

Minutes of a Regular Meeting of the Capitola Historical Museum Board of Trustees on October 6, 2022

DRAFT

1. CALL TO ORDER AND ROLL CALL

President Kisling called the Regular Meeting of the Capitola Historical Museum Board of Trustees to order at 5:32 p.m. on Thursday, October 6, 2022, in the Capitola City Hall Community Room, 420 Capitola Avenue, Capitola, CA, and Online via Zoom.

PRESENT: In Person: Board President Niels Kisling, Board Vice President David Peyton, Treasurer Brian Legakis – Board Members Emmy Mitchell-Lynn, Mary Hay, and John Mulry.

Via Zoom: Board Member Gordon van Zuiden

ABSENT: Youth Representative Joshua Henshaw

STAFF: Museum Curator Deborah Osterberg

GUESTS: None

2. ORAL COMMUNICATIONS

Brian Legakis spoke of traveling in the Southwest where he provided water to unprepared visitors and relating his personal satisfaction being on the Museum Board.

The Curator said that she and the Board should create a strategic plan for the Museum. Temporary Treasurer Brian Legakis said that developing a strategic plan is a long process. He recalled that approximately 10 to 15 years ago the Board worked on a strategic plan for the Museum. The Curator said that she would check for the plan.

Board member John Mulry concurred and stated that in addition the Museum could benefit from a mission statement, operational plan and long range development plan.

[The current mission statement for the Museum is as follows: The Capitola Historical Museum preserves and promotes the history of Capitola through creating exhibitions, maintaining a collection of historic photographs and artifacts, conducting oral histories, and participating in special events.]

The Curator stated that she would send Board members the link to the Community Foundation of Santa Cruz County Zoom presentation she recently took entitled, "Putting Purpose First Board Leadership Webinar"

The Curator informed the Board that the City IT staff person provided a laptop computer for the exclusive use of the Museum for both Board meetings and other museum projects.

The Curator said that a Museum strategic plan would be an action item for a future Board agenda.

The Curator stated that the Board needs to fill the permanent Treasurer position and the Secretary position.

3. APPROVAL OF MINUTES

A. Consider Minutes of September 1, 2022

President Kisling asked if everyone had a chance to review the draft Minutes and asked if there were any corrections. Seeing none, the following action was taken:

ACTION: Vice President David Peyton moved, seconded by Temporary Treasurer Brian Legakis, to approve the Minutes of September 1, 2022, as submitted. The motion carried unanimously.

4. REPORTS OF OFFICERS AND CURATOR

A. President's Report

President Kisling stated that September was quite busy due to all the festivals. He showed the Board a framed c. 1955 Shadowbrook menu he put together for Ted Burke to help with celebration of Shadowbrook's 75th anniversary which begins October 13th. President Kisling also announced that Board members were welcome to contribute to the \$200 gift card for former Board member Pam Greninger.

President Kisling helped promote the Begonia Festival Tribute and mentioned that fundraising during the Tribute was quite successful due to the vintage Begonia Festival posters provided to the museum. The Curator stated that the posters were donated to the Museum by Laurie Hill. During the Art & Wine Festival, the president pulled a shift at the museum and for the Beach Festival he assisted the Curator in setting up, manning and taking down the special display in front of the museum. Treasurer's Report

B. Temporary Treasurer Brian Legakis presented the Board with the Museum's past quarter financial report (June 1 to Sept 30).

The Museum's revenue increased this past quarter due to the fundraising at the September festivals. The Begonia Festival Tribute garnered \$324 from the Donation Box and \$1,946.50 from fundraising.

To date for this fiscal year the Museum's fundraising was up 81% over last year while the Donation Box funds were down by 25%.

The Museum revenue for this quarter was \$3,607.50 which is 40% over the previous time last year.

To date, the Museum has spent less on expenditures than this time last year.

The Temporary Treasurer noted that he had not received from the City any figures on the Museums' donation accounts. The Curator stated that Jim Malberg of the City Finance Office forgot about that paperwork and would send it onto the Curator as soon as possible. The Curator said that when she receives it, she will forward a copy to the Temporary Treasurer.

C. Curator's Report
Curator Osterberg summarized the written Curator's Report that was sent to the board via email and is on file in the curator's office. Below is a brief list of items discussed:

City Public Works cleared ivy from around the museum buildings and trimmed the limbs of the redwood trees. She delivered the signed Olaf Palm print to the winner of the Art & Wine donation raffle. Two Olaf Palm paintings received conservation treatment and another Frank Hill mural was dropped off for preservation framing.

The Curator showed the Board the new potential donation of a circa 1820s-1840s pistol recovered from the Monterey Bay in 1965. She also received a donation of a circa 1920s family album and Capitola souvenir silver spoon.

The Curator briefly reviewed the Museum's participation, visitation and fundraising for the Begonia Festival Tribute (September 3 & 4), the Capitola Art & Wine Festival (September 10 & 11), and the Capitola Beach Festival (September 24 & 25).

The Curator added a QR code to the current exhibition directing visitors to her newly posted article on the Santa Cruz Museum of Art & History Online History Journal. The article is entitled, "A Gathering of Earnest Women – The Young Women's Christian Association Conferences in Capitola 1900-1911".

The Curator had captions made at Bay Photo for several historic images that will be placed at the Jade Street Community Center.

D. Report on Volunteers
Vice President David Peyton thanked the volunteers for their work this quarter, especially in September. He announced that Museum visitation for September was 959 visitors which was much higher than usual. The Museum's involvement, especially the extended hours, for the September special events definitely helped make special connections with the community.

Board Member John Mulry said the curators job description states they are in charge of volunteers/training and we should embed the Curator into the volunteer committee.

The Curator brought up the idea of whether the Museum should curtail the Friday hours over the next two winter months (November-December) due to the low visitation figures on Fridays. Temporary Treasurer Brian Legakis suggested that Friday openings had great value to people unable to come on the weekends. Plus the Museum has a regular Friday volunteer. The Curator agreed and pledged that she can still cover Friday openings if necessary. President Kisling also pledged to work one shift on Fridays. The Board members favored not to making any changes to the Museum's hours at this time but to be open to possibly altering or extending hours in the future. Any extension of Museum hours will depend upon getting more volunteers.

Board member Mary Hay stated that on many occasions, visitors stated upon entry to the Museum that they were surprised it was open. Several Board members stated that the Museum should use various outlets to announce opening hours.

Board member Emmy Mitchel-Lynn suggested that the Museum hold a Locals Day (perhaps a night event with refreshments) to help spread awareness about the Museum. She also suggested inviting local school groups.

The Curator liked the Locals Day/Night idea but did not think a general invitation to school groups was advisable. She plans to contact schools directly to discuss how the Museum can best work with their classes.

The Curator said that volunteer recruitment should be an action item on a future Board agenda.

5. BUSINESS

- A. Assistance needed to put up photographs at Jade Street Park - [previously Vice President David Peyton agreed to assist the Curator in this project].
- B. Fall issue of the Capitola Sunset Newsletter – President Niels Kisling said the deadline to get articles to him for review is October 20th. Articles should be between 500 and 750 words and features should be no more than 350 words.

The date to gather for processing the newsletter for mailing is noon on October 26th at the City Hall Community Room. The following items were assigned: Art & Wine Festival (John Mulry); Joan Gilbert Martin Memorial (Curator); Begonia Festival Tribute (Curator); Beach Festival (Niels Kisling); Collections feature (Curator); Volunteer Spotlight (David Peyton); Feature on Who Came to the Museum (Brian Legakis). The Curator will also provide the list of financial donors since the last newsletter.

- C. Capitola Halloween celebration – At the previous meeting Board Member John Mulry was assigned to find out the Halloween parade instructions to the Village businesses. The City and local merchants will sponsor the Capitola Village Children's Halloween Parade starting at 2:00 p.m. on Sunday, October 30th. Board member John Mulry thought there was a ghost emblem for participating sites. [Later it was found there will not be an emblem for participants.] The parade will organize at Parking Lot #2, head down Capitola Avenue, to San Jose Avenue to the Esplanade, ending at Esplanade Park. The museum will have candy on hand to pass out. The Curator will be in costume and encourages the volunteers that day to also dress up if they wish.
- D. Historical display for Plein Air – The Curator was asked by Laurie Hill to have a historic display at Esplanade Park for the finale of the Plein Air Contest. The Curator need to get more details on the proposed event.

- E. Discussion of changing winter museum hours (See discussion above under 4.D.)
- F. Review of Museum Board By-Laws –

Board member John Mulry brought up that the Board needs to review and update its by-laws. Board member Brian Legakis concurred. Each Board member had a copy of the by-laws and after brief discussion, decided to form a committee to do a detailed review of the by-laws and provide the entire Board with their recommendations. The committee is composed of John Mulry, Brian Legakis and Emmy Mitchel-Lynn.

6. INFORMATION ITEMS

Board member John Mulry believes that the museum needs a new logo that would be easier to use for the making of sales items such as hats and t-shirts. Board members agreed that each member should bring a design for discussion at the next Board meeting.

Curator Osterberg informed the board that City Clerk Chloe Woodmansee is moving up to the Assistant to the City Manager position.

7. ADJOURNMENT

On a motion of Board Member Brian Legakis, seconded by Board Member Mitchell-Lynn, the Capitola Historical Museum Board of Trustees unanimously adjourned at 6:53 p.m. to its next regular meeting to be held on Thursday, November 3, 2022, at 5:30 p.m., in the Community Room at Capitola City Hall, 420 Capitola Avenue, Capitola, and simultaneously on Zoom.

Respectfully submitted by Deborah Osterberg, Curator