

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

**DEPARTMENT:** Library

**AGENDA DATE:** October 19, 2010 (Consent)

**CONTACT PERSON NAME AND PHONE NUMBER:** Carol Brey-Casiano (543-5406)

**DISTRICT(S) AFFECTED:** District 3

**SUBJECT: Resolution**

Resolution that the new Cielo Vista Branch Library be officially named the José Cisneros Cielo Vista Branch Library in honor of Mr. Cisneros' years of dedication and commitment to the El Paso Public Library and the community.

**BACKGROUND / DISCUSSION:**

José Cisneros was a man of humble beginnings who became one of El Paso's most noted artists, inspiring our residents with his artistic depictions of history and heritage until his death in 2009. Mr. Cisneros held his first art exhibit in El Paso at the El Paso Public Library, created original woodcuts for the Main Library built in 1954, and continued a strong relationship with the El Paso Public Library throughout his life.

Jose Cisneros received countless honors and awards, including being knighted by King Juan Carlos of Spain, receiving the Military Order of the Holy Sepulcher of Jerusalem by the Vatican, being inducted into the national Cowboy Hall of Fame, and receiving the Medal of Arts and Humanities award from President Bush on April 22, 2002, at the age of 92.

**PRIOR COUNCIL ACTION:**

Recommendations to name library facilities have been submitted to City Council in the past, the most recent being:

- January 9, 2007; Judge Edward S. Marquez Mission Valley Branch Library (formerly Lower Valley Branch),
- The Esperanza Acosta Moreno Regional Branch Library on August 30, 2005, and
- The Dorris Van Doren Regional Branch Library on December 16, 2003.

Naming Policy for the El Paso Public Library was adopted by City Council August 17, 2010.

**AMOUNT AND SOURCE OF FUNDING:**

Funds for signage are available in the Project construction budget: Dept. ID 14400100, Project PCP08LI01, Fund 27265, Account 508027.

---

**BOARD / COMMISSION ACTION:**

N/A

---

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

**DEPARTMENT HEAD:**

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

*Information copy to appropriate Deputy City Manager*

## RESOLUTION

WHEREAS, the City of El Paso is constructing a new Cielo Vista Branch library to serve the Cielo Vista neighborhood of the City; and

WHEREAS, the Library Director recommends that the Cielo Vista Branch Library be re-named the "José Cisneros Cielo Vista Branch Library," in accordance with the Naming Policy for El Paso Public Library Facilities and Library Spaces, adopted by City Council on August 17, 2010 ("the Policy") and the recommendations from the El Paso Public Library Foundation and the El Paso Public Library Association; and

WHEREAS, the Policy states that "Library facilities may be named for persons or organizations that have made a significant contribution to the Library or the City"; and

WHEREAS, José Cisneros was a man of humble beginnings who became one of El Paso's most noted artists, inspiring our residents with his artistic depictions of history and heritage until his death in 2009; and

WHEREAS, José Cisneros held his first art exhibit in El Paso at the El Paso Public Library, created original woodcuts for the Main Library built in 1954, and continued a strong relationship with the El Paso Public Library throughout his life; and

WHEREAS, the City Council of the City of El Paso finds that it is appropriate to honor José Cisneros by naming the new Cielo Vista Branch Library for him;

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

That the new Cielo Vista Branch Library be officially named the José Cisneros Cielo Vista Branch Library in honor of his years of dedication and commitment to the El Paso Public Library and the community. (District 3)

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_ October \_\_\_\_\_, 2010.

THE CITY OF EL PASO

ATTEST:

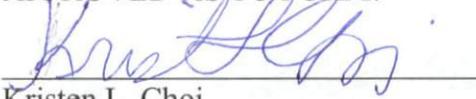
\_\_\_\_\_  
John F. Cook, Mayor

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

APPROVED AS TO CONTENT:

  
\_\_\_\_\_  
Carol A. Brey-Casiano  
Director of Libraries

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Kristen L. Choi  
Assistant City Attorney



Learn for Life

El Paso Public Library Association  
A 501(c)3 Non-Profit Association

September 8, 2010

Ms. Carol Brey-Casiano  
Library Director  
City of El Paso  
2 Civic Center Plaza  
El Paso, TX 79901

Subject: Cielo Vista Neighborhood Branch Library  
José Cisneros Proposal

Dear Ms. Brey-Casiano:

Pursuant to the Naming Policy for El Paso Public Library Facilities and Library Spaces adopted by the City Council of the City of El Paso on August 17, 2010, the El Paso Public Library Association (EPPLA) respectfully submits for your consideration our proposal to name the City's new library after local world-renowned artist José Cisneros. The proposed name is the "José Cisneros Cielo Vista Branch Neighborhood Library". As you know, Mr. Cisneros passed on November 12, 2009 at the age of 99. This year would have been his centennial year and we wish to celebrate his life and recognize his contributions by having his name on the new library, which is tentatively scheduled to open to the public on November 1, 2010.

Mr. Cisneros was a true hero who worked diligently over his lifetime to express his love of art. His humble journey to El Paso began in Durango Mexico as the Mexican revolution created intense economic hardships for many Mexican citizens. Nevertheless, extreme poverty could not silence his passion for art. As an impoverished child whose family could not afford art supplies, he began to draw in dirt with a stick. He was mostly self-trained and self-educated since his formal education ended in the fifth grade.

When he was a teenager, he was told he could not succeed as an artist because he was color blind. Nevertheless, he overcame that and many other obstacles to eventually rise and become a world renowned artist. Mr. Cisneros has left an undeniable presence in his adopted hometown of El Paso. His memory and accomplishments will serve as an inspiration to children of any age, if given the appropriate venue.

His first professional art exhibit was in the El Paso Public Library in 1937. Since then, his original artwork has been on display across the desert southwest, in the Texas state capitol, U.S. Capitol, and in the Smithsonian Institute in Washington D.C. His artwork has also been recognized across Spain and Mexico. His many awards and decorations include the City of El Paso's Conquistador Award, Texas Medal of Arts Award, Mexican Consulate award, the U.S. National Humanities Award, and a Royal Knighthood by Juan Carlos I, King of Spain.

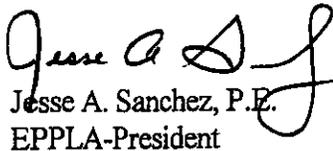
El Paso Public Library Association, P.O. Box 972763, TX 79997-2763

Page 1 of 2

This Association truly believes it is a worthy effort to recognize Mr. Cisneros, in perpetuity, with his name on the facade of the newest public library. With your assistance, we know that we can succeed. Attached for your reference are copies of petitions with 755 signatures from concerned local citizens in support of the proposal. Approximately 200 signatures are from residents of the Cielo Vista neighborhood. The original petitions will be presented to the City Council in approximately one month. It is our hope that you will endorse the proposal and forward it to the City Council for consideration of approval. Mr. Cisneros brought great honor to our city and his name may continue to do so if given the opportunity.

Feel free to contact me at 915-490-3818 if you have any questions or require additional information.

Sincerely and Respectfully yours,

  
Jesse A. Sanchez, P.E.  
EPPLA-President

cc: Mayor John Cook  
City Manager Joyce Wilson  
City Council Members, City of El Paso

*Attach:* Copy of Jose Cisneros Petitions  
List of Endorsers  
"José Cisneros; A life in Art/Una vida dedicada al arte" by El Paso Museum of Art



Learn for Life

El Paso Public Library Association  
A 501(c)3 Non-Profit Association

September 8, 2010

Ms. Carol Brey-Casiano  
Library Director  
City of El Paso  
2 Civic Center Plaza  
El Paso, TX 79901

The following is a list of endorsers for naming of the City's newest public library in Vista del Valle Park, the "José Cisneros Cielo Vista Branch Neighborhood Library":

- The El Paso Public Library Association
- The El Paso International Museum of Art
- U.S. Mexican Consulate-El Paso
- Office of Honorable Congressman Silvestre Reyes
- The El Paso Public Library Foundation
- Adair Margo Studio
- LULAC District IV

SILVESTRE REYES  
18TH DISTRICT, TEXAS

PERMANENT SELECT COMMITTEE  
ON INTELLIGENCE  
CHAIRMAN

COMMITTEE ON ARMED SERVICES  
SUBCOMMITTEE ON AIR AND LAND FORCES  
SUBCOMMITTEE ON READINESS



WASHINGTON OFFICE:  
2433 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515  
(202) 225-4831  
FAX: (202) 225-2016

DISTRICT OFFICE:  
310 NORTH MESA, SUITE 400  
EL PASO, TX 79901  
(915) 534-4400  
FAX: (915) 534-7426  
<http://www.reyes.house.gov>

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

September 10, 2010

Ms. Carol Brey-Casiano  
Library Director  
City of El Paso  
2 Civic Center Plaza  
El Paso, TX 79901

Subject: Cielo Vista Neighborhood Branch Library  
Jose Cisneros Proposal

Dear Ms. Brey-Casiano: *Carol*

I am writing to express my full support for the El Paso Public Library Association's wish to name the city's newest library after acclaimed artist, and El Paso native, Jose Cisneros. Mr. Cisneros was a true asset to our community and has inspired many of our citizens, and this library will be a true testament to him and all he has done. It is a truly fitting relationship, naming a building which houses literature that is meant to inspire, after an artist who has served as a source of inspiration for so long.

Mr. Cisneros came from humble beginnings, being born into an impoverished family in Mexico. As he was growing up, his family could not afford very much but Mr. Cisneros never let this set him back. He was so passionate about his work that he found ways of expressing himself even if he could not afford the proper tools, at one point even using a stick as his pencil and dirt at his palette. Mr. Cisneros was also colorblind, something one would assume would hinder an artist, but he never saw this as more than an obstacle to overcome. Mr. Cisneros's story is one that is relatable to many, and his strong will and passion can serve to inspire our youth for many more years.

Again, I am in full support of the El Paso Library Association's wish to name our city's newest library after Mr. Jose Cisneros. Your consideration is greatly appreciated. Please do not hesitate to contact me or my staff at (915)534-4400 should you have any questions or need additional information.

Sincerely,

  
Silvestre Reyes  
Member of Congress

10-8-2010

AFTU:  
CAROL A.  
BREY CASIANO

CONSULADO GENERAL DE MÉXICO  
EL PASO, TEXAS

Number: EPA-02853  
File: EPA-795-02-2 "2010"  
RE: El Paso Public Library Association  
Proposal support



SECRETARÍA DE  
RELACIONES EXTERIORES



El Paso, Texas, October 4<sup>th</sup>, 2010.

Mayor John Cook,  
City of El Paso.  
2 Civic Center Plaza  
El Paso, Texas 79901

Dear Mayor Cook,

This is in regards to the process for the naming of the Cielo Vista Branch Public Library. The El Paso Public Library Association (EPPLA) has brought to our attention their intention, to have it named in honor of Mr. Jose Cisneros.

As you are aware, Mr. Jose Cisneros was the recipient of the 2007 Ohtli Prize for El Paso, Texas. The Ohtli, is an annual prize instituted by Institute of the Mexicans Abroad, to recognize Mexican nationals, or nationals of Mexican origin, whose activities or professional performances abroad have provided better opportunities for future generations of Mexicans.

Taking in account, that Mr. Jose Cisneros was a Mexican national by birth and also a respected US citizen in the Hispanic community of El Paso, Texas. And considering that due to his endeavors to succeed his own limitations and those of his time, he became an artist and an example of tenacity and perseverance for current and future generations. This Consulate General of Mexico gladly endorses the El Paso Public Library Association (EPPLA) proposal.

Sincerely,

Roberto Rodríguez Hernández  
Consul General.

910 E. San Antonio Ave., El Paso, Texas 79901.  
Tel. (915) 533-8555 Fax (915) 532-7163

## **NAMING POLICY FOR EL PASO PUBLIC LIBRARY FACILITIES AND LIBRARY SPACES**

It shall be the policy of the City of El Paso to name El Paso Public Library facilities and/or spaces within a public library facility, including but not limited to rooms or other sections within the individual library, in accordance with this naming policy. This policy shall reflect the Library's mission to serve the entire community of El Paso as equitably as possible.

Library facilities and/or spaces shall be named in accordance with the naming policy set out below, provided that such has not been previously named.

### **Naming of Library Facilities**

Recommendations of a name for a Library facility will be made by any member of the public who is a resident of the City of El Paso in writing to the Director the El Paso Public Library, who will make a recommendation to the City Manager for review and referral to City Council. The selection of a name will be based on the policies set forth below. The selected name will be placed on the council agenda for consideration and subsequent approval by the City Council.

The following guidelines shall apply when considering a name recommendation. Each request will be considered on a case-by-case basis.

1. Library facilities may be named for the neighborhood, street or road where the Library is located, and may reflect historical or physical features of the neighborhood.
2. Library facilities may be named for persons or organizations that have made a significant contribution to the Library or the City. If this guideline is not met, then additional weight will be given to other guidelines in this policy when considering names for Library facilities.
3. In the event that the name of a deceased person is proposed for a Library facility, that person shall:
  - ◆ Have been deceased for at least one year before consideration
  - ◆ Have been prominent in El Paso or elsewhere, and
  - ◆ Have demonstrated a continued commitment to the El Paso Public Library.
4. Library facilities may be named for an organization. Any organization that is considered shall have demonstrated a continued commitment to the El Paso Public Library.
5. Library facilities may be named for an event. An event that is considered for the name of a Library facility shall have occurred at least one year prior to consideration, and the event shall have local, national or international significance.
6. The name selected shall not duplicate the name of any other Library facility in El Paso.
7. The name of a Library shall not be changed without extraordinarily good reasons. Such extraordinarily good reason will be determined by the facts and/or circumstances behind the name recommendation and each case will be determined on a case-by-case basis.
8. The name shall not endorse or advocate any religion or specific religious belief, nor have an obscene connotation, or malevolently portray, demean or intimidate any racial or ethnic group.

Endowments that will be considered under this policy shall be made to the El Paso Public Library or the El Paso Public Library Foundation, for the purpose of supporting the El Paso Public Library.

The individual(s) or group requesting a specific name for a Library facility shall incur the customary costs associated with the naming or re-naming of a Library facility, such as installing or replacing signs with the Library name or other signs posted or affixed for a facility. Proposed signs shall be acceptable to both the Library and the individual(s) or group making the request.

Approved by City Council 8-17-10