

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF PROCLAIMING)	RESOLUTION NO. 23-5354
SEPTEMBER 15 TO OCTOBER 15 AS HISPANIC)	
HERITAGE MONTH IN THE PORTLAND)	Introduced by Councilor Gerritt Rosenthal in
METRO REGION)	concurrence with Council President Lynn
)	Peterson

WHEREAS, the United States observes Hispanic Heritage Month each year to celebrate the culture, heritage, and invaluable contributions of Latine and Hispanic people, a diverse population in our region whose ancestors came from Mexico, Central and South America, Spain and the Caribbean; and

WHEREAS, it is also critical to understand that Latine and Hispanic people have strong connections to Indigenous, African, and Asian identities; and

WHEREAS, September 15 marks the anniversary of independence for the Latin American countries of Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua; additionally, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively; and

WHEREAS, the Portland Metro region has a substantial and rapidly growing Latine and Hispanic population of 13.4 percent (2020 U.S. Census) with great economic, political, and social influence; and

WHEREAS, the Latine and Hispanic communities create jobs and drive innovation across all sectors contributing to the shared prosperity of our region; Latine and Hispanic people play vital roles in building regional livability and stability; and

WHEREAS, understanding and amplifying the lived experiences of these communities is fundamental to the creation of equitable social, economic and governance systems. Opportunities to ensure the success of the Latine and Hispanic families, businesses, and communities in every corner of the Portland Metro region should be prioritized; and

WHEREAS, the Latinos in Government Alliance (LIGA) works to foster safer and healthier communities for Latine and Hispanic people and Metro commits to supporting these efforts. Together, LIGA and Metro encourage regional collaboration; now therefore,

BE IT RESOLVED that the Metro Council, on this 14th day of September 2023, does hereby proclaim September 15 to October 15 in 2023, and all future years, as Hispanic Heritage Month and encourages the region to celebrate the rich histories and tremendous contributions of these communities.

ADOPTED by the Metro Council this 14th day of September, 2023.



Lynn Peterson, Council President

Approved as to Form:



Carrie MacLaren, Metro Attorney

Council Worksheet

Agenda Item Title: Proclamation of Hispanic Heritage Month

Presenters, (titles):

Eduardo Ramos, He/Him, Policy Advisor, Metro

Supporters in attendance:

Betsy Rodriguez Ruef, She/Her, Community Engagement Manager, City of Tualatin

Amparo Agosto, She/Her, Community Engagement Manager, TriMet

Jairo Rios-Campos, He/Him, Recreation Manager, PlayEast! (Wood Village City Councilor)

Ricardo Palazuelos, He/Him/El, Bilingual Community Outreach Specialist, Washington County

Anna Quintrell, She/Her, Neighborhood Liaison, City of Vancouver, WA

Contact for this worksheet/presentation:

Eduardo Ramos, He/Him, Policy Advisor, Metro

Purpose/Objective

For the purpose of proclaiming September 15 through October 15 in 2023, and all future years, as Hispanic Heritage Month in the Portland Metro region to celebrate the rich culture and identity of Latine and Hispanic people, and their transformative contributions to the culture and prosperity of our region.

Background

Hispanic Heritage Month is nationally observed and was first celebrated in 1968 as Hispanic Heritage Week under President Johnson. It was expanded by President Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15.

The Latinos in Government Alliance (LIGA), a group of government and non-profit professionals, developed this proclamation to highlight the economic, social, and political contributions of the Latine and Hispanic communities in the Portland Metro region. These communities have played, and continue to play, a seminal role in the success of Oregon's economic, social, and political life. Latine and Hispanic folks drive the economy with a over \$3 billion in purchasing power and they create jobs through a variety of small businesses.

In 2023, Metro and LIGA celebrate "Prosperidad para Todos," a vision for shared prosperity and stability for Latine and Hispanic communities in the Portland Metro region. This concept addresses efforts being led by LIGA members in jurisdictions across Metro and emphasizes the need to create space for historically excluded Latine and Hispanic people. The "Prosperidad para Todos" vision calls on us to find more ways to invest and collaborate to support this community.

Cynthia Gomez, Director of Community and Civic Impact at Portland State University, has dedicated her entire career to this "Prosperidad para Todos" vision. Cynthia is an exceptional leader who has positively impacted the lives of countless students and their families in our region. She is a trailblazer and catalyst for stronger, substantive representation. She is being specifically identified for her leadership in sponsoring this vision. (Details: Attachment B)

The recognition of this month elevates the accomplishments and challenges faced by Latine and Hispanic communities, today and historically. Metro and its partner jurisdictions should continue to invest in and strive to understand and support these communities to deliver more equitable outcomes for all residents in the region.

LIGA and Metro invite the community to celebrate Hispanic Heritage month at one or more of the many events being hosted throughout the region.

What packet material do you plan to include, if any?

- Recognition of Cynthia Carmina Gomez and schedule of celebrations across the Metro region (Attachment 1)



Advancing Latino/a/e representation in decision-making and engagement to create equitable and thriving communities.

September 14, 2023

Greetings Metro Council,

In celebration of Hispanic Heritage Month, it is our great honor to recognize Cynthia Carmina Gómez, Director of Community & Civic Impact at Portland State University (PSU), for her career fostering Latino leadership and prosperity through civic action, family support, mentorship, and higher education.

Cynthia is a futurist, cultural strategist, and creative writer with an MFA in nonfiction writing and a Master's in Education. She is a champion for vibrant, safe, and thriving communities. Cynthia served Latino families in the early days of Latino Network. She founded leadership programs and civic engagement initiatives in what would later become a major regional organization.

Cynthia unequivocally represents our theme "Prosperidad para Todos." She has been, and continues to be, at the center of many efforts that advance Latinos in the region, and Oregon. At PSU, she brings ideas and knowledge into practice through community-centered initiatives. She serves on the university's Climate Justice Committee and Hispanic-Serving Institution initiative. Her role in the expansion of Latino student support services has PSU quickly moving toward achieving the Hispanic-Serving Institution status. Cynthia is a fierce advocate for investment in our student and their families.

Last year, Cynthia launched Latiné Futures, a community collaboration to co-create a bold vision for our community's future. These trans-sector gatherings yielded a vision for collective wealth-building and wellbeing. Cynthia challenged attendees to balance immediate needs with long-term planning to ensure a successful future for Latinos in the region.

The regional membership of LIGA acknowledges and thanks Cynthia for positively impacting the lives of many, including LIGA professionals. Cynthia's work, more broadly, has catalyzed substantive representation and economic prosperity for our communities.

We appreciate the regional platform to recognize such a selfless leader and kick-off Hispanic Heritage Month. Please join us in celebrating this month and the diverse Latinos driving social, economic, and political life in our region.

Respectfully,

Latinos in Government Alliance (LIGA)
Contact: Eduardo Ramos, Communications

Hispanic Heritage Month Events

Wood Village

Hispanic Heritage Month Celebration
Friday, September 15, 2023 | 5:30-8 p.m.
Wood Village City Hall & Civic Center
24200 NE Halsey St.

Contact: Claudia Ramirez, 503-516-6837

Hillsboro & Centro Cultural

El Grito
Saturday, September 16, 2023 | 2-7 p.m.
Shute Park
750 SE 8th Ave, Hillsboro, OR 97123

Salem

Viva Salem! Todos Unidos
Saturday, September 23, 2023 | 12-6 p.m.
Riverfront Park, Salem

Metro

Latinos in Government Alliance
Wednesday, September 27, 2023 | 9-1
Oregon Zoo

Tigard

El Tigre Festival
Saturday, October 7, 2023 | 1-9 p.m.
Cook Park, Tigard