

Note: The September Centennials Committee meeting will be held on September 3, 1974.

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
Regular Meeting
August 5, 1974

Chairman Perez called a regular meeting of the Hayward Centennials Committee to order at 4:10 P.M., on Monday, August 5, 1974, in Conference Room A, City Center Building, Hayward.

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, Kimi Fujii, Santiago Garza, David Hansen, R. A. Kennelly, John Sandoval, Herbert Way

Board Members Absent: W. Van Blaricom (excused), Howard Burr, Alfred Hansen

Guests: Alfild Wallen, [redacted]
Florence Randall, [redacted] Hayward
Beth Jacobs, [redacted] San Leandro
Jim Greenburg, [redacted] Hayward
Ralph Campbell, [redacted]
Larry Kauffman, [redacted] Hayward

MINUTES

IT WAS MOVED BY HERBERT WAY, SECONDED BY JOHN SANDOVAL AND UNANIMOUSLY CARRIED THAT THE MINUTES OF THE JULY 1, 1974 REGULAR MEETING BE APPROVED AS MAILED.

COMMUNICATIONS

Communications Received

- (a) Request for information on Hayward's plans for the Bicentennial from John Brumgardt, Riverside County Historian.

Chairman Perez asked that as soon as the Calendars are finalized one be sent to Dr. Brumgardt.

- (b) Offers to provide special services or activities for the Bicentennial from:
White House Weddings, Modes and Melodies
Information on a theater production
Information Research Services of Northern California
- (c) Two communications from American Revolution Bicentennial Commission of California: 1- seeking Committee's participation in selling State medallions
2- information on Bicentennial Meeting - October 1974
- (d) Hayward (Faro) Sister City Committee advising Board that the group is in the process of beginning plans for its part in the Centennials, and seeking Board's consideration of providing a medallion for Faro, one of Hayward's sister cities.

Communications Sent

- (a) Letters to local non-profit public service organizations seeking their participation in medallion sales.
- (b) Letter of invitation to Mr. Jim Greenburg to present his concern for the arts in the Centennials at the August meeting.

UNFINISHED BUSINESS

Mr. Larry Kauffman briefly reviewed again his proposal to prepare decals for use in the Centennials. A discussion followed on possible colors. Mr. Hansen felt the logo on the stationery should have the same color scheme as the decals. Mr. Sandoval was concerned about the best timing for launching such a sales project. Chairman Perez and several others felt it would not need to be done immediately and that a committee could decide on the best time to start such a project as well as the colors, size, etc. Chairman Perez told Mr. Kauffman that the Board would take his proposal under consideration.

BILLS PRESENTED

Mr. Hansen presented a bill of \$12.78 from Steve Rubiolo Photography for the photography of seals for the medallions and stationery.

IT WAS MOVED BY DAVID HANSEN, SECONDED BY KIMI FUJII AND UNANIMOUSLY CARRIED THAT THE BILL TO RUBIOLLO PHOTOGRAPHY FOR \$12.78 FOR PHOTOGRAPHY OF SEALS BE PAID.

NEW BUSINESS

Jim Greenburg then presented to Board members his concern that the arts be a vital part of the Centennials. He briefly described some of the activities dealing with the arts on a national level and some projects which are being carried out in various cities. He suggested that the City seriously consider purchasing permanent works of art for the enjoyment of the public, and that it would be a good idea to form a committee to work on that project. Dr. Kennelly noted that several groups i.e. HARD and Festival of the Arts have purchased such items but only on a small scale. The two local art groups, Hayward Arts Association and the Hayward Festival of the Arts are anxious to become involved in the Centennials; HAFA handled the recent Medallion Contest; and the Murals Committee is also involved in the arts area.

Mr. Sandoval then suggested that Mr. Greenburg be put on an art commission or committee along with local art groups. He was interested in Mr. Greenburg's suggestion that the City purchase art works and thought possibly some kind of contest could be held in that connection. Mr. Sandoval could think of two good places on the Centennial Bridge where statues could be placed dealing with historical personages, and also the possibility of a statue contest.

Mr. Greenburg felt it essential that artists be used to help make decisions which deal with aesthetics. Some cities have not done this and the results have often been quite disastrous.

Chairman Perez thanked Mr. Greenburg for his presentation, and the Secretary was directed to add his name to the mailing list.

COMMITTEE REPORTSReport on Medallions - R. A. Kennelly

Dr. Kennelly reported that production of the first medallions, originally to have begun the last of July, has been delayed for three or four weeks. This was primarily

due to matters which the Medallion Committee had to investigate, but the delay was not altogether unexpected.

Letters sent to seek help of local banks and savings and loan institutions for medallions sales have brought a very high response, with most indicating their willingness to serve. A letter will be sent out very shortly to local public service organizations and a number of service clubs in Hayward inviting their participation in the medallion sales on the profit sharing basis discussed at an earlier meeting. These organizations were selected from responses received to the earlier request for Centennials participation by Hayward clubs and organizations.

Publicity and advertising is being set up, but the committee is waiting for the medallions to go into production before finalizing matters.

The Medallions Committee has two requests. First, the committee would like the authority and funds to place an order for 250 presentation grade medallions and 1,000 regular medallions, at an approximate cost of \$8,000. This authority would be exercised after the first shipments are received from the mint and the committee is absolutely assured of the company's dependability and the quality of the product. This money will be needed towards the end of August. Dr. Kennelly noted that so far no orders have been placed with Centennials Committee money, but money will be needed to purchase inventory to supply the banks, savings and loan institutions and public service organizations.

Chairman Perez presented Mr. Blaricom's suggestion that a formal motion be made by the Board of Directors asking that the City of Hayward advance Centennials Committee funds in the amount of \$25,000.

IT WAS THEN MOVED BY DAVID HANSEN, SECONDED BY R. A. KENNELLY AND UNANIMOUSLY CARRIED THAT THE HAYWARD CENTENNIALS COMMITTEE ASK THE CITY OF HAYWARD FOR \$25,000 OF THE MONEY COMMITTED TO THE COMMITTEE WHICH WILL BE HANDLED BY THE TREASURER, VAN BLARICOM.

Dr. Kennelly indicated he would like the Centennials Committee to take whatever action would be necessary so when the \$25,000 is available the Medallions Committee will have authority to advance the money needed to order the medallions needed for inventory purposes.

IT WAS MOVED BY HERBERT WAY, SECONDED BY DAVID HANSEN AND UNANIMOUSLY CARRIED THAT THE MEDALLIONS COMMITTEE HAVE FULL AUTHORITY TO PLACE AN ORDER, OF APPROXIMATELY \$8,000, AS SOON AS THE FIRST ORDER GOES THROUGH.

The second request was discussed later in the meeting under "Hiring of a Part-Time Person to Handle the Increased Centennials Committee Workload."

Centennials Stamp for All City Mail - Van Blaricom

In the absence of Mr. Blaricom, Chairman Perez reported that within the next 30 days City mail will start using the Centennial frank overstamp.

1976 Calendar Committee - John Sandoval and Van Blaricom

Board members were presented with calendars for their use in noting official Centennials events as they are scheduled. The Chairman indicated that these

calendars were prepared for Board members by Vera Allen. Art work was designed with the Centennial year theme. Mr. Sandoval said some suggestions which have been made are to make the calendar into a desk pad instead of the regular 8 1/2 x 11" size. Another possibility is to depict on the page for each month a view of Hayward in 1876 and of the U.S. in 1776 with the calendar below. As of now, plans are to have the final printing made by June 1975 for distribution in January 1976.

It would be up to the Publications Committee to decide the format and makeup of the calendar, stated Mr. Sandoval. Chairman Perez suggested that an arts committee be involved in its design.

Stationery and Supplies - David Hansen

Before any stationery and envelopes are ordered, Mr. Hansen asked for the views of the Board as to the color scheme. Dr. Kennelly suggested that black and white be used for the stationery logo but color could be used for decals or posters. Mr. Sandoval noted that the colors of the City seal as it appears on the City Center Building could be used. Dr. Kennelly proposed that in the interest of expediency black and white be used initially for the City seal and the logo, and that the logo be prepared in color at a later date if deemed desirable by the Board.

Chairman Perez then gave Mr. Hansen the authority to order 500 sheets of stationery and envelopes in black and white. He further suggested that someone draw up a sample of the finished stationery. Since typographical design is a special form of art, Chairman Perez and Mr. Sandoval felt the participation of the Hayward Area Festival of the Arts could be solicited. The Secretary was directed to write a letter to Ross Monn, HAFA's President, inviting him or his representative to the next Centennials Committee meeting, informing him about the design needed for the Centennials letterhead and envelopes, indicating that the Board would like Mr. Monn to provide the name of someone from his group to take on the project.

Report of Publications Committee - John Sandoval

Mr. Sandoval gave to the membership a list of nominees for the Publications Committee. Thirteen are now on the list but more could be added if the Board so chooses. Each has been personally contacted and all have agreed to serve. Mr. Sandoval feels they have the expertise necessary for making the decisions which will be required of them.

A Public Relations Director will be needed, possibly starting in June of 1975 for the following 18 months. All those noted on the sheet given to Board members have been contacted and although they are very busy people each would be pleased to work in that capacity. It would be ideal if the person working with the medallion sales could also fill this job, but Dr. Kennelly felt that would be rather unlikely.

Mr. Sandoval then distributed a sheet giving some suggestions for immediate tasks for the Publications Committee to which members could begin to address themselves as soon as the committee is formed.

There was a general consensus that a larger number than 14 might be desirable since it is difficult to get all members out to a meeting, and many lines of expertise are needed. Dr. Kennelly felt the names of additional members need not be brought to the Board; rather, indicated Chairman Perez, the chairman should be able to add people whom he feels will be an asset to the committee.

In response to Ms. Fujii's comment that no professional writers were on the committee list, Mr. Sandoval stated his belief that a conflict of interest situation could arise if writers were on the committee. Problems could develop if they desired to enter a work of their own for publication.

In response to Mr. Sandoval's concern as to the best method of choosing a chairman, members were in general agreement that the Publications Committee itself should make the selection. Chairman Perez suggested an interim committee chairman be appointed to get the group organized.

IT WAS MOVED BY DAVID HANSEN, SECONDED BY SANTIAGO GARZA AND UNANIMOUSLY CARRIED THAT THE BOARD OF DIRECTORS ACCEPT MR. SANDOVAL'S REPORT.

Chairman Perez then asked Mr. Ralph Campbell, Editor of Chapel of the Chimes, if he would accept the position of Interim Chairman of the Centennials Publications Committee, and in such a capacity, call a meeting of those already on the list and choose a permanent chairman as soon as possible. Mr. Campbell agreed to serve in that capacity and was asked to report back to the Board on his progress at the next meeting.

Murals-Centennial Hall - Kimi Fujii

Ms. Fujii reported that the Murals Committee did not meet during July since the meeting with the Civic Center Committee and the architect for Centennial Hall has not yet occurred, but hopefully this meeting will be held shortly. Some discussion ensued on the murals, with the suggestion by Mr. Sandoval that consideration might be given to tile mosaic outside of the building facing the City Center Building.

Discussion of a Part-Time Employee for Centennials Committee Increased Workload

Chairman Perez stated that the most important task in the near future for a part-time paid person would be to handle medallion sales. Dr. Kennelly indicated that the work load of this person will be greatest in the first few months when the sales and service system will be set up with banks, savings and loan institutions and public service organizations. The person would have numerous tasks to perform for the next two years, but the load would lighten considerably after the first 3 months.

The person would service the sales points and be available to answer questions, keep accurate records and be dependable since considerable inventory will be involved. Additionally, being able to relate to people well is essential. Dr. Kennelly felt it might be difficult to find one person with the special talent necessary to sell medallions and also the ability to handle other diverse administrative functions. He was asking for the authority to start seeking a person to handle the medallions work.

COMMENTS FROM GUESTS

Three of the guests present, Alfhild Wallen, Florence Randall, and Beth Jacobs then introduced themselves, informing the Board that they are members of a group of women writers in Hayward who have their own publishing company, and that they are interested in writing materials for the Centennials. The Chairman directed the Secretary to add their names to the mailing list.

COMMENTS/SUGGESTIONS FROM THE COMMITTEE

The matter of possibly adding more members to the Board of Directors was discussed briefly prior to adjournment.

ADJOURNMENT

The meeting adjourned at 6:10 P.M. The next regular meeting of the Hayward Centennials Committee will be held on TUESDAY, SEPTEMBER 3, 1974, since the regular meeting date, September 2, is the Labor Day holiday. The meeting will be held in Conference Room A, City Center Building, Hayward.