

Title: 062107 Rendon Naming Festival Beach

Subject: Approve the naming of Festival Beach at 2101 Bergman Street to “Edward Rendon Sr. at Festival Beach”.

Amount and Source of Funding:

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

Agenda Category: Parks and Recreation

For More Information: Ricardo Soliz, Division Manager, 974-6765

Boards and Commission Action: Recommended by the Parks and Recreation Board on May 22, 2007.

Edward Rendon, Sr. was born in 1926 in Buda, Texas. In the 1940's he married and made his home in east Austin where he lived for the past 50 plus years. He raised 5 boys and 4 girls at 1705 Haskell Street where he still resides. He is also a grandfather of 48 grandchildren and great grandchildren.

In the 1970's, he became very involved in community issues and was elected as president of East Town Lake Citizens Neighborhood Association. Mr. Rendon organized the first Haskell Street Halloween block party that continues to this day. The celebration was organized specifically to keep children off the street as an alternative to trick or treat outings.

As president of East Town Lake Citizens, Mr. Rendon became actively involved in the design of East Town Lake Park. He later was instrumental in the discussions that led to ending the boat racing on Town Lake.

Other affiliations include member of the Greater Hispanic Chamber of Commerce, and Cristo Del Rey Church. He was a mentor to many Hispanic youth throughout the years in his involvement and promotion of many Parks & Recreation sport activities such as football and softball. Mr. Rendon continues to provide advice on many issues affecting his east Austin neighborhood.

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