

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
Regular Meeting
July 1, 1974

Chairman Perez called a regular meeting of the Hayward Centennials Committee to order at 4:10 P.M., on Monday, July 1, 1974, in Conference Room A, City Center Building, Hayward.

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, W. Van Blaricom, David Hansen, R. A. Kennelly, James Randall, John Sandoval, Herbert Way
Board Members Absent: Howard Burr, Kimi Fujii, Santiago Garza, Alfred Hansen
Visitors: Ralph Campbell, Chapel of the Chimes
Larry Kauffman, [REDACTED] Hayward

MINUTES

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

COMMUNICATIONS

- (a) Letter June 4 to Hayward City Council in which Committee recommended that part of money from Proposition 1 (if passed) would go for projects of an historical nature for Centennial Hall.

Chairman Perez commented that it seemed as if all the funds had already been allocated prior to the time Proposition 1 passed. However, Mr. Sandoval stated that this was not necessarily so and that it would be possible that change in priorities could be made and some funds could become available for such a project.

- (b) Letter June 10 to Albert Johnson, American Revolution Bicentennial Commission of California re statewide Bicentennial meeting, June 28.
(c) Letter June 18 to Mr. Larry Kauffman inviting him to speak to Directors about his proposal to prepare decals.
(d) Letter June 19 sent to banks and savings and loan institutions in Hayward seeking their participation in medallions sales.

BILLS PRESENTED

The only bill which has recently been presented for payment is postage for the return postal cards sent with Communication (d) above for Chairman Perez, \$2.80.

NEW BUSINESS

Discussion then began on the feasibility of preparing a Centennials book.

Chairman Perez felt that certain considerations were in order before the Committee undertook such a project (if such a decision were to be made), that certain guidelines would have to be established.

At that point Mr. Sandoval distributed to Board members a sheet he had prepared which described a proposed new committee -- Centennials Publishing Committee, which listed his suggestions for such a group's duties, composition, and possible pitfalls.

The experience of other cities in preparing and selling a Centennials book was discussed. Members expressed concern that the financial loss experienced by some cities from this type of project not be experienced in Hayward. If such a project were undertaken, Mr. Sandoval felt it essential that the Board have the right to review the work after completion and to make suggestions to the author. The work should be of high quality, and working deadlines strictly followed.

Mr. Sandoval felt a publications committee was needed even if a book is not prepared, since the Centennials Committee will want to prepare many publications during 1976. He indicated that Mr. Campbell has volunteered his services as an editor. Those on the publications committee should follow their consciences regardless of criticism which may be encountered over their choices.

Dr. Kennelly felt establishment of a sub-committee of this type is vital, as the Board of Directors is not in a position to take on such projects. That committee could make recommendations to the Board on all publications for 1976, including its views on a Centennials book. Since everything done by the committee would have a money impact, it would be essential that the Board be kept informed of its plans. Such a committee's work would be quite time consuming, so Dr. Kennelly believed a part-time paid person should be considered.

It was emphasized by Dr. Kennelly that before any project is approved by the Board it must be shown as to how it would contribute to the Centennials, how it would be self-supporting, and in some cases how it could bring a profit. Obviously, certain projects would merit the Committee's financial support for materials and professional help, i.e. news releases, posters, etc. But a book was a different matter; it should contribute to the Centennials program and carry itself. The following motion was then made:

IT WAS MOVED BY DAVID HANSEN, SECONDED BY HERBERT WAY AND UNANIMOUSLY CARRIED THAT A PUBLICATIONS COMMITTEE BE CREATED TO BRING SUGGESTIONS FOR PUBLICATIONS TO THE BOARD FOR ITS CONSIDERATION AND ACTION.

There was a general consensus that the Board member serving on this committee need not chair it but would be responsible for forming and activating the group. Formation of this type of committee would follow the expressed desire of City officials to get as many people as possible involved in the Centennials. Mr. Anderson suggested that clubs and organizations would probably want to participate with publications.

Chairman Perez asked Mr. Sandoval if he would accept this assignment, to which Mr. Sandoval agreed providing it would not prevent him from submitting his own work for a book contest if one is held. At the next meeting he will bring the names of people who will have expressed interest in serving on the committee. Board members were also asked to submit names, and the Board will choose the members at the August meeting.

COMMITTEE REPORTSReport on Medallions ... Dr. Kennelly

Dr. Kennelly reported that the Medallions Committee had a meeting on June 6 with representatives from the American Minting Company, Provo, Utah. At that time an agreement was entered into similar to that discussed at previous Board meetings. Cash has been advanced for 2,300 medallions and bars and orders have been placed with the company as of the price of silver on the date the contract was signed. A total of \$14,000 is now involved. Bob Short says that the mint hopes to complete the dies from which the metal will be stamped out about July 29, at which time production will get underway. At that time Mr. Short will visit the mint and report his views on the quality of the product to the committee.

Arrangements have been completed with a wholesaler, S.D. Coins in Oakland, to take 5,000 one-ounce silver bars in lots of 1,000 at a time with a profit to the Committee of \$2.00 each. These bars will be for exclusive distribution outside the Hayward area, with total production to be limited to 7,500.

An Oakland company's proposition for selling bronze medallions is pending. For distribution outside the Hayward area only, if this were consummated it could mean \$4,000 profit to the Committee.

The Hayward Boy's Club has asked to be one of the community non-profit organizations to sell medallions, and has already advanced money for 1,000 medallions.

When production begins the committee will probably need \$2,000. Two hundred fifty (250) presentation-grade medallions will still need to be paid for sometime during August. Money may be asked for for those at that time. But the \$13,000-\$14,000 as noted in the June minutes will not be needed, since it looks as if enough advance money will be committed.

A news release with a picture of the medallion logo was recently printed in the local paper as well as the Oakland Tribune. There was a statement in the release to the effect that all non-profit organizations would be eligible to share in the profit obtained from their sale of medallions which would be added to their treasuries. Dr. Kennelly felt it important that this procedure is public information.

Since only 250 presentation-grade medallions will be produced, Dr. Kennelly believes they will all be subscribed to within weeks of the formal announcement which will be made within the next month or so. Subscription, with a limit of three per customer, will be by mail only, to a Hayward post office box. Since the medallions are serially numbered the sequence in which the orders come in will be of some significance. Mr. Anderson emphasized that all announcements make clear how many of these medallions will be available. If Board members wish to take action on making presentations of any medallions, Dr. Kennelly asked that suggestions be brought to the next meeting. Discussion ensued on some possibilities.

Report on Special Centennials Stamp ... Mr. Blaricom

Mr. Blaricom reported that in a recent meeting with a representative from Pitney Bowes, he was told there would be an initial cost of \$25 to have a die prepared for Pitney Bowes machines. After that, stamps could be purchased for a cost of \$18. The following motion was then made:

IT WAS MOVED BY ROBERT KENNELLY, SECONDED BY DAVID HANSEN AND UNANIMOUSLY CARRIED THAT VAN BLARICOM COORDINATE THIS PROJECT WITH THE CITY MANAGER'S OFFICE AND THAT HE BRING THE FIRST DIE WITH IMPRINTS TO THE NEXT MEETING. A PROMOTION LETTER WILL THEREAFTER BE SENT TO THE BUSINESS COMMUNITY TELLING THEM OF THIS OPPORTUNITY TO PURCHASE SUCH A STAMP FOR THEIR FIRM TO PUBLICIZE THE CENTENNIALS.

Mr. Blaricom will contact Friden about getting such a stamp prepared for those companies which have Friden mail meter machines.

Publicity ... Mr. Sandoval

As discussed earlier, a news release with a picture of the logo recently appeared in the Daily Review. An announcement of the sale of presentation-grade medallions will appear within the next month.

Stationery and Supplies ... Mr. D. Hansen

Mr. Hansen reported that as soon as the medallion logo is photographed the stationery and envelopes will be ordered. Development of a filing system is proceeding.

Report of Letters to Local Banks and Savings and Loan Institutions ... Mr. D. Hansen

Of the 12 replies thus far received from the medallion sales letter, only one was negative, reported Mr. Hansen. All others expressed an interest in participating.

1976 Calendar Committee ... Mr. Sandoval and Mr. Blaricom

Mr. Blaricom indicated that Board members will receive their master calendars for 1976 very soon. Mr. Sandoval then suggested that a pictured Centennial and Bi-Centennial theme be used as a background to each month's calendar page, adding that such a process would cost little if anything. He will bring a sample of this process to the next meeting.

Murals-Centennial Hall ... Ms. Fujii

In Ms. Fujii's absence her report was given by the Secretary. The committee met in June and visited Centennial Hall where they noted the number of panels and their shapes and sizes. It is the committee's feeling that one artist should be commissioned to do all mural work since it would be quite costly to hold a contest similar to that done for the medallions.

The committee will meet with the architect for the Hall and the City Civic Center Committee around the middle of July, at which time the architect will suggest the best place for murals. No cost estimate is ready yet, but it may be necessary to limit the murals to only one panel. No recommendations or suggestions will be made until the meeting with the architect and City Civic Center Committee.

A Hayward artist is still being sought for this project. The committee's size, at 6 members plus consultant John Sandoval, is felt ideal for the tasks ahead. Ms. Fujii expressed the committee's concern about having the logo copyrighted to prevent its misuse.

UNFINISHED BUSINESS

Mr. Anderson suggested that each committee chairman give a list of members to Chairman Perez.

COMMENTS FROM VISITORS

Mr. Larry Kauffman then described to Board members the part he would like to have in promoting the Centennials. He has silkscreening equipment from which he could make a number of types of decals. The Committee would only have to pay for materials and a donation for his time if possible; labor would be contributed at no cost. Mr. Kauffman stated that decals could be used for displays, signs, and banners, in addition to bumper stickers, as long as a minimum of 50 to 100 were printed. Chairman Perez thanked Mr. Kauffman for presenting his proposal to the Board. The proposal will be discussed and acted upon at the next meeting.

Mr. Ralph Campbell, from Chapel of the Chimes, then indicated he has been working with Mr. Sandoval putting out a monthly brochure on the Chapel's offset press. He has been studying ways in which he could help the Committee with editing, labor, and typesetting for its Centennials publications.

The meeting adjourned at 6:00 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, August 5, 1974, at 4:00 P.M., in Conference Room A, City Center Building, Hayward.