harm to the city. I ask you not to gamble with the short and long term health of our city –a city you and I love.

I urge you to search for a way- a creative way-to really help heal the dis-ease that currently plagues our city-a way that does no harm to your 'patient'. Such solutions have been proposed by caring folks-naming the light rail bridge for Chavez, dual names for 39th, etc.

Please find a way to honor Cesar E Chavez and the Hispanic Community without stepping on the people who live and work on and around 39th ave.

Please do not harm your precious 'patient'-the city we all love-Portland.

Thank You.

William Schneider DC
PDX

6/25/2009

Moore-Love, Karla

From: Eric Fruits [eric.fruits@gmail.com]
Sent: Thursday, June 25, 2009 3:12 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla; Anderson, Dan
Subject: Tuesday's hearing on 39th Avenue

Dear Mayor Adams and City Commissioners:

Thank you for the opportunity to let so many people share their thoughts on the potential renaming of 39th Avenue. I was pleased and impressed with the civility and graciousness of all of the speakers.

I especially appreciate your patience and your efforts to keep the proceedings focused.

I wish each of you the best.

--

Eric Fruits
4318 NE Royal Ct.
Portland, OR 97213-1670
eric.fruits@gmail.com

1830 00

Parsons, Susan

From: Will [schneider@uci.net]
Sent: Thursday, June 25, 2009 2:13 PM
To: Adams, Sam; Commissioner Fish; Commissioner Fritz; leonard@ci.portland.or.us; Commissioner Saltzman
Cc: Parsons, Susan
Subject: Cesar Chavez Street Renaming Issue

Mayor Adams and City Commissioners Fritz, Fish, Saltzman, and Leonad
 Public Testimony on June 23 rd
 Re: Cesar Chavez Street renaming Issue

My name is William Schneider. I am a resident of Portland and the owner of a business on 39th ave. I have been a chiropractor for 17 years here in Portland.

I am opposed to renaming 39th ave for several reasons. I am opposed primarily because I have come to believe that renaming 39th is not an appropriate way to honor this great Mexican American hero.

I also oppose the unfairness of the process the City has pursued, which amounts to sticking 39th Avenue with the short straw.

In the true spirit of Mr. Chavez I have repeatedly reached out to Marta Guembes and Jose Romero only to be rebuffed with the firm statement that they were interested only in renaming a street—my street.

Several weeks ago, I read an article in the Oregonian that really moved me deeply. The author had actually spoken to Mr. Chavez's son—Paul Chavez.

Paul Chavez had said that his dad would scold everybody for wasting so much time on this street renaming when there was so much work to be done..

I thought to myself I want to talk to this man. Well within a few days I was talking to this man.

Honorable members of the Council and Mr. Mayor, I have spoken with Cesar Chavez's own son--and I can tell you he is profoundly saddened by the conflict we are going through here in Portland over finding a way to honor his dad.

Paul Chavez could not believe that I was not able to openly talk to Ms Guembes and the Chavez Committee in any meaningful way. Paul told me that his dad would prefer that all sides get together and find a compromise solution in a friendly manner.

Mr. Chavez promised to do all in his power to contact Ms Guembes and Jose Romero of the Chavez Committee and see if he could do something to get us all "together and talking about a solution here".

Paul ended our conversation by promising he would pray for us to find a peaceful solution to this controversy. This conversation was over 2 weeks ago. It appears that not even Cesar Chavez's own son has been able to get through to the Chavez Committee to help negotiate a compromise on honoring Mr. Cesar Chavez.

As part of our presentation, we have a series of photographs that illustrate the world that Cesar Chavez emerged from and demonstrate the fact that his work is far from complete.

In these first photos you see farm workers in Chavez's time in California using what was referred to as the short hoe or el cortito --the short one. This hoe was used extensively in California for many decades until Mr. Chavez and his united farm workers union worked to have it banned in 1975. As a chiropractor I can appreciate how much human suffering this hoe caused and how great Mr. Chavez's accomplishments were. Look at this hoe that I am holding here and consider what this man did for the farm workers.. I salute Mr. Chavez for what he has done

But Mr. Chavez work is not finished. Today farm worker's in Oregon and many states work with no overtime pay while all other workers have this right.. Sean will discuss other areas where Hispanics still

suffer injustice today-right here in Oregon.

I have come to know a great deal about this man in the last 6 months and I firmly believe that changing street signs along 39th ave would be nothing more than erecting a series of tombstones for Mr. Chavez-as Sean Cruz has suggested.

I ask the Council to consider the images in these photographs, consider the unfinished work of Mr. Chavez and take action to truly honor this great man in an appropriate way-one that actually benefits the Hispanic community today. Act to bring this city together in honoring Mr. Chavez-not tear it apart.

Thank you.

William Schneider DC
PDX

Moore-Love, Karla

183000

From: Jay Futterman [jayfutterman@yahoo.com]
Sent: Wednesday, June 24, 2009 6:42 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: No on renaming 39th

Hi, I want to register my opposition to renaming 39th after Cesar Chavez or anyone else. I think I have a better idea. I live a block off of 39th in the Hawthorne neighborhood. Where I used to live in Chicago we had many ethnic groups and local figures worthy of recognition. Beneath many of the street signs are similar brown signs saying "Honorary...St." For example I lived on Division Street and below the sign on my part of Division Street was a sign that said "Honorary Nelson Algren St." It is named after him because he is a prominent Chicago author who lived on that street and keeps the city's history alive.

Cesar Chavez has no historical connection to 39th Avenue and it feels like the renaming is being foisted on the residents to satisfy a minority group. Why not name a farmers market after him? That would be a more fitting tribute. Where would this trend stop? Why not name a street after a prominent historical Vietnamese, Chinese, Russian, Jewish or Native American? The only sensible thing is to do like Chicago did: Keep the original name and put an honorary sign beneath and be prepared to make many more honorary streets, or just leave the street names alone! Thanks
Jay Futterman

183000

Moore-Love, Karla

From: ANGEL137272397@aol.com
Sent: Wednesday, June 24, 2009 3:48 PM
To: Moore-Love, Karla
Subject: 39th ave should stay as 39th ave!

Hello!

I would like to take a moment of your time. I think changing a street name for Cesar Chavez Blvd would not accomplish what portland city council wants, which is for future generations to realize whi he was and what he stood for.

My suggestion along with many others, is to dedicate a statue to him in a park with a history of what he stands for.

This will let everyone find out about him, where as street would leave a lot of people wondering who is this guy and how come he gets a street named after him.

Changing 39th Ave to Cesar Chavez Blvd is not only financially burdening to businesses and homes along 39th Ave, but should not even been considered!

Thank you for your time!

Please reconsider this, I grew up in this area and 39th Ave should stay as 39th!!!

Sincerely Yours

Shannon and Roger Tebbetts
Lorelei Apartments
4232 SE 39th Ave
Portland Ore 97202
503 236 0076

Huge Savings on Popular Laptops only at Dell.com. Shop Now!

Moore-Love, Karla

From: Elaine Badger [ecbadgee@aol.com]
Sent: Wednesday, June 24, 2009 3:11 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Here's an idea, how about the 205 freeway, it's in Oregon only, Caesar Chavez 205 freeway! Would work easily.

Respectfully submitted

Elaine Badger
ecbadgee@aol.com

189000

Moore-Love, Karla

From: Elizabeth [missebet@gmail.com]

Sent: Wednesday, June 24, 2009 2:17 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: comments on the renaming 39th Avenue

Dear Commissioner:

I am dismayed that the council lacked the courage to stand up for the majority of the citizens of Portland and voted for the renaming of 39th Avenue. I am dismayed that a small vocal group can be allowed to push this through against the wishes of the majority. Since when does the minority get to dictate what happens in our city, are you all that cowardly?

I am also upset that in these economic times the city sees fit to spend MY tax dollars on something that is nothing more than a shallow attempt to show the rest of the world how politically correct this city is when the money could be better spent on keeping the roads maintained or better yet, helping those in need.

None of you will ever receive my vote again, and I will support any recall efforts for any and all of you as you do even attempt to represent the majority view of the people who elected you.

I am really sorry to say that I live in Portland.

Respectfully submitted

Elizabeth Graham-Richter

3344 SE 39th Avenue

6/25/2009

183000

Moore-Love, Karla

From: Sue-Anne [Sue-Anne@UA290.org]
Sent: Wednesday, June 24, 2009 12:16 PM
To: Moore-Love, Karla
Subject: 39th/chavez change

I would like to add my 2 cents to the discussion.

I ask the City Council to vote **NO** on the renaming.

It would be an undue hardship to the businesses/residents on the street, not to mention the other citizens of Oregon who will drive around needlessly looking for 39th St.

Why can't we name the new bridge after Chavez? Or a new building? Or a new Street? Or the Chavez people can collect donations to put up a statue somewhere.

It shouldn't cost the citizens time and money to appease one group. Look what happened with Naito Pkwy. No one calls it that – Everyone still calls it Front street...

Thank you,

Sue Anderson
Portland, OR

6/25/2009

1830 00

Moore-Love, Karla

From: Darci Fillman [catzfancy@msn.com]

Sent: Wednesday, June 24, 2009 9:14 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: [User Approved] Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,

Darci L Fillman

6/25/2009

183000

Moore-Love, Karla

From: Brandy Poirier [4peartrees@earthlink.net]
Sent: Wednesday, June 24, 2009 12:55 AM
To: Moore-Love, Karla
Subject: NO to renaming 39th Avenue to Cesar CHAVEZ Blvd.

As a long-time Portland resident, I would like to state my opinion against the renaming of 39th Avenue to Cesar Chavez Boulevard.

Sincerely,
Brandy Poirier
2742 NE 51st Avenue
Portland, Oregon 97213
503-281-4910

And that is just the point: how the world, moist and bountiful, calls to each of us to make a new and serious response. That's the big question, the one the world throws at you every morning, 'Here you are, alive. Would you like to make a comment?'

—Mary Oliver

1830 00

Moore-Love, Karla

From: Steve Tassinari [steve.tassinari@q.com]
Sent: Wednesday, June 24, 2009 12:13 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Commissioners:

First, I'd like to sincerely thank you for taking the time to listen to 4 hours of testimony. While my name would probably have been another hour away, it doesn't detract from my appreciation for your dedication, especially after listening to so many similar arguments.

Secondly, thank you Commissioner Fritz for speaking with me for a few minutes after the meeting. It was an unexpected honor after such a long session.

Thirdly, I'd like to share what I would have articulated at the meeting.

There were many compelling arguments about the significant cost to the community along 39th in this difficult economic time, the need for a hero with a Latino identity, history of 39th, the inadequate process of the street renaming, etc. I will not rehash any of these arguments

However, after hearing so much discussion about the renaming of 39th, I came to the conclusion that people are desperate for a heroic icon to look up to. I am not one who sees color or heritage, only what an individual does or what has accomplished. Many testified that renaming 39th would send message or give Latinos a source of pride. There were several that made comments about 'winning' as if this were a war. I'd like to believe that there isn't any group in our community that is so shallow as to base their entire identity on whether or not a street is named after a racial hero.

However, I do respect the desire to have a hero to emulate. We don't have enough heroes based in principle any more. Here is why I am opposed to renaming streets. When I drive around town, my 7 year old daughter and my 4 year old twins never ask "who is Hawthorne"? or "who is Powell"? or "who is MLK"? and as many people who were so proud of Martin Luther King Jr. Blvd., it is never referred by its name, only MLK. By contrast, I can't drive by that great big golden statue of Joan of Arc without my girls asking for another story about her. I started answering with what little I knew about her, but the questions kept coming. As the questions kept coming, I began researching her life and her legacy so I could share them with my children. Isn't that what this whole conversation about? Sharing the legacy? Sharing the good and profound things our hero's accomplished?

That being said, I cannot support any proposal where the taxpayers, the businesses along 39th, or the residents along 39th are burdened by something that will become little more than a footnote in the annals of Portland history in a generation's time.

Respectfully submitted,

Steve Tassinari

6/24/2009

1830 00

Moore-Love, Karla

From: Susan Hammann [susan@suephillipslaw.com]
Sent: Wednesday, June 24, 2009 11:51 AM
To: Moore-Love, Karla
Subject: Comment re: Caesar Chavez

Dear Mayor Adams,

I work downtown Portland and wanted to give a few thoughts on naming a street after Caesar Chavez. There is a much simpler and less costly solution that will not disrupt 39th Street and will give much more visibility to the people that the city wants to honor.

I am originally from Los Angeles, and there are sections of the different freeways that are "memorial sections" or "in honor sections." The freeway names do not have to change but a sign is erected on the side of the freeway or highway that dedicates a section of freeway in memory of.... I think you get the idea.

Many more people who use the I-5 corridor would witness the City of Portland's attempt to honor Caesar Chavez by driving by the sign. The little section of the 405 would be an ideal section to dedicate. Those on 39th whose businesses would have to redo all their paperwork would not be affected, nor would the citizens who resent having to lose their 39th street to a man who probably never even visited Portland.

Anyhow by dedicating sections of freeway, many more people can be honored in the future without having to disrupt neighborhood after neighborhood as the city attempts to rename city streets.

Thank you for your time.

Sincerely,

Susan Phillips Hammann

--

Susan Phillips Hammann
Attorney at Law
720 SW Washington, Suite 750
Portland, OR 97205
503-332-2150

6/25/2009

Moore-Love, Karla

From: Bridget Foley [bridgetfoley@comcast.net]

Sent: Wednesday, June 24, 2009 11:35 AM

To: Leonard, Randy; Commissioner Fritz; Adams, Sam; Commissioner Fish; Commissioner Saltzman; Moore-Love, Karla

Subject: VOTE NO to rename 39th Ave.

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. The cost is too great and not necessary for businessess or the City of Portland.

Thank you!

Bridget Foley
5107 SE 34th Ave.
Portland, OR 97202

6/25/2009

1830 00

Moore-Love, Karla

From: ann5107@comcast.net

Sent: Wednesday, June 24, 2009 11:30 AM

To: Commissioner Fish; Leonard, Randy; Commissioner Fritz; Adams, Sam; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote No on Renaming 39th Ave.

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

I think you should listen to what his Son said. He said naming a street would be meaningless to his Father.

Respectfully submitted

Ann Holmes

5107 SE 34th Ave.

Portland 97202

1890 00

Moore-Love, Karla

From: Michael Peterson [mike.b.peterson@gmail.com]
Sent: Wednesday, June 24, 2009 11:00 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote no on renaming 39th Ave.

Dear Commissioners and Mr. Mayor:

After faithfully watching 4 hours of testimony concerning the renaming of historic 39th, I have come to the conclusion that it is the wrong idea at the wrong time. Much of the testimony in favor relied on liberal guilt and tried to browbeat the opposition. Let me state it simply: opposing the renaming of a street does not make you a racist, a homophobe, or anti-progressive. Some of the testimony in favor of renaming directly implied that supporting a historically significant street was the intellectual equivalent of supporting Jim Crow and that Dr King himself would denounce such efforts. This view is dishonest and hurtful. To imply that whole neighborhoods are essentially hypocritical liberals who espouse equality while secretly hating Latinos is irresponsible and should not be allowed to succeed.

The neighbors along 39th, both business and residential have overwhelmingly voiced their opposition. If a street must be named after Cesar Chavez, it should be a street that asks for the "honor." In this case both business leaders and neighborhood associations have come out in overwhelming opposition to the name change. This opposition is based on two main reasons: a deep seated connection for their sense of place and the financial burden to business.

A sense of place is an important if intangible part of who we are. In Portland it takes on a heightened importance as people often identify by the neighborhood they live in and the specific street they live on. If you ask someone from Hollywood where they live they tell you Hollywood, not Portland. In my experience, someone that answers Portland to that question is likely not an actual resident, but rather from the suburbs. Additionally many people will answer that question by naming the major arterial they live near, for me that is 39th. If I answer the question with Reed neighborhood, most people have no idea where that is. Those that do are likely to confuse me with someone who lives in Eastmoreland. If I answer 39th, they know where I am from. Place is important and names matter, even if they are simply a number.

Business leaders are concerned primarily with the bottom line. For them renaming means spending time updating websites, stationary, vendor contacts, etc. Those are the hard costs associated with this and they could run into the thousands for each individual business involved. However, it also presents an advertizing issue. People may not know where Chavez Blvd is, especially people traveling to inner Portland from the outside area. If you change the street name every business in the affected area, not just those are on 39th, will have to address if they need to advertise to explain where they are. In this economy with businesses hanging on by a thread it is the wrong time to add additional costs. For some businesses the name change might be the difference from giving it a go for another month and a new for lease sign in the window.

My final point is that the cost to the city is irresponsible at this time. \$90,000 could pay for at least one teacher, fireman, or other public employees salary and benefits for a whole year. This is exactly the type of budget expense Portland should avoid to save our city services. This is an unpopular, unnecessary,

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and expensive change that should be voted against.

I look forward to you standing up against the special interests that are behind this idea and voting no on renaming historic 39th.

Thanks for your time,

Michael Peterson

3813 SE Raymond St

503-784-8420

183000

Moore-Love, Karla

From: Lynn Norbury [lynnertsn@gmail.com]**Sent:** Wednesday, June 24, 2009 9:33 AM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla; tommiller@ci.portland.or.us; Chase, Sam; Bizeau, Tom; Kovatch, Ty; Finn, Brendan**Subject:** My public comment 6/24/09: Vote NO on renaming 39th Avenue

Dear Commissioners for the City of Portland:

What is best for the city of Portland is to immediately abandon the grossly flawed City Code Chapter 17.93 that enables streets to be renamed and deny the renaming of 39th Ave. Furthermore, the City should refund all monies to the Cesar E. Chavez Committee, including all \$4000 they have paid in fees to implement the renaming process, and provide that Committee access to city departments of transportation and developments to select new building projects that can be named for the honoree.

The city code enabling a street renaming is grossly flawed and is a travesty of democracy. It creates only enmity by enabling a small special interest group to pay a mere \$1000 to buy the name of any street out from under the persons who own residences and businesses on that street. Those "Owners" have overwhelmingly voted against the renaming of Interstate Ave., 4th Ave., Broadway, Grand Ave., and 39th Ave. by virtue of public comment and the postcard surveys sent out by the city of Portland. Let's make note that post card voting process enabled the "owners" only one vote per legal residence and not multiple votes per family with children age 16 or older or multiple votes per business with more than one owner. In contrast the city code allows a special interest group of as few as 2500 persons, including children as young as 16 years old and including persons who merely "intend" to make Portland their permanent home, to impose their will on a much larger majority who do not want any streets to be renamed this way. This process is grossly flawed. To disregard the wishes of the larger community who have spoken through surveys, meetings, letter-writing, online petitions, and by attending other people's neighborhood meetings to support the preservation of the current street names, is not consistent with the duty of government office.

This process is not an honorable way to recognize a great labor leader whose legacy is to build community and consensus. If the Cesar Chavez Committee has attempted to build consensus among anyone it is indeterminate as evidenced in the blogs of Sean Cruz who has criticized this renaming process and the Cesar Chavez Committee since the outset of their intransigent demand to rename Interstate Avenue.

I urge you to do your democratic governmental duty and deny the renaming of 39th Avenue. What is best for our city is to provide the Cesar E. Chavez Committee an outlet for their special interest while

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also recognizing wishes of the community at large which strongly refutes City Code 17.93.

Respectfully submitted,

Lynn Norbury,

Resident of Portland, OR

6/25/2009

Moore-Love, Karla

From: tzme2@juno.com
Sent: Wednesday, June 24, 2009 3:11 AM
To: Moore-Love, Karla
Subject: Cesar Chavez street

I am a service member stationed in Germany, so I cannot attend the meetings, but I would very much like to voice my views AGAINST renaming 39th ave. In this time of such economic turmiol, I feel that this is an incredible waste of resources. Maybe some of this money should help fix things that are actually broken. While I am sure Mr. Chavez made a contribution to society, I feel like it is gratuitous and ridiculous. Was he ever in Portland? Was Portland even a city when he was alive? I still grit my teeth everytime I drive down Rosa Parks Way. Please don't make another stupid decision in the name of honoring a "hero". Maybe, if something must be named after him, name a building or school or that bike bridge, but not a place where people and businesses that are established will be so horribly inconvenienced. I love our city, but do not understand it sometimes. In the end, all I ccan say is "Please."

Thank you for your time,
Mrs. Trinette LaMontagne

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Moore-Love, Karla

From: Sean Cruz [seancruz@comcast.net]

Sent: Tuesday, June 23, 2009 3:40 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: testimony for Portland City Council re Cesar Chavez

Testimony for Portland City Council

My name is Sean Cruz; I am a resident of NE Portland.

Like Cesar Chavez, I am the son and grandson of Mexican farm workers; like Cesar Chavez, I am a *Mexican American*, a US citizen with *Mexican* roots; like Cesar Chavez, I am a *Chicano*. I found my own Chicano identity *through* Cesar Chavez, through the National Chicano Movement in California in the 1960's.

Throughout this long Portland argument, Cesar Chavez has been variously described as a "Latino", as a "Hispanic", as a "not Hispanic, but an American", as an "American" and as a "Latino American", but never as a *Mexican American* or a *Chicano*.

None of these terms are synonyms, yet in Portland they are used interchangeably to describe very different—even profoundly different—cultures. Where is the honor in that?

In 1954, in *Brown vs Board of Education*, the school desegregation case, African Americans gained protection under the 14th Amendment.

Mexican Americans did not gain the same protection until 1970, in *Cisneros vs Corpus Christi School District*, where Mexican Americans were finally recognized in US courts as a unique, distinct ethnicity, as a People.

Is it any wonder that our children, our families suffer the highest high school dropout rates?

Portland, overwhelmingly white, is just about 40 years behind.... Mexicans, Mexican Americans have not yet gained recognition here in Portland as a People.

For all of the talk in respect to diversity, throughout the many pages of the documents before you in items 860-1 and 860-2 there is but a single reference to Cesar Chavez' race, culture and ethnicity, and that is the word "Latino." Where is the honor in that?

I recognize that two years ago, Mayor Potter and the Council very sincerely wanted to express respect for the life and achievements of Cesar Chavez in a significant, permanent public way, but frankly the Council was in receipt of some very bad advice, which brings us to where we are this evening.

With all due respect, where is the honor in accepting these document from five well-meaning-but-poorly-informed white people who cannot tell us apart?

I hope that you, Mayor Adams and members of the Council, will use this time to obtain a far better understanding of precisely who you are talking about when the subject is "Cesar Chavez" or "farmworkers" or "Cesar Chavez' people" and why it is far too early to celebrate, not while farmworkers across the entire USA continue to suffer unjust and even inhumane living and working conditions.

This street-renaming *obsession*, focused entirely within the City of Portland, where there is little actual farm work, has cost farmworker advocates working to remove the injustices written into Oregon state law the entire past two years.

Had this street-renaming effort been focused on making a difference in real lives, we might have accomplished something real and we might have had something real to celebrate tonight....

The only wage earners in Oregon who have no right to overtime pay for working beyond 40 hours a week are our farmworkers, our mostly-Mexican farmworkers.

Oregon's mostly-Mexican farmworkers won the right to meal and rest breaks during the workday only five years ago, the only population in the state denied that fundamental right.

Farm labor in the USA is not a "Latino" experience, or a "Hispanic" experience and not necessarily an "immigrant" experience.

Historically and to the present day, farm labor is by a wide margin a *Mexican* experience, a *Mexican-American* experience, and in California, where Cesar Chavez family and my family worked the fields, a *Chicano* experience, and it is 100% an experience of deep, abject poverty and injustice, conditions that continue to exist today.

"Hispanic" and "Latino" refer to cultures that originated in Europe and mixed here one way or another, beginning in the 16th century.

Before there was an Oregon, before there was a USA, before there was a Mexico, before there were continents named after a Portuguese sailor, our ancestors were here and we were a People. We were many Peoples.

Chicanos, like Cesar Chavez, identify with our *aboriginal* roots rather than the European. Our ancestors did not cross the Atlantic ocean to come to America.

All Chicanos are Mexican Americans, but not all Mexican Americans are Chicanos. You cannot tell us apart by looking at us.

These facts explain in part why the Portland *Hispanic* Metropolitan Chamber of Commerce has been completely silent on the street-renaming issue over the entire past two years. There are no Chicanos over there, and no farmworkers either.

The problems

The first problem, going back to the beginning of this mess, was the failure to recognize that there is no monolithic Hispanic or Latino community. Racially and ethnically, culturally and by nationality, we are the most diverse people on earth, and we are each equally proud of who we

183000

are.

The second major problem is that this discussion ended as soon as it began, focused from the start on street-renaming as the only permissible way to honor Hispanic Latino American Cesar Chavez in the City of Portland, with every other idea frozen out.

The third problem was the failure to educate the public as to the life and achievements of Cesar Chavez, and as to the living and working conditions of farmworkers both then and now, which is related to the fourth problem.

The fourth problem (and I'm not referring to the specifics of the City's legion of process problems) was the fact that the City's process opened the door to the anti-Mexican and anti-immigrant insults and bigotry, and then stood aside and let the inflammatory rhetoric flow.

The City's own Office of Human Relations and Human Rights Commission simply vanished.

The fifth problem is that if the same amount of energy had been expended on educating the public to the living and working conditions of Cesar Chavez's people in the present day we might have had an opportunity to make meaningful change in the 2009 legislative session.

The Oregon legislature is about to end its 2009 session without addressing the issue, which means that Oregon farmworkers cannot possibly win the right to overtime pay for overtime work until the 2011 session.

That is a lot of hours of unpaid overtime, but here's a nice stretch of asphalt, and a whole big pile of animosity to help you forget your troubles....

The sixth problem now facing Oregon farmworker advocates is how to develop forward momentum in the face of an almost totally white legislature that lacks any champions for farmworkers.

It was Cesar's *Mexican* face that got him arrested for refusing to sit in the balcony, in the *Mexican* section of a movie theater, this U.S. Navy veteran.

In a town and in an era where signs saying "No Mexicans allowed" were commonplace, where the US farm labor force was mostly made up of Mexican men, women and children, whole families, grandparents, even pregnant women, enduring grinding poverty and hard labor, Cesar Chavez, Mexican American Chicano Cesar Chavez, short hoe in hand, began to organize the farmworkers, in fields like these....

Cesar Chavez's struggle and his campaigns were defined by his life experience as a brown-skinned, Spanish-speaking, Mexican-American migrant farmworker, a person who far too many Americans would categorize even today as a wetback, and they do....

We've all seen and heard the bigoted comments that this street-renaming fiasco has generated.

The only persons that those insults are directed towards are Mexican people, Mexican-American people, like Cesar Chavez, like me. Papers or no papers, people can be very specific about who they do not like.

One would think that the City would have charged its own Office of Human Relations or its Human Rights Commission to mediate the conflict, to follow its own mission statement, to work to reduce the expression of bigotry and anti-Mexican discrimination that the City's own highly-dysfunctional and mostly ad hoc street-renaming process set in motion, but that did not happen.

Our Mexican American experience is unique to us, and Cesar Chavez brought that experience out of the shadows, brought us out of the shadows, Mexican people, Mexican Americans, Chicanos.

There is no honor in being told "you people all look alike."

Oregon's mostly-Mexican farmworkers remain in the shadows.

Oregon's mostly-Mexican farmworkers remain the state's only population that is prohibited by law from the right to overtime pay for working more than 40 hours a week.

As we meet today, the New York State Senate (is preparing to) vote on a bill that would remove from state statute the race-based exclusionary laws that deny farmworkers the right to a day off from work, that deny farmworkers and no other workers the right to overtime pay for working more than 40 hours a week.

The state of New York is home to a large duck liver pate industry, where farm workers are required to work 12 hours a day, seven days a week, force-feeding ducks.

Worse, a characteristic of the duck liver industry is that each worker is assigned the same several hundred ducks to force-feed three times a day each for 22 consecutive days. They cannot have another worker substitute so someone can get a day off "because it upsets the ducks."

I ask you today to choose to make more than a symbolic gesture, to make instead a real difference in the lives of farmworkers, sending a message of support to the farm workers of New York state.

I ask the Portland City Council to honor the courage of Cesar Chavez by calling for a City-wide boycott of duck liver products until the laws excluding farmworkers from the rights and protections that all other workers enjoy are removed from statute.

I ask the Portland City Council to honor the sacrifice of Cesar Chavez by calling on the Oregon Legislature to remove the provisions in Oregon statute that exclude farmworkers from the right to overtime pay for overtime work.

Thank you.

Sean Cruz
June 23, 2009
Testimony for Portland City Council

1830 00

183000

Moore-Love, Karla

From: Janet Baker [janbak@pacifier.com]
Sent: Tuesday, June 23, 2009 3:31 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Cc: janbak@pacifier.com
Subject: Vote NO on renaming 39th Avenue

To the Mayor and City Commissioners,

My name is Janet Baker and I've lived on NE 39th for twenty years. It is the first and only home I've owned. I thank my lucky stars that I landed on 39th Avenue because there is an incredibly strong sense of community on this street. When I moved here it was a mix of newcomers like me and people like my next door neighbors, an elderly couple who had lived in their house for more than fifty years. Over the years most of these older folks, including my next door neighbors, have died but their memories stay with those of us still living on the street. When my next door neighbor's niece from Eugene calls me, one of her first questions always is, "What is happening these days on 39th?" So for me and my neighbors, the name NE 39th does indeed have a history, almost a family history. What right do you have to take our neighborhood history and neighborhood name from us?

Note that I said I live on 39th Avenue; I didn't say I live in Beaumont- Wilshire. In the hearing before the "Historian Panel" and recorded in their report, is this comment. "People speak of living in neighborhoods such as Belmont, Hawthorne, Hollywood, Woodstock, and Laurelhurst. No one talks about living on 39th Avenue. It does not define a neighborhood or community." I don't think the person making that comment understands the history and sense of community on this street and I don't think the Historian Panel does either.

I think the problems with understanding the importance of 39th stems in part from the criteria used by the Historian Panel committee which were very biased against streets with numerical names. Obviously a numbered street cannot be "named after a prominent person" which was the first characteristic they considered. Obviously a numbered street cannot "commemorate an event or concept whose importance is equivalent to that of a prominent person", their second criteria. So a numbered street starts off with handicap in this process, making it more likely to get selected for renaming.

The postcard survey of homeowners, renters and business owners along NE 39th Avenue registered a strong NO to the idea of renaming the street. Somehow the voice of folks most impacted by renaming seems to have gotten lost in the discussion. In my twenty years of living on NE 39th, I've paid over \$50,000 in property taxes and yet I feel like my postcard vote and the vote of others on this street don't carry any weight. In fact we feel like our vote counts less than the 16 year olds that were allowed to sign the street renaming petition, another aspect of the renaming procedure that I object to.

We all make policies and procedures in our jobs and even with our families. Sometimes we make the rules up, apply them and find out things that sounded logical on paper fall apart when we try to implement them. It happens all the time. Sometimes it's embarrassing that you didn't see the logic flaws in the rules you designed but the best managers can admit these

6/23/2009

mistakes.

Commission Fritz acknowledged flaws in the street renaming procedures in her written response to me. She said, "After this application has been approved or rejected, I will ask my colleagues to revise or suspend the street renaming process in the City Code. The applicants have followed the Code in this case, and should be commended for doing so. I believe we can do better with the process, as we consider how Portland should grow and change in the 21st century. Requests to honor heroes and heroines should bring communities together, rather than dividing us. "

She acknowledges what we have been saying on 39th Avenue -- that this process doesn't work as intended.

It would be easy for you to just ignore these problems and vote yes on the renaming and figure you can fix the problems on the next round, as Commission Fritz suggest. But why make the people living on 39th and running businesses on 39th live with the consequences of a decision based on a bad process? Do the right thing, the hard thing. Vote against the renaming.

Janet Baker
3416 NE 39th Avenue

Moore-Love, Karla

From: Swade - [swade_or@hotmail.com]

Sent: Tuesday, June 23, 2009 3:28 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote NO on renaming 39th Avenue

☐ Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

There is no tangible gain, it will cost the tax payers and local businesses money they don't have and doesn't add any local character to our town. If you must rename a street, pick a local hero that the people will get behind.

Respectfully submitted,
Steve Wade

Lauren found her dream laptop. [Find the PC that's right for you.](#)

183000

Moore-Love, Karla

From: lauren@choicesinmotion.com
Sent: Tuesday, June 23, 2009 11:33 PM
To: Moore-Love, Karla
Subject: Re: Chavez: Choose a NEW street, don't rename an existing street

To Whom It May Concern:

Instead of renaming an EXISTING street, why not name a NEW street with Cesar Chavez's name. Mr. Chavez's name would then represent new beginnings and growth, instead of his name being associated with anger and inconvenience. It seems there's enough NEW growth in the Portland area to make this possible. This way a NEW street can be PRE-named in his honor and all businesses and residents can plan accordingly.

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Lauren Bishop, Communication Coach

503-761-5561 office; 503-880-9538 cell

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6/24/2009

183000

Moore-Love, Karla

From: Dr. Alice V. Moody [moodydoc@comcast.net]
Sent: Tuesday, June 23, 2009 11:18 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue! I do not live anywhere near 39th but I strongly believe it should remain as is. I have read all the materials and I see a much stronger case for leaving the name alone. I strongly agree with those who acknowledge in these economic hard times, a name change is an unnecessary blow, coming not from without, but from our own city. There are new streets going in all the time for which a new name needs to be selected. Use those if you want to honor people, but leave current streets as they are!

Respectfully submitted

Alice Moody, Psy.D.

Licensed Psychologist

SE Portland

6/24/2009

Moore-Love, Karla

From: tzme2@juno.com
Sent: Wednesday, June 24, 2009 3:11 AM
To: Moore-Love, Karla
Subject: Cesar Chavez street

I am a service member stationed in Germany, so I cannot attend the meetings, but I would very much like to voice my views AGAINST renaming 39th ave. In this time of such economic turmiol, I feel that this is an incredible waste of resources. Maybe some of this money should help fix things that are actually broken. While I am sure Mr. Chavez made a contribution to society, I feel like it is gratuitous and ridiculous. Was he ever in Portland? Was Portland even a city when he was alive? I still grit my teeth everytime I drive down Rosa Parks Way. Please don't make another stupid decision in the name of honoring a "hero". Maybe, if something must be named after him, name a building or school or that bike bridge, but not a place where people and businesses that are established will be so horribly inconvenienced. I love our city, but do not understand it sometimes. In the end, all I ccan say is "Please."

Thank you for your time,
Mrs. Trinette LaMontagne

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<http://thirdpartyoffers.juno.com/TGL2131/fc/BLSrjnsDjENvK0vOw8yGBKMg712x9fo7TWW462dUUZCXZ9lhKxMUf2cFPVW/>

183000

Moore-Love, Karla

From: Ken [scan28@comcast.net]
Sent: Wednesday, June 24, 2009 6:15 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

I have not lived in Portland for the past 40 years but have strong feeling about keeping the original name of 39th street. A bit of History is lost every time a street or any other prominent feature is renamed. Please retain the name, 39th Street.

Respectfully submitted

Ken Hiigel

Salem Oregon

6/24/2009

Moore-Love, Karla

From: Stephanie Bennett [stephissues@verizon.net]
Sent: Wednesday, June 24, 2009 7:28 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted

Stephanie Bennett

I was impressed by the hearing last night

Page 1 of 1

1830 00

Moore-Love, Karla

From: Sasser, Stephen [ssasser@nwcouncil.org]

Sent: Wednesday, June 24, 2009 8:08 AM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: I was impressed by the hearing last night

Mayor Adams and Council Members Leonard, Fish, Fritz and Saltzman,

I attended the long session last night and was impressed by how engaged you all were, right up to the end. That's hard work. Well done.

Stephen Sasser
Southeast Portland

6/24/2009

Moore-Love, Karla

From: gregoriancode [gregoriancode@comcast.net]
Sent: Tuesday, June 23, 2009 10:43 PM
To: Moore-Love, Karla
Subject: Cesar Chavez STREET RENAMING

NO NO NO NO NO!!!!!!!

183000

Moore-Love, Karla

From: Dr. Ruth Parvin [aplace2talk@spiritone.com]
Sent: Tuesday, June 23, 2009 8:51 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: 39th street--a possible new vision

Dear Commissioner:

As I listened to several hours of testimony about renaming 39th Avenue tonight, an idea began to form:

Chavez WAS an important man.

The Latino/Chicano/ Mexican American community's contributions to Portland do need to be honored. And Chavez' work is part of what created the organic, sustainability movement for which our city is becoming famous, among foodies--by calling attention to the issues of the pickers and to the effects of the pesticides on the workers, he helped us become aware of the importance of learning to grow our crops safely, to be aware of what pesticides do when ingested.

Why not rename the "Park Blocks" where the Saturday Farmer's Market happens for him? How about the Chavez Garden Blocks--with perhaps a sculpture of Chavez and migrant workers in a square where music and dancing and celebrations could be held? Perhaps on the PSU campus, close to the Latino/Chicano studies center? How about creating a public garden in one of those blocks--a place for the city dwellers of that area to do their own agricultural projects?

This has many benefits:

It avoids alienating the people who live along 39th Avenue.

It avoids confusing the number grid of our city streets.

It avoids creating a possibility that at some point the street will be renamed numerically.

It creates a nexus between the honoring and the honoree.

It gets to the true desires expressed by the people arguing for the renaming--the respect, the recognition, the marking of Hispanic contributions to our town.

If I were the person to be honored, I would so prefer the ambiance and beauty of the Saturday Market blocks to the noise and grime and aggressive driving that happens on 39th.

Respectfully submitted,
Ruth Parvin
Mediator, Psychologist and Citizen
2925 SE Taylor
Portland, Or. 97214

6/24/2009

183000

Parsons, Susan

From: Sheri Krick [chameleonslm@comcast.net]

Sent: Tuesday, June 23, 2009 4:35 PM

To: Parsons, Susan

Subject: Current Council Agenda

Would like to suggest that the council looks @ the city grid to understand the importance of the named/vs numbered streets, especially on the east side. it is so easy for visitors to find their way around. names/names or numbers/numbers is not so straight forward. Couldn't we name a bridge or major building after cesar E. Chavez?

respectfully,

marilyn muilenburg

6/23/2009

From: The SCHRS Longakers [ilongaker@mac.com]
Sent: Tuesday, June 23, 2009 3:35 PM
To: Parsons, Susan
Subject: Not renaming 39th Ave

Let me begin by saying that I have thought long and hard about the proposed change of 39th Ave. to Cesar E Chavez Blvd.. I have attended several of the meeting and feel I have been well informed. It is with deep respect to this man for all that he did that I can only say this whole process is a travesty. 39th Ave. should NOT be renamed because it already has a name, a historic name, one that allows those who traverse it to do so with ease. It runs through one of the most historic areas of this city. It does not support any businesses that are agricultural in nature nor owned by anyone of hispanic, chicano or latino decent. It is in its own right a part of this city's history. One that seems to mean nothing to those at City Hall that want to appease groups that feel oppressed.

The City set a bad precedent by renaming certain streets, on their own, with little or no input from those that would be affected nor the city populace who by all accounts, from every blog on this issue, thinks it's ridiculous to even discuss renaming a street, let alone actually do it. Now we are stuck with a code that NO one sees as being well thought out or even necessary. Why do our leaders feel the need to change the street names? It is ludicrous and a complete waste of time, energy, and money. It is my hope that the city will listen to those of us most affected and that a compromise can be made. There are other city landmarks still to be erected that could hold Chavez's name and allow everyone to honor. This issue doesn't have to deter us from who we are trying to honor, but we should be able to find a way to honor Cesar Chavez in a way that doesn't negatively affect any of our citizens or tarnish his memory.

At this rate, no matter what the outcome, he will not be honored/remembered by all citizens in Portland the way he should, but rather his name will be synonymous with a debacle that no one can claim was truly "successful".

Thank you

Connecticut Longaker
4205 NE 39th Ave.
Portland

183000

Moore-Love, Karla

From: Bruce Kehe [bruce@kehecommunications.com]
Sent: Tuesday, June 23, 2009 4:47 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: No on 39th name change

Dear Commissioners,

I would like to strongly urge a **No vote** on the **renaming of SE 39th Avenue** to Cesar Chavez Ave. There are many reasons for my opposition listed below.

- First, I find the street naming process to be flawed and not in keeping with Portland's tradition of citizen input. My wife and I live one block away from 39th Ave. and at no time were we noticed of a meeting, nor were there any public meetings to discuss this name change once 39th Ave. was identified as the preferred choice.
- In addition, I think the street named process needs to be revised. If the information I've seen is correct, only 2,500 signatures need to be gathered from ANYWHERE in the city. Portland's population is listed as 545,140 and 2,500 signatures represents **less than one-half of one percent** of our total population. Again, I feel like this process is neglecting Portland's tradition of citizen involvement and input when less than a half of a percent of the population not even living near the street can change MY neighborhood's street name.
- I fear that the lax rules around street naming could result in a flood of numbered streets losing their names. Numbered streets are a vital piece of ease of navigation visitors and locals both enjoy. For example, I've already heard there are plans to rename NW 23rd Ave. after Richard Nixon and while that may be more of a scare tactic, why shouldn't we have streets named after Ronald Reagan for ending the Cold War or Jonas Salk for curing polio, Louis Pasteur for pasteurization and curing rabies and Truman for ending World War II.

I would just like to express that I feel this process has been rammed down the throats of the people living in the Eastside and am deeply disappointed that there have not been notices sent to residents living in the area nor an opportunity for the public to meet and discuss this proposal. When this option was presented to other neighborhoods there was vocal opposition and I feel like this time the city is avoiding any opportunity for our voice to be heard in order to prevent another situation like that one. It's a shame but I feel like my city doesn't want to hear my opinion on this issue.

Best regards,

Bruce Kehe
4054 SE Mall Street
Portland, OR 97202
(503) 235-0466

Portland Homeowner and small business owner

6/23/2009

Moore-Love, Karla

From: REES LLOYD [ReesLloyd@aol.com]
Sent: Tuesday, June 23, 2009 4:27 PM
To: Moore-Love, Karla
Cc: reeslloyd@mac.com
Subject: Hearing on Street Renaming for Cesar Chavez



3-30-07 RL STORY
RECORD GAZETT...



ATT00001.txt (6
KB)



3-30-07 RL STORY
RECORD GAZETT...

ATT000011.txt

Greetings:

My name is REES LLOYD. I am a lawyer. I reside in Portland. I worked with and for Cesar Chavez for some twenty years, 1973 to his death on April 23, 1993, and beyond as an attorney for the United Farm Workers of America.

I will appear at, and hope to testify in, the hearing of the City Council on the issue renaming 39th Street for Cesar Chavez. I will oppose that renaming.

In connection with my testimony. I would like to submit to the Council to be included in the record, along with my oral remarks, a story which I wrote about Cesar which was published by The Record-Gazette Newspaper in the San Geronio Pass in California. I submit it as it evidences my long association with Cesar Chavez commencing in 1973, when he assisted and mentored me in a truckers strike when I was a long-haul trucker; then when he told me I had to go to law school and got me into law school; and then all the years I served as one of his attorneys. By submitting this newspaper piece, I will not have to use time establishing that background.

I telephoned in and was told I could e-mail the written material. I do so hereby.

As stated in that story I authored on him, Cesar Chavez was the greatest man I have ever known, or ever will know.

However, based upon the knowledge I have based upon my long association with Cesar Chavez, I will be testifying in opposition to renaming 39th Street, which I believe is an insult to his memory, and to what he stood for in his magnificent life of service and sacrifice for others.

I have known his son, Paul Chavez, for at least thirty years, and I agree with his comment in the Oregonian that his father would consider the campaign to rename a street in his honor "a waste of time."

I note another quote in the Oregonian of significance, that of a leader of the effort of a leader of the group pushing for the street renaming, who is quoted as saying her group wants the street renaming in order "to honor Cesar Chavez and the Latino community."

Neither that woman, her group, nor this City Council should insult and exploit the name, work, and achievements in order "to honor the Latino community."

Hugo Chavez is a Latino. Cesar Chavez was an American.

Cesar Chavez was at minimum a third-generation American born in Arizona on his grandfather's ranch near Yuma Arizona.

Cesar Chavez was a veteran. An American veteran of World War II. He joined the U.S. Navy at 17 to defend the land of his birth, the United States, not Mexico, and served for the duration of WWII in the South Pacific theatre.

Cesar was an American of Mexican descent; a Mexican-American, if you will, but never an American Mexican.

Despite a great deal of self-serving pressure put upon him to define himself in ethnic or racial terms, Cesar Chavez, in the some twenty years that I worked with him, including as an attorney in which there were uncountable confidential communications, never once defined himself as a "Latino." Or as a "Chicano." And he flat refused to use the term "La Raza" to identify himself, his cause, or his followers. He told me "La Raza" was a racist term and he wouldn't use it.

Cesar's self-identification was always as an American Labor leader, never a "Latino leader," "Chicano leader," least of all a "leader of La Raza." Indeed, in 1969 Cesar led a March from Indio to the Mexican border, not to protest working conditions, but to protest the INS's failure to seal the border against strike-breaking illegal alien scabs. Ten years later Cesar had the same position, testifying in Congress for the federal government to secure the border against strike-breaking illegal aliens coming in from Mexico. If you want to

honor Cesar, close that illegal alien hiring hall you are supporting with taxpayer-funds to undermine American workers.

Cesar's reality as an American, an American veteran, an American labor leader, should not be stripped from him now by either a self-serving group desiring to appropriate Cesar Chavez for themselves, deny him his American reality, and gain honor for themselves as Latinos by exploiting what he did as a self-defined American Leader. They are exploiting his name and life for their own ends by a street renaming "to honor the Latino community," as one of their leaders told the Oregonian, as surely as the huge agribusiness interests of California exploited him in life.

Nor should this City Council join in that insult and exploitation of Cesar Chavez --in the name of the people and City of Portland -- in order to kowtow either to racial identity politics nor political correctness, which is to the body politic what cancer is to the body human. Deadly.

And the Planning Commission report which is before you fairly reeks with condescending political correctness, speaking so piously of "diversity" and "inclusion" and "change" and "forward looking" acts. It is utterly insulting to who and what Cesar Chavez was, an American of Mexican descent who never forswore his American birth and heritage and identity and never, ever played racial politics.

You must consider that if you impose this name change on people who have overwhelmingly opposed it, you act in a manner exactly contrary to Cesar Chavez' principles. He touched American hearts not by government-imposed actions, but by persuasion, most often the persuasive example of his selfless service to his cause, the United Farm Workers of America.

Finally, you should consider that Cesar was a man who eschewed all personal celebrity and focused all on his cause. He refused millions in offers for the rights to his life story for films or authorized biographies, saying it was not about him, it was about the cause.

If you want to honor Cesar Chavez, then do it as he would have -- by persuasion, not governmental imposition. Do it in the way that the people most affected want it done.

Do not join in what is, in my opinion, an insult to Cesar Chavez' name and life, using him in his death for a political purpose, a racially divisive political purpose.

The committee advocating this name change has refused any compromise, saying because they have followed the rules, this time, and worked at it for two years, then the entire community should bow to their demands. If it is the street name change and nothing at all, as they have insisted, then let it be nothing.

Then honor him in a way in which the overwhelming majority of Portland's people can support.

Do not insult and exploit his life, his name, and his memory.

REES LLOYD
503-223-8560



News

Lessons from the life of a great American: Cesar Chavez

By Rees Lloyd
Special to the Record Gazette

I am convinced that the truest act of courage, the strongest act of manliness, is to sacrifice for others in a totally nonviolent struggle for justice. To be a man is to suffer for others. God help us to be men! *Cesar Chavez*

California, and three other states, Texas, Arizona, and New Mexico, will officially recognize by State Holidays the 80th anniversary of the birth of an extraordinary American, Cesar Estrada Chavez, the late founder and president of United Farm Workers of America, an American veteran who served his country in the U.S. Navy in WWII, the first American trade union leader to create a viable union for farmworkers where all other attempts in American history had failed, and an American civil rights leader of Mexican descent who served and enriched his country and the lives of Americans of every race, color, and creed by a lifetime "of sacrifice for others in a totally nonviolent struggle for justice."



CESAR CHAVEZ and Rees Lloyd of Banning are shown at press conference in 1973 in Tuscon, AZ, announcing the formation of the Alliance of the United Farm Workers of America and the Truckers For Justice, who refused to haul any lettuce or grapes not bearing the UFW union symbol.

Cesar did not merely, speak, but lived those words, and there are lessons to be learned from that well-lived life. My own life has been enriched and influenced beyond measure by what I learned in some twenty years working with him, starting in 1973 when I was a trucker participating as a leader of the "Truckers For Justice" in a nationwide truckers shutdown in the so-called "Arab Oil Embargo," in which oil companies reaped windfall profits, and including the years I served as one of his attorneys from 1979 until the day of his death on April 23, 1993.

I emphasize that I was but one of thousands who worked with Cesar Chavez through the years, others who did so much more than did I in aid of him, his cause, and the UW; I emphasize that I write these words not to celebrate my association with him, but to celebrate him, Cesar Chavez, and the life he lived.

I will always walk in the shadow Cesar Chavez, a great and humble man who lived his faith, and was the moral heart of the American labor movement in the last half of the 20th Century.

Cesar Chavez was born on March 31, 1927, on the small ranch near Yuma, Arizona, that his

grandfather had purchased in the 1880's, and which the Chavez family worked and thrived on until 1937, during the Depression, when the bank foreclosed and the giant Bud Antle lettuce corporation based in Yuma took over the Chavez' land. The family, when Cesar was 10, went from being American landowners, to "Mexican" migrant workers, living and working in conditions which appalled America when they became known years later, and which were improved basically because of Cesar Chavez touching America's heart with his non-violent service.

In 1944, at the age of 17, while WWII raged in Europe and the Pacific, Cesar Chavez joined the U.S. Navy. When he came home on a three-day leave, he engaged in his first non-violent civil disobedience: He deliberately sat in the "White" section of the then-segregated movie theatre in Delano. He was arrested; taken to jail; but they couldn't figure out what to charge him with (U.S. Sailor sitting in the wrong place in wartime?). So, they cut him loose with threatening warnings that he should know his place. Cesar returned to Navy duty defending his country, notwithstanding.

Ironically, Cesar's life ended where it began, in Yuma, and in a fight with the powerful Bud Antle Corporation, largest lettuce grower in the world, which had taken his family's land back in 1937..

That is, Bud Antle sued Cesar, and the UFW, in the Yuma, AZ, courts, claiming Bud Antle had been grievously damaged by the "Lettuce Boycott" which Cesar led -in California. Bud Antle sought millions in damages, which would break the UFW.

Bud Antle's lawyers called Cesar as a witness. When his examination by Bud Antle's lawyers was complete, Cesar, following his custom, went to the home of a UFW member where he was staying. (Cesar's practice was to stay in the modest homes of members, and not incur hotel or motel bills.)

After supper, he went to his room, kicked off his shoes, lay on the bed, and began reading a book concerning entrepreneurial projects which could aid the poor, particularly Native Americans.

Cesar Chavez died peacefully in his sleep that night, April 23, 1993.

Those who entered the room when he did not respond to their knock, said his shoes were off, but he was still dressed, as if having dozed off while reading. They said there was no evidence that he had suffered any pain or distress. Indeed, the book he was reading still rested on his chest, undisturbed. Further, they said it appeared that Cesar had a small, serene smile on his face.

"God came and took him," observed an elderly farmworker, as heads nodded and crosses were etched in common assent.

The court was informed of Cesar's death and a motion was made for a mistrial, since Cesar had testified under questioning by Bud Antle's attorneys, but died before UFW could elicit his testimony.

Motion denied, said the judge, stating he would give the UFW ten days to bury Cesar, and the trial would resume as if nothing had happened. He rapped his gavel, a fitting exemplar of the judiciary.

More than 50,000 people made the pilgrimage to Cesar's funeral in Delano, where Cesar had first gone in 1962 with his wife, Helen, and their eight children, to organize what would ultimately become the United Farm Workers of America.

The trial resumed in Arizona under the same berobed autocrat who had denied a mistrial. I was honored to be one of the attorneys defending the UFW and Cesar as the trial continued, my role to write motion after motion to the great discomfort and distress of the jurist who makes obscene

the command that we address judges as "Your Honor."

As expected, the jury found for Bud Antle (surprise, surprise), the biggest employer in the Yuma area, and against Cesar and the UFW for the boycott against lettuce staged not in Arizona, but in California. They awarded some \$3.5-million to Bud Antle, enough to bankrupt the UFW.

But the UFW was born of Cesar Chavez and it had learned one of the primary lessons his life taught: Never give up, never surrender in the fight for justice. Ultimately, after years of litigation, the UFW won; the judgment was thrown out by higher courts. Bud Antle, the rich and powerful corporation, lost everything to Cesar Chavez, who would not give up.

Cesar's son, Paul, once said to me of his father's persistence: "Did you have one of those little cars when you were a kid that you wind up, and it takes off and, when it hits a wall, it bounces off then hits the wall again, and again, and again? Well, my Dad reminds me of that little car. It won't quit. But the difference is, with my Dad, the wall falls down."

I have remained a civil rights and workers attorney to this day, and proudly now represent primarily my fellow veterans in The American Legion. I think of Cesar daily in those efforts, and remember daily the great lesson he taught back in that truckers strike in 1973 when it appeared I would not be able to prevent violence from erupting as we had 253 truckers blockaded in a truck stop for two weeks.

Cesar, who was my mentor in that strike, admonished me so loudly and emphatically, that I had to hold the phone at arms length away from my ear, but I heard, and remember, every word:

"Rees, if there is violence, it is your fault: It is a failure of creative intelligence; a failure of creative intelligence."

At the time, I said, not to him but to myself, in a huff: "What does he know? I'm the one here, I'm the one with the problems."

But later that day I picked up the newspaper, and spotted a story saying the Tucson blood bank had run out of blood and needed help. I called a meeting, pointed out that we were getting lambasted by the media over our strike, and, if we gave blood to the people of Tucson, maybe we would be seen in a different light. The truckers voted to give blood, and I called the media.

The next day, we loaded up the trailers of two eighteen-wheelers with strikers and drove to the blood bank. With television cameras running, out of the trailers came the Truckers For Justice, cowboy-hatted, cowboy-booted, walking John Wayne-tall, to give their blood to the people of Tucson, true Knights of the Road.

The atmosphere completely changed. The media began telling our story, and the people of Tucson began taking truckers into their homes for the duration of the strike. The threat of violence evaporated. Although there was violence all over the country, there was none in our strike in Tucson - thanks to Cesar Chavez.

We created an Alliance of the United Farm Workers and the Truckers For Justice in the aftermath of that strike. Cesar Chavez told me then that I needed to go to law school so that I could better serve; it was his recommendation that later opened the doors of law school to me. After graduation and passing the State Bar in 1979, I became one of the volunteer attorneys for the UFW, and Cesar..

In my work as a civil rights, workers rights attorney, including proudly representing my fellow veterans in The American Legion, whose cause in defense of our veterans memorials and cemeteries against fanatical secular-cleansing attacks to remove all religious symbols I believe to

be a major civil rights issue of this era, I am guided to this day by the lessons taught me by Cesar Chavez.

Not the least of those lessons is to never to surrender in the cause of justice, to act with audacity, but always remember that "violence [is] a failure of creative intelligence."

I am infinitely grateful to Cesar Chavez for these lessons, and, most of all for the lesson, and example, of his life.

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Tel: (951) 849-4586

See what's free at [AOL.com](#).

Moore-Love, Karla

From: Seth Longaker [seth@oddball.com]
Sent: Tuesday, June 23, 2009 4:02 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioners:

I have written a couple of different times to express my opposition to the renaming of 39th avenue. So before the vote is taken, I would once again like my voice to be heard and for you to please vote NO on the proposal to rename 39th Avenue.

Thank you in advance for your help in this matter

Seth Longaker
4205 NE 39th

Moore-Love, Karla

From: Agnes L [aga_pdx@yahoo.com]
Sent: Tuesday, June 23, 2009 2:00 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

The renaming to "CESAR E. CHAVEZ BOULEVARD" has no relation with the area. I own a house on SE 32nd and a rental on SE Caruthers / 20th, and I do not want to see SE 39th renamed. There is not need to do this!

Respectfully submitted

Agnes Lut
2522 SE 32nd Ave.
Portland

Moore-Love, Karla

From: Justin Hawkwood [justin@peggyandjustin.com]
Sent: Tuesday, June 23, 2009 1:31 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

To the Mayor and Commissioners of Portland:

Please respect the citizens whom will be affected by the renaming of 39th Avenue, and vote NO. Several of the neighborhood associations have take position against the renaming, including Laurelhurst, of which I am a resident.

Thank you for your time,

Justin Hawkwood

"It's dangerous to be right when the government is wrong."
- Voltaire

Moore-Love, Karla

From: Franco [tnfranco@mac.com]
Sent: Tuesday, June 23, 2009 1:18 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please read the Oregonian's editorial today and vote NO on the renaming of 39th Ave.

Respectfully submitted,

Thomas and Nancy Franco
Portland, Oregon 97232

183000

RECEIVED

June 22, 2009

Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman
1220 SW 4th Avenue, Suite 304
Portland, Or. 97204

2009 JUN 23 P 12:56

GARY BLACKMER, AUDITOR
CITY OF PORTLAND, OR

BY _____

Re: The Chavez street renaming hearing
Tuesday, June 23, 2009

Dear Mayor Adams and Commissioners,

The renaming process is not a matter of assessing the relative merits of either side. It's about Human Rights. Read a little Constitutional Law and you will find no justification whatsoever to rename 39th avenue.

The citizens of 39th are protected by Constitutionally embedded Human Rights. "Human rights are...quintessentially local values..." "In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights of others." Our Constitution defines our government as one which reflects the voice of the people. We cannot have City Codes or make decisions which lead to denying the most important right of self-determination. And we surely cannot impose sanctions which leave the identities of our 39th avenue citizens without any protections whatsoever. In a way, isn't this a kind of Identity Theft?

There are many good reasons to honor Cesar Chavez; the most important reason is knowing he speaks for the Human Rights of everyone, including the citizens of 39th avenue. There is no legal, logical or compelling reason to rename 39th avenue. There are clearly many far better ways to honor our American hero. So let's get to it.

Sincerely,



Marilyn Cone
1330 SW 3rd, #707
Portland, Or. 97201
503-235-5801
marilyncportland@msn.com

Moore-Love, Karla

From: STiazkun@aol.com**Sent:** Tuesday, June 23, 2009 12:24 PM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioners and Mayor:

As a resident of Laurelhurst, I have studied the arguments for renaming 39th Ave as Cesar Chavez Blvd., and have come to the conclusion that renaming 39th Ave. is not the best course of action for the city. My decision is based on the following:

1. Costly- The renaming of a street creates many costs that are incurred by individuals, small businesses, the City of Portland, the State of Oregon, and the tax payers of Portland and Oregon. We have heard costs from the city of at least \$100,000 for street signs alone, with costs from other impacted entities sure to raise this figure much higher.

The people that are in favor of the street renaming have not demonstrated a value-add to the city. We know that a street renaming will cost at least 6-figures but what is the quantitative gain of renaming the city? The proponents of such a renaming should demonstrate that there is a quantitative gain.

Further, there is no way to demonstrate any other type of positive gains (such as qualitative gains) that the City of Portland would incur. With such a financial framework ignored by the renaming supporters, fiscal issues- particularly in a bad economy- should take precedence. Tax payer monies, small business monies and city monies can be better spent for important public services that are badly underfunded and in jeopardy.

2. Divisive- The will of the people should not be ignored and in fact must be paramount to elected officials. Based on the city survey of residents and homeowners on 39th Ave., it appears the vast majority of these parties are against this renaming. The statistical information released by the City of Portland shows 87.7% of survey respondents opposed the renaming.

Further, several neighborhood associations also oppose this renaming. As a resident who attended one of these neighborhood meetings, I can tell you that we took our stance after a long discussion and a democratic vote of residents of the neighborhood. At the Laurelhurst Neighborhood Association meeting there were zero votes in favor of the renaming. With such strong opposition to this renaming, it is a logical conclusion that renaming the street for Cesar Chavez will only create more division in the city over this issue. I am sure this is not what the City of Portland is looking to foster.

3. Illogical- The proponents of renaming a numbered street that transverse a large part of the city have not demonstrated why the renaming makes logical sense. Not only does 39th Ave. have a long history in various Portland neighborhoods but it also has a long history as part of the numbered grid system that many Portland residents

- and visitors- use as a marking post for travel and direction. Starting to dismantle this logical and useful street system creates confusion and is completely illogical to the navigational benefit this system creates.

4. Disruptive- This change will be disruptive to the large number of businesses and homes located on 39th Ave., as well as creating confusion to those that have to travel or interact with these same entities. As a former resident of San Francisco I saw the renaming process in action. San Francisco chose to rename Army Street in honor of Cesar Chavez, but the renaming was done to a street that was largely industrial and not populated with hundreds of homes and small businesses that would be impacted by a change. Portland's 39th Ave. does not fit that formula, which kept disruption to a minimum in San Francisco.

In fairness, I have also listened to and read the arguments by the group advocating for a street renaming.

What I have heard leads me to the conclusion that their arguments for renaming are based on pure emotion. Decisions based on emotions are usually regrettable.

Making 39th Avenue a sacrificial lamb for the renaming process is not a wise move for the City of Portland or for those businesses, residences or travelers that will be impacted by a renaming. The perceived inflexibility of those that want to rename 39th avenue should not be a model that the City Council follows.

I am hoping that the City of Portland shows creative leadership and real wisdom by naming a new bridge, building or other edifice for Cesar Chavez which would bring greater understand and less tension among races and create a place that all people of Portland could support.

Respectfully submitted,

Scott Tiazkun

An Excellent Credit Score is 750. See Yours in Just 2 Easy Steps!

1830 00

Moore-Love, Karla

From: Ronald N. Swaren [rswaren2002@comcast.net]
Sent: Wednesday, June 24, 2009 11:14 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue. Respectfully submitted

6/23/2009

183000

Moore-Love, Karla

From: Norman Hale [norman.hale@gmail.com]
Sent: Tuesday, June 23, 2009 11:06 AM
To: Moore-Love, Karla
Subject: 39th Av Proposed Renaming

An honor that is given unwillingly is no honor at all. To rename 39th Av in the face of almost complete opposition in the neighborhoods that surround it cannot be an honor to Cesar Chavez, and it cannot be in the best interests of the city to set its citizens against one another.

A flawed street renaming process has put the neighborhoods, city council and its citizens in an unwinnable conflict that will only be repeated until the naming process is amended. A tiny portion of the city's residents . . . who are neither voters nor taxpayers . . . must not be allowed to create the kind of turmoil that we have seen so far in every naming movement.

39th Avenue must be allowed to retain the name it has had for over a hundred years until Portland's citizen agree under an amended naming process to honor Cesar Chavez or any other noteworthy citizen.

Norman Hale
911 NE Hazelfern Pl
Portland OR 97232

6/23/2009

1830 00

Moore-Love, Karla

From: deemingkehe@gmail.com on behalf of Eryn Deeming Kehe [edeeming@alum.mit.edu]
Sent: Tuesday, June 23, 2009 10:59 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: No on 39th name change

Dear Commissioner:

I am a resident on SE Mall Street. My home is a couple hundred feet from 39th. I am opposed to renaming this street—regardless of the name chosen. I am just sorry it has been cast as a reflection on the importance of the work of Caesar Chavez. I would like to participate in finding a good location for Caesar Chavez Avenue, but no one asked me. Now I feel forced into a significant change to my life that I didn't get to participate in choosing.

I am strongly opposed to the process that lead to this recommendation. I have not been invited to participate in a meeting or survey or otherwise invited into a discussion about the renaming effort, I didn't sign the petition and I travel on 39th Avenue EVERY DAY. My neighborhood association board decided to remain neutral on the question without even announcing that it intended to discuss the issue (Creston/Kenilworth).

I think 39th Avenue is *significant in its own right* even if the name itself doesn't conjure up memories of someone significant. The avenue is a major north-south artery that helps people navigate the east side and is an important directional tool for businesses. It is one of the few north-south arteries we have in this area. Everyone in Portland has known the name of this street for decades. Visitors need it to know how to get to my house. Naming something important after Caesar Chavez *is in the best interest of the City of Portland*, but this change is not.

As a neighbor, I feel railroaded by this suggestion. No matter how supportive I am of recognizing Caesar Chavez I can not support this change. **Please vote NO on the proposal to rename 39th Avenue.**

Respectfully,

Eryn Deeming Kehe
4054 SE Mall St.
Portland, OR 97202

6/23/2009

1830 00

Moore-Love, Karla

From: Dr. Ruth Parvin [aplace2talk@spiritone.com]
Sent: Tuesday, June 23, 2009 10:39 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

I live and have a business between Grand and SE 39th street. I own a duplex on SE 39th. I am against renaming SE 39th Street but have no problems with renaming Grand Street.

When I moved to Portland in 1992, I had a friend who had lived here for a couple of years. I was amazed by how she could give me directions to any place I wanted to go, without consulting a map. She sat me down with a map and explained how the city was laid out and I had few problems after that getting around, despite being direction and right/left challenged. This was because there is a rhyme and reason to the way the streets line up. Every exception to that makes it more confusing. The numbered streets--especially the major ones are an important part of that street grid.

Numbers are even more important than the way the streets generally follow an alphabetical order within pockets. I can't quite put my finger on the psychological security of numbered streets that run in order. Perhaps part of it is that it allows you to count how many blocks you have walked or how far away something is. Perhaps it is because we learn the order of numbers very early in life. Perhaps it is because there are mnemonics using numbers. For instance, $39 = 3 \times 3$ and 3 goes into 9 three times.

I travel 39th all the time. I have a duplex on 39th street--when I have to have workers go there, they can find it easily because 39th tells them where it is--unlike Chavez.

I want to stress, I have no problem with naming a street for this important labor organizer--I wish it could have happened while he was alive. I have no problem naming such a street in my neighborhood. I have no problem telling his story. I think it would be cool to have his name on a street that crosses a bridge and goes into downtown Portland.

I DO have a problem with changing the name of 39th street. I see it as the first step in permitting future such changes and believe that each one that does not fit with logical rules of order (alphabetical or numeral) will make our town much less visitor friendly and navigable.

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted,

Ruth Parvin, J.D., Ph.D.
Clinical Psychologist
2925 SE Taylor,
Portland Or. 97214

6/23/2009

1830 00

Moore-Love, Karla

From: Kris Akins Tree In A Box [kris@treeinabox.com]
Sent: Tuesday, June 23, 2009 10:15 AM
To: Moore-Love, Karla
Subject: 39th Avenue Street Re-naming

Dear Sam,

I am opposed to the renaming of 39th Avenue.

I have often heard the argument: "they followed the procedure, we HAVE to let them..." But I strongly argue that a procedure has a decision at the end because it is ONLY a procedure, not a guarantee of acceptance. As an architect, I have found this argument used in zoning and variance cases. There seems to be an attitude that since "they" really want this and they followed all the rules, we cannot ETHICALLY deny them.

A more forceful argument would be a very few people (I know they have 2600 signatures, but the core group is smaller) should not be able to force their will on a much larger population because of their prejudicial desires. And, though they condemn opponents for racial prejudice, they are actually making this proposal for acknowledged racial reasons. The argument cannot be allowed in one direction and not the other.

I am a little cautious about even writing about racial prejudice as I HOPE I am not making my decision based on those premise, though when I visited the Holocaust Museum in Wash DC, there is a door one is able to walk through if you are not prejudice and it is permanently locked – symbology...

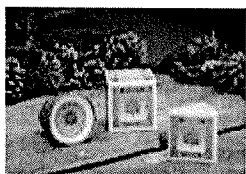
I have started a new company that is dedicated to helping change our world by acknowledging Obama's inaugural theme: "We Are One" on a global basis. I believe our differences are our strength and equality is not sameness. So I am not objecting to the actual name or that is it Hispanic or that Cesar Chavez should not be honored. He was an invaluable aid to workers and his acknowledgement is important.

However: Not through imposing the will of a few on the many, when the many object. This is not an ethical decision, though it is being painted as such.

I have heard it mentioned, but have never heard an answer to: Why can't the new Transit Bridge be named for Cesar Chavez? It would be a more dramatic answer and have no opposition similar to renaming a major street.

Thanks for your careful consideration Sam,

Kristine Akins



Kristine Akins

Architect OH#6424 NM#3863 NCARB#54859

Tree In A Box

6/23/2009

330 SE 39th Avenue
Portland, OR 97214
(800) 343-2313 (503) 236-3692 Fax: (503) 236-3948
www.treeinabox.com kristine@treeinabox.com

1830 00

1830 00

Moore-Love, Karla

From: taylor [salT@laurelhurstplace.net]
Sent: Tuesday, June 23, 2009 10:08 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Mayor and Commissioners:

My family TOTALLY agrees with today's excellent editorial in The Oregonian regarding the renaming of 39th Avenue. Stop and think about it - do you really want to memorialize an outstanding farm labor leader with 7.2 miles of asphalt named after him? The street doesn't even go through farm country! And, where 39th meanders from the Hollywood area up the hill passed lovely homes through Alameda and beyond, you are stretching to the max the definition of "boulevard". We have lived off 39th in Laurelhurst for over fifty years.....we are very concerned. The original sales office for Laurelhurst property was located on Coe Circle where Joan of Arc stands today. Thirty ninth ran through the middle of the circle, complete with trolley cars 'The Laurelhurst' and '39th Avenue'. My Dad was a trolley conductor. It is a MAJOR numbered street. Portland's grid system is so logical, an asset to our city, and indicates how to reach our home. I gathered almost 200 signatures to 'save 39th'. There is not one valid reason to change its name. The will of the people = NO CHANGE. Leave our beloved 39th Avenue alone, please.

Respectfully,
Sally Taylor
4114 N.E. Laurelhurst Place

6/23/2009

183000

Moore-Love, Karla

From: Lynn Norbury [lynnertsn@gmail.com]**Sent:** Tuesday, June 23, 2009 9:45 AM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioners for the City of Portland:

What is best for the city of Portland is to immediately abandon the grossly flawed City Code Chapter 17.93 that enables streets to be renamed and deny the renaming of 39th Ave. Furthermore, the City should refund all monies to the Cesar E. Chavez Committee, including all \$4000 they have paid in fees to implement the renaming process, and provide that Committee access to city departments of transportation and developments to select new building projects that can be named for the honoree.

The city code enabling a street renaming is grossly flawed and is a travesty of democracy. It creates only enmity by enabling a small special interest group to pay a mere \$1000 to buy the name of any street out from under the persons who own residences and businesses on that street. Those "Owners" have overwhelmingly voted against the renaming of Interstate Ave., Broadway, Grand Ave., and 39th Ave. by virtue of the postcard surveys sent out by the city of Portland. Let's make note that voting process enabled the "owners" only one vote per legal residence and not multiple votes per family with children age 16 or older or multiple votes per business with more than one owner. In contrast the city code allows a special interest group of as few as 2500 persons, including children as young as 16 years old and including persons who merely "intend" to make Portland their permanent home, to impose their will on a much larger majority who do not want any streets to be renamed this way. This process is grossly flawed. To disregard the wishes of the larger community who have spoken through surveys, meetings, letter-writing, online petitions, and by attending other people's neighborhood meetings to support the preservation of the current street names, is not consistent with the duty government office.

This process is not an honorable way to recognize a great labor leader whose legacy is to build community and consensus. If the Cesar Chavez Committee has attempted to build consensus among anyone it is indeterminate as evidenced in the blogs of Sean Cruz who has criticized this renaming process and the Cesar Chavez Committee since the outset of their intransigent demand to rename Interstate Boulevard.

I urge you to do your duty and deny the renaming of 39th Avenue. What is best for our city is to provide the Cesar E. Chavez Committee an outlet for their special interest while also recognizing wishes of the community at large which strongly refutes City Code 17.93.

Respectfully submitted,
Lynn Norbury,
Resident of Portland, OR

6/23/2009

1830 00

Parsons, Susan

From: deemingkehe@gmail.com on behalf of Eryn Deeming Kehe [edeeming@alum.mit.edu]
Sent: Tuesday, June 23, 2009 11:08 AM
To: Parsons, Susan
Subject: Fwd: No on 39th name change

On Tue, Jun 23, 2009 at 10:59 AM, Eryn Deeming Kehe <edeeming@alum.mit.edu> wrote:

Dear Commissioner:

I am a resident on SE Mall Street. My home is a couple hundred feet from 39th. I am opposed to renaming this street—regardless of the name chosen. I am just sorry it has been cast as a reflection on the importance of the work of Caesar Chavez. I would like to participate in finding a good location for Caesar Chavez Avenue, but no one asked me. Now I feel forced into a significant change to my life that I didn't get to participate in choosing.

I am strongly opposed to the process that lead to this recommendation. I have not been invited to participate in a meeting or survey or otherwise invited into a discussion about the renaming effort, I didn't sign the petition and I travel on 39th Avenue EVERY DAY. My neighborhood association board decided to remain neutral on the question without even announcing that it intended to discuss the issue (Creston/Kenilworth).

I think 39th Avenue is *significant in its own right* even if the name itself doesn't conjure up memories of someone significant. The avenue is a major north-south artery that helps people navigate the east side and is an important directional tool for businesses. It is one of the few north-south arteries we have in this area. Everyone in Portland has known the name of this street for decades. Visitors need it to know how to get to my house. Naming something important after Caesar Chavez is in the best interest of the City of Portland, but this change is not.

As a neighbor, I feel railroaded by this suggestion. No matter how supportive I am of recognizing Caesar Chavez I can not support this change. **Please vote NO on the proposal to rename 39th Avenue.**

Respectfully,

Eryn Deeming Kehe
4054 SE Mall St.
Portland, OR 97202

6/23/2009

1830 00

Parsons, Susan

From: kim nguyen [mimikim1231@yahoo.com]
Sent: Tuesday, June 23, 2009 9:52 AM
To: Parsons, Susan
Subject: Statement to support Cesar Chavez Blvd

To Whom It May Concern:

I am writing in support of renaming 39th Avenue to Cesar Chavez Blvd. I am also suggesting that the City of Portland keeps the double name for this street.

The reason to honor Cesar Blvd with a street is because we want to honor him in a visible way. The street that we travel everyday reminds us of his contribution to this society.

Korean Memorial is stucked behind a cemetery in S.E. Portland. Very few people knew that this memorial even exists. We have the Vietnam War Memorial at the Washington Park. Those of us who live in Portland don't even go there to visit it.

I strongly believe that as a community, we should vote to make this decision tonight to avoid further division and conflict.

Sincerely,

Phuong Kim Nguyen
3241 N.E. Glisan
Portland, OR 97232
(503) 415-1717

6/23/2009

Moore-Love, Karla

From: Hammond, Melissa :CO HR [MHAMMOND@LHS.ORG]
Sent: Tuesday, June 23, 2009 8:26 AM
To: Moore-Love, Karla
Subject: Renaming of 39th

WHY is this still being considered?

At last check, this was a democratic society.

WE voted.

WE said no.

Please, Portland City Council, respect the wishes of those who will actually be affected by this change and vote no.

We voted against your opponents, which is why you hold your office. Should this be reconsidered?

Melissa Hammond, CPDM

Benefits Analyst

Legacy Health System

503-415-5586

mhammond@lhs.org

Moore-Love, Karla

From: Jenny Brinkley [jenny.brinkley@nanonation.net]
Sent: Tuesday, June 23, 2009 8:04 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. I am disappointed I will not be able to attend this evening's hearing due to business travel.

Respectfully submitted:
Jennifer Brinkley
11 NE 39th Avenue
Portland, OR 97232
(cell): 503.490.8241

Moore-Love, Karla

From: Rod Neufeld [Rod@awardnet.net]
Sent: Tuesday, June 23, 2009 8:00 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue.
Respectfully submitted

Rod & Jackie Neufeld
3635 NE 39th Ave.
Portland, OR 97212
503-281-9272

1830 00

Moore-Love, Karla

From: William R. Meyer [meyerlaw@spiretech.com]
Sent: Tuesday, June 23, 2009 7:58 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Cc: 'Milt Fyre'; stumvy@aol.com; 'ART TERRI JOHNSTONE'
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue.

In these economically difficult times, with scarce resources for REAL needs in the City, it is an obvious waste of time, money, and energy resources to even to be holding meetings to consider such a street name change----regardless of the historic merits (or not) of Mr. Chavez in relation to our city. Every minute you spend on this trivial subject would be much better spent on the City's real challenges. It is hard to believe you take your jobs seriously by giving such time to this subject.

We sold our building on SE 39th Ave. last year----but had we still been there, it would have been an extremely unwanted extra expense-----and diversion of time, etc.---to have had to re-do our letter head paper, advertising, etc. I am sure most merchants along SE 39th Ave. feel the same.

Respectfully submitted

William R. Meyer

Moore-Love, Karla

From: Marie Kent [mariek1995@yahoo.com]
Sent: Tuesday, June 23, 2009 6:48 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Cesar Chavez Blvd, Please vote 'NO', Find Alternative; New Pedestrian Bridge

I am writing to urge you to make a vote of 'No' on the renaming of 39th street to Cesar Chavez Blvd.

Three neighborhood associates that are near 39th street have all voted in opposition of the renaming of 39th street. Those associations are;

- Richmond
- Beaumont-Wilshire
- Montavilla

Postcard polling of those living on 39th street suggest that close to 90% oppose renaming of their street.

We are in a recession and the cost of new street signs alone should be a deterrent for the City Council.

A yes vote on this issue will show the people who live on and near 39th that the City of Portland doesn't care what they think, instead caring more what a special interest group thinks. A special interest group who is not even willing to discuss any alternative.

Most people I have talked to have no objection to naming something after Mr. Chavez, such as the new pedestrian bridge being built across the Willamette. This can be a win-win situation if something like that is done. The city should honor Mr. Chavez, but please find a more appropriate honor for Mr. Chavez, one that is not opposed overwhelmingly by the people it will effect the most.

I urge the City of Portland to listen to the voices of so many who actually live in this area and vote 'No'.

Thank you for your time and consideration,
Marie Kent
3205 NE 42nd
Portland, OR 97213

Moore-Love, Karla

From: Lori Weinmann [weinmann5@comcast.net]
Sent: Tuesday, June 23, 2009 6:22 AM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. I want to save the name as it has become important to me.

Let us find a way to honor Ceasar Chavez that will better ferlect what he has given us.

Respectfully submitted, Kevin Weinmann
3918 NE Multnomah St.

1830 00

Moore-Love, Karla

From: bwadsworth_2000@yahoo.com
Sent: Monday, June 22, 2009 10:15 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Cc: info@save39th.com
Subject: Reasons for NO vote on renaming 39th - please read

To:
The Honorable Sam Adams, Mayor, Portland, OR
and Members of the City Council, Portland, OR

Please vote NO on the proposed change of the name of "39th Av." to "Chavez Blvd." While I share the desire to honor Cesar Chavez, I am against renaming the street. You see, it would be the second time in my adult life that the mailing address where I was residing has been, and in this case, may be, changed with only good intentions in mind. The other time to which I refer happened while I was living in a small sub-division in Thonotosassa, FL, just outside the city of Tampa in Hillsborough County, FL. In early 1990, Hillsborough County Florida decided to use a consecutive numbering system of houses and businesses, branching away from Tampa city center, to make it easier for emergency services to reach locations when calls were received. So all sub-division and smaller and shorter street numbers were changed. In my case, our house number changed from 123 Kelly Pl to 12409 Kelly Pl. Seems fairly simple, I know. But it still required that we notify all of our correspondents, including credit card companies, electric company, cable company, phone company, insurance companies, medical contacts, banks, magazine subscriptions, etc. Also, as required by law, we had a short period in which we had to apply for 'corrected' automobile registrations, driver's licenses and any other licenses which we may have held, including, but not limited to - fishing, hunting, boating, flying, animal tags, etc. Fees were required for all of the license updates and we had no choice in that matter. Failure to update this information in the short time frame given was subject to fines. Also, the United States Postal Service only gave a limited period of time in which to notify all of our mail correspondents, both business and personal, and after that period of time the United States Postal Service returned mail to the sender(s), stamping it "no such address". I don't remember the specific period of time, but I do know that in spite of diligent efforts on my part to notify all of our contacts, there were some that I missed and whose mail was returned, sometimes resulting in late fees for bills, threats to cancel insurance, missing periodicals (which were not reimbursed). Also, I had to pay for new personal checks and personal return address labels, which I then used on my holiday greeting mail-outs. Since the address change took place in February, 1990, by the holiday season in December I simply used the updated address labels I had ordered 10 months before, and since we hadn't moved, didn't think to mention the address change in my notes and letters, thus, some cards sent by friends and relatives that season were returned to sender(s). Having missed some holiday newsletters, I fear I still have a gap in the family history of all of Aunt Ruth's kids and grandkids activities in 1990. There may still be a smoldering grudge for my not acknowledging little Mandy's 4th grade Honor Roll achievements that year.

All kidding aside, and not to make light of the gravity of this proposal, I have empathy for all of the businesses located along 39th Av, or any other street that is being considered for a name change in ours or any other city. As they say, "I've been there, done that" and it is NOT fun. Their tasks in updating stationery, business cards, yellow-page advertising, white-page phone listings, internet advertising, customer awareness, business associates, signage, etc, will no doubt cause excessive financial burdens and additional work hours that in the current economic environment may be the final straws that break the camels' backs. Would Cesar Chavez be proud or feel honored by that? I think not. Frankly, I think

6/23/2009

1830 00

Senor Chavez would ask that we not cause any hardships to ordinary, working-class citizenry and businesses which employ the citizenry, in the guise of honoring his memory. I feel that if our mayor and city council members feel strongly and passionately enough in their effort to honor Cesar Chavez, they should seek another, more suitable way to honor this tireless advocate of agricultural workers' rights. Has a park name change been considered? Perhaps a brand new park? How about commissioning a local artist to create a monument with a story board display covering his achievements - perhaps in the farmers' market at PSU? Wouldn't that be a more fitting tribute in keeping with his ideals?

In closing, I again ask you to consider the myriad of problems that will be imposed upon the residents and businesses along 39th Avenue, and vote NO to this change.

Thank you very much.

Respectfully,
Elizabeth Wadsworth
600 SE 39th Av
Portland, OR
503-860-9806

Moore-Love, Karla

From: Ryan Weeden [ryan@weedenlink.com]
Sent: Monday, June 22, 2009 10:03 PM
To: Moore-Love, Karla
Subject: Speaking at June 23 Council Meeting on Cesar Chavez Renaming

I would like to be added to the list to speak at the June 23rd Council Meeting on the renaming of 39th Ave. to Cesar Chavez. I am a homeowner on NE 39th as well as have a home office used for my construction business. I urge the Council to let the voices of the people who live on this street be heard prior to voting on this issue. If possible I would like to have a speaking slot relatively early in the meeting as I will have to bring my 6-month old daughter with me as well.

Thank you,

Ryan Weeden
2814 NE 39th Ave.
Portland, OR 97212

ryan@weedenlink.com

Moore-Love, Karla

From: Carol [dc.hutch@comcast.net]
Sent: Monday, June 22, 2009 9:55 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue.

I have read some of the input re: the renaming of 39th Ave. I have many Hispanic friends so I am not a racist or do not feel that Mr. Chavez is not worthy of acknowledgment. But certainly not in the renaming of streets that have been a part of the history of Portland for more than 100 years. I am a 70 year old widow, mother of 4 grown children, and have lived on 39th ave for 52 years. I Love my street and could never agree to a change. Not to mention the financial impact it would have on me. I would have to change my web sites where I operate my business from, all my mailings and much more. I resent my tax dollars being spent on these causes. We need help in our schools, roads, and with so much unemployment there are a lot of folks that find this a waste of tax payers money. As our paid and elected officials we hope you will agree with the majority of the 39th residents and vote NO on this change and any other street change in the future.

Respectfully,,,,,Carol Hutchins

1830 00

Moore-Love, Karla

From: Carol [dc.hutch@comcast.net]
Sent: Monday, June 22, 2009 9:42 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Our city fathers laid out the city with a great deal of thought and wisdom. Their goal was to have a city that was very easy to travel throughout, for everyone. By utilizing the river and Burnside street to form the North/South and East/West zones and using numbered streets to run North/South and Named streets running East and West. This system has worked well for over 100 years and you people who work for "us", have no business tampering with this.

I am extremely disturbed and disappointed that with the Nation and World in a critical period of financial chaos, with thousands of businesses and some very large corporations declaring bank-ruptly, schools struggling for funds to maintain a quality education and unemployment at an all time high, I would hope that the officials we elected to maintain civic affairs, would have more important business to address than changing the names of streets that our founding fathers so wisely chose.

Dear Commissioners Please vote NO on the proposal to rename 39th Avenue. Respectfully submitted
Keith Sanden

6/23/2009

Moore-Love, Karla

From: Pati Hall [chevylane@juno.com]
Sent: Monday, June 22, 2009 7:54 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. There are many people that have done things in this city who do not have a street named after them. Please don't waste any more tax payer dollars on this issue. 39th Ave will be 39th Ave And we like it that way. Changing the name will confuse people and all the maps will have to be changed. It just irritating to rename streets and for reasons that aren't substantiated enough to keep wasting time to redo this same process over and over again.

Please vote NO, thank you.

Respectfully submitted,

Pati and Matt Hall

Native Oregonians _____

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183000

Moore-Love, Karla

From: Betty Wadsworth [bwadsworth_2000@yahoo.com]

Sent: Monday, June 22, 2009 7:50 PM

To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla

Subject: Vote NO on renaming 39th Avenue

Dear Commissioner: Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted.

Elizabeth Wadsworth

600 SE 39TH AV #3

PORTLAND, OR 97214

503-860-9806

6/23/2009

Moore-Love, Karla

From: Nadi Crum [deeniepann49@earthlink.net]
Sent: Monday, June 22, 2009 7:43 PM
To: Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla
Subject: Vote NO on renaming 39th Avenue is ridiculous

Dear Commissioner: I can't believe that this is even an issue. Point One: 39th Ave is not the original historical name of the street, thus any argument against name changes based on historical values is invalid. Point Two: Decisions regarding street name change requests that are based on a desire to honor a person who has made a positive cultural impact on the civil well-being of a minority population must ALL be based on the same criteria. As such, If the request to change the name of 39th Avenue to Cesar Chavez Blvd is denied, we must reexamine and likely rename streets, ie. Martin Luther King Blvd and Rosa Parks Way, with nice non-threatening terms. Perhaps Reelect Me Avenue or Lobbyist Way might be appropriate. Incredulously,
Nadine Crum

Please vote NO on the proposal to rename 39th Avenue.

Respectfully submitted

1830 00

Moore-Love, Karla

From: donrhondie emry [donhemry@comcast.net]**Sent:** Monday, June 22, 2009 6:55 PM**To:** Adams, Sam; Commissioner Fish; Leonard, Randy; Commissioner Fritz; Commissioner Saltzman; Moore-Love, Karla**Subject:** Vote NO on renaming 39th Avenue

Dear Commissioner:

Please vote NO on the proposal to rename 39th Avenue. Why interrupt the lives of so many with an action that even his own son should not happen unless it is supported by all. Could I suggest the new interstate bridge would be a much better way to honor a most honorable man, it will symbolize the bridging of communities. I live on 34th Avenue and daily commute down or across 39th Avenue.

Thirty-ninth Avenue has its' own place in history, why disrupt a logical grid system that has been in place for many years in addition to the turmoil and confusion a renaming would occur. In this time of limited resources, renaming a street seems to me a bit insensitive, not to mention costly, to already established homes and businesses.

Respectfully submitted, A voter who will follow and remember your actions.

Rhondie Emry

6/23/2009

Parsons, Susan

1830 00

From: Milagros [milagros@milagrosboutique.com]
Sent: Tuesday, June 23, 2009 6:00 AM
To: Parsons, Susan; dsaltzman@ci.portland.or.us; Commissioner Fish; Leonard, Randy; Adams, Sam; Commissioner Fritz
Subject: Testimony Re: Honoring Cesar Chavez

6/24/2009

Dear Mayor Adams and City Commissioners,

I want to add my voice to the many who hope that you will take action to honor Cesar Chavez in the city of Portland.

Cesar Chavez provided a voice to oppressed workers not only in the fields but everywhere. He was a dedicated man of great integrity and a selfless-leader who provided a compelling example of how individuals can bring about great social change. This is a universal ethic that should be celebrated.

The initial path to honoring this humble man in Portland was been muddled by pent-up frustration with city process, misunderstandings, and - most regrettably and disappointingly - racist and classist biases. The proposal before you tonight addresses the legitimate concerns about process while ensuring that the city commits itself to honoring this great American in a permanent public fashion.

Symbols do matter and so do actions. As such, I appreciate you taking decisive action and allowing Portland the opportunity to honor and celebrate the Mr. Chavez and the ideals he embodied.

All the best,

Tony Fuentes

183000

Parsons, Susan

From: Armando gonzales [mandosmundo@yahoo.com]
Sent: Monday, June 22, 2009 10:01 PM
To: Parsons, Susan
Subject: Fw: Cesar E. Chavez

--- On **Mon, 6/22/09**, iac7@cox.net <iac7@cox.net> wrote:

From: iac7@cox.net <iac7@cox.net>
Subject: Cesar E. Chavez
To: sparsons@ci.portland.or.us
Date: Monday, June 22, 2009, 9:15 PM

To the City Commissioners:

The stiff resistance to renaming a street after Cesar E. Chavez is hard to understand. Street names have been changed by different cities, including Portland in the past. The cost of changing one's address label cannot be the most important reason either. Is it because the Hispanic name evokes discomfort? Yet farm laborers from south of the border have been part of Portland's agricultural scene from before World War II as they have been in other Pacific states.

It is small minded to shut out part of Oregon's history. The history of Oregon and the West Coast includes many people and cultures. I hope that Portlanders will let their better selves prevail this time.

Ilze Choi

SW Portland

Parsons, Susan

From: iac7@cox.net
Sent: Monday, June 22, 2009 9:16 PM
To: Parsons, Susan
Subject: Cesar E. Chavez

To the City Commissioners:

The stiff resistance to renaming a street after Cesar E. Chavez is hard to understand. Street names have been changed by different cities, including Portland in the past. The cost of changing one's address label cannot be the most important reason either. Is it because the Hispanic name evokes discomfort? Yet farm laborers from south of the border have been part of Portland's agricultural scene from before World War II as they have been in other Pacific states.

It is small minded to shut out part of Oregon's history. The history of Oregon and the West Coast includes many people and cultures. I hope that Portlanders will let their better selves prevail this time.

Ilze Choi

SW Portland