ITEM NO. 16

STAFF REPORT

CITY OF OCEANSIDE

DATE: October 14, 2009

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **APPROVAL TO CHANGE THE TITLE OF THE "DR. MARTIN LUTHER KING, JR. CIVIC AWARD" TO THE "DR. MARTIN LUTHER KING, JR. COMMUNITY SERVICE AWARD"**

SYNOPSIS

Staff and the Community Relations Commission recommend that the City Council approve changing the name of the "Dr. Martin Luther King, Jr. Civic Award" to the "Dr. Martin Luther King, Jr. Community Service Award."

BACKGROUND

The City Council voted in 1989 to honor the memory of Dr. Martin Luther King, Jr. by naming a future park after him, establishing a scholarship program in his name, and instituting an award program to recognize Oceanside residents who exemplify the life and teachings of Dr. King. The City Council tasked the Community Relations Commission (CRC) to develop the scholarship and award programs, and these activities are included in the biennial workplan of the commission.

The award was named the Dr. Martin Luther King, Jr. Civic Award and is defined as follows in the CRC workplan:

> "The Oceanside City Council through the Community Relations Commission annually honors a resident of Oceanside or Marine Corps Base Camp Pendleton who exemplifies the philosophy and ideals of the late Dr. Martin Luther King, Jr. and other leaders who have worked to improve community life, develop positive relationships in the community and enhance the lives of individuals. The award particularly emphasizes contributions and service to the people and City of Oceanside by a person outside of a work setting and over a long period of time."

The City Council made the first award in 1990 and has recognized residents with the award each year since then. The recipient is announced in January as part of the annual commemoration of the holiday in honor of Dr. King; a list of recipients of the award is attached. The Community Relations Commission seeks nominations from the community in October and November each year; nominations are reviewed and a recipient chosen by a committee of persons comprised of no more than four commissioners and up to five persons from the community, including a representative from MCB Camp Pendleton and a representative from the North San Diego County Branch of the NAACP.

ANALYSIS

The City Council has recognized twenty-two residents of the City through the Dr. Martin Luther King, Jr. Civic Award since its inception. The Community Relations Commission has noticed a significant decline in the number of nominees in the past four years with sometimes less than four persons being nominated for the annual award. The Commission believes that part of the reason for the decline in nominations is the name of award, with the term "Civic Award" leading many people to believe that the award is for services somehow related to local government. The Commission believes that changing the name to "Community Service Award" will make the intent and purpose of the award as defined more clear. The name change does not in any way diminish the intent to honor the late Dr. King by honoring those who give of their time and energy for the greater good of the community.

The Commission has taken on the task of promoting volunteerism in the community, and believes that changing the name of the award will encourage community-based, faith-based and other local organizations that rely heavily on volunteers to submit nominations of outstanding volunteers from their organization.

FISCAL IMPACT

The City does not provide any funds for activities of the Community Relations Commission other than for staff support. The proposed action has no impact on the General Fund.

COMMISSION OR COMMITTEE REPORT

The Community Relations Commission voted at its meeting on September 17, 2009, to recommend that the City Council approve changing the name of the "Dr. Martin Luther King, Jr. Civic Award" to the "Dr. Martin Luther King, Jr. Community Service Award".

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

RECOMMENDATION

Staff and the Community Relations Commission recommend that the City Council approve changing the name of the "Dr. Martin Luther King, Jr. Civic Award" to the "Dr. Martin Luther King, Jr. Community Service Award."

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ATTACHMENT:

Civic Award Recipients

City of Oceanside - Community Relations Commission

CITY OF OCEANSIDE - MARTIN LUTHER KING, Jr. CIVIC AWARD
Award Winners 1990 - 2009

YEAR	RECIPIENT	NOTES
1990	Oscar Culp	Civic leader
1991	Terry Johnson	City Council member 1992-2000; Mayor 2000-2004
1992	Rev. Gerald Stinson	Pastor of Pilgrim Congregational Church (United Church of Christ)
1993	Miriam Shipp-Tolliver-El	Educator, NAACP official, civic leader
1994	Reginald Owens	Educator; civic leader
1995	Kay & Harold Cutler	Founders of the Brother Benno Foundation
1996	Concha Hernandez Greene and Connie Johnson	Community leaders in the Eastside neighborhood; founders of UCAN and Partners for Healthy Neighborhoods
1997	Lillian Adams	Educator; member of Oceanside Unified School District Board
1998	Alfonso C. Harris	Civic leader
1999	Milton C. Taylor	Civic leader; NAACP official
2000	E. Marie Swan	Civic leader
2001	Dorothy Foster	Community leader, musician
2002	Staff Sgt. Mathias Anderson	Active duty U.S. Marine, community volunteer
2003	Gwen Sanders	Community volunteer, union activist, NAACP volunteer
2004	Rev. Clyde K. Shideler (posthumous award)	Community activist for persons with disabilities
2005	James McCargo	Civic leader; one of first African-American Sergeants-Major in USMC
2006	Willie E. Little, Sr.	Labor activist
2007	Ronald Daniel	Mediator in labor disputes; advocate for veterans
2008	Janet Bledsoe Lacy	School Board Member; Community advocate for Martin Luther King, Jr. Scholarship
2009	Joseph N. Farmer	Advocate for housing for low-income families; advocate for education