

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
March 4, 1974

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

ATTENDANCE

Board Members Present: Joseph Perez, Chairman, Howard Burr, Kimi Fujii, Alfred Hansen, David Hansen, R. A. Kennelly, John Sandoval, W. Van Blaricom, Herbert Way
Diana Black, Secretary

Board Members Absent: Santiago Garza, James D. Randall

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

MINUTES

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

COMMUNICATIONS

The Secretary briefly summarized the communications, and Chairman Perez elaborated on several.

COMMITTEE REPORTS

Medallions

Chairman Perez indicated that before Mr. Short can begin any work on the medallions the Hayward Festival of the Arts Contest for the logo must be completed. At this point, Chairman Perez officially appointed Dr. Kennelly to be Director-in-charge of medallions, to be in charge of distribution, sales, etc. He would be welcome to ask outside participation on the committee and was directed to report names and addresses of members after the logo has been chosen. Dr. Kennelly accepted the assignment and will start looking for committee members.

Festival of the Arts Committee

Mr. Sandoval reported on the current status of the logo contest. Three items have been prepared: 1) a cover letter describing the contest; 2) contest rules; 3) a one-sheet capsule of the history of Hayward. All of these items will be incorporated into an 8-page brochure. An announcement of the contest will appear in "Art Week".

Dave Hansen then showed members a working copy of the brochure. The Committee will provide the postage and do the mailing from the list provided by the

Festival of the Arts. It was decided that if the City is not able to print the brochures the Committee will contract with a local printing company, to be charged to the Committee.

IT WAS MOVED BY ALFRED HANSEN, SECONDED BY HERBERT WAY AND UNANIMOUSLY CARRIED THAT DAVE HANSEN BE AUTHORIZED TO EXPEDITE AS QUICKLY AS POSSIBLE THE PRINTING AND MAILING OF THE CONTEST BROCHURES, IF THE CITY CANNOT DO THE JOB TAKING IT TO A LOCAL PRINTING COMPANY.

Portuguese Celebration

Alfred Hansen shared some of the events which the I.D.E.S. is planning for this 75th Diamond Jubilee year, including an anniversary party April 20 and Portuguese Cultural Week May 13-17. The Kickoff of February 7 was quite successful, he added. John Sandoval, Chairman Perez, and Alfred Hansen are on the steering committee for this year's events.

Cinco de Mayo

In the absence of Mr. Garza, Alfred Hansen described briefly the Sister Cities Youth Art Competition, held in cooperation with the California Museum of Science and Industry, which will be conducted under the auspices of the Hayward Unified School District. The theme for drawings to be submitted by local students will have to do with Hayward's two sister cities, Faro, Portugal and San Felipe, Mexico. This contest will be tied in with the Cinco de Mayo festivities, the Holy Ghost Celebration, and can also be a part of the 1976 Centennials.

Daily Review Full Page Announcement

Mr. Sandoval was complimented on the full-page announcement for the Centennials. Similar announcements will appear frequently between now and the next few months, he indicated. The announcement ran in the Shopper News (circulation 176,000), the Washington Township edition, the Argus, and will run in the Hayward edition this week. It is hoped that over the next month or two many responses will be received from the coupon included as part of the announcement.

Stationery & Supplies

Dave Hansen indicated that there is a small supply of letterhead left, but that a new batch of envelopes will have to be made up to be used for the Festival of the Arts contest mailing.

Letter to Local Organizations

Dave Hansen reported that 234 letters were sent out to local organizations, with only two returned with incorrect addresses. So far one questionnaire has been received.

Chairman Perez suggested that members consider the possibility of making up a different letter to send to industry, business, and manufacturers. Some members felt it would be more productive to first prepare possible tasks for them to do instead of just asking for help in a general way. But the consensus was that the sooner publicity is given to the Centennials the better. An

Introductory letter could be sent first followed by one asking for ways in which they would like to help. Sending a letter now would allow the companies to appoint a representative from that company to get involved in Centennials planning and activities.

The Chairman also stated that a suggestion had been made to him that the Committee consider having an industrial fair during the Centennial year. Mr. Arujo replied that one was held last year and another will be held in October of this year.

Alfred Hansen then proposed that the Committee set up a format for the Centennial year's activities so that when requests for help are made special activities can be shown with their dates. Returned questionnaires could provide the dates of the special celebrations of local organizations.

The suggestion was made by Ms. Fujii that the Committee check into the possibility of purchasing an instrument which would print to the left of the City meter stamp something like, "Hayward Centennials 1976", which would be used on all Committee mail. Mr. Blaricom will check with City personnel to see if this can be done.

Appointment of Special and Standing Committees

Chairman Perez then appointed a committee of five to come up with a tentative calendar for the 1976 celebration: Chairman, John Sandoval; Kimi Fujii; R. A. Kennelly; Herbert Way; and Roger Anderson, asking that they bring a report to the Committee at its next meeting. Chairman Perez suggested that the State Birthday on September 9 also be included in the Calendar.

Mr. Blaricom, the Committee's finance chairman, was then given names of several volunteers for the committee, and he was told he could also pick others to serve with him, bringing their names to the May meeting. Chairman Perez indicated that whoever agrees to serve on any committee will be sent a letter announcing their appointment to that committee.

There was discussion over Ms. Fujii's proposal to establish a speaker's bureau, the general feeling being that materials could begin to be compiled now and a speaker's bureau started in two or three months, which would allow time to gather enough materials and to prepare a tentative calendar of events.

The Chairman indicated that Mr. Earl Dawes of the Hayward Rotary Club has indicated he would volunteer his services to handle the Centennials Rodeo. He suggested the Calendar Committee set a date for this as soon as possible.

There was a consensus that the rest of the committee chairmanships be held over until more replies have been received from the letter and the full-page newspaper announcement.

Mural for Centennial Hall

In his letter of February 22 to Chairman Perez Councilman Birchfield expressed interest in having a mural located in the Centennial Hall entrance room, suggesting that local artists might want to participate in the project. Ms. Fujii will get a group of local artists together and visit the part of the Hall proposed for the project. Ms. Fujii was asked to serve as chairman of this committee, to select other members, and report back at the next regular meeting. Ms. Fujii said she would like to check into getting funds from the State Arts Commission.

Mr. Burr was asked to discuss with the Hayward Area Historical Society Councilman Birchfield's suggestion of an artifact display depicting the history of Hayward which the Councilman proposes also be placed in the Hall's entrance room.

Alfred Hansen proposed that a Grand Ball be held to celebrate the official opening of Centennial Hall, funds from which would go towards purchasing permanent kitchen equipment. The Hayward First Committee would help by doing the administrative work.

Flag Display

Mr. Blaricom informed members he has been assured that the Elks Club will be glad to put on a Flag Day ceremony either in an auditorium or as an outdoor ceremony. Members were invited to attend the ceremony this year on June 14, and the Calendar Committee was asked to add that date to their Centennial calendar. Additionally, the Elks Club has a collection of eight flags (in a case) with a legend describing each flag, which could be displayed in various places in the City during the Centennial Year.

Historical Monument, Park, Playground, Statue

Mr. Anderson indicated that the Downtown Committee of the Chamber of Commerce has recommended to City Council that the small piece of land at "C" Street, First Street and Foothill Boulevard be purchased and made into a memorial monument and park. It was also suggested that the property might be dedicated as "Portuguese Plaza." The property is alongside the I.D.E.S. hall, one of the oldest lodge buildings in the area. The Downtown Committee is now urging action by City Council to get funds into the budget this year to get the project started. Further funding could be applied for from Federal or Committee funds.

IT WAS MOVED BY W. VAN BLARICOM, SECONDED BY DAVE HANSEN AND UNANIMOUSLY CARRIED THAT THE HAYWARD CENTENNIALS COMMITTEE WRITE A LETTER TO CITY COUNCIL SUPPORTING THE CHAMBER OF COMMERCE'S DOWNTOWN COMMITTEE IN THEIR REQUEST FOR QUICK PURCHASE OF THE LAND AT "C", FIRST STREETS AND FOOTHILL BOULEVARD TO BE MADE INTO A MEMORIAL MONUMENT AND PARK.

COMMENTS/SUGGESTIONS FROM COMMITTEE

Mr. Sandoval suggested members consider flying a special Centennial flag for the next two and a half years, as has been done in another Bay Area city. Chairman Perez indicated that once the logo has been chosen it could be incorporated into a flag and flown alongside the American flag.

The meeting was adjourned at 5:45 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, April 1, 1974, at 4:00 P.M., in Conference Room B, City Center Building, Hayward.