

Minutes of a Regular Meeting of the Capitola Historical Museum Board of Trustees on May 1, 2018

1. CALL TO ORDER AND ROLL CALL

President Kisling called the Regular Meeting of the Capitola Historical Museum Board of Trustees to order at 5:37 p.m. on Tuesday, May 1, 2018, in the Community Room.

PRESENT: Trustees Kathleen Church, Pamela Greeninger, Georgette Neal, David Peyton, Gordon van Zuiden, and President Niels Kisling

ABSENT: None

MUSEUM CURATOR: Frank Perry

2. ORAL COMMUNICATIONS - None

3. APPROVAL OF MINUTES

A. Consider Minutes of April 3, 2018

President Kisling asked if there were any comments or corrections regarding the draft minutes. Trustee Church referred to Page 2, Item 4., paragraph 5, and pointed out that she thinks the word "by" in that paragraph should be "of".

ACTION: Trustee Peyton moved, seconded by Trustee Church, to approve the Minutes of April 3, 2018, as corrected. The motion carried with President Kisling abstaining.

4. REPORTS OF OFFICERS AND CURATOR

A. Quarterly Treasurer's Report (August/October/January/April) - None

B. President's Report - None

C. Curator's Report

Curator Perry reported on the following items:

1) Madeline is continuing her work on curating the collections. She has transferred the recent gift of vintage postcards to archival sleeves and binders.

2) He reported on the Capitola Memories Project and informed the board that his interview with Carolyn Swift has been uploaded to our YouTube channel and is available for viewing. In addition, we did an interview with Tom Louagie, which is still being edited. Mr. Louagie ran a tavern in Capitola Village in the late 1960s during the "Hippie Era." Curator Perry said he has also been logging earlier interviews.

3) The supply of our *Capitola* book was down to four books, so Curator Perry informed the board he has ordered 25 more books from Arcadia Books, which should cover the Museum through the summer.

4) Curator Perry said he has quite a bit of vacation time saved up, so he will be taking off some vacation days during the first part of some upcoming weeks. He will continue to be at the Museum on Thursday and Friday afternoons.

5) He then shared an idea he has for the holidays to encourage more interest in the Museum during that time. He was thinking of replacing the Rochex, hats and recent acquisitions displays with antique dolls. His wife, Jill Perry, has a collection of dolls she is willing to loan to the Museum for the month of December. This special exhibit could be advertised in the local newspapers and in our newsletter to encourage people to stop by during the holidays.

4. C. Curator's Report (Continued)

6) Since we have many new volunteers, Curator Perry said he would be glad to do a Capitola Village walking tour some Saturday morning in May or June. We could invite new city staff as well. Curator Perry said he limits the walk to about 20 people. Trustee vanZuiden commented on an App that people can use for a walking tour and said he would be willing to come along on the tour to show people how it works.

5. BUSINESS

A. Presentation by Begonia Festival

President Kisling welcomed Laurie Hill and Teresa Green from the Capitola Begonia Festival Committee board of directors to the meeting.

Laurie Hill, former President of the Capitola Begonia Festival Committee board, introduced herself and discussed her reason for addressing the Museum Board. She explained that after the festival came to a close and the Gala event was held last October, there was still money left in the bank. She said the committee has been meeting to find a way to perpetuate the festival in some fashion, and they are currently working on a Capitola Beach Festival that would occur the last weekend in September. The committee meets on the first Monday of the month and they welcome others from the community who are interested in getting involved with the event.

The committee recognizes the history of the Capitola Begonia Festival to Capitola after 65 years, and they could think of no better place than the Capitola Historical Museum to curate and store past Begonia Festival memorabilia. For that reason, the festival board of directors voted to donate \$10,000 of remaining funds to the Museum. This funding would be used for developing a permanent Begonia Festival archive of festival memorabilia, such as posters, photographs, commemorative programs, videos, and souvenir items that will be donated to the Museum. Proper storage, using acid-free folders and other appropriate archival containers will ensure the Begonia Festival history will live on. Mrs. Hill also responded to questions of board members pertaining to why there is no more festival.

President Kisling thanked Mrs. Hill for her presentation and said he is honored that the Begonia Festival is interested in preserving its history with the Museum. Trustee Peyton stated that the Begonia Festival has been one of the most significant events in the history of Capitola and needs to be preserved. Laurie Hill said the board is happy to share the Begonia Festival's resources with the Museum in order to preserve its history.

Trustee vanZuiden commented on the Museum's collaboration with the new library where a Begonia Festival exhibit could be included. Mrs. Hill said they are also working with the Art & Cultural Commission in developing an art object commemorating the festival.

Curator Perry read the Agenda Report dated April 30, 2018, pertaining to a "Cash donation from Begonia Festival." He noted that the donation would be held in a restricted fund that can only be used for the purposes indicated in the report.

After Trustee discussion, the following action was taken:

ACTION: Trustee Greeninger moved, seconded by President Kisling, to accept the \$10,000 donation from the Capitola Begonia Festival Committee with the conditions set forth in the Agenda Report dated April 30, 2018. The motion carried unanimously.

B. Discussion of New Volunteers

President Kisling asked if board members had received Trustee Neal's email of May 1, 2018, containing a report on Volunteer Recruitment and Training? There was some discussion about the information provided in the report. Trustee Peyton said we are filling the Museum slots with new volunteers and he believes we might be able to open on Wednesdays. President Kisling said he is starting to feel better and would be available to help out with training volunteers.

5. BUSINESS (Continued)

C. *Capitola History Coloring Book* by Frank Hill

Curator Perry said he ordered a few sample copies of the coloring book and shared one with the board. He said it will cost about \$4-5 a copy, so he thought an \$8 donation would be appropriate. There was discussion about scheduling a book signing in July.

D. Board Recruitment

President Kisling said he was sorry to miss the last meeting and learn that Trustee Church will not be continuing to serve on the board. There was discussion regarding the current recruitment. Curator Perry commented that the most important thing in recruiting board members is to seek people who are familiar with the Museum; i.e., volunteers and/or people who are interested in the history of Capitola. Trustee Peyton also stated that it is important to seek members with qualifications, such as secretarial/computer skills, in order to make the board whole.

Curator Perry said if anyone knew of someone who was interested in applying, he would be happy to meet with them.

E. Youth Board Member

President Kisling informed the board that his son, Jack, was thinking about applying for the Youth position on the board; however, Jack is busy with school work and activities and doesn't feel he can participate at this time.

F. Ravnos Book

Trustee vanZuiden said he has nothing to report.

6. INFORMATION ITEMS

Trustee Peyton commented on a letter to the editor from Jon McGuire regarding "What is your vision for Santa Cruz?" that appeared in the Santa Cruz Sentinel, which included a quote from Page 92 of *Lighthouse Point* by Frank Perry. He commented on Curator Perry being a celebrity in our midst and shared the newspaper clipping.

7. ADJOURNMENT

On a motion of Trustee Church, seconded by Trustee vanZuiden, the Capitola Historical Museum Board of Trustees unanimously adjourned at 6:46 p.m. to its next regular meeting to be held on Tuesday, June 5, 2018, at 5:30 p.m., in the Community Room, 420 Capitola Avenue, Capitola, CA.

Respectfully submitted by Pamela Greeninger, Secretary

APPROVED BY THE BOARD AT ITS MEETING ON 6/5/18