

CARLSBAD HISTORICAL SOCIETY

Annual Program

October 17, 2010

The program this year was held at the Barrio Museum, across the street from Lola's Market. Connie Trejo and Ofie Escobedo had the museum upgraded and cleaned and members of the Society helped bring over chairs and arrange flowers and cornstalks to decorate the entry. Susan and Germán provided the refreshments. The program began at 2 PM and there were over 50 Society members and local community residents who attended. Susan began the program by welcoming everyone and thanking those who made all the arrangements. She introduced Connie and Ofie who gave some brief background about the history of the Barrio and the Museum. They gave special thanks to the Society and to Mayor Lewis, who was in attendance. Ofie then made a special presentation to the Mayor, thanking him for his decades of service to the City. He was given a beautiful plaque. Ofie gave a presentation on her family, how they came to the area, how it was mostly agricultural, and how everyone knew each other and everything that was going on. Back in the 1940's, Carlsbad was a small town of about 2,400, mostly concentrated in what is now the Barrio area. Connie then introduced several guests who had agreed to participate in a panel discussion. These included Molly Acuna, Joyce Smith, Paul Rodriguez Packer, Monte Yearly, Gil Apodaca, Fidel Chavoya, and others who shared their memories of growing up in the area. One member of the Gastelum family talked about their family reunion planned for next July. He said that the reunion last year, held in Magee Park, attracted over 500 family members from all over the area.

Following the panel discussion, Susan made some additional announcements and noted that Ginny Unanue will be inducted into the Carlsbad Hall of Fame this coming Friday at a special event at the new Carlsbad High School gymnasium. Everyone congratulated Ginny on this honor and it is hoped that many of our members will be able to attend to celebrate with her.

Susan then announced that the election of new members of the Society's Board of Directors would be next on the agenda. Ballots with the names of those who had agreed to be nominated for President, Secretary, Treasurer, and Member at Large were passed out to the 21 Society members in attendance. Geoff collected the ballots and tallied the results. He announced that the vote was unanimous in favor of electing Germán

CARLSBAD HISTORICAL SOCIETY

Board Meeting Minutes

September 20, 2010

The Board meeting was called to order by President Gutierrez at 4 PM. Present were Susan Gutierrez, Geoff Armour, Ginny Unanue, Sue Ladouceur, Jack Cumming, and Jerry Colling.

Susan led a discussion of plans for the Annual Program, which will be held in the Barrio Museum from 2-4 PM on October 17. She also passed out copies of a flyer which is being distributed to places like Carlsbad-by-the-Sea. Board members were given copies to take to other suitable locations. During the program there will also be the formal election of officers. Only paid-up members of the Society will be allowed to participate in the vote. Geoff was asked to prepare an up-to-date list of members and to use this list to check off those who come to the program. The ballot will have all those who have agreed to be nominated for extended terms and will include any write-in candidates. Geoff and Ginny agreed to switch positions, which means that Geoff will run for Treasurer and Ginny will run for Secretary. Susan confirmed that German will run for President to replace her. She also said she would bring snacks and drinks, probably cookies and apple cider. Ginny volunteered to supply paper plates and napkins.

There was also a discussion of the need to do some preparatory clean-up of the Museum. It was agreed that all those who could help with this process would meet at the Museum at 2 PM Saturday, the day before the event. To help make the Museum more attractive, Susan said she would bring some plants, possibly pumpkins and corn stalks, to decorate the entryway. Susan also said that Connie and Ofie were sending their own invitations to City officials and to Barrio residents. They hoped to include members of some early Barrio families who could share information about growing up in the area and would provide personal information about some of the photos and displays in the Museum. Jerry said he would give a brief presentation about the Marron family and their residence built in 1912 at 2220 David Place. He showed the Board an interesting collection of photos documenting the home and the three generations who lived there. He will provide similar information to those who attend the Annual Program. Jerry also recommended that this home be put on the Carlsbad Historic Preservation Commission's agenda to consider documenting it as a historic property. The motion to do this, made by Jerry and seconded by Jack, was approved. Another recommendation was to recognize Marje Howard-Jones for all her service to the Society and to the community. After some discussion, it was recommended that Susan ask City Parks Maintenance staff to plant a tree in Magee Park for this purpose. The Society would provide a plaque in Marje's name to honor her. It was also recommended that we give special thanks to Connie and Ofie by giving them bouquets of flowers. As for the program, it was generally agreed that the discussion panel of old-time residents of the Barrio would be more an informal interaction with the attendees rather than formal presentations. These residents would simply be available to talk to anyone interested in any of the photos or displays in the Museum. Geoff said he would check with Connie and Ofie to confirm this arrangement.

Ginny passed out copies of the latest budget update and noted that the Bank of America CD has now matured. She recommended renewing it for another year. This was moved by Sue and seconded by Jack and approved. Susan recommended that the Board begin planning for the coming year and suggested that there be more trips and interaction with other historical societies in the area. Places like Rancho Buena Vista adobe, Las Flores, and the Marron adobe would all be great places for special programs and tours. Sue also thought it would be a good way to get more interest in the Society if we had one or two more special programs each year.

There was also some discussion of managing the membership updates, something Geoff has been doing as Secretary. It was recommended that this be a separate function and not part of the Secretary's duties. Sue said this responsibility would be assigned to the new docent, who would receive updates on membership information from the Treasurer. Sue also noted that she has interviewed two people who have been recommended by Volt to be our new Docent. A third candidate will also be available for screening. Sue described the two she has interviewed, one of whom is bilingual in Spanish and English. Both seem very capable and have good computer skills. It was recommended that other Board members take part in the process and have interviews with these candidates. Geoff and Jerry agreed to participate and Susan said German would also be available. It was decided that September 30 would be the date for this meeting. Susan said she would follow-up with specifics on time and would coordinate the process with Volt. Once the final selection has been made, Volt will notify Anna that her services are no longer needed and the new Docent would be brought on board.

Ginny announced that she was being inducted into the Lancer Hall of Fame, a special way to recognize the contributions of Carlsbad High School alumni. She is being recognized for "Education and Community Service." There will be a noon assembly on October 22 in the high school gymnasium followed by a parade and the homecoming football game. All the Board members congratulated Ginny on receiving this well-deserved award.

There being no further business, the meeting was adjourned at 5:05 PM.

Respectfully submitted,

Geoff Armour, Secretary

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
July 18, 2010

The Board meeting was called to order by President Gutierrez at 4:00 PM. Present were Susan Gutierrez, Sue Ladouceur, Ginny Unanue, Connie Trejo, Jack Cumming, and Geoff Armour. Marje Howard-Jones also attended to make a presentation. The meeting was held on the front porch of Magee House immediately following the Ice Cream Social.

Minutes from the meeting of May 17 were approved unanimously.

Ginny noted that the Treasurer's Report was not ready for the meeting and would be sent out to Board members later.

Marje Howard-Jones noted that she has been working on a photo documentation of Magee House and Barn inventories. She has also made a list of all collection items in the closets. All display materials are now fully documented and the lists are available in a computer format that will be sent to the CHS website. Marje also talked about the Carlsbad Arboretum Foundation and explained that their membership has declined to the point where they have not been able to keep up with all the necessary gardening chores. Some Foundation funds were spent on more shrubs and perennials and the remaining funds (a total of \$1,285.57) have been given to the Historical Society to be placed in an account for assistance with gardening. The Arboretum Foundation is now no longer a functioning organization. It is hoped that the Historical Society and its membership will be able to maintain the gardens. A motion was made by Ginny to set up a gardening account within the Historical Society. Motion seconded by Jack and passed unanimously. Marje also gave the Society a file of suggestions for how to maintain the gardens. She noted that a major challenge is finding appropriate plants, especially those that are of historical significance to this area. In addition, Marje provided a file with a complete list, including photos, of all the garden plantings. She also said she had written a detailed Magee House tour document, something that could complement the current audio tour. Susan asked about the clothing boxes in the display inventory and wondered if the accession numbers were connected to the correct photos. Marje said this was being worked on and the goal was to make sure all the accession numbers and items match up properly. Marje also noted that an appraiser had been brought in to go over the more significant items on display. The appraiser will prepare a catalog with values attached and this information will be added to the picture files. It was recommended that the Society appoint a committee to screen gifts to make sure they are appropriate for Society collections. Sue asked about the special collections of handkerchiefs and needlework. These are significant items that should be given special display attention. Susan said that she and Marje were planning a display of these materials as well as a display of horticulture items given by the Arboretum Foundation.

Next on the agenda, Susan noted that Eric Brookings had come to the Society with information about his father, who was instrumental in getting Car Country Carlsbad

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
May 17, 2010

The Board meeting was called to order by President Gutierrez at 4:10 PM. Present were Susan Gutierrez, Jerry Colling, Ginny Unanue, Connie Trejo, and Geoff Armour.

Minutes from the meeting of March 15 were approved as amended. Geoff was asked by Susan to send a full updated membership list to the Board and to German after the membership renewal period ends on May 31.

Ginny gave the Treasurer's report and noted that she had not been able to get a printed version of the report completed in time for the meeting. One of the issues she has been dealing with is a new federal law that requires non-profit organizations to submit a Form 990N to the I.R.S. The Society is in a category that makes less than \$25,000 annually and has under \$1 million in assets. May 17 is the deadline to submit this form, but Ginny said she was delayed because she had not yet received a login ID to use in mailing an Ecard for the 990N form. Ginny has written to the tech support manager for the site that does the Ecards and has informed the IRS that the Society is making every effort to comply with this requirement. To date, we are still waiting for a reply.

Jerry reported on a City project called Snapshots of Time. This is a banner program which is intended to celebrate historical buildings in Carlsbad. Jerry has been in contact with the City's Housing and Neighborhood Services Department, which is the sponsoring and coordinating agency. The cost for a 30" X 90" banner is \$405 and the banner would be located in the vicinity of the historical property for at least one year. The idea for the Society would be to have a color picture of Magee House to draw attention to our site and to the Historical Society. There followed a discussion of this concept and all seemed to think it would be a good way to get some attention from the general public. A question came up about whether we should have just one or perhaps two of the banners to provide more coverage. The City's Historic Preservation Commission is also trying to locate local groups who might be interested in such banners for their own sites. Ginny noted that we could provide funds from our display budget for this purpose. The \$405 cost would need to be sent in with the formal application. It was decided that we should go ahead with one banner for now, provided that it could be located in a prominent spot, preferably near the corner of Carlsbad Boulevard and Beech Avenue. Jerry said he would check back with Housing and Neighborhood Services to make sure we could have our banner placed in such a location to best maximize visibility. Ginny moved that the Society pay for one banner provided that it could be located near Magee Park on Carlsbad Boulevard. Motion seconded by Jerry and passed unanimously. Susan said she would provide information on our blog to seek donations for a possible second banner, one that ideally would be located at a greater distance to attract interest from a more diverse population.

Under upcoming events, Jerry provided more details about the Rancho Agua Hedionda adobe tour scheduled for Sunday, June 6 at 1:30 PM. There are currently 25 names on

Jerry discussed issues involving the school tours. He thought it was fine for tours to start at 10:15 and based on his experience had noted that different volunteers have different ways of conducting the tours. One point made was that it is usually better to ask the teacher in charge when the class will need to leave. That way, those in charge of the tour can plan their time better. It was also noted that it is generally better to split the class into two groups and take one to the barn and the other to the house, then switch them. Ginny said most of the classes spend about 30 minutes each at four locations: St. Michael's, the Alt Karlsbad well, Magee House and Barn, and Ocean House.

On another subject, Ginny said she comes into Magee House usually once a week. Lately she has noticed that the filing cabinet in the office has been left unlocked. This file should always be kept locked when not in use since there are a number of sensitive financial records and other documents that need to be secured. It was recommended that the key to this cabinet be relocated and that only those with specific need to have access to the files be informed about its location. Geoff also asked about any updates on the planned relocation of the gazebo from Rotary Park to Magee Park. It was understood that the Carlsbad Hi-Noon Rotary Club would be funding the renovation and relocation of the historic Twin-Inns/Rotary Gazebo to Magee Park and that it would be located on or near the shuffleboard court behind Magee House. The Society will have no financial or other responsibility for this move.

There being no further business, the meeting was adjourned at 5:50 PM.

Respectfully submitted,

Geoff Armour
Secretary

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
July 18, 2010

The Board meeting was called to order by President Gutierrez at 4:00 PM. Present were Susan Gutierrez, Sue Ladouceur, Ginny Unanue, Connie Trejo, Jack Cumming, and Geoff Armour. Marje Howard-Jones also attended to make a presentation. The meeting was held on the front porch of Magee House immediately following the Ice Cream Social.

Minutes from the meeting of May 17 were approved unanimously.

Ginny noted that the Treasurer's Report was not ready for the meeting and would be sent out to Board members later.

Marje Howard-Jones noted that she has been working on a photo documentation of Magee House and Barn inventories. She has also made a list of all collection items in the closets. All display materials are now fully documented and the lists are available in a computer format that will be sent to the CHS website. Marje also talked about the Carlsbad Arboretum Foundation and explained that their membership has declined to the point where they have not been able to keep up with all the necessary gardening chores. Some Foundation funds were spent on more shrubs and perennials and the remaining funds (a total of \$1,285.57) have been given to the Historical Society to be placed in an account for assistance with gardening. The Arboretum Foundation is now no longer a functioning organization. It is hoped that the Historical Society and its membership will be able to maintain the gardens. A motion was made by Ginny to set up a gardening account within the Historical Society. Motion seconded by Jack and passed unanimously. Marje also gave the Society a file of suggestions for how to maintain the gardens. She noted that a major challenge is finding appropriate plants, especially those that are of historical significance to this area. In addition, Marje provided a file with a complete list, including photos, of all the garden plantings. She also said she had written a detailed Magee House tour document, something that could complement the current audio tour. Susan asked about the clothing boxes in the display inventory and wondered if the accession numbers were connected to the correct photos. Marje said this was being worked on and the goal was to make sure all the accession numbers and items match up properly. Marje also noted that an appraiser had been brought in to go over the more significant items on display. The appraiser will prepare a catalog with values attached and this information will be added to the picture files. It was recommended that the Society appoint a committee to screen gifts to make sure they are appropriate for Society collections. Sue asked about the special collections of handkerchiefs and needlework. These are significant items that should be given special display attention. Susan said that she and Marje were planning a display of these materials as well as a display of horticulture items given by the Arboretum Foundation.

Next on the agenda, Susan noted that Eric Brookings had come to the Society with information about his father, who was instrumental in getting Car Country Carlsbad

started. He passed on a wonderful collection of photographs and other materials that will be put on the Society's blog for dissemination. Mr. Brookings will also give information about his father's contributions to the People's Post in a filmed interview. The goal is to make sure the true story of how Car Country was developed gets out to the public.

Susan brought up the matter of the City's Snapshots of Time Banner Program. At the previous Board meeting, there was general agreement that the Society should sponsor one of these banners and that it should promote the Society and be located nearby on Carlsbad Boulevard. Susan said she had discussed this with City staff and learned that our banner would be located on the southeast corner of Beech and Carlsbad Boulevard, which is a very good location. There was some discussion about what design or photograph should be used for the banner, possibly the sepia toned sketch of Magee House similar to what is on Society letterhead. There was also discussion about what wording to have on the banner and the Board generally preferred "Carlsbad Historical Society -- Preserving the Past." Susan said she will check out possibilities for the design and will make a choice based on what scans best for the banner.

Finally, there was discussion about the Annual Program, which will be held at the Barrio Museum. One suggestion was to have the program focus on a tour and a presentation about the Museum, possibly led by Ofie Escobedo. Connie suggested another possibility would be Molly Acuna or a related family member. The program will be held Sunday, October 17, from 2-4 PM. Sue asked Connie to make a final recommendation about the program. Members will come over to the Museum the day before to help with cleanup and will also be there early to assist with setting things up and to provide snacks and drinks. There will be no charge since no meal is being served.

There being no further business, the meeting was adjourned at 4:35 PM.

Respectfully submitted,

Geoff Armour
Secretary

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
March 15, 2010

The Board meeting was called to order by President Gutierrez at 4:05 PM. Present were Susan Gutierrez, Jack Cumming, Jerry Colling, Sue Ladouceur, Ginny Unanue, Connie Trejo, and Geoff Armour.

Minutes from the meeting of January 11 were approved as amended.

Ginny gave the Treasurer's report and discussed the Society's CD investments. CD rates currently are lower and one of the CD's matures in September. Our Chase CD matures on March 18, and Ginny said the renewal rates were not very good. She checked on other options and said the best rate she could find was with Ally Bank, which has a 2.44% APY for a 3 year CD or 2.02% APY for 2 years. The 2 year CD has an option to move to a higher rate at any time if one becomes available. There were some questions about the reliability and financial security of Ally Bank. Ginny said she would check on the bank's reputation and would report back to the Board before we make a final decision. Susan noted that ING Direct, an online bank, also had good rates and was very dependable. Ginny also mentioned that the Society had recently received \$327.17 from the Highway 101 Association, which closed down and was distributing its assets to various historical groups in the area. Geoff was asked to send a thank you letter to John Daley, who had been head of the Highway 101 Association.

Insurance was the next item in the budget discussion. Ginny said that our annual premium for liability insurance is due May 1 of this year and will be set at \$2,929. The insurance company recommended that we increase our coverage from \$1-2 million up to \$2-4 million, with a deductible increase from \$500 to \$1,000. There followed a discussion about what we really need to cover and what amount would be reasonable. Sue stated that we just need liability for the building (protecting us from accidents or injury to visitors) and for Board members. Any other insurance would not be needed since the City is responsible for all building maintenance. Ginny said she would also make sure that this policy would apply to small non-profit organizations, which would have rates different from personal policies. Jack moved to accept the proposal for insurance coverage and all agreed. Ginny noted that she would take \$5,000 from our CD when it matures and put these funds into the checking account.

President Gutierrez then gave some updates. The Calendar of Events is a new publication that helps take the place of the newsletter. The idea is to make the calendar available on the Blog and to send it out with membership renewal notices later this month. Another update was the history lecture series video which Val Brown produced. Sue reported that she met with Val and learned that Val had edited most of the tape and that it would be uploaded to YouTube. Val will send a hard copy to Sue for review. There were some personal objections from a member about putting the tape on the Internet, so there may need to be other ways to publicize this excellent lecture series.

Sue also gave an update on the Society's Blog and has gotten feedback from many people that it works well and is very helpful.

Next on the agenda was a discussion of People Post. The State of California has begun developing a series called California Stories, which documents facts and personal details about why and how people have permanently moved to this state from other states and countries. The process currently involves training volunteers in local libraries to help identify good candidates for these interviews. The San Diego Public Library was used last year and this year the process is being used at County libraries. Sue said she is getting involved as the representative for the Vista Branch Library. She also noted that the State group would be willing to come to the Carlsbad Historical Society to work with us on this project. The current plan is for representatives to come to the Society on July 18 to do interviews with selected candidates. To meet this timeline, we would need to have the training for our volunteers sometime in May. Our volunteers would learn effective ways to locate people who might be good subjects. Connie noted that 20 years ago similar interviews were done of selected Barrio residents. The Board agreed to participate in this process and Sue said she would get the word out through our Blog.

Geoff was asked to discuss the membership renewal process. He said he just wanted to make sure the Board and members were clear about the timeline and how to notify members about the renewals. Some members had been dropped recently and there were a few others who were delinquent. The Board decided to confirm that the membership term would be based on the calendar year and that renewal notices would go out later this month with a due date of June 1. Renewal would be for the 2010-11 fiscal year. It was also decided that the Calendar of Events would be included with the renewal letter and that no separate letter would be sent to those currently delinquent. At the conclusion of the process, if there were still a number of members who had not renewed well into the new fiscal year, Anna would be asked to call those people with gentle reminders.

Next was a discussion of the planned Adobe tour. Jerry said there were only a dozen or so who had signed up so far, but expected more to join in. Since the tour was only advertised for members, there was a question about whether a member could bring a friend or friends. Most felt this would not be a problem. Jerry also said that the hosts, Pat and Karen Kelly, would do most of the work, including the refreshments, and would act as greeters for all the attendees. The point was also made that this event, if other friends were brought along, would be a good opportunity to connect with potential new members. Jerry said he would make sure that membership applications would be available during the tour.

Last on the agenda was a discussion about whether to purchase more of the Bentley books. It was noted that we have sold all of our current supply and, according to Anna, people who tour the house have asked about getting copies. To meet this demand, and to raise revenue, Jack moved that the Society purchase at least one carton of the books, with or without an errata sheet. There followed a discussion about whether we should purchase and sell more copies of a book with a number of glaring errors. Sue was opposed and noted that the publisher, Arcadia, had so far not made an effort to issue a

corrected edition. She also said that a number of old time residents had expressed unhappiness with the inaccuracies in the text. It was noted that Arcadia Publishing is probably just too busy with all their books to bother with making changes to ours. But Sue said she would check with them one more time and would tell them that we have a lot of visitors and a lot of interest in the book, perhaps an incentive to get the corrections completed. Once again, there were compliments for Anna and the great job she is doing with tours. This led to a discussion about ongoing problems with school tours and the burden this places on Anna. Apparently there have been instances where classes just show up unannounced and expect to get the full tours. We have contacted the schools about this problem, but there does not seem to be any follow-up. Ginny said she would contact the Superintendent and see if that helps solve the problem. It was also decided that Anna, when she is at the house alone, should not try to take tour groups to the barn.

There being no further business, the meeting was adjourned at 5:28 PM.

Respectfully submitted,

Geoff Armour, Secretary

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
March 15, 2010

The Board meeting was called to order by President Gutierrez at 4:05 PM. Present were Susan Gutierrez, Jack Cumming, Jerry Colling, Sue Ladouceur, Ginny Unanue, Connie Trejo, and Geoff Armour.

Minutes from the meeting of January 11 were approved as amended.

Ginny gave the Treasurer's report and discussed the Society's CD investments. CD rates currently are lower and one of the CD's matures in September. Our Chase CD matures on March 18, and Ginny said the renewal rates were not very good. She checked on other options and said the best rate she could find was with Ally Bank, which has a 2.44% APY for a 3 year CD or 2.02% APY for 2 years. The 2 year CD has an option to move to a higher rate at any time if one becomes available. There were some questions about the reliability and financial security of Ally Bank. Ginny said she would check on the bank's reputation and would report back to the Board before we make a final decision. Susan noted that ING Direct, an online bank, also had good rates and was very dependable. Ginny also mentioned that the Society had recently received \$327.17 from the Highway 101 Association, which closed down and was distributing its assets to various historical groups in the area. Geoff was asked to send a thank you letter to John Daley, who had been head of the Highway 101 Association.

Insurance was the next item in the budget discussion. Ginny said that our annual premium for liability insurance is due May 1 of this year and will be set at \$2,929. The insurance company recommended that we increase our coverage from \$1-2 million up to \$2-4 million, with a deductible increase from \$500 to \$1,000. There followed a discussion about what we really need to cover and what amount would be reasonable. Sue stated that we just need liability for the building (protecting us from accidents or injury to visitors) and for Board members. Any other insurance would not be needed since the City is responsible for all building maintenance. Ginny said she would also make sure that this policy would apply to small non-profit organizations, which would have rates different from personal policies. Jack moved to accept the proposal for insurance coverage and all agreed. Ginny noted that she would take \$5,000 from our CD when it matures and put these funds into the checking account.

President Gutierrez then gave some updates. The Calendar of Events is a new publication that helps take the place of the newsletter. The idea is to make the calendar available on the Blog and to send it out with membership renewal notices later this month. Another update was the history lecture series video which Val Brown produced. Sue reported that she met with Val and learned that Val had edited most of the tape and that it would be uploaded to YouTube. Val will send a hard copy to Sue for review. There were some personal objections from a member about putting the tape on the Internet, so there may need to be other ways to publicize this excellent lecture series.

Sue also gave an update on the Society's Blog and has gotten feedback from many people that it works well and is very helpful.

Next on the agenda was a discussion of People Post. The State of California has begun developing a series called California Stories, which documents facts and personal details about why and how people have permanently moved to this state from other states and countries. The process currently involves training volunteers in local libraries to help identify good candidates for these interviews. The San Diego Public Library was used last year and this year the process is being used at County libraries. Sue said she is getting involved as the representative for the Vista Branch Library. She also noted that the State group would be willing to come to the Carlsbad Historical Society to work with us on this project. The current plan is for representatives to come to the Society on July 18 to do interviews with selected candidates. To meet this timeline, we would need to have the training for our volunteers sometime in May. Our volunteers would learn effective ways to locate people who might be good subjects. Connie noted that 20 years ago similar interviews were done of selected Barrio residents. The Board agreed to participate in this process and Sue said she would get the word out through our Blog.

Geoff was asked to discuss the membership renewal process. He said he just wanted to make sure the Board and members were clear about the timeline and how to notify members about the renewals. Some members had been dropped recently and there were a few others who were delinquent. The Board decided to confirm that the membership term would be based on the calendar year and that renewal notices would go out later this month with a due date of June 1. Renewal would be for the 2010-11 fiscal year. It was also decided that the Calendar of Events would be included with the renewal letter and that no separate letter would be sent to those currently delinquent. At the conclusion of the process, if there were still a number of members who had not renewed well into the new fiscal year, Anna would be asked to call those people with gentle reminders.

Next was a discussion of the planned Adobe tour. Jerry said there were only a dozen or so who had signed up so far, but expected more to join in. Since the tour was only advertised for members, there was a question about whether a member could bring a friend or friends. Most felt this would not be a problem. Jerry also said that the hosts, Pat and Karen Kelly, would do most of the work, including the refreshments, and would act as greeters for all the attendees. The point was also made that this event, if other friends were brought along, would be a good opportunity to connect with potential new members. Jerry said he would make sure that membership applications would be available during the tour.

Last on the agenda was a discussion about whether to purchase more of the Bentley books. It was noted that we have sold all of our current supply and, according to Anna, people who tour the house have asked about getting copies. To meet this demand, and to raise revenue, Jack moved that the Society purchase at least one carton of the books, with or without an errata sheet. There followed a discussion about whether we should purchase and sell more copies of a book with a number of glaring errors. Sue was opposed and noted that the publisher, Arcadia, had so far not made an effort to issue a

corrected edition. She also said that a number of old time residents had expressed unhappiness with the inaccuracies in the text. It was noted that Arcadia Publishing is probably just too busy with all their books to bother with making changes to ours. But Sue said she would check with them one more time and would tell them that we have a lot of visitors and a lot of interest in the book, perhaps an incentive to get the corrections completed. Once again, there were compliments for Anna and the great job she is doing with tours. This led to a discussion about ongoing problems with school tours and the burden this places on Anna. Apparently there have been instances where classes just show up unannounced and expect to get the full tours. We have contacted the schools about this problem, but there does not seem to be any follow-up. Ginny said she would contact the Superintendent and see if that helps solve the problem. It was also decided that Anna, when she is at the house alone, should not try to take tour groups to the barn.

There being no further business, the meeting was adjourned at 5:28 PM.

Respectfully submitted,

Geoff Armour, Secretary

CARLSBAD HISTORICAL SOCIETY
Board Meeting Minutes
January 11, 2010

The Board meeting was called to order by President Gutierrez at 4:00 PM. Present were Susan Gutierrez, Jack Cumming, Jerry Colling, Geoff Armour, Ginny Unanue, Sue Ladouceur, and Connie Trejo.

Minutes from the Annual Meeting were approved.

Ginny gave the Treasurer's report and noted that \$2,650 more was taken in than anticipated. She also reported that in 2008 the total expenditure for printing and postage was \$1,013. By comparison, for 2009 these expenditures dropped to just \$145.56. Clearly these expenditures are being dramatically reduced due to the current emphasis on electronic mailings. A copy of the Financial Report for the period 9/17/2009 to 12/31/2009 is on file with the minutes.

Susan reported on the use of the Society's blog and website and said that by using them the Society is saving a lot of expenses. There was a discussion about putting the newsletter on the website. Since some members do not have Internet access, there was a question about how to include these people. It was suggested that a number of paper copies of each newsletter be kept at the Magee House so that those without Internet access could pick up a copy on days the House is open. A decision was made to do a quarterly newsletter online and then keep 20 hard copies at the Magee House. A regular hard copy mailing would be made to all members for the annual program and elections. Susan added that Amy Davis had volunteered to help write the newsletter. It was suggested that she could do a history piece and that Susan would then post activities and updates on the blog. All of this would result in major savings.

Next was a discussion of the calendar of annual events. Jerry spoke about plans for a tour of the Kelly adobe at Rancho Agua Hedionda, adjacent to Rancho Carlsbad off El Camino Real. Jerry said he had discussed this tour with current residents Pat and Karen Kelly. Pat Kelly is a great grandson of Matthew Kelly. He said that Pat Kelly had offered to conduct a tour for Society members and would provide a history lesson on the Rancho and the adobe. Pat asked that we select a date for this tour, probably best on a

weekend. Discussion of this matter led to a decision to make the tour open to all members, assuming at least 30 or 40 might attend. The Board agreed on either June 6 or June 13. Jerry said he would go over this with the Kelly's who would confirm a date and time. Once set, this event will be communicated to members via the blog. Jerry offered to organize refreshments.

Susan said the Board also needs to set a date for the Annual Meeting. There was a discussion of when to have the meeting and what to have for a program. It was suggested that Shelly Caron and Pat Kelly might make good presenters. Sue Ladouceur said she would reserve Heritage Hall for the event and have refreshments provided by the Village Pie Shoppe. A date in October was preferred, except for the 9th and the 30th. This will be decided later. Sue suggested that photos of the Kelly tour and any other events be downloaded to the blog for members who couldn't attend.

Another event Susan discussed was a Sundowner. After discussion, it was decided to have an ice cream social instead. It will be held on Sunday, July 18 from 2 – 4 pm and will be for members only. Susan also asked about doing Christmas decorations for Magee House. Further discussion led to the idea of having a Christmas sing-along and using the player piano as an accompaniment. December 5 from 2 – 4 pm was chosen for this event, to be held at Magee House.

Susan then told the Board that she had received a note from a John DiGiacomo, who was inquiring about an effort to restore the Barrio Museum and other buildings and wondered if the Society could help with this. Connie Trejo said the Museum is now in rather poor condition and needs a lot of work both inside and out. The problem has been finding the time to devote to such an extensive project. The idea then came up to have the annual program at the Barrio Museum as a way of bringing public attention to the condition of the facility and the need for repairs. Connie said she would discuss this matter with Ofie. If this works out, the annual program would not be held at Heritage Hall. Susan also suggested using "Barrio Voices" as part of the program should the meeting be at the Museum. Susan asked Connie to see about on using the Barrio Museum for the annual meeting, ideally on a Sunday, and Connie agreed to check on this and report back.

Susan also reported that a Kevin Bender produced a video on California history and was asking about a place to show it. Susan asked the Board for feedback on this to see if a separate program featuring the video would be a good idea. The video apparently does not have anything to do with Carlsbad.

On the subject of a letter Jack drafted, Susan said that she had had a long conversation with Val Brown about the video of the Carlsbad history course organized by the Society in 2008. Val told her that producing this video was still an active project and said the delay was due to a large number of high priority projects. She also indicated that adequate time and support staff had not been available and that she is working to get related materials from the Library's Local History Room. Val said she still needs to do a lot of editing and deleting of materials unrelated to Carlsbad. She hopes to have the final product completed within two months. The Board agreed to check on the status of this project and Susan said she would keep in touch with Val on how it progresses.

The next Board meeting was set for March 15 at 4 pm. There being no further business, the meeting was adjourned at 5:10 pm.

Respectfully submitted,

GEOFF ARMOUR
Secretary
