

July 16, 2013 El Cerrito Historical Society Board of Directors meeting minutes

Rich Bartke called the meeting to order at 4:30 PM. In attendance were Rich Bartke, Dave Weinstein, Barbara Hill, Joanne Rubio, and Tom Panas. Not in attendance were Joann Steck-Bayat and Debbie Weeks.

June 2013 Minutes:

The Board approved the minutes of the June 18, 2013 meeting as submitted.

4th of July:

The Board discussed the Society's 4th of July booth. The booth itself was a challenge to set up due to broken struts but once up was not a further problem. Alternatives were discussed and Tom said he could probably get a better booth for about \$250. The Board asked Tom to report back at the next meeting the cost of the current booth. After discussing problems with securing the banner to the front of the booth the Board asked Tom to report back at the next meeting with what the current banner cost.

No T-Shirts or Sally Rand items were sold at the booth but four pictures were sold at a price of \$10 apiece. Next year should try to have more pictures from the 30s, 40s and 50s and perhaps also some pictures of the fountain at the Adobe and of the Chung Mei Home. The coloring book that Joanne made was quite popular and got the interest of a number of families, a demographic that is not common at Historical Society events. The same was true for the games that Joanne brought. The quiz was picked up by some but seemed less popular than in the past, perhaps due because we didn't make an oversize version to post outside the booth. It was decided try to reflect the successes and problems at this year's 4th of July in next year's booth.

Programs:

- Dave has now arranged the program about the Overland Route and will encourage Sarah Keyes, the speaker, to use slides. The program will be at the Senior Center on Thursday, August 22, at 7 PM. Dave will bring snacks.
- Dave has done most of the work arranging a program on the history of the Plaza. The Junket will host the program. Dave reported that Paul Grunland may speak, also that Dave will be interviewing Herb Foley this week. Herb is very familiar with the original development of the Plaza.

Sparks and Forge:

Rich has a few items for Sparks and asked Board members to send him any articles or suggestions that could be included. The Board discussed three possible topics for the next Forge: i) the lost photo album (Barbara wrote this a while back), ii) the 1852 census and other records that describe how early residents of the area arrived (Joanne has a lot of information about this and volunteered to tailor it into a piece that complements and supports the upcoming program by Sarah Keyes), or iii) an article about the Parella family (Tom will need to check with Theresa and see if she wants to do this.).

Financial Status:

Tom distributed a copy of the June Financial Report, which was followed by a brief discussion. A copy of the report is attached.

Brochure Update:

Dave has been working on content for a walking tour of El Cerrito. In doing so he has realized that we should create three separate tours: one for San Pablo Avenue, one for the Hills, and one for mid-century modern architecture. He has completed a first draft of content for a walking tour of San Pablo Avenue and would like feedback from the Board before the next meeting.

Web Site:

Debbie is continuing to work on the site and is still looking for input from Board members who have not yet commented on her most recent version. Dave suggested that the website include the email address of all the Board members.

Historic Context Statement:

Tom reported that he has been focused on the National Register nominations and the Historic Resources Ordinance. He noted that we have quite a serviceable draft of the Historic Context Statement at the moment. This draft clearly establishes a comprehensive baseline context and further progress on it, while desirable, is not as important in terms of protecting our existing Historic Resources. The Board asked if there was any help he needed at the moment and he said no.

Curators meeting:

Barbara reported on the last meeting she attended and noted the excellent diversity of attendees from across the county and also that East Bay Regional Parks staff often attends. She feels the meetings are quite worthwhile and that she learns new information and makes good contacts at every meeting.

Castro Door:

Tom reported that officers of the El Sobrante Historical Society would be visiting the Shadi Room later this week to view the door but that they had decided they did not want to try to borrow it for the El Sobrante Stroll.

PA System:

Tom reported that Guitar Center, where we first tried to purchase a system, does not have a system that meets the requirement the Board set out at the last meeting (easy to use, not too heavy, and can support at least two microphones - including one that is remote), in particular the requirement for at least one remote microphone. He is now researching systems available from Karaoke system vendors.

Photos of Mayors:

Rich reported that he had recently been at a County Mayors Conference meeting and was asked if the Historical society would take or supply photos of all mayors so they could be posted in City Hall. The Board discussed the idea and had a number of concerns with both

the idea and execution. The Board decided to decline the request to be a sponsor for the project and to do any of the legwork but did agree that our collection of photos and materials might be helpful and should be available for others if they wish to work on the project.

Historic Resources:

Tom reported that the State Historical Resources Committee would be deciding at its August 2 meeting whether the Chung Mei Home nomination should be forwarded to the keeper of the National Register for review. Barbara volunteered to draft a letter of support from the Society and send it to the Board members for comments. The Board asked her to do so.

The meeting was adjourned at 5:50 PM.

Tom Panas, Acting Secretary