

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

DEPARTMENT: Parks and Recreation
AGENDA DATE: July 23, 2013
CONTACT PERSON/PHONE: Tracy Novak, Interim Director (541-4259)
DISTRICT(S) AFFECTED: 5

SUBJECT:

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

Approve a Resolution to name the park located at 4701 Ramon Vega, El Paso, Texas as Eddie "Hirby" Beard Park.

BACKGROUND / DISCUSSION:

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

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

PRIOR COUNCIL ACTION:

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

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?
The cost of signage related to the naming shall be borne by the applicant, per the Council policy.

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

The Parks and Recreation Advisory Board voted unanimously to approve the naming recommendation on May 13, 2013 and to forward to City Council for consideration with a recommendation to approve.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

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

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

RESOLUTION

WHEREAS, the Mayor and City Council accept the recommendation from the Parks and Recreation Advisory Board to rename Tres Sueno #5 Park located at 4701 Ramon Vega, City of El Paso, El Paso County Texas, as **EDDIE "HIRBY" BEARD PARK**.

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

THAT the park located at 4701 Ramon Vega, El Paso, Texas, shall henceforth be renamed and known as **EDDIE "HIRBY" BEARD PARK**; and,

THAT the JNC Development Inc. ("Applicant") shall incur the customary costs associated with the renaming of a park, such as installing or replacing signs with the park name or any other signs posted or affixed to a facility. Any proposed signs shall be acceptable to both the Parks and Recreation Department and Applicant. (District 5)

PASSED AND APPROVED this _____ day of _____, 2013.

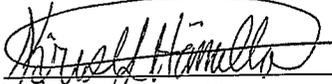
CITY OF EL PASO

Oscar Leeser
Mayor

ATTEST:

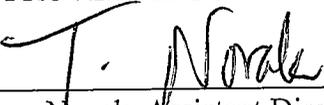
Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Kristen L. Hamilton
Assistant City Attorney

APPROVED AS TO CONTENT:



Tracy Novak, Assistant Director
Parks and Recreation Department



City of El Paso
PARK NAMING/CHANGING
 Application



Applicant information

Please print or type the information in black ink

Applicant Name: JNC DEVELOPMENT, INC. - Martha Salcido
 Mailing Address: 12300 Montwood Drive City: El Paso Zip: 79928
 Home Phone: _____ Work Phone: 855-1005 Cell Phone: 525-5647
 Email Address: marthas@saratoga-homes.com
 Organization _____ Non-Profit

Proposed Name / Change

Park/Facility Location/Address: 4701 Ramon Vega Lane
 Current name of Park or Facility: Tres Suenos Unit Five Park Not Applicable

Suggested Name: Eddie "Hirby" Beard Park

Category:

- Outstanding Individual(s)
Acknowledges the sustained contribution that has been made by such individual(s) to the City of El Paso and/or the development and management of the City's park and recreation system.
- Common usage identifying the Neighborhood
Acknowledges the geographic location or common name that gives a particular identity to a neighborhood.
- Historical Event, Person, Place
Preserves and honors the history of El Paso, its founders, other historical figures or local landmarks.
- Natural or Geographical Feature to the area
Acknowledges a prominent or unique natural or geological feature in the surrounding area.
- Benefit/Organization Acknowledgement
Major gift, acknowledges the significant benefit of a donation
- Other
Describe:

PLEASE DO NOT WRITE IN THIS AREA
PARKS AND RECREATION
STAFF ONLY

Date Received by PARD: MJR 4/2/13
 Date of Committee Meeting: Scheduled 5/13/13 mgj
 Date of PRAB Meeting: Scheduled 5/13/13 mgj
 Date of City Council Meeting: Scheduled 7/23/13

Eddie "Hirby" Beard

Mr. Herbert "Eddie" Beard was a silent leader and humanitarian in the El Paso community for over thirty five years. He committed himself not only to his business but to the families around him. In the letters attached with this application you will find a common theme in them. They speak about an individual that has touched each of their lives and encouraged them to become bigger than life. The impact that Mr. Beard has had on many of these individuals is heartfelt and warming. He preached about giving back to his community and he did exactly that. He was a man of many words and no words can describe the impact that he has had on this community and people that he has reached out to in his lifetime.

Mr. Beard had a passion to mentor children. He wanted all children to excel in their lives and not to become another statistic. He inspired children/juveniles to overcome adversity and to give back to their community. He hired troubled juveniles to help them better their lives and to mentor them to be successful people. He believed in mentoring children through sports activities to help build their self esteem and to keep them out of trouble. He also did not discriminate towards teams that asked for donations or support. He wanted to make sure that every child had a chance. He is thought of being the person to go to when you needed a helping hand. Mr. Beard sponsored many sports teams using his personal finances. He sponsored little league teams, bowling leagues, boxing, basketball and golf teams over the past thirty-five years.

Mr. Beard's generosity was not limited to sport teams. He also made donations to many other causes in the El Paso area. He sponsored the Texas Youth Commission, El Paso County Sheriff's Officers Association, Socorro High School Missionettes, The El Paso Diablos AA Team, Child's Development World, Residential Intervention Center and this list goes on. He helped schools in the Five Points area collect soda can tops for children in need of chemotherapy treatments at the Ronald McDonald house. Throughout the years, Mr. Beard would purchase shoes for the orphan children in Juarez. He was also a partner with Houston and Coldwell Elementary schools during Christmas to donate bikes.

The original request from his colleagues and family members was to name a street after the late Mr. Beard. Commemorating Mr. Beard the avid sports enthusiast by naming the Tres Suenos Unit Five Park to Eddie "Hirby" Beard Park would fit this gentleman's legacy and it would be an honor. Mr. Beard can no longer give to our community and it is our chance to give back to his family for all that Mr. Beard has done for El Paso over his lifetime.

Subject: Fwd: From Cong. Reyes
From: Silvestre Reyes, Jr. (silver.reyes@gmail.com)
To: rosehirby@yahoo.com;
Date: Monday, November 12, 2012 2:11 PM

November 8, 2012
To Whom It May Concern,

Our community is blessed to have many unsung heroes that live quiet productive lives that contribute greatly towards making El Paso a better place to live.

Eddie Beard was such a man, a small business owner who worked very hard not just to make a living for his family but an individual that cared about his community, his church and setting a good example for others. Growing up in El Paso he and his brother were recognized as talented leaders who played sports and set great examples for others to follow.

A life long resident of our community and someone we have known for decades we have first hand knowledge of just how much he cared and helped many people. Most importantly he was a great role model for others to emulate and look up to. Honest, principled, hard working and dedicated to making El Paso a better place, we believe he is deserving of recognition by having a street named in his honor.

Sincerely,
Congressman Silvestre and Carolina Reyes

CP Concerts, LLC



CP Concerts, LLC
762 Via Lanza
El Paso, TX 79912

(915)833-5555
jpaul@elp.rr.com

TO WHOM IT MAY CONCERN:

EDDIE BEARD WAS ONE OF THE FIRST STRONG SUPPORTERS OF THE EL PASO DIABLOS AA TEAM BACK WHEN IT WAS AT THE OLD DUDLEY FIELD. HE WAS AN ADVERTISER/TICKET HOLDER AND DID EVERYTHING HE COULD TO SPREAD THE WORD ABOUT THE "NEW" AA TEAM AT DUDLEY.

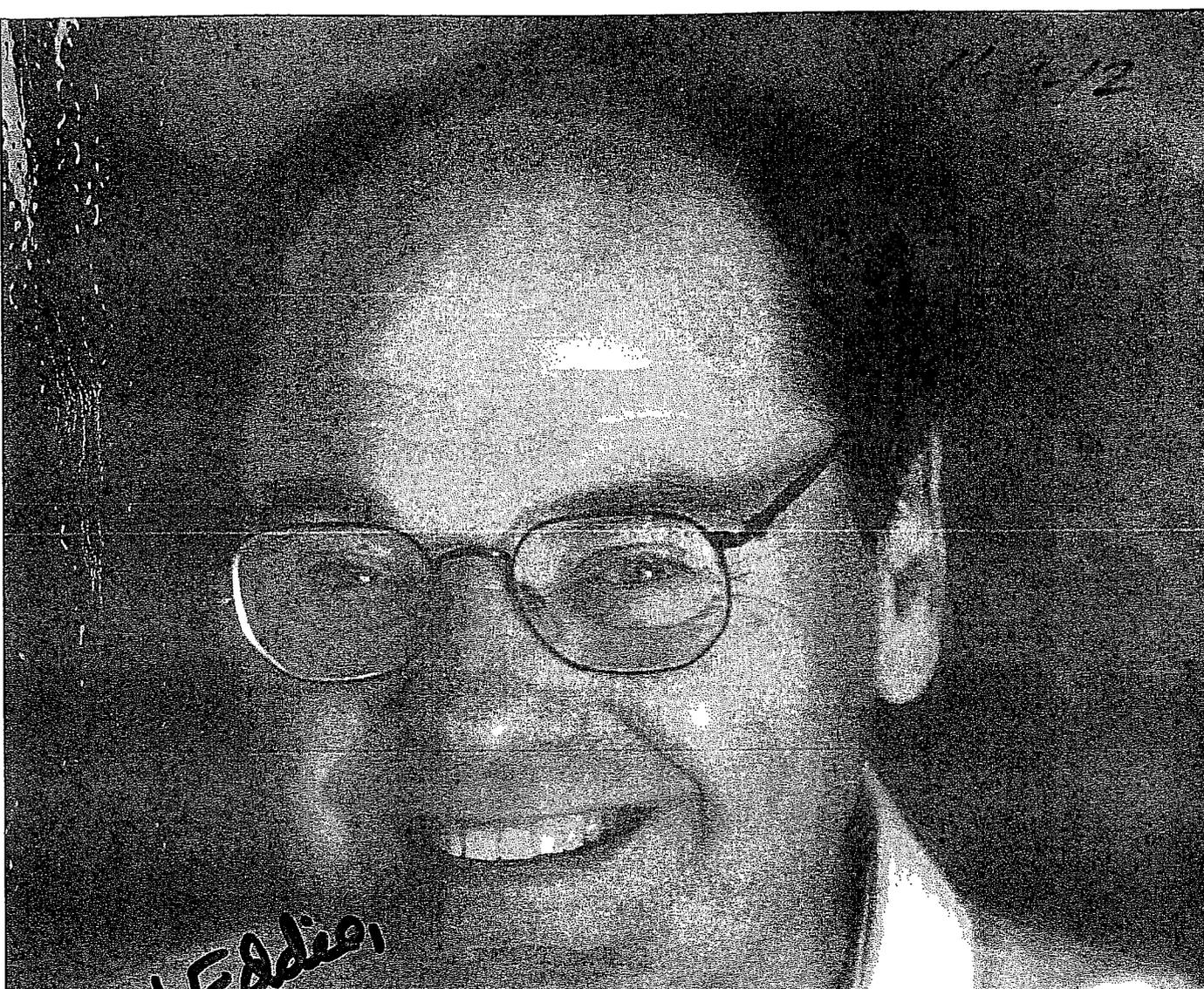
HE BROUGHT MANY, MANY FIRST TIMERS OUT TO SEE OUR NEW PRODUCT....FUN AT A BASEBALL GAME.

WHEN WE FORMED THE "DIAMOND CLUB" EDDIE WAS THEY FIRST TO SIGN UP. THIS GROUP WAS MADE UP OF EL PASO BUSINESSMEN THAT WOULD GO OUT INTO THE COMMUNITY AND SELL SEASON TICKETS. THIS WAS SO NECESSARY DURING THOSE YEARS OF DUDLEY FIELD AND LATER COHEN STADIUM. SEASON BOX SEAT HOLDERS WERE THE BACK BONE THAT KEPT AA BASEBALL ALIVE IN EL PASO. THIS GROUP GREW TO 40 PEOPLE AND EVERYONE LOVED EDDIE FOR HOW HE WORKED AND NEVER EXPECTED CREDIT..BUT THAT WAS EDDIE. HE ALWAYS PITCHED IN FOR MANY CAUSES AND WANTED NO CREDIT OR ACKNOWLEDGEMENT. WHILE RUNNING A VERY SUCCESSFUL BUSINESS, HELPING OUT THE DIABLOS, HE STILL FOUND ADDITIONAL TIME TO HELP WITH BOYS' BASEBALL TOO! RAISING MONEY, GIVING HIS OWN MONEY AND THEN GIVING OF HIMSELF TOO! I HAVE NO IDEA WHEN THIS MAN SLEPT. IF IT WAS EL PASO YOUTH FOR BASEBALL, CHURCH, ETC., EDDIE WAS THERE.

I WOULD BE PROUD TO HAVE A HOME ON "EDDIE BEARD" STREET. OUR CITY SHOULD BE PROUD TO NAME A STREET AFTER SUCH A GREAT EXAMPLE OF AN ENTREPRENEUR, DEVOTED HUSBAND AND FAMILY MAN, AN EXAMPLE TO YOUNG PEOPLE AND SUCH A GIVING PERSON!

JIM PAUL

11/12



Rose + Eddie,
 You both have
 been great friends
 and supporters ever since
 we began Diablo Baseball!
 No matter how tough things
 got -- you all always stuck with
 me and I'll never forget that.
 I'm 'nvy' proud to call you
 both close friends of
 mine!
 Thank for everything,
 Jim Paul



Coldwell Elementary School
Office of the Principal

December 19, 2008

Hirby Pest Control

3023 Pershing

El Paso, Texas

To Whom It May Concern:

Coldwell Elementary would like to thank you for the Bicycles that were donated to our school. Your donation is a great way to help the students in the community. It is crucial for us to reward our students so they will continue their path to success. The bicycles allow us to show our students that our community cares about them and wants them to succeed. We are thankful for the help we received from Hirby Pest Control and hope that we will be able to count on your partnership for the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Yturralde", written over a horizontal line.

Jason Yturralde

Principal of Coldwell Elem

December 19, 2008

Dear Hirby Pest Control,

**THANK YOU
FOR THE
BIKES!**

Egon Emiliano

Cesar Aguirre

Alejandro Ramírez

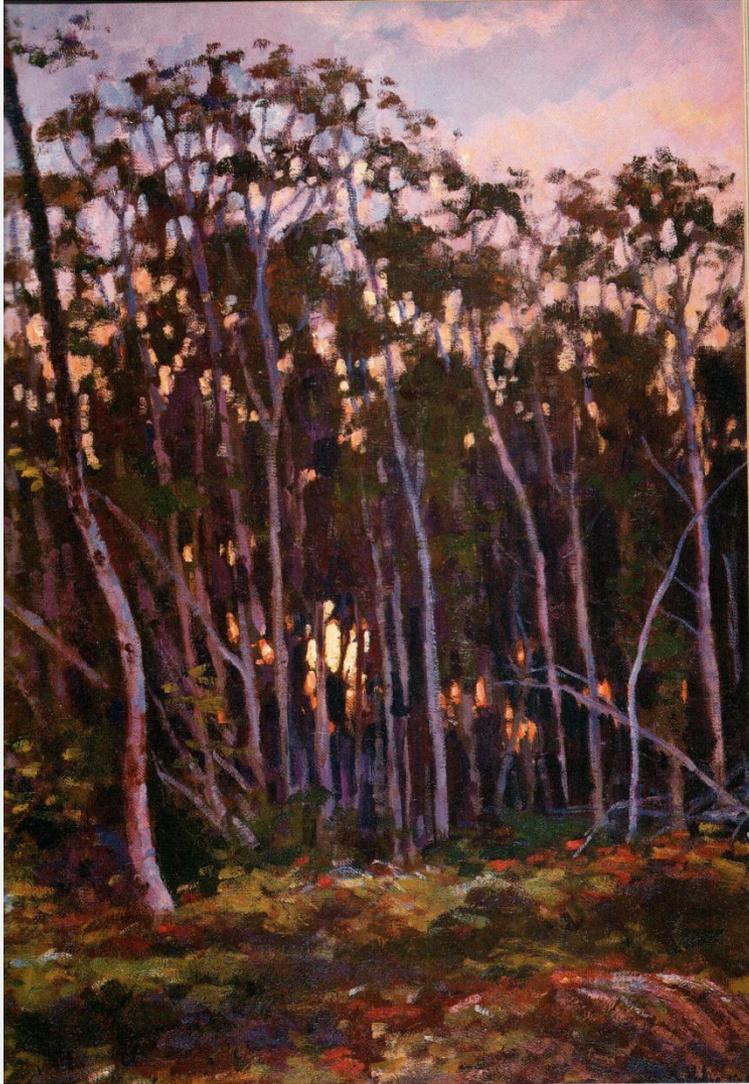
JUAN JOSE Antunez

Merry Christmas ; Happy New Year!
on behalf of Houston Elementary



Park Naming

July 23, 2013





Proposed Name / Change

EDDIE "HIRBY" BEARD PARK

**For Tres Suenos #5 Park, located at
4701 Ramon Vega, El Paso, 79938**





Eddie "Hirby" Beard *(October 19, 1944 – December 10, 2009):*

- **Born and raised in El Paso**
- **Active Community Supporter for over 35 years**
- **Contributed to Recreation in El Paso by:**
 - Donating batting cages to Burgess HS,
 - Donating bikes during the Christmas Bike Drives, and
 - Sponsored numerous sports teams (little league, bowling, boxing, basketball & golf)
- **Other Community involvement included:**
 - Hired troubled juvenile and mentored them
 - Sponsored: Texas Youth Commission, EP Diablos AA team, Child's development World, Shoes for Juarez orphans











EDDIE "HIRBY" BEARD



QUESTIONS & COMMENTS

