

Los Angeles has been home to many influential artists, but few have left a legacy as profound and enduring as Rudy and Steve Salas, foundational members of the groundbreaking band Tierra. Rising from the heart of East L.A, Tierra not only shattered musical boundaries but also became a beacon of Latino cultural pride and social activism.

Tierra's achievements are monumental: they were the first majority Latino band to chart four songs nationally and have two songs in the Top 100 simultaneously, a testament to their universal appeal and musical prowess. Their music, a seamless fusion of Latin rhythms with R&B, rock, and soul, resonated across diverse audiences, bridging cultural divides and fostering a sense of unity.

In 1992, the City of Los Angeles declared "Tierra Day" to honor the band's 20th anniversary, recognizing their significant contributions to the city's cultural landscape. Tierra's historic performance at Carnegie Hall, the first for a Latino group, exemplified their groundbreaking impact on the music industry and their role in elevating Latino music on the international stage.

Beyond their musical achievements, the Salas Brothers and Tierra never shied away from speaking out on important issues facing Latinos nationally as well as in the "barrio" of East L.A, reflecting their deep commitment to their community. Their grandfather, Rudy Salas Sr, a member of the Chicano Moratorium Committee and a supporter of farmworkers' rights, instilled in them a profound sense of social responsibility, which was apparent in the lyrics of their music.

Sadly, the COVID-19 pandemic claimed the lives of Rudy and Steve Salas, but their spirit and music continue to inspire through their family, band member-brothers, and the generations of musicians influenced by their cultural and historical legacy.

Given their extraordinary contributions to music, culture, and social justice, it is fitting that the City of Los Angeles honors the Salas Brothers by renaming the intersection in Lincoln Heights, the cradle of their musical journey, as "Salas Brothers Square."

I THEREFORE MOVE in recognition of the Salas Brothers' unparalleled contributions to music, their advocacy for the Latino community, and their enduring legacy in the hearts of all they have touched, to adopt this motion and designate the intersection of Mission Road and Keith Street in Lincoln Heights as "Salas Brothers Square" and instruct the Department of Transportation to erect permanent ceremonial signs to this effect at this location.

PRESENTED BY:



KEVIN DE LEÓN

Councilmember, 14th District

SECONDED BY:



BOB HUMPHREYS

MAR 20 2024

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