

REPORT OF GENERAL MANAGER

NO. 01-286

DATE August 8, 2001

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PLAQUE IN BRAND PARK - IN HONOR OF JOE LOZANO

J. Combs _____
A. Corrales _____
J. Duggan _____
J. Kolb _____

H. Fujita _____
*M. Tamuri _____
M. Matthews _____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

It is recommended that the Board:

1. Approve the plaque, its wording and placement in Brand Park in honor of Joe Lozano; and,
2. Authorize staff to permit the Department of General Services to install the plaque and its base in Brand Park.

SUMMARY:

Joe Lozano has been an active community member living near Brand Park for the last forty years. Mr. Joe Lozano is retired, having worked for Sony, Warner Brothers, Culver and Fox Studios where he did stage set design. Some of his famous and popular work as a stage set designer were featured in movies such as: Waterworks, Starsky and Hutch, and Heaven's Gate.

Joe Lozano is also a dynamic member of the Community Police Advisory Board, where he counsels with area police regarding their quality of life issues. He reviews monthly reports from the Police Department in an effort to gain interaction with the police force to reduce crime in his community. He is an advocate of community police efforts to improve Brand Park and the neighborhood to become a safe haven for youth.

As one of the first Latino members of the community, he has singlehandedly used his old rusty blue truck to clean out graffiti everywhere in the neighborhood, whether it is in the school yard or parks, demonstrating his selfless dedication to the community.

It is now proposed to install a plaque (see Exhibit A) in Brand Park to honor Joe Lozano in recognition of his numerous civic contributions to the Park and to the community.

The Superintendent of the Valley Region, the Council Office and staff recommends support for this project.

Prepared by Camille Didier, Supervisor, Advanced Planning & Special Projects.



JOE LOZANO

"The Mayor of Brand Park"

In recognition of Mr. Lozano's longtime civic involvement and in appreciation of his tireless efforts to seek improvements at Brand Park.

His activism is an inspiration for future generations.

JAMES K. HAHN, MAYOR
CITY OF LOS ANGELES

ALEX PADILLA, COUNCILMEMBER
Seventh District

ELLEN OPPENHEIM
General Manager
Department of Recreation
and Parks

Exhibit A