

CITY OF HAYWARD  
HAYWARD CENTENNIALS COMMITTEE  
Regular Meeting  
September 3, 1974

Chairman Perez called a regular meeting of the Hayward Centennials Committee to order at 4:10 P.M., on Tuesday, September 3, 1974, in Conference Room A, City Center Building, Hayward.

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, Patricia Brewer, Howard Burr, Earl Dawes, John Guinee, R. A. Kennelly, John Sandoval, W. Van Blaricom  
Diana Black, Secretary

Board Members Absent: Kimi Fujii (excused), Santiago Garza (excused), Alfred Hansen, David Hansen, Herbert Way

Guests: Mary Patino, [redacted] San Lorenzo  
Rebecca L. Maquilan, [redacted] Castro Valley

MINUTES

THERE BEING NO CORRECTIONS OR ADDITIONS, MINUTES OF THE REGULAR MEETING OF AUGUST 5, 1974, WERE APPROVED AS MAILED.

Prior to discussing communications, Chairman Perez introduced and welcomed three new Board members: Patricia Brewer, Earl Dawes, and John Guinee. He added that hopefully two additional members will be added by the next month's meeting.

COMMUNICATIONS

- (a) Letter to Riverside County Historian, August 9, in response to his interest in activities which Hayward plans for the Bicentennial informing him that he will be sent a copy of the Centennials Calendar as soon as it is completed.
- (b) Letter August 9 to Ross Monn, President, Hayward Area Festival of Arts, Inc., inviting him or a representative to the September meeting to discuss participation of that group in designing a Centennials Committee letterhead.

Chairman Perez indicated that no answer has been received to this letter. Dr. Kennelly will discuss the matter with Mr. Monn at the next meeting of the H.A.F.A. Board.

- (c) Invitation to September meeting to new Board members Patricia Brewer, John Guinee, and Earl Dawes.
- (d) Information from Information Research Services on a regional conference of Bicentennial Commissions and the special Bicentennial Youth Congress to be held September 28.
- (e) Letter August 28 to banks and savings and loans participating in medallion sales, advising them that program will soon be underway.

#### BILLS PRESENTED

Mr. Van Blaricom reported to the Board that the cost of the calendar for Board members ran much more than was anticipated, but he felt it would be quite useful to the Directors in noting events as they are added to the calendar.

After some discussion, the following motion was made:

IT WAS MOVED BY W. VAN BLARICOM, SECONDED BY JOHN SANDOVAL AND UNANIMOUSLY CARRIED THAT THE BILL FOR \$200 TO VERA ALLEN FOR THE PRINTING OF THE CALENDAR FOR THE BOARD OF DIRECTORS BE PAID.

#### COMMITTEE REPORTS

##### Report on Medallions ... R. A. Kennelly

Dr. Kennelly informed members that at the last meeting of the Medallions Committee the group reviewed the status of the production program. In a conversation of this date (September 3), Bob Short was told by a representative at the mint that the dies are almost finished. Mr. Short concurred with the Medallions Committee that one dozen samples be struck and sent to the committee who will pass on their quality. Mr. Short will then go to Salt Lake City to supervise the first production run. The committee feels it essential that the first run be closely supervised to ensure a high quality product.

Samples should be run and received here next week. If no corrections need to be made, production will get underway by the middle of next week. Silver bars will be made at a later date since there are only 300 on order. The majority of publicity will be given to the medallions.

Arrangements have been made with the City Finance Director for bulk storage in the City Center Building. Arrangements have also been made with 21 banks and savings and loans, each of which will receive a small inventory of medallions.

Shortly after last month's meeting, a letter was sent to selected non-profit public service organizations in the Hayward area inviting them to participate in medallions sales. No replies have been received as yet, but Dr. Kennelly feels they should be coming in shortly. The Boys' Club has already signed up

and placed an order. Organizations invited to participate were those which fit the description of non-profit public service organizations. They must also have indicated an interest in participating in the Centennials when a questionnaire was sent to them several months ago. Service clubs have also been invited to participate.

Advertising, news releases and counter displays are now being prepared, but the committee is awaiting pictures before completion. Various sales and publicity methods are being considered.

Action is now needed to give the committee the authority to hire a part-time person to be in charge of medallion sales. Chairman Perez then gave the authority to Dr. Kennelly and the Medallions Committee to hire the person they feel most qualified and that initially up to \$250 be provided for this purpose. Dr. Kennelly did not feel the person would have to be bonded since the inventory will not be large and detailed financial records would be kept.

One problem the Medallions Committee faces is that as yet no working space has become available for a part-time employee. Chairman Perez indicated he would discuss the matter with the City Manager, as it is felt the City Center Building would be the most advantageous location since the inventory will be kept here.

#### Centennials Stamp for City Mail ... W. Van Blaricom

Mr. Van Blaricom told Board members he would bring a layout of the Centennials frank overstamp to the October meeting.

#### Calendar Committee ... John Sandoval

Mr. Sandoval briefly reviewed his suggestion that a calendar be prepared which would be comprised of the regular date section at the bottom and divided into two parts at the top, one side picturing an event in Hayward in 1876 and the other an event on the East Coast in 1776. This project would involve writers, printers, and designers. Writers could possibly note historical events in Hayward on the date portion of the calendar.

Chairman Perez suggested that this project could be handled by the Publications Committee. It was the suggestion of Ms. Patino that the Hayward Art Association might be interested in working on the calendar. She indicated that Marilyn Murphy would be the person to contact, and the Secretary was directed to invite Ms. Murphy to the October meeting.

#### Stationery & Supplies ... David Hansen

In the absence of Mr. Hansen, Chairman Perez asked the Secretary to order 500 sheets of the original letterhead to be used until a new design is drawn and new letterheads are received.

Publications Committee

Ralph Campbell, Interim Chairman of the Publications Committee was not present, but Chairman Perez reported that he has been told by Mr. Campbell that the committee's membership is now appointed. Mr. Sandoval had understood that a letter from the Centennials Committee would be sent to each of the new members indicating that they have been nominated by the Board of Directors.

Mr. Sandoval asked that Mr. Campbell be given a copy of a San Leandro Centennial-Bicentennial Newsletter as a sample of what might be prepared by the committee in the near future.

Murals Committee

In Ms. Fujii's absence, Chairman Perez reported that the Murals Committee has met and now has some ideas which she will report at the next meeting.

Ethnic Programs

Ms. Maquilan, President of the Bay Area Philippine-American Culture Society based in Hayward, suggested that the Philippine community be included in ethnic activities during the Centennials. She indicated that Filipinos have a number of holidays which are celebrated during the year. She was enthusiastic about the suggestion by Chairman Perez that these events might be held in Centennial Hall. The Chairman asked if she or someone from her organization would like to chair a Philippine ethnic program committee beginning in 1975. Indicating that she will discuss this with her group, she was then asked to report back to the Board at its next meeting.

Chairman Perez expressed his interest in having as a new member of the Board someone from the Philippine community. In this context he asked Ms. Maquilan to ask her group to recommend someone to serve in this capacity through 1976.

In a discussion with Carlos Almeida of the U.P.E.C. in San Leandro, Mr. Sandoval was told they would like to appoint a liaison to this Committee for Portuguese affairs during the Centennials.

Mr. Randall was then asked by the Chairman to bring to the next meeting the name of a person to chair a Martin Luther King Day Committee.

Report on Alameda County Bicentennial Seminar

John Sandoval reported on the recent Alameda County Bicentennial Seminar held at Chabot College on August 28. Attended by 65 people, there were several speakers from both the state and the national level.

In order to qualify as a Bi-Centennial city, a city must meet the following criteria (all of which have been done or are in process in Hayward): There must be projects concerned with the past, present, and the future. He asked that the City apply for this status right away. Once the City is accepted as

a County Bi-Centennial City, it can then apply for status as a State Bi-Centennial City, and then on the national level. Being accepted at all these levels makes the City's program official and will also entitle the City to use the various logos and certain flags and stationery.

Mr. Sandoval asked that the name of Jack Zammito, Assistant Regional Director of ARBA be added to the mailing list to receive minutes.

#### COMMENTS FROM GUESTS

Ms. Patino then asked how people like herself can get involved in the Centennials. The Chairman replied that they are welcome to attend Board meetings, and as committees are formed and special projects conceived, chairmen or co-chairmen will be needed. As a chairman or co-chairman the person would be responsible to the Board of Directors, and would be asked to give a report at each monthly meeting.

Since Ms. Patino expressed an interest in history, Chairman Perez indicated he would give her name to Ralph Campbell the next day. He then asked her if she would be interested in being chairperson of the Cinco de Mayo celebration for 1975-76. The Cinco de Mayo festivities will be a week-long event, which will culminate in 1976 with a Centennials Rodeo which will be handled by Earl Dawes. Ms. Patino said she would be happy to take on that job.

The first kick-off of the Centennials year will be an inaugural ball, noted Chairman Perez. This will be a come-as-you-are affair with costumes encouraged, a really spectacular event. One or two people will be needed to act as chairpersons of this event, and Ms. Brewer and Mr. Guinee were asked if they could name one or several people to serve in this capacity who would form a committee to start work right away.

Mr. Guinee was assured by the Chairman that this would not be a dance which would exclude all but the wealthy segments of Hayward, but would be designed as an event which would appeal to many people in the City, and would not be a very expensive affair, since the Committee will only try to break even on the event. Mr. Sandoval commented that this will be the formal dedication of Centennial Hall. In that regard he felt it would be a good idea for someone to make an inaugural speech at the ball.

Mr. Burr then told Board members that a group of young hobbyists in Richmond who are making a railroad exhibit have in their possession one of the horsecars that was used in the Hayward area. It is movable but badly in need of repairs. They have indicated they would be happy to give it to the City, where Mr. Burr thought it might be used as part of an exhibit of historical vehicles and artifacts. Mr. Sandoval suggested it might be used in front of Centennial Hall and that children could be given rides in it. Chairman Perez told Mr. Burr to definitely get the horsecar and to let the Board know what is needed to pick it up. Once it is brought here and repaired it could be stored on City property until it is needed.

Mr. Sandoval then brought to the Board's attention pictures of five flags which could be ordered for the Centennials. The County has already selected one, and has suggested that cities do the same. He proposed that the Committee investigate the possible flags available and go on record recommending that the City select a Centennial flag for 1976. After a flag is selected the Committee should contact the American Flag Company, which has an office in San Francisco, and order the biggest flag they can get. This flag could then be flown all during the Centennial year. Smaller ones could also be ordered and the Committee could authorize interested people to sell these flags.

Mr. Van Blaricom advised that the Elks Club has a collection of 13 historical flags. These could possibly be brought to the Committee and displayed for the Board members by the Elks Flag Day Chairman or Exalted Ruler. If the group wanted to select a special Hayward flag, it could be added to the Elks collection. When a selection is made, it can be given to the City Manager for approval by City Council. Chairman Perez directed Mr. Van Blaricom to have the Elks Flag Committee make suggestions with the final decision up to the Committee.

Mr. Guinee was asked by Mr. Sandoval if some special event commemorating law observance could be held in 1976 in conjunction with the Alameda County Bar Association or in particular the Southern Alameda County Bar Association. Mr. Guinee replied that for many years there has been a Law Day observance on May 1. Mr. Sandoval suggested that possibly a big banquet could be held in Centennial Hall, which Mr. Guinee will investigate.

#### ADJOURNMENT

The meeting adjourned at 5:50 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, October 7, 1974, at 4:00 P.M., in Conference Room A, City Center Building, Hayward.