

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Council

**FROM:** Aaron Adams, City Manager

**DATE:** May 28, 2019

**SUBJECT:** Approve a Recommendation to Name the Civic Center Council Chambers as Jeff Comerchero Council Chambers (At the Request of Mayor Mike Naggar)

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**PREPARED BY:** Betsy Lowrey, Senior Management Analyst

**RECOMMENDATION:** That the City Council approve a recommendation to name the Civic Center Council Chambers as Jeff Comerchero Council Chambers.

**BACKGROUND:** At the request of Mayor Mike Naggar, it is proposed that the Civic Center Council Chambers be named Jeff Comerchero Council Chambers. The Temecula Community Services Commission unanimously supported the Mayor's recommendation at their meeting on May 13, 2019. Pursuant to the City's Parks and Recreation Facilities Naming Policy, a site may be named for a person if the individual is an outstanding long-time community leader who has supported recreational and/or community activities.

Jeff Comerchero committed 25 years to the City of Temecula, including four years as an appointed Commissioner and 21 years as an elected City Council Member. Mr. Comerchero was Mayor at the time the Civic Center was constructed and opened in Old Town in 2010 and presided over the first City Council meeting within the newly constructed Civic Center Council Chambers.

Jeff Comerchero retired in 2018. He is known for his forward-thinking and tireless efforts in seeking the highest quality possible for all projects, big and small, making Temecula a better place to live, work, and play for generations to come. His philosophy of continued excellence will carry on in the Temecula Way. Mr. Comerchero's leadership is a pivotal reason for Temecula's overall success. Among his most notable accomplishments as Mayor is the completion of Temecula's Civic Center, which spurred the revival of economic development in Old Town and its economic prosperity.

As Mayor, Mayor Pro Tem, Council Member and President of Temecula Community Services District, Jeff Comerchero led countless public meetings and hearings where thousands of residents entered into the Civic Center Council Chambers over the years. His decisions within the current and previous Council Chambers over two decades culminated into accomplishments that created a high quality of life in Temecula for residents, businesses and visitors. Mr. Comerchero's foresight, and that of his colleagues, regarding the future of Historic Old Town Temecula, led them to accept nothing but the best in the quality of architecture for the Civic Center and Town Square. His vision, leadership and keen sense of fiscal prudence led not only to the construction of the

Civic Center, but also to the tremendous economic growth environment in Old Town.

Jeff Comerchero's instrumental leadership helped guide the City's multi-year community-wide planning process to redevelop Old Town, starting with a plan to bring City Hall closer to the heart of the community and commerce. His insistence that it be "*done right*" meant done correctly with the highest of standards and excellence as proscribed by Jeff Comerchero.

Published in the Press Enterprise on December 10, 2010, "*You never regret doing it right, ever. And when we look back years from now, that's all we'll think about,*" Mayor Jeff Comerchero said. The building's architecture features red-tiled roofs, archways and a clock tower. It occupies a prominent position visible from Interstate 15, one that Mr. Comerchero noted *would catch the eye of CEOs and others looking to relocate businesses*. He was correct. The Temecula Civic Center continues to attract visitors, spur development and redevelopment in Old Town, and is the iconic backdrop of photographs within the City of Temecula.

As Mayor of Temecula at the time, Mr. Comerchero proudly cut the ribbon at the Temecula Civic Center Dedication Ceremony in 2010 where he is quoted in the Press Enterprise, "*The City knew it had one chance to build the civic center, and everyone involved wanted to make sure that it was done the right way. I think you can see we've achieved that.*" He also led the first meeting in the Council Chambers, "*It is with pride I call this meeting to order,*" he said on December 9, 2010.

A mock-up of the proposed signage noting the newly designated Jeff Comerchero Council Chambers is as follows:



**FISCAL IMPACT:** Adequate funds in the amount of \$896 (sign) plus \$125 (installation) are available in the City Council and City Manager Annual Operating Budget for Fiscal Year 2018-2019.

**ATTACHMENTS:** None