

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
Regular Meeting
October 7, 1974

Chairman Perez called a regular meeting of the Hayward Centennials Committee to order at 4:10 P.M., on Monday, October 7, 1974, in Conference Room A, City Center Building, Hayward.

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, Patricia Brewer, Howard Burr, Ralph Campbell, Earl Dawes, Kimi Fujii, Santiago Garza, John Guinee, David Hansen, R. A. Kennelly, Jim Randall, Diana Black, Committee Secretary

Board Members Absent: Alfred Hansen, Herbert Way

Guests: Stephen C. Montel, Ohlone Glass Works
Wanda Bray, Chairman, Publications Committee
Ross Monn, Hayward Area Festival of the Arts
Celestine Randall, [redacted] Hayward
Melvin G. Henningsen, D.D.S., [redacted] Hayward
Rebecca Maquilan, Bay Area Philippine-American Culture Society
James Araujo, Chamber of Commerce

Following introduction of guests, Chairman Perez announced that Ralph Campbell has been appointed as a member of the Board of Directors.

MINUTES

IT WAS MOVED BY DAVID HANSEN, SECONDED BY HOWARD BURR AND UNANIMOUSLY CARRIED THAT MINUTES OF THE REGULAR MEETING OF SEPTEMBER 3, 1974 BE APPROVED AS MAILED.

COMMUNICATIONS

Communications received since the last meeting were noted and briefly reviewed.

BILLS PRESENTED

Van Blaricom then presented two bills for payment: 1) Vera Allen Composition Service for preparation of Centennials Committee Promotional Calendar -- \$175.00; and 2) Copyrama, Hayward, for duplication of the calendar -- \$10.38.

UNFINISHED BUSINESS

Ross Monn reported to the Board that the Hayward Area Festival of Arts will be submitting three designs for a Centennials Committee letterhead at the November meeting. In response to concern of Chairman Perez, he will try to get them sooner if at all possible.

NEW BUSINESS

Stephen Montel gave a brief presentation of his proposal to produce handblown commemorative glass bottles for the Hayward Centennials. He showed members several

sample sketches. In response to questions from Board members, cost for preparing each bottle would be \$5.00 and would retail for about \$10.00, with a minimum order of 500. Each bottle would be serialized, signed, and carry a punting mark. Mr. Montel suggested that some of the proceeds might be used for a fundraising project of an historical nature. He feels there is a good market for this type of bottle, and understands that Hayward would be the first city to embark upon such a project.

Chairman Perez indicated that Mr. Montel could bring a sample bottle to the November meeting. In the meantime, Board members could consider the project and possibly make a decision at that time. Mr. Sandoval suggested that Mr. Montel also prepare in writing specific information concerning suggested outlets, costs, etc.

COMMITTEE REPORTS

Report on Medallions ... R. A. Kennelly

Dr. Kennelly advised the Board that the Medallions Committee has not met since the last Centennials Committee meeting. The mint has had problems with the dies for the medallions and the committee rejected the first samples which were struck. The silver quantity was accurate but the quality of the medallions was poor. Bob Short was informed by the mint that better dies had already been ordered and he was promised that a new set of samples will be struck by October 17.

Dr. Kennelly indicated that no responses have been received as yet to the communication inviting local non-profit organizations to participate in medallion sales.

Calendar Committee ... John Sandoval

Mr. Sandoval reported that Publications Committee members were shown samples of the calendar at their last meeting. It is his understanding that it is now up to the Publications Committee to take over preparation of the calendar.

In regards to setting dates for use of Centennial Hall during 1976, the Secretary was asked to write a letter to "Dutch" Strobeck asking that all dates be cleared through either Wanda Bray or Chairman Perez.

Centennials Stamp for all City Mail

Mr. Van Blaricom told Board members he would have three samples of a Centennials frank overstamp for their decision at the November meeting.

Publications Committee ... Ralph Campbell

Mr. Campbell reported that at the first steering committee meeting on September 18 an election of officers was held at which time Wanda Bray was elected Chairman.

The Publications Committee held its first meeting on September 30 at which time the proposals made earlier by John Sandoval were considered.

Several suggestions presented for publicizing the Centennials will require further study in terms of costs and feasibility: placemats and coasters for use in local

eating places; gold seal to place on high school and college diplomas along with seal of school.

The Committee plans to get a Centennials newsletter underway shortly. One of the primary purposes of such a newsletter would be to describe major activities of the various subcommittees of the Centennials Committee on a monthly basis. A mailing list of approximately 2,000 is anticipated. Chairman Perez suggested members consider a possible title for the newsletter. Mr. Campbell asked if the Board would authorize an overall expenditure of roughly \$1,200.00 per year to publish the Centennials newsletter, which would include approximately \$600 for typesetting and \$600 for printing, but would not include mailing costs.

IT WAS MOVED BY VAN BLARICOM, SECONDED BY HOWARD BURR AND UNANIMOUSLY APPROVED THAT A TENTATIVE BUDGET OF \$100 PER MONTH OR \$1,200 PER YEAR BE PROVIDED FROM DECEMBER, 1974 THROUGH 1975 FOR PREPARATION OF A MONTHLY CENTENNIALS NEWSLETTER.

Additionally, the committee plans to get a keepsake bulletin underway shortly. Mr. Sandoval indicated that as keepsakes the bulletins would have historical value, and if a series of 12 were prepared each could be written by a different author. Mr. Campbell added that the entire series might be bound at its conclusion in either a hard or soft cover and offered for sale during 1976, which would alleviate some of the problems of writing a large book. The City of Menlo Park, which just concluded its Centennial celebration, sold a pictorial history for \$2.00 per copy, which Mr. Campbell will bring to the next meeting.

Since the colors and type of media to be used (i.e. pen and ink) have not yet been decided upon, Mr. Sandoval would like to delay comments on the calendar at this time.

The Board then discussed the possibility of preparing a map for sale during the Centennials, either incorporating historical places on the map which is prepared annually by the Chamber of Commerce, or as was Mr. Araujo's suggestion, preparing a separate map for that year since the regular Chamber map is already quite full. Mr. Araujo added that this map could be prepared free of charge, as it would be paid for by the advertisers.

Murals-Centennial Hall ... Kimi Fujii

Ms. Fujii informed members that Ross Monn is now the Chairman of the Murals-Centennial Hall Committee and will work with the art organizations with which he is affiliated. She indicated that the murals will be placed in the south side of the Hall in the large reception area, and Chairman Perez noted that a picture of the Hall was recently featured in the Daily Review. Committee members may be able to see a model of the Hall if it is still in the City Center Building, by checking with the City Manager's office and indicating their membership on the Centennials Committee.

Bay Area Philippine-American Cultural Society ... Rebecca Maquilan

Ms. Maquilan told the Board there will be an emphasis placed on inviting not only current but also former City residents to attend Filipino festivities during the Centennials. Her group feels a census should be made of the area to determine the number of Filipino residents, and young people in the group will be carrying out the project. One of the purposes of the census will be to get historical material on early Filipino influence in Hayward.

The organization's thrust will be to divide the Centennials program into four areas: 1) education--providing a teacher to teach the smaller children the Filipino language, as well as helping parents and children to better understand each other. To this end, a symposium will be held featuring a psychologist or sociologist. 2) cultural--an art contest or exhibition will be held featuring local Filipino artists. Folk dancing lessons will also be offered. A parade will be held on June 12 which the Committee might be able to help publicize, which would be the first time in Hayward that Filipinos have taken charge of a parade. In December there will be a Christmas Lantern Contest featuring workshops for the community on making 5-pointed stars.

Asked by Chairman Perez, she indicated she would act as Chairman for these events. Ms. Maquilan was also asked if she would accept a directorship on the Hayward Centennials Committee, to which she agreed. The Chairman also asked that Ms. Maquilan bring a tentative budget to the November meeting of what her group would like from the Centennials Committee. Mr. Campbell suggested possibly the Publications Committee could include her group's events in the monthly bulletin.

Some discussion ensued on the Committee's role in financing Centennial activities for local organizations. There was a consensus that the Committee would not totally finance an organization's activities but would provide "seed" money. It would be hoped, added Chairman Perez, that each participating group's functions would be self-sustaining, but the Committee might see fit to give some limited assistance.

Martin Luther King Day ... Jim Randall

Mr. Randall then introduced Celestine Randall, following which Mr. Sandoval suggested ways to approach planning a celebration during the Centennials. Ms. Randall indicated that she will form a committee to begin working for Martin Luther King Day, but expressed some concern as to the possibility of arranging something for 1975, since the Holiday is in January.

Horsecar ... Howard Burr

Chairman Perez asked Mr. Burr to contact the people who are giving the City the horsecar to ensure that it be in the Committee's possession by the November meeting, as pick-up arrangements have already been made. Ms. Fujii indicated that AC Transit also has a horsecar which the Committee could borrow on an occasional basis.

Mr. Araujo mentioned the possibility of the Chamber of Commerce contributing \$1,000 from its floats fund to help cover costs of using the horsecar in parades for 1975 and 1976.

Law Observance Day ... John Guinee

Mr. Guinee reported that he received an enthusiastic response from the President of the Southern Alameda County Bar Association regarding the group's presentation of a Law Day program, and that the subject will be brought up at the next SACBA Board of Directors meeting. A more firm idea of the date and type of program will be available at the November meeting.

Mr. Sandoval asked about the possibility of reenacting the signing of the Declaration of Independence and possibly having a U.S. Supreme Court Justice give a speech. Mr. Guinee indicated it might be possible to get a California Supreme Court Justice

or a speaker who would appeal to a broad range of people. Several other suggestions made by Board members included possible involvement with the Police Department, a local college or university presenting a play dealing with law enforcement, or the securing of films with a Bi-Centennial theme.

Rodeo ... Earl Dawes

Since Mr. Dawes had to leave prior to his report, Chairman Perez indicated that finalized dates for the Centennials Rodeo will be available at the next meeting.

Inaugural Ball ... John Guinee and Patricia Brewer

Ms. Brewer advised those present that she contacted four women in regard to Chairmanship of the Ball, and Mr. Guinee indicated that he has spoken to another person. The Chairman and Co-Chairmen will appoint their own committee, with the Board's suggestions as to committee membership encouraged.

Nanette Sorensen was the choice of Mr. Guinee and Ms. Brewer to serve as Chairman, and she will be sent an invitation to attend the next Committee meeting.

Mr. Guinee suggested that the Chairman and her committee come up with a tentative budget, and that she be encouraged to set up the subcommittees she feels are necessary. Mr. Guinee and Ms. Brewer will continue as liaisons between the committee and the Board of Directors.

COMMENTS/SUGGESTIONS FROM COMMITTEE

Dr. Kennelly stated that he had been asked by the Board to check into obtaining a copyright for the Centennials logo. In correspondence from the City Manager, it appears that this is a very specialized and complex area of law, therefore the subject is being explored further by the Medallions Committee.

Chairman Perez was pleased to report that the person working on the Medallions program will have a desk located in the Boards and Commissions Office on the 11th floor.

Mr. Sandoval reported that the County Bi-Centennial Committee has chosen the Bennington flag, which will be flown on all County buildings, and they are encouraging cities to select a flag, out of four or five which they have approved. Mr. Van Blaricom had hoped the County would select another flag so Hayward could use the Bennington flag, but he will check with County officials to see if that is a firm choice. He added that June 14, 1975 will be the special Flag Day program. The Secretary was asked to invite Lloyd Filarski, the Exalted Ruler of the Elks, to the next meeting.

ADJOURNMENT

The meeting adjourned at 6:20 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, November 4, 1974, at 4:00 P.M., in Conference Room B, City Center Building, Hayward.