

CITY OF HAYWARD
HAYWARD CENTENNIALS COMMITTEE
February 4, 1974

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

ATTENDANCE

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

Board of Directors Absent: James D. Randall

Visitors: Bob Short, Hayward Coin Center
Roger Anderson, representing Chamber of Commerce
James Araujo, representing Chamber of Commerce

MINUTES

Mr. Anderson requested that the minutes of the January 7, 1974 meeting be amended to show the name of the Committee as "Hayward Centennials Committee", rather than "Centennial's", as given in the minutes. It was then moved by Al Hansen, seconded by David Hansen and unanimously carried that the minutes be approved as corrected.

COMMUNICATIONS

Letters received during recent weeks were then briefly discussed by Chairman Perez.

REPORT OF COMMITTEES

Medallions

At the invitation of Jim Randall, Mr. Bob Short, of the Hayward Coin Center, presented to the group a proposal for the Committee's medallion project. He noted that normally when such a project is undertaken the person who initiates the work and prepares the chosen designs to the plate stage receives a commission of from two to fifteen thousand dollars, but that he and his sons would be happy to do the job at no cost. That would be their contribution to the City of Hayward Centennials. He then showed a sample sketch of a medallion, and briefly indicated possible prices for silver and bronze.

Mr. Short stressed that medallions are collector's items and increase greatly in value over a short period of time, and will attract collectors in other parts of the country as well as local residents. He emphasized that the sooner the Committee makes a commitment the better, as the price of silver has been increasing in recent weeks. It has been the experience of other communities that concentrating on making mostly silver medallions has been more profitable than making a large number in bronze, as the silver ones sell better. "Presentation kits" which are serially numbered with the buyer's name and date of purchase and made in small quantities, are very popular and have proven to be good sellers. He felt the group could clear between \$50,000 to \$80,000 from its medallion project.

Mr. Van Blaricom and Mr. Sandoval suggested that the prize-winning entry in the Festival of the Arts design contest be used on one side of the medallion, while the City Seal would appear on the other side. Those present were concerned

that an initial order be placed as soon as possible, as many cities will also be ordering medallions, and with the rapidly increasing price of silver. Mr. Short noted that once the designs are given to him it will take approximately four to five months for him to do the work necessary prior to getting prices from several mints.

Mr. Short stated that the medallions can be sold through local banks, as was done in San Leandro, through local merchants, or on a commission sales basis. Concern was expressed as to the markup if sold through these different channels.

Mr. Short was then asked by Al Hansen if he would serve on a Medallions Committee, which he accepted, indicating that the Committee's input was vital to the coin dealer in such a project.

Art Contest

Mr. Sandoval reported that he and Dr. Kennelly brought up the matter of the medallion contest to the Board of Directors of the Hayward Festival of the Arts last month. They are pleased to be holding such a contest, and suggested that the Committee offer only one cash prize, possibly \$500, with several "Honorable Mentions", rather than having several cash awards. The members felt this was an excellent idea. Their Board of Directors said they would need approximately \$800, which would include the cash prize and judges' fees as well as other minor items.

Mr. Anderson, concerned about the time involved, suggested having an outside expert present a number of designs from which the Committee could choose several. The majority present felt it was vital that this be a community project. There was really no way to shorten the amount of time involved, but Dr. Kennelly indicated that Mr. Short could probably be given the winning design as soon as City Council makes its choice.

A motion was then made by David Hansen, seconded by Kimi Fujii and unanimously carried that the Committee contract with the Hayward Festival of the Arts to hold a logo design contest for which the Committee will provide them with a budget of \$800.

Incorporation Papers

Mr. Van Blaricom announced that the incorporation papers have been filed and the Committee is now officially able to conduct its regular business. He asked if a committee of three could be appointed to go over the proposed By-Laws and report its comments to the group at its next regular meeting. Chairman Perez then appointed W. Van Blaricom, Kimi Fujii, and Alfred Hansen to serve on the Committee.

Portuguese Celebration

Alfred Hansen reported that members should have received invitations to the I.D.E.S. kick-off celebration for the year's activities to be held on February 7. They plan to have some of the same activities as on the 50th anniversary of the state organization. Mr. Ken Goulardt commented to Mr. Hansen that the group

would appreciate the participation of the Committee members at this function. Mr. Sandoval felt the Centennials Committee should incorporate many of their ideas into its festival but not make any financial contributions to the organization. In this connection, Mr. Anderson felt the Committee should establish at this time a policy of not funding any activity unless it is directly related to an action of the Board of Directors.

On another related matter, Chairman Perez asked Mr. Garza to report back to the Committee at its next meeting as to what is being planned for Cinco de Mayo this year, with the hope that the celebration will grow each year culminating in a very special event in 1976.

NEW BUSINESS

Discussion and planning of program of events

In order to get the greatest amount of community participation from local residents, Chairman Perez suggested that in cooperation with John Sandoval, a full-page announcement be placed in the Daily Review, the prime purpose of which would be to provide a return coupon on which respondents would indicate how they would be willing to participate in the Centennials celebration. A number of choices would be indicated from which people could choose one or several; the announcement would also include pictures of the Committee members. Those present were quite enthusiastic over the idea. Mr. Garza has been questioned as to whether participants must live in the Hayward city limits. Mr. Sandoval indicated that anyone in the Greater Hayward Area (including unincorporated areas surrounding Hayward) would be most welcome to participate.

The Chairman indicated that as soon as the Committee's stationery is ready individual letters will be sent out to local organizations soliciting their help in planning the celebration, for which Mr. Way suggested the Chamber of Commerce list be used. It was felt that by having both the newspaper announcement and an individual letter to organizations the groups would be more likely to become involved. In the letter Mr. Sandoval suggested that organization leaders be asked specifically what they can do, and that they be encouraged to submit information to the Committee on its history, statistics on the group etc., which can then be included in any future publications which might be compiled. Mr. Sandoval concurred with Ms. Fujii's suggestion that the letter indicate that donations would be very much appreciated.

The motion was then made by David Hansen, seconded by Herbert Way and unanimously carried that Mr. Sandoval proceed with work on a full-page announcement in the Daily Review and that Roger Anderson, David Hansen and Chairman Perez (with Mr. Hansen as chairman) draft a letter to be sent to local organizations seeking their support and help.

Appointment of Special Committees

Chairman Perez indicated that many committees need to be formed and to start work immediately. He then asked that each member be prepared, by the next meeting, to present names of community people whom they feel would be interested in working on these committees, and that they also feel free to suggest other committees which they feel would be appropriate. Mr. Al Hansen indicated that

a Board member would head every committee. Chairman Perez then read a list of the following suggested committees:

- 1) Publicity
- 2) Finance (which would include fund-raising)
- 3) Medallions
- 4) Pageant
- 5) Pioneer families
- 6) Historical research
- 7) Souvenirs
- 8) School programs
- 9) Parades
- 10) Special events - *old cars*
- 11) Publications
- 12) Cultural Center
- 13) Anniversary Committee
- 14) Sports

*- Donnie Tammet
JG*

*Speaker Bureau
mural*

COMMENTS/SUGGESTIONS FROM COMMITTEE

Ms. Fujii wondered about the possibility of having a mural prepared and unveiled in the Centennial Hall during 1976. *It was reported that mural would be unveiled*

Mr. Way suggested that some type of flag display be considered; Mr. Van Blaricom noted that the Elk's Club has a good collection of historical flags.

Mr. Anderson proposed that some type of historical monument, park, playground, or statue be prepared to coincide with the Centennials.

The motion was then made and carried that the four Board members designated to sign checks be as follows: Herbert Way, W. Van Blaricom, Joseph Perez, and Alfred Hansen.

The meeting adjourned at 5:35 P.M. The next regular meeting of the Hayward Centennials Committee will be held on Monday, March 4, 1974, at 4:00 P.M., in Conference Room B, City Center Building, Hayward.

AC Transit Horn Car