

CITY OF HAYWARD  
HAYWARD CENTENNIALS COMMITTEE  
April 1, 1974

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

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, W. Van Blaricom, Howard Burr, David Hansen, R. A. Kennelly, James D. Randall, John Sandoval, Herbert Way  
Diana Black, Committee Secretary

Board Members Absent: Kimi Fujii, Santiago Garza, Alfred Hansen

Visitors: Earl Dawes, President Hayward Rotary Club  
Roger Anderson, representing Chamber of Commerce  
James Araujo, representing Chamber of Commerce

MINUTES

IT WAS MOVED BY DAVID HANSEN, SECONDED BY HOWARD BURR AND UNANIMOUSLY CARRIED THAT THE MINUTES OF THE MARCH 4, 1974 REGULAR MEETING BE APPROVED AS MAILED.

Chairman Perez noted that the order of agenda items was changed to allow Mr. Earl Dawes an opportunity to speak to members on possibilities for a Hayward Centennials Rodeo.

Mr. Dawes reported that it has been the traditional practice for Hayward to hold its annual rodeo during the month of May, and that month has tentatively been set for 1976. Rodeo Committee members Maggie Rowling and Cecil Jones welcome suggestions from the Centennials Committee as to whether the Committee would prefer to have two events that year or one gala rodeo. It was the consensus of the group after some discussion that one big event would be preferable and that the rodeo should have a Centennials theme, that the program consist of a Friday evening parade and a Saturday and Sunday rodeo.

There was discussion as to the feasibility of holding the rodeo the same week as Cinco de Mayo festivities, but it was felt by most that the two events would complement, rather than conflict with each other.

The possibility of inviting San Felipe dignitaries who would be here for Cinco de Mayo festivities was suggested. The following motion was then made:

IT WAS MOVED BY DAVID HANSEN, SECONDED BY JOHN SANDOVAL AND UNANIMOUSLY CARRIED THAT THE CENTENNIALS COMMITTEE RECOMMEND TO THE RODEO COMMITTEE THAT THEY HOLD ONE BIG RODEO WEEKEND, A FRIDAY EVENING PARADE AND SATURDAY AND SUNDAY RODEO PROGRAM. THE COMMITTEE RECOMMENDS THAT THE CENTENNIALS THEME BE CARRIED OUT IN THE WEEKEND PROGRAM. IF DATES ARE NOT FOUND TO BE CONFLICTING, THE COMMITTEE WOULD AUTHORIZE THE DATES OF MAY 7, 8, AND 9, 1976.

Chairman Perez thanked Mr. Dawes for his presentation and invited him to attend the May meeting at which time further confirmation of the suggested dates should be available. Mr. Sandoval felt that anything the Committee could do at the 1975 rodeo to begin building publicity for 1976 should be considered.

COMMUNICATIONS

Several of the communications received during the past month were briefly discussed.

- (a) There will be a meeting on April 4, 1974 for the purpose of coordinating all Centennial activities in the County, to be sponsored by the Alameda County Bicentennial Committee. Chairman Perez will be attending the meeting, and he encouraged anyone who could to attend.
- (b) Letter of March 8 re the Centennials Committee recommendation for a Portuguese Plaza. David Hansen reported that in a communication from the City Clerk's Office the Committee has been notified that its recommendation that the City purchase the small parcel of land near the I.D.E.S. Hall has been forwarded to Mayor Howell.
- (c) Letter of March 14 from American Revolution Bicentennial Commission, Napa, regarding their organization's sale of Centennial flags.
- (d) Letter of March 18 from the Valley Symphony Orchestra offering their services to the Committee.

BILLS PRESENTED

Mr. D. Hansen reported that no new bills have been presented for payment. The one outstanding bill at present is \$76.60 for the mailing of the brochures for the Medallion Contest. Dr. Kennelly indicated that approximately the same amount will be charged for advertising expenses. No charge has yet been made for the envelopes. The cost of the brochures should come to approximately \$135 stated Mr. Hansen. He added that the Committee has been very fortunate in that the City has been running all the Committee's bulk mail through its machine, for which the Committee will be billed monthly.

COMMITTEE REPORTSMedallions

Dr. Kennelly clarified the description of the Medallions Committee given in the March 4 minutes. It was his understanding that this committee would have complete charge of the Medallion project from the logo contest through the presentation of the finished design to the mint and arranging for their sale. Anything to do with medallions would be handled by this committee. Chairman Perez indicated that this was the correct interpretation.

Dr. Kennelly has requested and received the acceptance of several people to serve on the committee. Both he and Bob Short feel it is vital to get youth input into the Medallions program, and this is being worked on at present. As tasks become clearer, others in the community will be sought out to serve with the original group.

In about a week the committee will meet to formulate an initial open-ended budget, which will indicate an initial need for approximately \$2,000. As soon as the winning logo is chosen and Mr. Short's work on the drawings complete Mr. Short will take the design to several mints (for which traveling expenses will be needed). Approximately \$1,500 to \$2,000 will be needed to get the initial samples struck.

Members decided to leave open the possibility of striking some gold medallions.

Festival of the Arts

Mr. Sandoval indicated that 1,000 brochures announcing the Medallion Contest have been printed. As of March 25, 766 brochures were sent out, stated Mr. Hansen.

Portuguese Celebration

On Saturday night, May 18, Chairman Perez will act as Master of Ceremonies in the presenting of the Queen and other festivities. Mr. Alfred Hansen has reported to Chairman Perez that everything is progressing well. Mr. Sandoval indicated that the Daily Review will be running a house ad this week describing the Pedro championship tournament on May 12 and the home-made wine tasting and Portuguese cooking contest, the parade and dance for the Honored Queen, the Sunday Mass and parade downtown following the Mass.

Cinco de Mayo

Chairman Perez will contact Mr. Garza this week as to developments of the Cinco de Mayo festivities.

Publicity

Mr. Sandoval reported that the Daily Review has repeated the full-page ad in a recent edition. No coupons have been returned to date.

Report of Letters to Local Organizations

Mr. D. Hansen then read approximately 15 returned questionnaires from the letter sent to community organizations indicating the dates of their main events and how they can participate in the Centennials.

Stationery and Supplies

Mr. D. Hansen reported that 1,500 envelopes and letterheads have been printed to date. Part of the envelopes were used to send out the community organization questionnaires and the rest for the Medallion Contest brochures. The Committee's filing cabinet should be received within the next few days.

Mr. Hansen was then given authorization by Chairman Perez to purchase a date stamp to be used on incoming correspondence.

Centennial Stamp on All Correspondence

Mr. Blaricom has discussed with Pitney Bowes the Committee's recommendation to get a stamp to go alongside of the City metered stamp. The average size stamp would cost approximately \$27. What could be written or displayed on the stamp was briefly discussed. It was decided to hold the matter in abeyance until the June meeting at which time Mr. Blaricom will have a representative from Pitney Bowes speak with the members.

1976 Calendar Committee

Mr. Sandoval then showed members calendars which have been prepared by several local stores. A sample calendar prepared by Mr. Sandoval was then passed around. Events of community groups during 1974 and 1975 could be noted on the calendar, he suggested. On the 1976 calendar something to the effect that if a particular event was not listed on the Centennials Calendar it was not an official Centennial event could be included.

Mr. Randall indicated that since the Hayward First Committee publishes a calendar of local events they would be happy to be in charge of keeping the Committee apprised of these events. Chairman Perez then stated that as soon as any event is definite it should be added to the calendar, that certain events for 1976 are already definite and should be put on the calendar now. The HFC Calendar Committee could begin getting dates down now, said Mr. Randall.

Mr. Blaricom suggested that all Board members be given a copy of the calendar as soon as it is prepared. Mr. Anderson felt this should be considered a calendar of events rather than a promotional calendar. He was also concerned that all events noted on the calendar be approved by the Board first.

Dr. Kennelly proposed the matter be held in abeyance until the Calendar Committee has a chance to meet as a group. Chairman Perez indicated that new members could be added in the months ahead.

Historical Society

Mr. Burr reported that at the last meeting of the Hayward Historical Society he talked to members of the Society's role in the Centennials. The Society tabled the matter until a list of possible activities, in addition to the displays in Centennial Hall, could be drawn up. Mr. Burr will follow up the matter at the Society's next meeting.

COMMENTS/SUGGESTIONS FROM COMMITTEE

Herbert Way reported that the stationery store now carries a group of catalogs of Centennial material manufactured all over the United States.

John Sandoval recently purchased a booklet for the San Mateo County Centennial celebration. This type of project might be considered by a publications committee if one is formed. Mr. Burr will take the booklet to the Historical Society for their review and consideration.

R. A. Kennelly described a suggestion given him to commission someone to compose a musical composition, tentatively titled "Hayward Centennials Overture". This work would be of a serious nature, depicting Hayward's past, present, and future, and would use a local orchestra. The majority agreed that Dr. Kennelly should go ahead and check into the approximate cost of such a venture and report his findings at the next meeting.

Mr. Anderson reported briefly on the national contest for a special Centennial design for the quarter, half dollar and dollar.

The meeting adjourned at 5:45 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, May 6, 1974, at 4:00 P.M., in Conference Room B, City Center Building, Hayward.