

ACCELERATED REVIEW PROCESS - E

Office of the City Engineer

Los Angeles California

To the Honorable Council

Of the City of Los Angeles

Honorable Members:

NOV 07 2014

C. D. No. 13

SUBJECT:

Hollywood Boulevard and Vine Street - Walk of Fame Additional Name in Terrazzo Sidewalk –
RENAN ALMENDAREZ COELLO

RECOMMENDATIONS:

- A. That the City Council, designate Location No. 48b as shown on Sheet 10 of Plan D-13788 for the Hollywood Walk of Fame for the installation of the name of Renan Almendarez Coello at 6141 Hollywood Boulevard.
- B. Inform the Hollywood Chamber of Commerce of the Council's action on this matter.
- C. That this report be adopted prior to the date of the ceremony on November 25, 2014.

FISCAL IMPACT STATEMENT:

No General Fund Impact. All cost paid by permittee.

TRANSMITTALS:

- 1. Unnumbered communication dated October 24, 2014, from the Hollywood Historic Trust of the Hollywood Chamber of Commerce, biographical information and excerpts from the minutes of the Chamber's meeting with recommendations.

DISCUSSION:

The Walk of Fame Committee of the Hollywood Chamber of Commerce has submitted a request for insertion into the Hollywood Walk of Fame the name of Renan Almendarez Coello. The ceremony is scheduled for Tuesday, November 25, 2014 at 11:30 a.m.

The communicant's request is in accordance with City Council action of October 18, 1978, under Council File No. 78-3949. Following the Council's action of approval, and upon proper application and payment of the required fee, an installation permit can be secured at 201 N. Figueroa Street 3rd Floor, Counter 23.

Respectfully submitted,



Lemuel M. Paco, P.E.
Central District Engineer
Bureau of Engineering

pkt:wof.01
(213) 482-7030

cc: Construction Services Center, Counter 23
Bureau of Street Services
Administration



October 24, 2014

Mr. Gary Lee Moore
Public Works Engineering
Att: Lemuel Paco
201 N. Figueroa St. 3rd Floor, M.S. 503
Los Angeles, CA 90012
Fax 213 482-7007

Dear Mr. Moore:

The Walk of Fame Committee of the Hollywood Chamber of Commerce has approved the below listed name for insertion into the Hollywood Walk of Fame:

RENAN ALMENDAREZ COELLO (Category-RADIO)- Requested star location to be 6141 Hollywood Blvd. north side of the street in front of Eastown. The star **for RENAN ALMENDAREZ COELLO** will be situated between the stars of KATE SMITH(48B), to the west and JAN MURRAY (47B) to the east. According to sheet #10 plan 13788, RENAN ALMENDAREZ COELLO's star is numbered 48b. The dedication ceremony is scheduled for TUESDAY, NOVEMBER 25, 2014 at 11:30 a.m.

Thank you for your cooperation in this request. I look forward to a response from your office soon. If you have questions call me at (323) 468-1376.

The following materials are enclosed: RENAN ALMENDAREZ COELLO's bio and Board of Director's Minutes.

Sincerely,


Ana Martinez
Vice President, Media Relations/ Producer
Hollywood Walk of Fame

cc:

Mayor Eric Garcetti
Councilman Mitch O'Farrell
William Ayala
Sgt. Lamont Jerrett
Inspector Andrews

Carmine Goglia
SPEC Security
Leron Gubler
Top End Constructors

Cherry Hepburn

Renán Almendárez Coello *El Cucuy de la Mañana*

Renán Almendárez Coello, *El Cucuy de la Mañana*, is an amazing true story in the history of the entertainment world. His seven years of continuous first place in the radio industry in Los Angeles is unprecedented (1996-2003). His is the most-listened-to voice in radio, and has the highest loyalty of listeners in the history of Los Angeles, with a broadcast track record spanning 24 years.



Born in Honduras, Renán came to the United State with a dream of becoming a radio personality, repeating the success he tooled in his native country. Due to his astonishing ability to communicate with his audience, Renán's career sky rocketed to heights never seen before in some of the most difficult markets in the United States: Los Angeles, San Francisco, Chicago, Miami, Phoenix and Las Vegas.

The radio show is a mix of talk, audience calls, jokes and serious life advice. His laugh medicine provides daily doses of remedies for those who are ill and seek hope. His radio show has become an outlet for many Hispanic immigrants who do not have a forum to voice their opinions and express their thoughts.

Renán's charisma and persona is not only about entertaining and making people laugh with his unique style of humor. His charitable contributions of time, effort and money have made him as famous as his radio career has proven his star-power status. He wanted to give back to the community and to not forget his humble origins. In 2002, Renán formed the El Cucuy Foundation and opened the El Cucuy Help Center (Centro de Ayuda El Cucuy) to provide help and referrals to thousands of people in Los Angeles. This effort was a natural extension of the charitable work he had been doing for years.

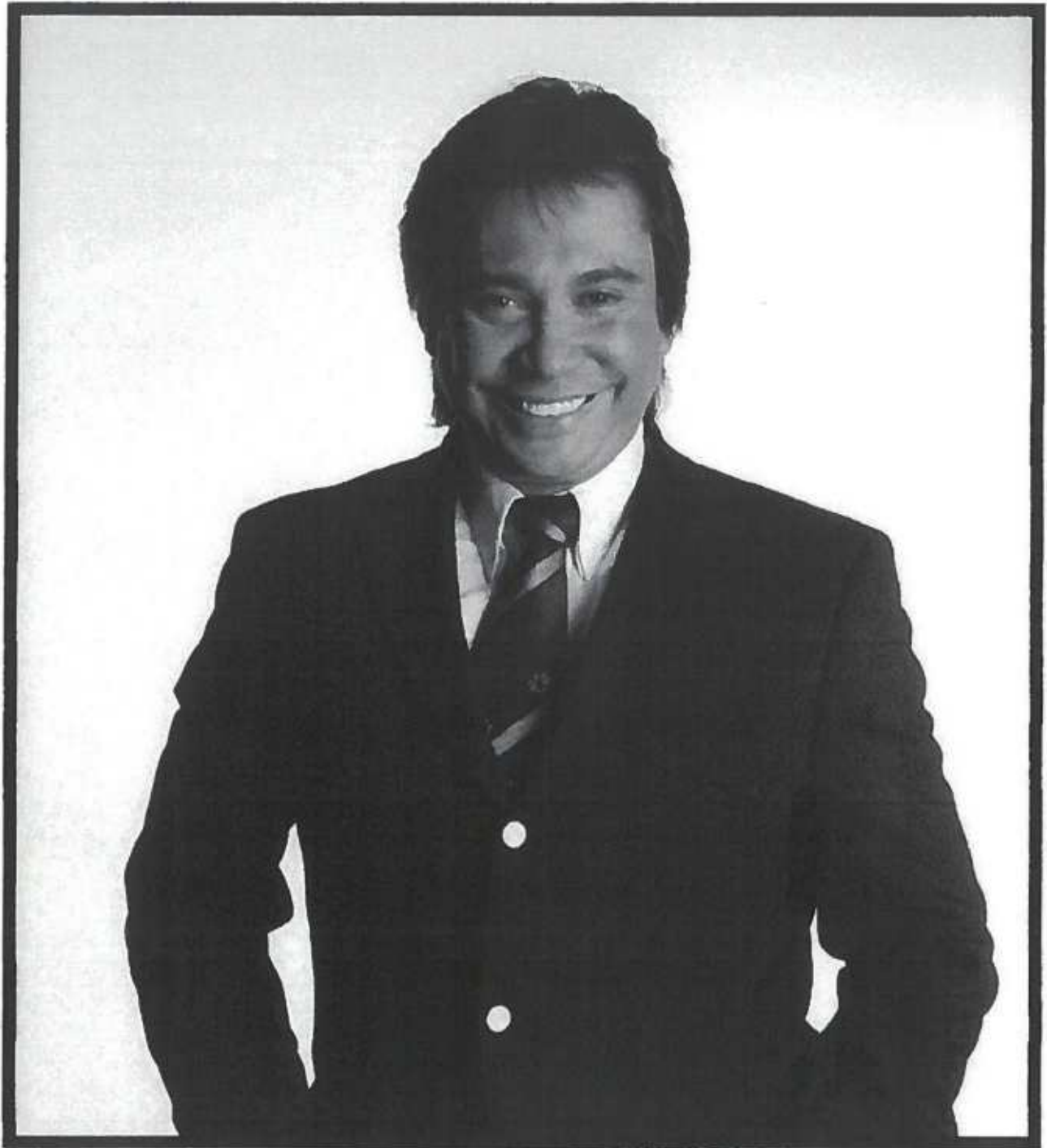
Renán and the Radio:

- Top-ranking radio host in the Los Angeles market for over twenty years
- *Tierra De Pasiones* (Land of Passion (International: English title), actor, 2006
- Billboard Latin Music Awards, Presenter, 2006
- R&R Latin Formats Personality/Show of the Year, 2005
- Best selling book: *En la Cumbre de la Pobreza*. HarperCollins Publishers
- Chart-topping records: *Casas de la Vida* and *A Mi Manera*, Fonavisa
- ABC Radio Network Syndication in 20 cities

Interviews Conducted by El Cucuy

Renán Almendárez Coello has interviewed thousands of individuals during his radio career that have been heard by millions of his loyal listeners. Below is a sampling of some of his guests.

Entertainers	Politicians
Joan Sebastian	
Paquita la de Barrio	Senator Barack Obama
Vicente Fernandez	Senator Ted Kennedy
Itati Cantonral	Senator John McCain
Christian Castro	Governor Bill Richardson
Rocio Durcal	Mayor Antonio Villaraigosa
Gloria Estefan	Mayor Jim Hahn
Jose Feliciano	Mayor Richard Riordan
Vicente Fernandez	Manuel Zelaya, President of Honduras
Ana Gabriel	Francisco Flores Perez, President of El Salvador
Juan Luis Guerra	Tony Saca, President of El Salvador
Oscar de la Hoya	Carlos Quintanilla, Vice President of El Salvador
Enrique Iglesias	
Julio Iglesias	
Jose Jose	
Rocio Jurado	
Armando Manzanero	
Rickie Martin	
Angelica Maria	
Lucia Mendez	
Pablo Montero	
Mario Antionio Muñis	
Tigres Norte	
Adal Ramones	
Jose Luis Rodriguez	
Placido Domingo	
Thalia	
Gloria Trevy	



Renán Almendárez Coello
Radio Personality

Hollywood Chamber of Commerce
BOARD OF DIRECTORS

Wednesday, June 19, 2013

MINUTES

Attending: Heather Cochran, Chair; Barton; Berberi, Assil, Butler, Campbell, Chong, Conti, Gallogly, Gonzales, Folb, Gargano, Goodwin, D. Green, H. Green, Kalantari, Koretz, Logan, Marlis, Mihalka, Sarian, See, Sundher, Zarrinnam.

Honorary Directors present: Arslanian, Cabral-Ebert, Diehl, Farrar, Hines, Morrison, Shelton, Smith.

Staff Present: Gubler, Kiecker, Shahenian

Board Members absent: Abou-Daoud, Dadigan, Druyen, Hart, Keyser, Mann, Massie, Moe, Rheinstein, Saavedra, Savage, Stephan, Taglyan.

I) Call to Order

Chair Heather Cochran called the meeting to order at 4:05 p.m.

V) Walk of Fame Committee Report

D. Green announced the 2014 Walk of Fame honoree recommendation submitted by the Walk of Fame Committee:

MOTION PICTURES: Orlando Bloom, Ray Dolby, Sally Field, Jack H. Harris, Jessica Lange, Matthew McConaughey, Liam Neeson, Paul Mazursky, and Tom Sherak

TELEVISION: Dabney Coleman, Kaley Cuoco, Claire Danes, Giancarlo Esposito, Deidre Hall, Cheryl Hines, Don Mischer, Tavis Smiley and Phil Hartman (posthumous)

RECORDING: Holland Dozier Holland, Jeff Lynne, Mana, Ray Parker Jr., Katy Perry, Rick Springfield and Tupac Amaru Shakur (posthumous)

RADIO: Renan Almendarez Coello (El Cucuy)

Motion by Stephan, seconded by Zarrinnam to approve the Walk of Fame committee selections for 2014.

Motion carried.