

From the Desk of  
**Michael Ross**

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## San Mateo Walk of Fame

**Title:** San Mateo Walk of Fame

**Problem:** This concept does not solve a specific problem. Instead, it creates a series of public relations programs that promote The Honoree, San Mateo and any charity that the Honoree chooses.

**Example:** At the end of this document is a list of people who come from San Mateo. They either were born or educated here. As we redevelop Central Park, we could create a “Walk of Fame” that honors famous people from San Mateo.

**Solution:** Create a Walk of Fame to honor people who come from San Mateo. In conjunction with honoring them, the entity doing the nominating can (if they choose) hold events that help raise money and awareness for the award and the honoree’s selected charity/cause. There are two suggestions on where to locate the Walk within or around San Mateo’s Central park. The first is to close 5<sup>th</sup> Avenue as outlined below. The second is to place the walk within the park, with the suggestion being on the cement roadway the runs around the ‘oval grass field’ in the middle of the park.

**Idea Operations:** The Walk of Fame should operate as follows:

- 1) An oversight entity should be created – my suggestion is that it be part of the Parks and Recreation Department;
- 2) The entity created should establish not just procedures, but exact costs for designing and affixing the plaque;
- 3) Entities with interest, are encouraged to nominate a selected person for the Walk of Fame;
- 4) Two nomination levels should be created – those born here and those educated here;
- 5) No more than 2 total nominations per year suggested;
- 6) The entity requesting the honor, must raise the money to pay for the award;
- 7) The entity requesting the honor has to guarantee that the person nominated will show up and accept the award;
- 8) The city should select the location to be dedicated for the Walk of Fame. They can either close 5<sup>th</sup> Avenue from El Camino to the crosswalk in front of the Park’s tennis courts and ‘donate’ both sidewalks to the project or as mentioned above, place it on the cement roadway that runs around the ‘oval grass field’ in the middle of the park.

**Support:**

- 1) San Mateo residents;
- 2) Individual Groups;
- 3) Chamber of Commerce;
- 4) Those who want to sponsor honorees.

**Opposition:**

- 1) Unknown

**Arguments in support:**

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- 1) Image enhancement a couple of times a year;
- 2) This is a fun, uncontroversial project that benefits the community;
- 3) This will be a revenue neutral program that is paid for by those recognized;
- 4) This can help raise money for a variety of causes, as well as call attention to others thanks to the publicity;
- 5) San Mateo is an important part of Bay Area life, and this program will document and honor the contributions people from San Mateo have made to the city, county, state and country.

**Arguments in opposition:**

- 1) The city of San Mateo doesn't have the money or time to spend on programs like this;
- 2) The city of San Mateo should not waste time doing this – it means nothing;
- 3) Don't give the city anything more to do – they have enough work.

**Fiscal Effect:** Properly operated, this project will be revenue neutral and a PR boon for the city.

**Language Attached:** Basic language is as follows:

**Code Section affected:** As per staff - suggested code sections are outlined below:

**Language:**

Section 1: Upon the establishment of this act, the City of San Mateo establishes and oversees the San Mateo Walk of Fame. The Walk of Fame is designed to honor those who have made a contribution to the history and culture of San Mateo. They can be recognized on two levels: Those who were born here, and those who were educated or schooled here.

Section 2: An oversight entity is hereby created within the Parks and Recreation Department to oversee the project. The name of the entity shall be called the San Mateo Walk of Fame Oversight Committee. This entity will consist of 3 people and oversee the program, including operations, publicity and determining exact costs. This body will also coordinate all activities leading to the placement of the award with the entities.

Section 3: No more than two entities per year will be recognized;

Section 4: The Department shall establish the nomination procedure entities must follow to nominate, including the filing of any and all paperwork, as well as costs. The criteria shall include, but not be limited to, the following:

- The name of the sponsoring entity, including its location and contact information;
- The name of the person the entity is nominating;
- The entity must provide an overview document on the entity plans to run their fundraising campaign (if any);
- The entity has to raise the money to pay for the award;
- The entity has to guarantee that the person nominated will show up on the date selected;

Section 5: The city of San Mateo cedes the sidewalks stretching from the El Camino down 5<sup>th</sup> Avenue to the crosswalk in front of the Park's tennis courts to the park for use on the project. The project will fill both sides of the sidewalk.

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**GENERAL EXAMPLES**

- Barry Bostwick
- Madeleine Byrne – Instragram Star
- Keith Carradine
- Julian Schratte – Model
- Michael Gumabao – reality star
- Lando Kal – DJ
- Dominic Briones – Reality Star
- Marc McClure
- Tim Federle – author
- Diane Varsi –
- Sam Francis – Painter
- John Wetteland – sports
- Michael Allen (born 1959), professional golfer
- Lina Basquette, actress
- David Binn (born 1972), 18-season NFL player
- Tom Brady (born 1977), 5-time Super Bowl champion
- Doug Caine, psychologist, TV personality
- Catherine Chalmers, artist, photographer
- James P. Connolly, actor and radio/TV host
- Joseph Eichler, real estate developer - affordable mid-century modern homes
- Kenneth Fisher Forbes columnist, financial author, money manager
- Amadeo Giannini, founder of Bank of Italy, moved to San Mateo in 1906
- Merv Griffin, television personality, creator of Jeopardy! and Wheel of Fortune
- Greg Gutfeld, Journalist, author, TV personality
- Dennis Haysbert, actor, Allstate Insurance
- Ann Kiyomura, tennis player, Wimbledon doubles champion
- James Lanza, Sicilian-born mobster, boss of the San Francisco crime family
- Lee Mallory, poet, editor, retired professor
- Michael Moradzadeh, founder of Rimon Law P.C.
- Jeff Serr, radio personality
- Kendal Smith, NFL player
- Michael Trucco, actor
- Cal Tjader, jazz musician

**CSM**

- Dana Carvey
- Kurtwood Smith
- Greg Proops
- Ryan Boschetti
- Craig Venter
- Archie Williams
- John Madden
- Scott Feldman
- Julian Edelman

**ARAGON**

- Neal Schoen
- Kristen Sze

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**SERRA**

- Lynn Swann, 4-time Super Bowl champion
- Barry Bonds
- Jim Fregosi