

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
May 6, 1974

Chairman Perez called a regular meeting of the Hayward Centennials Committee to order at 4:15 P.M., on Monday, May 6, 1974, in Conference Room B, City Center Building, Hayward.

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, W. Van Blaricom, Howard Burr, Kimi Fujii, Santiago Garza, Alfred Hansen, David Hansen, R. A. Kennelly, James D. Randall, John Sandoval, Herbert Way

Board Members Absent: None

Visitors: Roger Anderson, representing Chamber of Commerce
James Araujo, representing Chamber of Commerce

MINUTES

IT WAS MOVED BY DAVID HANSEN, SECONDED BY ALFRED HANSEN AND UNANIMOUSLY CARRIED THAT THE MINUTES OF THE APRIL 1, 1974 REGULAR MEETING BE APPROVED AS MAILED.

COMMUNICATIONS

Two communications received during the past month were briefly touched upon, one from a firm offering its services from the Santa Barbara area, and the other from the 1776 Bicentennial Planning Consultants describing the services they offer.

UNFINISHED BUSINESS

The only item of unfinished business was a discussion of the Daily Review advertisement picturing members of the Committee.

BILLS PRESENTED

Until July 1 all bills will be paid using the normal City procedure, stated Chairman Perez. After that date the Committee will receive an advance from the City. No new bills were presented for payment.

NEW BUSINESS

In response to a question raised by Mrs. Black as to how the Human Relations Commission could become aware of the activities of the Committee, and expressing the group's desire to have one of its members attend some of the Committee's meetings, there was a consensus that the Chairman be contacted and the chosen representative invited to attend any of the Committee's meetings. Ms. Fujii suggested the HRC might want to help with the ethnic festivals.

As a point of clarification sought by Dr. Kennelly, Chairman Perez said the Committee's meetings are open to the public and any interested persons or representatives of organizations are invited to attend. The Chairman will check into the possibility of holding meetings in the Council Chamber to permit more persons to attend the meetings.

COMMITTEE REPORTSMedallions Committee - Dr. Kennelly

Dr. Kennelly reported that the Medallions Committee has had several meetings and he had several actions to report to members and several tentative positions for the members' consideration.

A draft of an "Authority to Enter Agreement" which authorizes Bob Short to negotiate with commercial mints, providing an explicit statement of arrangements and responsibilities and also delegates that authority to the subcommittee was discussed.

As to items which could be minted, two types of silver medallions are already planned: 1) a limited number of proof-quality collection grade medallions, 1-ounce of silver, to sell between \$25 to \$50; 2) possibly 500 of a somewhat lower quality to sell for approximately \$10 and to be used as samples.

Mr. Short suggests the Committee consider striking silver bars as well since they are a very popular collector's item now. A 1-ounce bar would sell for the same price as a medallion. The group might also want to consider making some in bronze, although a risk is involved in that there is no intrinsic value to the purchaser. Costing about 60 cents to produce, they would sell for about \$2.75. The other medallions and bars would have about a 35% profit margin.

Three avenues of sale and distribution are contemplated: 1) locally through financial institutions, including Hayward Coin Center, with no cost of sale, total price to go to Centennials Committee; 2) any quantity desired on a national level with a discount from the offered price to encourage dealers and others to purchase them; 3) to community service organizations at the same discount as for national distribution, with discount to go to the organization's treasury. Each of these avenues of distribution will be supervised by a chairman.

The Committee needs to take action on 1) approving \$750 "Commissioning" costs for medallion production; and 2) an open-ended non-designated budget for the initial promotion costs; at this time \$750 is a preliminary estimate. (More money will be needed later before initial samples are struck).

Since professional accounting help will be needed when money starts to come in, Chairman Perez appointed Van Blaricom to be in charge of finances. Mr. Anderson felt a matter such as was under discussion should be taken up by the Finance Committee prior to a vote by the Committee as a whole, but Chairman Perez stated that in the interest of urgency the Board of Directors would act as a finance committee for this action. Mr. Way wondered if the motion should be worded so whatever action is taken is subject to report from both the Medallions Committee and the Finance Committee, and that it also be made flexible. The following action was then taken:

IT WAS MOVED BY ALFRED HANSEN, SECONDED BY HERBERT WAY AND UNANIMOUSLY CARRIED THAT THE HAYWARD CENTENNIALS COMMITTEE AUTHORIZE COMMISSIONING COSTS FOR MEDALLION PRODUCTION OF \$750 AND TO AUTHORIZE SPENDING APPROXIMATELY \$750 FOR PROMOTION COSTS FOR THE INITIAL PHASE OF SALE AND DISTRIBUTION OF MEDALLIONS IN THE COMMUNITY.

Dr. Kennelly indicated that the commissioning document might have to be amended by the Finance Committee if it is deemed inadequate during consultations. He also noted that the initial monies for medallions to be used as samples will probably not be required before July 1. A written statement will be prepared by Chairman Perez giving Dr. Kennelly this authority.

Festival of the Arts - Mr. Sandoval

Mr. Sandoval noted that the Daily Review ran an advertisement on the Centennial Symbol Design Contest on April 30. Dr. Kennelly commented that the deadline for drawings was May 5, with judging to be held May 10 with three drawings to be chosen at that time. City Council will then choose the winner at its work session on May 14. The award will be presented at the Meek Estate on the first evening of the Hayward Area Festival of the Arts Program on May 16. Chairman Perez indicated that he will attend that presentation.

Portuguese Celebration - Mr. A. Hansen

The Portuguese Celebration of the I.D.E.S. 75th Silver Jubilee will run from May 12-19, indicated Mr. Hansen. A wine tasting has been arranged for May 15 for which Board members will receive invitations.

Cinco de May - Mr. Garza

Mr. Garza reported that this year's Cinco de Mayo festivities were quite successful. Board members were sent a calendar of events, and the newspaper was informed of all activities. He noted that approximately 2,300 people attended Chabot College's performance of the Performing Artists "Ballet Folklorico."

Publicity - Mr. Sandoval

Chairman Perez complimented Mr. Sandoval on the running of the Committee advertisement which Mr. Sandoval indicated has been run four times since the last meeting. A discussion ensued on publicity for the announcement of the Medallion design contest winner. The Chairman will contact Mayor Weinreb and invite her to be present for the Meek Estate award ceremony. Mr. Sandoval will arrange for publicity and a photographer.

Stationery & Supplies - Mr. D. Hansen

Letterheads and envelopes will be printed as soon as the Medallion logo has been selected, stated Mr. Hansen.

Report of Letters to Local Organizations - Mr. D. Hansen

Mr. Hansen reported that 25 to 30 responses have been received from the letter sent to local organizations. He will bring them to the next meeting at the request of Ms. Fujii so the Directors can contact anyone who has expressed interest in working on their particular committee.

1976 Calendar Committee - Mr. Sandoval

Mr. Blaricom indicated that a 1976 calendar will be duplicated and presented to each Board member at the next meeting. Mr. Sandoval suggested that possibly one of the members of Dr. Kennelly's subcommittee could design the cover for the final calendar. Mr. Sandoval will report on the four big events for each quarter of that year at the next meeting.

Murals-Centennial Hall - Ms. Fujii

Due to a recent illness Ms. Fujii reported that she has not been able to hold any meetings with her committee but hopes to do so this month.

Historical Society

Mr. Burr reported that the Historical Society is now studying the San Mateo County centennial booklet and is considering making a similar one for the Hayward Centennials. Chairman Perez felt the power to ask that such a booklet be prepared should come from the Centennials Committee, that a Board member should oversee the project, and that it should be a Centennials publication.

Mr. Sandoval told members the Chapel of the Chimes has recently purchased equipment which they have been using to print an historical publication of the South County. Mr. Ralph Campbell, of the Chapel of the Chimes, has indicated they would be pleased to print a booklet such as described by Mr. Burr for the Centennials Committee free of charge after the Committee provides the editorial material. This could save the Committee from \$8,000 to \$9,000. Mr. Sandoval suggested that when the Committee is into the area of publications, Mr. Campbell be asked to join the Historical Committee. Mr. Burr will inform the Historical Society of this development.

COMMENTS/SUGGESTIONS FROM COMMITTEE

Commenting on the idea of having a contest for a "Centennials Overture", Dr. Kennelly reported that the idea seems promising but he will see how the money situation shapes up. He felt \$1500 to \$2000 could carry off a fine contest.

The meeting adjourned at 5:45 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, June 3, 1974, at 4:00 P.M., in the Council Chamber, City Center Building, Hayward.