

MOTION

Rev. Dr. Jeffery Joseph Sr. was a revered faith leader, civil rights advocate, and community pillar whose life's work transformed countless lives in Pacoima, the Northeast San Fernando Valley, and beyond. Born in Jennings, Louisiana, Pastor Joseph answered his calling to ministry at a young age, following in his father's footsteps as a Baptist preacher in 1952. Over the course of more than 77 years in ministry, he dedicated his life to faith, justice, and service, becoming a steadfast voice for equality and compassion.

Pastor Joseph played a courageous role in the Civil Rights Movement, marching alongside leaders such as Rev. Martin Luther King Jr. and participating in the historic March on Washington in 1963, during the delivery of the "I Have a Dream" speech. He went to Baptist Minister's Union of Louisville and requested that they help him raise \$10,000 to help the people of Selma. He founded Operation Selma in 1965 and raised over \$14,000. Rev. Dr. Joseph chartered two airplanes, which were used to take demonstrators from Louisville to the historical "March from Selma to Montgomery". One of his planes carried Rev. Martin Luther King Jr. and Rev. F.G. Sampson.

He organized, fundraised, and actively supported the movement's efforts, including raising substantial funds for Dr. King's work. Despite threats, arrests, and significant personal risk, Pastor Joseph remained committed to advancing civil rights and social justice, contributing to meaningful reforms, including fair housing protections. His extraordinary efforts were recognized when he was honored with the pen used to sign the Kentucky Civil Rights Act of 1966.

In 1967, Pastor Joseph brought his unwavering commitment to justice and ministry to Pacoima, where he founded New Heaven Missionary Baptist Church. Under his leadership, the church became a cornerstone institution in the Northeast San Fernando Valley, serving not only as a spiritual home but also as a center of community support through food assistance, shelter, advocacy, and outreach for vulnerable families. Through decades of leadership, Pastor Joseph profoundly shaped the social and spiritual fabric of Pacoima while mentoring generations of residents through faith and service.

Rev. Dr. Jeffery Joseph Sr. was also a devoted husband, father of thirteen children, and patriarch whose legacy continues through his family and the countless individuals he inspired. Described by his loved ones as a "silent hero," Pastor Joseph exemplified humility, leadership, and selfless dedication to his community. Following his passing on March 7, 2026, at the age of 96, it is fitting that the City of Los Angeles honor his enduring contributions to civil rights, faith leadership, and the Northeast San Fernando Valley by permanently commemorating his name within the community he served so faithfully.

I THEREFORE MOVE that the intersection of Van Nuys Boulevard and Ralston Avenue be named "Rev. Dr. Jeffery Joseph Sr. Square" and that the Department of Transportation be directed to install permanent ceremonial signage at this location.

PRESENTED BY:

Monica Rodriguez

MONICA RODRIGUEZ
Councilwoman, 7th District

SECONDED BY:

Amelida Peltier

ORIGINAL

[Signature]
APR 29 2026