

## Naomi Frontela

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**From:** noreply@civicplus.com  
**Sent:** Thursday, August 31, 2023 10:38 AM  
**To:** Naomi Frontela; Erika Ramirez; Randi Johl  
**Subject:** Online Form Submittal: Public Recognitions Request Application

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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### Public Recognitions Request Application

#### Public Recognitions Request

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Please reference the requirements for each award in the Public Recognition Policy [here](#).

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(Section Break)

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Please select the recognition that you are requesting: Memorial, Monument and/or Facility Naming

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Please list your preferred City Council meeting date(s) for the recognition requested and any other related details. none

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#### Requestor Information

For the following recognitions, the requestor must be different from the recipient as this will be considered as a nomination: *Community Leader Award of Distinction, Wall of Honor, Memorial, Monument and/or Facility Naming*

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Requestor First and Last Name Sherrie Munroe

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Organization (If Applicable)/ Relationship to Nominee	4M Engineering / Friend
Requestor Phone Number	[REDACTED]
Requestor Email Address	[REDACTED]
Requestor Address	41635 Enterprise Circle N., Suite B
City	Temecula
State	CA
Zip Code	92590

(Section Break)

Nominee Information	
Nominee First and Last Name	Roger Epperson
Organization (If Applicable)	Rancho Land Associates
Nominee Phone Number	deceased
Nominee Email Address	deceased
Nominee Address	c/o Neil Cleveland, Rancho Land Associates 28043 Del Rio Road
City	Temecula
State	Ca
Zip Code	92590

(Section Break)

<p>Please explain in detail the reason you are making this request and why you would like the Council to consider this recognition:</p>	<p>We are requesting a Memorial Facility Naming for the Public Parking Lot behind the Stampede / Baily's buildings on Old Town Front Street. We are requesting that this Public Parking Facility be named "The Roger Epperson Memorial City Parking Lot". Roger Epperson, with his business partner Neil Cleveland, opened the doors to Rancho Land Associates in Temecula 46 years ago. They were, and continue to be, one of the earliest Chamber of Commerce Members. Roger lived and worked in this community this entire time, and was instrumental in helping move the vision of Old Town the City has had forward with his involvement with the Specific Plan, and commitment to the sense of arrival for the south end of town</p>
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with beautification modifications to the Stampede building he and Neil have owned for many years. He was essential in assisting the city first with this public lot via a parking agreement with the city, then with the city endeavors to improve Murrieta Creek after the flooding of Old Town, then with the improvement of the existing parking lot to better accommodate visitors. He contracted first Larry Markham with MDMG, and then later (after Mr. Markham's retirement) 4M Engineering at his own expense to assist the city with joint conditions and survey data; provided the city with an ADA path of travel back to Front Street, and paid us to assist city staff and consultants with the parking betterment and compliance with all state codes and regulations for this. Sadly,, Roger did not live to see this completed, and passed away in July of this year. In his honor and memory, with the support of city staff, we respectfully request he be honored in this fashion. Thank you in advance for your consideration in this, and see attached for support letters, resume and information. We are available for any questions or backup you need to move this forward.

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#### Impact Statement

**Please see the Public Recognition Policy [here](#) for additional details.**

For the following awards listed below, please complete the Impact Statement in its entirety:

*Community Leader Award of Distinction*

*Wall of Honor*

*Memorial, Monument and/or Facility Naming*

#### IMPACT STATEMENT

- Resume - Please demonstrate proof of impact of the nominee to the community with *dates* of service included in the resume.
  - Letter(s) of Recommendation
  - Additional Documentation - Opportunity to further support the nominee's impact on the community
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*Period of time as well as contributions recognized by a significant segment of the community and their respective industry (education, nonprofit, business) will be considered upon review of request.*

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Resume of Nominee	<a href="#">RWE Resume.pdf</a>
Letter(s) of Recommendation	<a href="#">Letters Bound.pdf</a>
Additional Documentation	<i>Field not completed.</i>
Any Additional Comments?	Thank you
Electronic Signature Agreement	I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.
Electronic Signature	Sherrie L. Munroe

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After submitting this form, you will be contacted shortly regarding the status for your request.

Thank you!

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# ROGER W. EPPERSON

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Rancho Land Associates | 28046 Del Rio Rd., Ste C, Temecula, CA 92590

## EXPERIENCE

### President and CFO, Rancho Land Associates; Temecula, CA — 1977-2023

- Managed land acquisitions, entitlement processes, and development projects.
- Facilitated the procurement, development, and construction of commercial real estate properties.
- Orchestrated leasehold improvements and successfully negotiated leasing agreements.
- Played an active role in multiple city planning specific plans within the Temecula region.
- Provided comprehensive oversight and proficiently managed commercial and industrial property portfolio.

### Real Estate Consulting, Excel National Bank; Temecula, CA — 2012-2018

- Provided strategic counsel to a National Bank regarding real estate ownership and divestment strategies.
- Demonstrated effective oversight in analyzing valuation and managing the disposition of real estate owned assets.

### Land Real Estate Agent, Rancho California Development; Temecula, CA — 1974-1977

- Played a pivotal role in the initial establishment of Rancho California.
- Functioned as a licensed real estate agent specializing in the sale of agricultural and various other real estate properties.

### Stock Trader, Pacific Stock Exchange; Los Angeles, CA — 1972-1974

- Executed trades on the Pacific Stock Exchange, leveraging in-depth knowledge of market trends and analysis.
- Strategically identified and capitalized on short-term trading opportunities.
- Managed and diversified a portfolio of stocks, options, and other financial instruments.

## EDUCATION

### California State University, Long Beach — Long Beach, CA

Bachelor of Science in Finance, 1972

## AWARDS & ACCOMPLISHMENTS

Founder of Bear Creek Golf Club in Murrieta, CA

Licensed California Broker since 1989

Company Chamber of Commerce Member since 1981

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This resume has been prepared posthumously on to serve as background on Roger Epperson's experience in business and the community in Temecula, CA and the greater Southern California area. For more information, please contact Katie Epperson at [REDACTED] or Neil Cleveland at [nmcleve@sbcglobal.net](mailto:nmcleve@sbcglobal.net).

August 25th, 2023

Clerks Office  
City of Temecula  
41000 Main Street  
Temecula, CA 92590

To Whom It May Concern,

I am writing this letter to wholeheartedly endorse the proposal to name the South Side Public Parking Lot located behind the Temecula Stampede and Baileys in Temecula, CA, after the late Roger W. Epperson.

Mr. Epperson was a remarkable individual who made significant contributions, in many quiet and subtle ways, to our community throughout his lifetime. It is my honor to express my enthusiastic support for this well-deserved recognition.

Roger W. Epperson was more than a resident; he was a dedicated and longstanding member of the Temecula community. He moved to Temecula in the 1970s and became deeply invested in the growth and development of Old Town Temecula. Roger, over the course of his life, has demonstrated an unwavering commitment to Temecula's prosperity and progress.

For over four decades, Mr. Epperson was a property owner in our town, including an ownership interest in the Temecula Stampede Building, a cornerstone building in Old Town Temecula. His contributions went beyond his ownership; he actively engaged with the community and leveraged his position to foster positive change. In 1999, he demonstrated his dedication by selling the parking lot in question to the City of Temecula, displaying his foresight in contributing to the infrastructure of Old Town Temecula.

Mr. Epperson participated in the community meetings and with City Staff by adding critical and valuable provisions and direction to the Old Town Specific Plan, shaping the character and charm that define Temecula's historic heart. His passion for maintaining the town's unique identity was evident in every endeavor he undertook. Beyond his professional pursuits, he was a resident who not only operated his business in Temecula but also resided within the town's borders. This genuine connection allowed him to understand and address the needs of the community with remarkable insight.

Furthermore, Mr. Epperson's partnership with Neil Cleveland in Rancho Land Associates (a company that is one of the longest standing members in the Chamber of Commerce) and his collaborative efforts with individuals at City Hall showcased his dedication to facilitating positive relationships for the betterment of Temecula. His integrity, honesty, and upstanding character were hallmarks of his interactions, leaving a lasting impression on all who had the privilege of working with him.

As we reflect on Roger Epperson's legacy, it is clear that his influence has left an indelible mark on our community. Naming the Old Town South Side Public Parking Lot behind the Stampede and Baileys after Roger would be a fitting tribute to honor his contributions and ensure that his memory continues to inspire future generations. I wholeheartedly recommend and support this initiative, as it encapsulates the spirit and essence of a man who dedicated his life to the betterment of Temecula, leaving an enduring legacy for all to cherish.

Sincerely,

Neil M. Cleveland

Business Partner & Lifelong Friend of Roger for over 45 years

**Larry R. Markham**  
**Markham Development Strategies, LLC**  
**41635 Enterprise Circle North, Suite B**  
**Temecula, CA 92590**

I would like to recommend Roger Epperson for Public Recognition by the City of Temecula.

I had the pleasure and honor to know Roger and work with him, both professionally and personally for over 40 years.

He was a true professional in the real estate industry, with emphasis in real estate investments in Old Town Temecula and the older industrial areas of Temecula.

Specifically, Roger and his real estate partner, Neil Cleveland, had the vision to acquire the hardware store building at Front and 1<sup>st</sup> streets and pursue an entertainment user tenant, turning the building into first, The Midnight Roundup and later The Stampede and taking a greater financial interest in the property to assure the success of the entertainment use.

The venue is now fondly known far and wide, in the local country, western and military communities.

Additionally, Roger and Neil cooperated with the Temecula staff to craft an innovative land acquisition and joint use agreement that was the initial anchor city parking facility, that has assured the ongoing commercial success of Old Town Temecula.

Later Roger and Neil coordinated with staff for the ability to facilitate the construction of the Murrieta Creek channel improvements and the transformation of the parking lot into a more functionally efficient design.

Most recently Roger and Neil had the vision and made the financial investment to completely transform the Front & 1<sup>st</sup> street frontages into a true commercial entry, where once only two blank walls existed before.

Roger will be dearly missed by all who had the pleasure to know him, play golf with him, conclude real estate deals with him and enjoy his steady stream of jokes and amusing quips. He deserves the recognition of his efforts to advance the interests of Temecula!

Farewell old friend, you will be missed.

Larry R. Markham





**PARADISE**  
CHEVROLET CADILLAC

August 29, 2023

Clerks Office  
City of Temecula  
41000 Main Street  
Temecula, CA 92590

To Whom It May Concern:

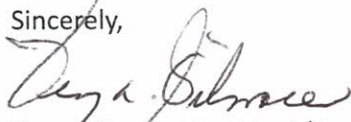
I am writing this letter in support of the initiative to name the parking lot located behind the Temecula Stampede and Bailey's restaurant in Old Town Temecula after a man that loved and supported Temecula, Roger W. Epperson. A man deserving of this recognition.

I met the late Roger Epperson in 1992 and he quickly became a dear friend of mine. We enjoyed time on the golf course, laughing and sharing stories. During the 30+ years I have known Roger, he proved to love the Temecula community where he raised his family and operated a successful business. Roger was a man who lived a full life with family and friends and one that was also dedicated to his community. Upon moving to Temecula in the 1970's he formed Rancho Land Associates, Inc., a real estate brokerage company, along with Neil Cleveland. Rancho Land Associates is currently one of the longest standing members of the Temecula Valley Chamber of Commerce.

With a focus on growing his business in the Temecula Valley, Roger also had a heart for preserving and maintaining the vision of the beautiful Old Town Temecula and the Old Town Specific Plan. Over the years Roger made many meaningful contributions to Temecula and continually strived to advance positive change. He invested his time by attending City and community meetings that ultimately created this positive change toward the growth and development of Old Town Temecula.

Roger was truly a staple of this community, and it would be an honor to continue his legacy by naming the Old Town Temecula South parking lot, behind the Temecula Stampede and Bailey's restaurant, after Roger W. Epperson.

Sincerely,



Terry Gilmore, President/Owner  
Paradise Chevrolet Cadillac

27360 Ynez Road Temecula, Ca. 92591-4684 Mailing Address P.O. BOX 9036 , Temecula, Ca. 92589-9036

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