

El Cerrito Historical Society

Minutes of Board Meeting May 20, 2021

Present: David Weinstein, John Falconer, Dianne Brenner, Pat Shaw, Pat Durham, Chris Treadway, Joanne Rubio, also Ed Crowley

**\*\*Indicates Action Items**

**1.) Minutes:** The minutes of the previous meeting were approved, with no comments or corrections.

**2.) Treasurer's Report:** Treasurer Pat S. provided the Treasurer's report, dated May 20, 2021. She reported income of \$110 from dues. The only expense was \$113, which was annual dues to the El Cerrito Chamber of Commerce. The Restricted Funds balance is \$5,500.00, the Unrestricted Funds balance is \$14,519.52. The Mechanics Bank Balance was \$20,019.52 as of April 30, 2021.

**3.) Board Member Comments – not on Agenda:**

- a. The Berkeley Historical Society is running an exhibit on African American history from May 16 – October 10 at the Veterans Memorial Building.
- b. Dave attended Neighborhood Stories, a progressive theater event staged in various locations around El Cerrito. Patrons drive from site to site in their cars and remain in their cars to watch a unique performance at each location.
- c. The Cerrito Theater is reopening tomorrow, May 21. Advance tickets are recommended, as seating is limited due to restrictions on capacity because of the pandemic.
- d. At Behrens and B Streets, the long-time resident is moving and is giving away sculptures he made over the years. Dave W. has obtained several, for the archive.
- e. Dave has asked John F. to back up all YouTube videos that are now in the Cloud and put them on a thumb drive. John will do.

**4.) Public Comments:** None

- a. **Rack Card about ECHS:** The cost of printing 1,000 of these cards is \$198. 500 costs \$120, and this is for full-color printing. It will include a membership form. We need to be more visible to increase membership. We decided to hold off producing the cards until there is more public traffic at the places we want to put them. Then, when the cards have been produced, opportunities to display them include: 1) Public comment at a City Council meeting; 2) St. Peter's Church, the Monday food give-away; 3) the EC Human Rights Commission; 4) the Library; 5) Community Center; 6) Senior Center 7) City Hall, etc.
- b. **Membership Drive and Rates:** We discussed current membership rates and whether or not to make adjustments. Current rates are: Life Member: \$300;

Annual Sponsoring Member: \$60; Annual Household Member: \$25. Suggested changes included increasing the Life Membership to \$400, Annual Sponsor to \$100 and Household to \$45. \*\* We will discuss this further at the next meeting. \*\*

- 5.) **Events:** The July program will be Pat Durham speaking on the History of the Martin Luther King Day parade in El Cerrito. \*\*Pat D. and Dave will decide on a date for the program,\*\* then will begin promoting it via Sparks, the Forge, our Facebook page and website. We should also try to get it into the City Manager's Report and the Richmond Historic Society. Pat D.'s presentation will be made via Zoom, with Mina hosting and running the technology for Pat D. There will be a PowerPoint. It should be a 40 minute presentation, plus a Q&A.
6. **Live, In-Person Meetings and events:** After a brief discussion, the group agreed to continue having board meetings via Zoom, at least until City Hall opens to the public again. We will hold off on scheduling in-person public events, for the time being.
7. **Meeting Time:** \*\*Everyone is asked to send Dave their preferred day of the week and time for Board meetings. \*\* Dave will tally up the results and advise us of the preferred date and time.\*\* We will maintain the status quo for now, which is 5:30 p.m. on the third Thursday of the month.
8. **Human Relations Commission:** The Commission often mentions the Historical Society as they go about their business. They promised to provide to the Historical Society archive tapes from the Truth & Reconciliation Listening Sessions on the African American experience, but no tapes have been provided to date. The Commission is now focused on collecting stories of experiences from the Asian American community.
9. **Collaboration with EC High School Archiving Project and James Morehouse Project:** This is something we want to develop in the future. Dave may attend the next meeting of the Archiving project. \*\*Pat D. will let him know the date.\*\*
10. **Bylaw Revisions:** Complete. John F. will proof and post to the website.
11. **New Member procedures:** Dianne agreed to produce a new certificate that will be provided to Lifetime members. She will use an existing template from MS Word or similar. On a monthly basis, as new members join, Pat S. will send the names and membership categories to Dave, along with email addresses, where possible, so he can send the certificate and/or a thank you note, as appropriate. These acknowledgements are only for new members going forward.
12. **Forge:** The main article will be on Mr. Gerald Martin, with other articles to include Keystone Montessori, the upcoming presentation about the history of the Martin Luther King Jr. Day parade in El Cerrito, and the Hillside Run in the 1970s.
13. **Sparks:** We are expecting a story by Rich Bartke; an announcement of the July presentation on the history of the Martin Luther King Jr. Day parade in El Cerrito. Ed will handle the electronic publication of the issue.
14. **Website and YouTube:** No news
15. **Adjourn.**

