

El Cerrito Historical Society

Minutes of Board Meeting March 18, 2021

Present: David Weinstein, John Falconer, Dianne Brenner, Pat Shaw, Pat Durham

****Indicates Action Items**

- 1.) Minutes:** The minutes were approved as revised, with no comments nor additional corrections.
- 2.) Treasurer's Report:** Treasurer Pat S. provided the Treasurer's report, dated March 18, 2021. She reported income of \$2,080 from dues and donations, including two new life memberships, and no expenses. The Restricted Funds balance is \$5,500.00, the Unrestricted Funds balance is \$12,409.69. The Mechanics Bank Balance was \$17,909.69 as of February 26, 2021.
- 3.) Board Member Comments – not on Agenda:**
 - a. The latest Board meeting minutes and Sparks edition have been posted to the website.
 - b. Chris Sterba's presentation on Hambone Kelly's, a cooperative jazz club that operated in El Cerrito from 1947 to 1950, has also been added to the website. It would be interesting to know about the volume of traffic to the website. **** John will see what he can do. **** We know that our YouTube channel and FaceBook page track traffic statistics.
 - c. Are physical donations to the archives tracked for tax reporting purposes? **Is it necessary to report these donations on our taxes? **Pat Shaw will check on this. **** It may be impossible to attach a value to many, if not all, of these items.
 - d. The developer of the Credence building has withdrawn their request for a collection of historic photos of music acts with a connection to El Cerrito. However, the history of the music scene in El Cerrito could be the basis for a future Sparks article. Alec Palao has indicated interest in participating. The Richmond music scene could also be included.
 - e. Pat Durham suggested we should develop a short statement of purpose and activities/accomplishments that can be used for outreach, possibly a brochure. This should be different from a mission statement, and motivate people to join. The homepage of the website provides a good start, but we should include not only goals but action statements. ****Dave said he will draft a brochure for this purpose. ****
- 4.) Public Comments:** None
- 5.) Events:**

- a. Dave asked when Pat Durham about scheduling her presentation of a program on the history of the Martin Luther King parade in El Cerrito. Most likely, it can't be done live before next year some time, so we'll rely on Zoom. ****Pat has a video that was recorded of the most recent parade/event, and she will send it to John F. to be posted on YouTube. **** She said she could do the Zoom presentation sometime after May 17, maybe July. She founded this event in 1989, and since then it has run every year – 32 years uninterrupted. For the first 5 years, the City of El Cerrito did not provide any support. St. Peter's Church has been a co-sponsor of the event and helps to publicize it. Pat D. will check the church's calendar for a good date for the presentation. We'd like to have the date set in April, to allow plenty of time for publicity (EC Journal, City Manager's report, FB page, Richmond museum, etc.)
- 6. **By-law revisions:** We need more time for review and comment. We may want to modify the objective of the Society to include both the preservation of knowledge and sites. The section of the Bylaws regarding the Board of Directors does not state a limit on the number of members of the Board, so we need to decide if we want to establish a limit. ****Everyone is asked to review the bylaws carefully and provide comments. ****
- 7. **Historic Map of El Cerrito:** Dave is still working on his suggested list of places to be indicated on the map. The list may be ready by our next meeting, in April. Our website already has many places identified. There was a brief discussion of having different themes – architecture, residences, history, ecology, archaeology.
- 8. **Forge:**
 - a. Dr. Morris, who was to be the focus of an upcoming article, has passed away. Therefore, Pat D. is working on scheduling a meeting between Dave and Mr. Gerald Martin, who is 93 years old and has been president of the El Cerrito Branch of the NAACP. Dave would like to do 2 separate, 1-hour interviews with him, if he is agreeable.
 - b. Next mailing: Pat S. will be unable to do the April mailing, so Dianne volunteered to do it. John F. will print and provide the labels. Dianne is to purchase envelopes and stamps and submit receipts to Pat S. (Postage Stamps 77 cents – weight is between 1 – 2 ozs.)
 - c. Size of print run: Dave asked for approval to increase the run of the next issue to 250 copies (up from 190) so we have extras to use for outreach. The distribution list currently includes:
 - i. Paid up members
 - ii. City Council members and other government
 - iii. Other Historic Societies
 - iv. A Courtesy List (undefined)
 - v. Pat S. suggested that we consider adding commissioners, the Fire Chief and Police Chief.

Dianne made a motion to increase the next print run of the Forge to 250, and Pat D. seconded. It passed with 4 ayes and 1 abstention. An enhanced outreach plan will be an ongoing discussion, including whether to use the Forge and/or the proposed new brochure in this effort.

9. **Sparks:** A future article will be devoted to the history of music in El Cerrito. A list of musical groups with historic connections to El Cerrito is being developed.
10. **Website:** John is keeping the website operating and up to date. He suggested we should schedule an annual review of all distribution and contact lists, physical and electronic to keep them updated. John made the motion and Pat S. seconded it. The motion passed unanimously. John agreed to send the list to Board members for their review. ****We need to establish criteria for who gets free copies of publications, preferably before the next Forge is distributed. ****
11. **Adjourn.**