

Email Park Name Suggestion—Estrella Park
Historical Background & Support

Saiidnia, Faryal

From: Thida Cornes [REDACTED]
Sent: Thursday, September 15, 2022 8:19 AM
To: Devon Conley
Cc: Nick Perry; SWAN Steering Committee; Saiidnia, Faryal; Shoreline West
Subject: Re: New City Villa Mini-Park design-requesting any input/feedback from community members

CAUTION: EXTERNAL EMAIL - Ensure you trust this email before clicking on any links or attachments.

Hi,
 As a former Park and Recreation Commissioner, I like the idea of naming the new park Estrella Park that Nick suggested, and with the themes Devon described both natural elements and a star theme.

It takes City resources to rename a park, and I agree with Devon that it's not on City Council's radar. Since most parks are named after the street they're on and streets are often named by what were considered great historical figures at the time, I imagine there are several names with people with mixed records.

Thida

On Thu, Sep 15, 2022 at 7:10 AM Devon Conley [REDACTED] wrote:

Brilliant idea, Nick! Thank you for sharing your expertise. As an elected official myself, I believe governmental bodies should take the chance to acknowledge history and promote community healing whenever they have the chance. While renaming Jackson Park would be ideal, it doesn't appear to be on Council's radar. Naming our mini-park Estrella Park is an opportunity to share about Mountain View's history in a restorative way and also provides a charming theme for the park.

Devon

On Wed, Sep 14, 2022 at 9:11 PM Nick Perry [REDACTED] wrote:

Hi again all-

Devon, I really appreciate your message and that suggestion about honoring the Mexican-American community displaced by the Bailey Avenue project.

One caution: Bailey Avenue was named after Doctor Bowling Bailey; so we'd want to research the man behind the (former) street name before naming a park after him. Here's what's in his 1881 Santa Clara County biography:

"Doctor Bowling Bailey. Was born on the Kentucky and Tennessee line, April 1, 1831. February 12, 1850, he started with a mule team across the plains for California and arrived at Nevada City, September 27th of the same year. Mr. Bailey of course tried his chance at the mines and with good success. He came to Santa Clara county in June, 1853, and settled in Fremont township. Here he entered into the live-stock trade, driving his cattle to San Francisco and there disposing of them. This occupation he followed until 1859 when he commenced farming, which industry he has since prosecuted. He owns three hundred acres at his ranch near Mountain View, and two hundred and eighty more near Santa Clara. In the year 1859 he was elected to the House of Assembly, on the Democratic ticket, with a total vote of thirteen hundred and forty-nine; has been a School Trustee during most of the time which he has resided in the district. Married, November 3, 1858,

Margaret Harmon, a native of New Jersey, by whom he has Mary B., born August 22, 1859; John S., born August 26, 1860. Married, secondly, September 27, 1877, W. G. Jones."

Source: [BIOGRAPHIES OF PIONEER SETTLERS- FREMONT TOWNSHIP, SANTA CLARA COUNTY \(mariposaresearch.net\)](https://www.mariposaresearch.net)

No obvious red flags there, but a potential yellow flag is that he was a politician and the historical record may uncover some controversial things he supported, given the tenor of California politics at the time.

Another way to honor the Mexican-American community displaced by the widening of Bailey Avenue would be to name the park "Estrella Park." Club Estrella (which still exists) was the primary social club of the Mexican-American community that was displaced by the Bailey Avenue project. It was founded in 1948 by women living in the Mexican colonia/barrio centered on Washington Street (at Bailey) to promote Mexican-culture and serve the poor and needy. After their neighborhood was destroyed by the Bailey widening/overpass in 1969, the club became the main way the community stayed connected despite being displaced and scattered all over Santa Clara Valley and beyond. Today it primarily exists to award scholarships to first-generation Mexican-American college students ([website here](#)). "Estrella" means star in Spanish, so that could make for a fun park theme.

From a geographic standpoint, names honoring the Mexican-community displaced by Bailey Avenue's widening would be most appropriate north of Central Expressway (the Mexican community was centered on Washington Street/Jackson Street at Bailey Avenue). E.g. renaming Jackson Park (named after Jackson Street, which is, in turn, named after President Andrew Jackson) to Estrella Park. But, as a descendant of one of the Mexican families that was displaced, I feel the gesture would be appreciated wherever it happens. And since my family had to relocate our houses from Washington Street to an empty lot just a couple blocks from the new park site; it'd be geographically appropriate for us at least!

Thanks again,

-Nick

On Wed, Sep 14, 2022 at 8:13 PM Devon Conley [REDACTED] wrote:
Hi Faryal et al.,

I would love to add my two cents as a Shoreline West resident and former Parks and Rec Commissioner.

Another idea tied to MV history might also be to recognize our displaced neighbors from Bailey Avenue. These largely Mexican-American-owned homes were torn down to expand the street and create what is now Shoreline. It would be fitting to name the park Bailey Park in recognition of the families forced out and to include some informational materials/plaques at the site. Even today we still struggle as a community with displacement, but most Mountain View residents are not aware of this history.

https://www.mv-voice.com/morgue/2002/2002_09_06.history1.html

For activities, on such a small site it would be lovely to create an intergenerational space with lots of shaded seating areas for elders and some natural climbing elements for children. Shoreline West has a playground at Mariposa nearby, and a tot lot, full size playground, and basketball court at Castro Park. I wouldn't want to pave additional green space, either - we have so little. Putting in artificial rocks for climbing, stumps, logs, and other nature based activities would increase the diversity of play spaces available in the community. I've added some photo examples below.

Thank you!

Devon

From: [Joe Guel](#)
To: [Saiidnia, Faryal](#)
Cc: [Nick Perry](#)
Subject: Re: New Public Park in Mountain View - Suggested name Estrella Park
Date: Tuesday, March 14, 2023 10:41:22 AM

CAUTION: EXTERNAL EMAIL - Ensure you trust this email before clicking on any links or attachments.

Hi Faryal,

It was a pleasure talking to you yesterday. Thank you for the City Of Mountain View consideration of naming the new upcoming park “Estrella Park”.

In response to your request for Club Estrella History, I decided to edit a Club Estrella History slide presentation we prepared for our 75th Anniversary this last February. We have shortened the presentation to fit our purpose of sharing the Club Estrella History, and describing who Club Estrella is today. I am attaching a link to the edited presentation and hope that it works for you :

https://drive.google.com/file/d/1VGu51o_1UNxe3_SsHJyThX1L1VYsTeZF/view?usp=sharing

I would also like to add some additional comments about the name “Estrella”. “Estrella” in Spanish means “Star”. Among many in our communities, “Star” and “Estrella” symbolize light, illumination, guidance, and hope. This is why many new born babies are named “Star” and “Estrella”. The point is that the name “Park Estrella” does not only recognize a long standing City Of Mountain View contributing organization, it is also considered a beautiful and symbolic name by many in the community.

Please confirm that the link works for you. If not, I can figure out another way to forward you the information.

We hope this helps. Let me know of anything more we can do to assist.

On Mar 13, 2023, at 6:32 PM, Saiidnia, Faryal
<Faryal.Saiidnia@mountainview.gov> wrote:

Hello Joe,

Thanks for speaking with me today regarding the new public park (current planning name of “Villa Park”) that is in design stage to be located at 1720 Villa Street. I appreciated getting some history of Club Estrella and the wonderful ways they have continued to give back to the local community in Mountain View for 75 years! As I mentioned, Nick Perry from the Mountain View Historical Society suggested “Estrella Park” as a park name, based on the information he provided below. And a few

members of the Shoreline West

We have held 2 community meetings last year on the early park concept design and name suggestions were requested from the public to be submitted by Jan. 31, 2023. I will take our conversation today as a positive position from Club Estrella on the name suggestion of Estrella Park.

The next steps are that Parks & Recreation Commission will vote to narrow down to two name suggestions (staff is suggesting “Villa Park” and “Estrella Park”), then they forward their park name recommendation to City Council to make the final decision (tentatively going to Council in June for this item). Keep in mind the suggested park name must also meet the City Council Policy K-17 – which has specific criteria for park naming.

- **New public park location: [1720 Villa Street, Mountain View, CA](#)**
- **Most recent information about Villa Park project on city website: <https://www.mountainview.gov/depts/pw/projects/highlights.asp>**
- **Parks & Recreation Commission Meeting information: Wednesday, April 12, 2023 at 7:00pm (IN-PERSON MEETING ONLY AT THIS TIME) at:**
 - **Mountain View Community Center, 201 S. Rengstorff Avenue, Mountain View, CA 94041 – Meeting Agenda will be posted here in the coming weeks:<https://mountainview.legistar.com/Calendar.aspx>**
 - **I will be presenting Villa Park – Concept Design & Name Suggestions to the committee, for them to vote on their final choices which then go to City Council**
 - **This would be the meeting to attend if you would like to speak during public speaking time to voice your support for your preferred park name and why**
 - **Or an email would also suffice from yourself or other members if you so choose**

“Estrella Park” original name suggestion:

“Another way to honor the Mexican-American community displaced by the widening of Bailey Avenue would be to name the park “Estrella Park.” Club Estrella (which still exists) was the primary social club of the Mexican-American community that was displaced by the Bailey Avenue project. It was founded in 1948 by women living in the Mexican colonia/barrio centered on Washington Street (at Bailey) to promote Mexican-culture and serve the poor and needy. After their neighborhood was destroyed by the Bailey widening/overpass in 1969, the club became the main way the community stayed connected despite being displaced and scattered all over Santa Clara Valley and beyond. Today it primarily exists to award scholarships to first-generation Mexican-American college students ([website here](#)). “Estrella” means star in Spanish, so that could make for a fun park theme.

From a geographic standpoint, names honoring the Mexican-community displaced by Bailey Avenue’s widening would be most appropriate north of Central Expressway (the Mexican community was centered on Washington Street/Jackson Street at Bailey Avenue). E.g. renaming Jackson Park (named after Jackson Street, which is, in turn,

named after President Andrew Jackson) to Estrella Park. But, as a descendant of one of the Mexican families that was displaced, I feel the gesture would be appreciated wherever it happens.

*Thanks again,
-Nick "*

Thank you again for your time and helpful information, if you get a chance please send over some information about Club Estrella's history in the city.

Best regards,

<image001.png>

Faryal Saiidnia, LEED-AP

Senior Project Manager

Public Works Department

650-903-6260 | MountainView.gov

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [AskMV](#)

Joe Guel, President

Education For All Children

Club Estrella Scholarship Program



This is a short presentation of the Club Estrella History in Mountain View. Club Estrella recently celebrated its 75th Anniversary since it was founded in the city of Mountain View in 1948. Club Estrella was founded by a the Guadalupe Society of St. Joseph's Catholic Church, 582 Hope St., Mountain View. The church location is about one mile away from the new park location at 1720 Villa St. The club's purpose was to promote Mexican American culture in a social atmosphere as well as to assist the poor and needy of the City Of Mountain View. The Club Estrella motto for the last 75 years has been "Fe, Amistad, Y Progress", "Faith, Friendship, and Progress".



The founding members , Carmen Sias, Francis Avila, Florencia Garcia, Maria Gutierrez, Gregoria Lara, Rosa Cervantez, Hortencia Ramirez, Blanche Escobar, and Micaela Gutierrez.



Their mentor through the church was Father Donald McDonnell who had an excellent rapport with the women as he spoke Spanish and assimilated easily into their culture. The first president of Club Estrella was Mrs. Carmen Sias. Carmen Sias is the late great-grandmother of MVHA Board Members Lisa Garcia and Nick Perry, who continue to serve the Mountain View Community. Most of the club's founding members lived on or near Washington Street in Mountain View, which at that time was known as the "Mexican Colony" of Mountain View.



Father McDonnell also assisted in sponsoring the club's own credit union, the Guadalupe Federal Credit Union, named after the Virgen of Guadalupe. The objective of the credit union was to assist the Mountain View Mexican American community in need. The credit union continued to operate and grow until it was merged a few years ago with Premier One Credit Union.



The name Club Estrella literally translated from Spanish to English means "Star Club". At the 75th Club Estrella Anniversary Mass celebration at St. Josephs Church this last February, Reverend Engelberto G. Gammad explained it best, within the Catholic community, the star symbolizes light, illumination, guidance, hope.



Faith
In the beginning, celebrations were held in the church hall during the Feast of the Virgen de Guadalupe.



Besides the pageant, typical Mexican dances were portrayed, directed by Mrs. Rose Cervantes as well as representation from other dance groups. Mexican food booths were also installed to the delight of all attending the festivities.



Feast Day of the Virgin of Guadalupe Procession Crossing Alma Street

City Of Mountain View parades in the late 40s early 50s



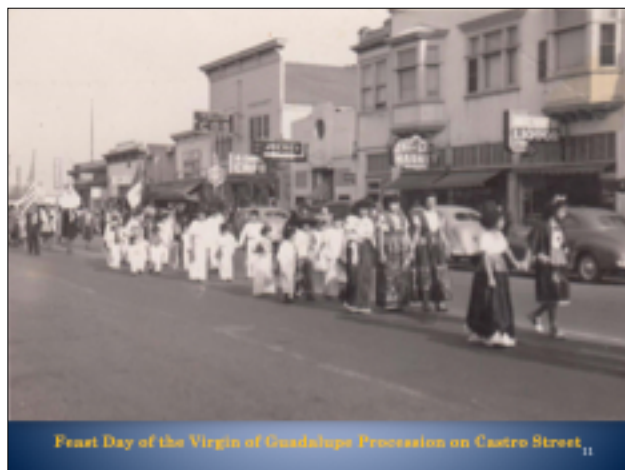
Feast Day of the Virgin of Guadalupe Procession on Castro Street c. 1947



Feast Day of the Virgin of Guadalupe Procession on Castro Street



Feast Day of the Virgin of Guadalupe Procession on Castro Street c. 1945 10



Feast Day of the Virgin of Guadalupe Procession on Castro Street 11

Club Estrella also participated in the 1950 California Centennial celebration held in the City Of Mountain View



Club Estrella float in Mtn. View's State Centennial Parade c. 1950 12



In the early years, Club Estrella members were all women



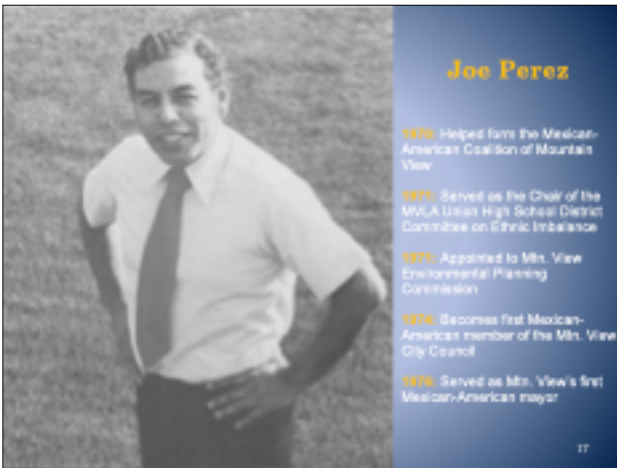
and it wasn't until the fifties that husbands of the members were allowed to join. This is a member group photo taken this year.



The Club gained non-profit status in 1965 with the help of Joe Perez, who was a club member.



Joe Perez went on to become the first Mexican-American council member and the first Mexican-American mayor of Mountain View.



The club was incorporated in 1992.



Amistad

Club Estrella continues to follow the traditions of its founders with pride by offering the community the richness of its Mexican-American culture, while building on the friendships among the members. Over the years the Club has annually sponsored dances, dinner dances, Fund raisers, and various events such as a Mexican Tardeada (fiesta), Reno trips, picnics, Champagne brunch, Fathers Day Brunch.



Upon returning from work shops at the Vatican In Rome, a priest once pointed out that as communities become bigger and bigger, the members of communities become more distant. He pointed out the importance of smaller groups like Club Estrella that play an important role in promoting friendships and closer relationships. This is one of many times we break bread together.



Membership gathering this last Christmas.



Christmas gift exchange



Membership brunch , welcoming new members



And more new members



Fathers Day brunch



Members enjoying each others company at one of our events.



Lots of friends and family



Members having fun



We have Club Estrella third generation members



Progresso

The club also continues to assist those people who are in need of help. Club Estrella supports other service organizations with donations. The Club started a scholarship program in 1992 that grants annual scholarships to economically disadvantaged Santa Clara County Latino graduates going on to higher education. The Club Estrella Scholarship Program was established as a Non-Profit entity with a 501 (c)(3) tax status.



31

Our treasurer tells us that over the years the Club Estrella scholarship program has awarded over 300 or so scholarships. This year we hope to award 15 scholarships at \$1,000 each. The Club Estrella remains committed to promoting higher education within the Santa Clara County Latino community and we hope to continue to grow our scholarship program in the future.

Club Estrella Scholarship

2013-14 Club Estrella Scholarship Winners

Club Estrella Scholarship Program aims to promote higher education within Santa Clara County's Latino community. The Club has awarded over 300 scholarships over the past three decades. In 2023, the Club will award fifteen \$1,000 scholarships. Funds are collected by the Club's fiscal arm, "Education for All Children" a 501(c)3 non-profit.

More info: [facebook.com/estrellascholarship](https://www.facebook.com/estrellascholarship)

32

In closing, this is a current list of our events for 2023. We feature fund raising raffles at all of our events with all proceeds going to our Scholarship Fund.

We commend the City of Mountain View in providing neighborhood parks for the community.

Thank you for considering the name, "Estrella Park" for the new City Of Mountain View Park.

Respectfully submitted,

Joe Guel, President
 Education For All Children
 Estrella Scholarship Program
jguel@estrellascholarship.org
 408-272-1144
<https://www.facebook.com/estrellascholarship>

2023 Events

- 2/11/23 75th Club Estrella Anniversary
- 2/18/23 75th Anniversary Mass
- 5/13/23 Mother's Day Dinner & Dance
- 6/4/23 Father's Day Brunch
- 8/6/23 Tardeada
- 8/20/23 Champagne Brunch
- 10/7/23 Scholarship Fund Raiser
- 12/31/23 New Year's Eve Dinner & Dance
- Monthly Meetings, 1st Friday Of The Month

33

Good Evening ! My name is Joe Guel, Festejos Director. My wife Gloria and I have been Estrella members for 40 years. Thank you for joining us in the celebration of the 75th Anniversary of Club Estrella.

Our objective with this short presentation is to share the rich history of Club Estrella. Club Estrella was founded in February 1948 by a group of dynamic women who were sponsored by St. Joseph's Catholic Church in Mountain View. The club's purpose was to promote Mexican American culture in a social atmosphere as well as to assist the poor and needy. The Club Estrella motto for the last 75 years has been "Fe, Amistad, Y Progreso", "Faith, Friendship, and Progress".

