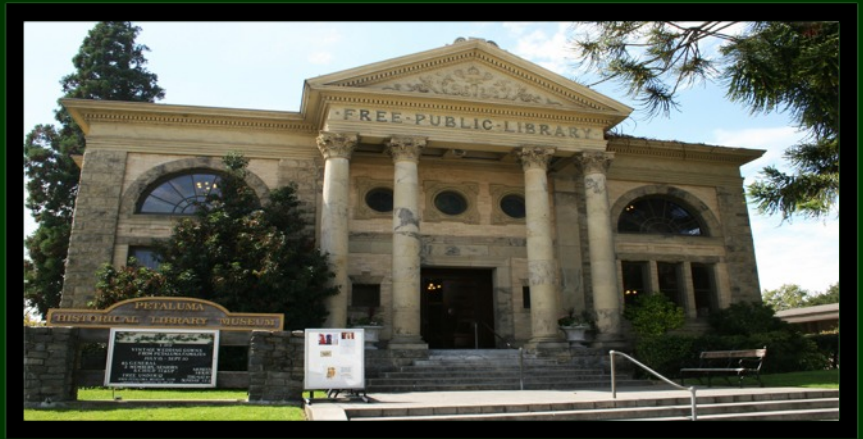


# Petaluma Museum Association



Quarterly Newsletter



**WINTER 2013**

**VOLUME 23, ISSUE 1**

## On the Cover

### MYSTIC THEATER AND MUSIC HALL

**T**HE BUILDING THAT today houses McNear's Mystic Theater and Music Hall opened in 1911 as the Mystic Theater. The current owners purchased the building in 1976 from the McNear family along with the adjacent building which houses McNear's Restaurant. Based on the clothing worn by some of the people in the black and white photo, which has been overlaid on a contemporary photograph of the area in front of the building, it is believed that that photo dates from the early 1950's. The Disney movie, "Bambi" was released in 1947.

Over the years the theater has had several names, the Mystic, the State, the Plaza. In the 1970's, when it was known as the State, it was famous, or perhaps infamous, as a pornographic movie house, which the innocent 1950's era children in the photo would never have been allowed to enter. Today the theater serves as a venue for live musical acts and shows. The building also houses numerous small businesses.

In the 1950's era black and white photo the sign "Crosley Appliances" is clearly visible. The business located there, adjacent to the theater, was Guy's Furniture Company. Guy's was in this location for more than twenty years from the 1930's into the late 1950's before moving to a different downtown location. Crosley was a company that manufactured a variety of appliances for the kitchen as well as radios, and, in the early days of television, TV sets.

~ John Benanti

Cover photo is a collaboration of Mary Rowe, Solange Russek and Barbara Maxwell

For last year's words belong to last  
year's language  
And next year's words await another  
voice.  
And to make an end is to make a  
beginning.  
T.S. Eliot

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The Petaluma Museum Association Newsletter is published quarterly and distributed to our members. Many thanks to all our contributors and to our proofreaders and volunteers who help with our mailings.

If you would like to contribute any news or item of interest to our newsletter you can email to [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com)

Deadline for submission is Mar.15, 2013

*"I think there's something strangely musical about noise. "  
-Trent Reznor*

**A**S A FATHER with two little kids I find I often crave those rare moments of quiet solitude at home, yet as soon as I get to the museum something unusual happens. I immediately start to anticipate and hope to be immersed in the bustle and noise of a busy museum. It feels odd to have such a complete reversal of perspective but honestly I wouldn't have it any other way.

All museums strive for popularity. We like it when people are lining up at the door for the opening of a new exhibit or when the phone is ringing off the hook with people calling to buy tickets to an event or hearing the elevated chatter of a busload of children on a school tour. I never take these noisy crowds for granted. In our busy, entertainment saturated world local museums are very often overlooked as a destination option so a full house is always appreciated.

To me there is nothing more unnerving then a quiet sleepy museum. Museums are at their best when swirling in the energy and noise of its inhabitants. The sound of applause at a ceremony, the acoustical reverberations of a musical performance, the hearty laughter of the audience, that's all music to my ears. It means the museum is alive and we are doing our job enlightening, entertaining and educating our community. Let's hear it for noisy museums!

So my wish to you is for a great but not too quiet New Year.

*All my best,*

*Joe Noriel*





Petaluma Blvd. looking South towards downtown (Circa 1940's)

### *WHEN WAR CAME TO PETALUMA*

**D**ECEMBER 7TH, 1941. A world at war came to Petaluma for the second time. Do you remember where you were when you heard President Roosevelt's speech regarding the "Day that shall live in infamy"? You don't need to be 75 years old to remember, because



that speech has been replayed most every year since then.

Japan and the United States had been on a collision course for a long time and Adolph Hitler's victories in Europe had enthused the Japanese Empire. By then, the Nazis had firm control of most of Europe and had invaded France and attacked Russia with allies, Japan and Italy. Hitler said; "No force on earth can dominate us", yet he also continued to claim that he "need go no further" and that statement had fooled many, into a false sense of security.

President Roosevelt had made a fervent plea to Hitler to stop his aggression and was flat-out told to "mind

his own business". America waffled for two years on the decision to go to war and public opinion had forced the President to sign a Neutrality Act in 1938.

However, most U.S. factories were racing ahead for defense production and, in California, the depression was being eased-out by Consolidated Aircraft making the B-24 Bomber and Lockheed, Douglas, Vultee, North American and Northrup Aircraft...all turning out war planes in our state. Kaiser Shipbuilding in Oakland, was employing over 100,000 people at that time as well. It was called "Defense Dollars at work". Everyone suspected that war was coming,...but when?

The Great Depression of the 1930s had hit Europe and Asia as well as the U.S. and Hitler had used it as a crutch to gain power in Germany. Could that happen here? was a question often asked. A Petaluma Argus-Courier Editorial warned: "The menace of the growth of the Nazi Party in the U.S. is alarming. The world is in a very precarious position". Roosevelt had instituted reforms aimed at helping America get back on it's feet and

The Works Projects Administration (WPA) and the California Conservation Corps (CCC) were slowly aiding California. Some of those projects were completed here in Petaluma.



Although the Country was firmly against entering the war, help to our Allies in Europe was going at full speed. Petaluma's butter and egg production had broken all records, as much of it was shipped overseas to Britain. But California, on December 6th 1941, was still a 'calm shore in the storm'. It just "couldn't happen here."...could it?

And then, the world changed as Pearl Harbor had been decimated within a matter of hours. Six carriers and 423 fighter/bombers of the Japanese Imperial Navy wiped out almost all of the U.S. Pacific Fleet and 2,335 American servicemen were killed in the attack. This event marked the end of isolationism in this country.

WITHIN TWO DAYS, all California coastal communities were braced for invasion. The Santa Rosa Press-Democrat headlined on January 2, 1942: "ENEMY HERE !" Volunteers were organized to watch for boats and planes and a local civil defense system was quickly put together. The roof of The Hotel Petaluma was utilized as a 24 hour lookout site.

Anxiety was great, as floating mines were found off the Sonoma Coast, mysterious lights were seen and submarines were sighted. Would the Japanese invade The Bay? Wasn't Eureka a natural invasion site? Should we impose black-outs here?

Republican Presidential candidate Wendell Wilkie, had emphasized at The Bohemian Grove that previous August: "The United States must not enter this war!" and another voice for isolation, Aviator Charles Lindbergh, had said that September of '41: "The quickest way for the U.S. to lose a war is to attack Germany". (Lindbergh was later accused of being a Nazi sympathizer).

Sonoma County had missed-out on California's industrialization for war preparation, but not on militarization. Seven hundred thousand Californians were in uniform by July of 1942, (many from Sonoma County), as thousands of Mexican migrants were brought in to work the fields and war plants. That

year's graduating class from Petaluma High School, had over 75% of the boys joining the military.

However, in many ways, the winter of 1941-2 was normal in Petaluma. Citizen Kane was playing at The State Theater, the turning basin had just been dredged, the Yankees had won the World Series and there was a boomlet in real estate sales. But, there was a warning sign too; The President had asked Congress for \$540,000 to improve Bodega Bay California, as a refuge for U.S. Navy ships. By July, Petaluma was preparing air raid shelters.

Many social changes occurred here, because of our proximity to Asia. Whole families of Japanese-Americans were evacuated from their business' and homes to isolated war camps in a move based on unwarranted fear and prejudice. Tragically, many of those families did not recover their belongings, after the war.

A few months into 1942, another direct result of the war hit Petaluma. Roosevelt issued an edict that closed all silk and hosiery mills in the United States to "conserve silk for the armed forces",... (but, also to halt the importation of silk from Japan, at the same time). Petaluma's Carlson/Currier Mill was forced to lay-off 47 employees and eventually, to go out of business permanently. We were not out of the Great Depression yet, and we ran smack dab into World War II.



Flower Show at Kenilworth Park, Sept., 1941

## 2013 Black History Month Celebration

February is "Black History Month." It is an annual celebration of achievements by black Americans and a time for recognizing the role of African Americans in U.S. history, a time to commemorate or honor African-Americans who have changed the world. You might ask "why is so much time given to recognizing the achievements of one race of people"? My answer to this is that for so long, blacks (African Americans, Colored People, Negro ....) were felt to be inferior to other races and not given the recognition for helping to build these United States that they rightfully earned. Other countries around the world, including Canada and the United Kingdom, also devote a month to celebrating black history. I hope that within Petaluma, we will come to celebrate not only "Black History Month", but the contributions of other races and nationalities.

Celebrating Black History began in 1926, when Dr. Carter G. Woodson, a Harvard Ph.D., initiated "Negro History Week." Dr. Woodson, a historian, chose the second week in February because it included the birthdays of Frederick Douglass and Abraham Lincoln. In 1976, the Bicentennial (200th birthday) of the U.S.A., President Gerald R. Ford officially recognized Black History Month, calling upon the public to "seize the opportunity to honor the too-often neglected accomplishments of black Americans in every area of endeavor throughout our history."

In 2013, Petaluma Blacks for Community Development will celebrate its 35<sup>th</sup> year of presenting to our community activities in honor of "Black History Month". Our annual program will be held on Friday, February 22 at 7:30 p.m., at the Petaluma Community Center. We are again teaming up with the museum to present an exhibit titled, "African Americans – Then and Now". We will present a timeline of blacks in the United States, with special emphasis placed on little known facts about black history. Two of the periods that will be highlighted are the Reconstruction Period and the Harlem Renaissance. We are planning to have music, movies and fun activities as part of the exhibit. If you are interested in helping or have items that could be used in the exhibit, please call the office at (778-4398) or you may email me at [missross-056@comcast.net](mailto:missross-056@comcast.net). Faith Ross

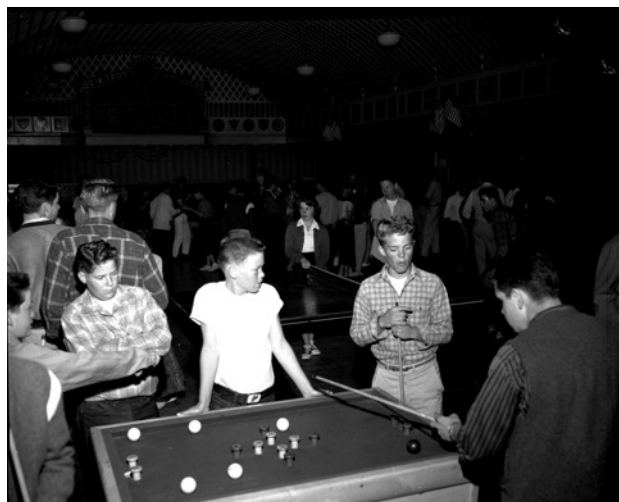
## MYSTERY PHOTO



Can you identify the items in this picture? This photo was found in our research library files. We believe it was taken in an agricultural warehouse. Please send your answer to [research@petalumamuseum.com](mailto:research@petalumamuseum.com) and put mystery photo in the subject box or call us at 778-4398.



Playing bumper pool at the Legion Hall. Can you identify anyone in this picture?





# VOLUNTEER SPOTLIGHT



## Meet our College Interns

We asked our volunteer interns to answer the following questions.

- 1) What is your educational background?
- 2) What led you to seek out the Museum for your Educational Internship?
- 3) How do you hope to use your museum experience in your future plans?

### Arielle Lehmann

1. I received my BA degrees in History and Art History at UC Santa Cruz. I'm currently in my final semester in the History MA program at Sonoma State University. I've just submitted my applications to History Doctoral Programs.

2. I'm a Petaluma local (PHS, 07) and have fond memories of visiting the museum in Jr. High and High School. It was a no brainer to intern at the Petaluma Museum!

3. My future career goal is to be a museum curator. The Petaluma Museum has not only afforded me many wonderful experiences, but has also cemented my desire to work in museums.



### Chris Wendt

1. I am currently enrolled at SSU and am starting my MA after receiving a BA in History with a German minor from SSU as well. I received an AA in college transfer at SRJC before transferring to SSU.

2. I sought a local historical internship at the beginning of last semester and after meeting the staff here at the Museum I felt that this would be a great place to work.

3. I would like to hopefully take the skills I learn here and transfer them into a job in another Museum. Although my ultimate goal is to become an Associate German History Professor, I would like to explore the possibility of working hands on in a Museum as my primary job for a while.



## Karina Hernandez

1. I am currently a freshman at the Santa Rosa Junior College. I'm working on my general education to be able to transfer to a UC. My major is nursing.

2. While I was in high school at Petaluma High, my friend and I volunteered at the Petaluma Museum, and we enjoyed being a part of helping the museum. For that reason at Santa Rosa Junior College I was involved in a program called work experience where I would have to volunteer. The first place that I thought of was the Petaluma Museum and that's where I came.

3. As a volunteer for the Petaluma Museum, there are many events that the museum coordinates and I am a part of. To become a nurse one needs a lot of human interaction, since nurses are always around people. For that reason the museum gives me the opportunity to work on my people skills.



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Museum Highlight cont.

### Annual Cemetery Tour 10/27/12



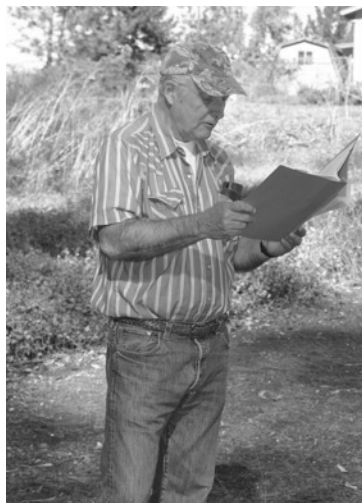
Cemetery at Two Rock Valley Presbyterian Church

Also in attendance was the Rev. Dr. Cornelia Cyss Croker, minister at the Two Rock Valley Presbyterian Church.



Lisle, Skip and Joanne listen as Mel talks about the history of the cemetery.

The leader this year for the tour was Mr. Mel Todd famous for the "Return of the Missing Jones Boys Tombstone"



Thank you  
Petaluma Whole Foods  
Market for your generous  
2012 donation.



*Permanent Collection Update* ✿



Our Permanent Collection committee has been hard at work upgrading the displays on the second floor of the museum.

They have spent many hours volunteering their time to improve the layout of the different themes of our Petaluma History.

Plans are in the works to add a wall of maps showing the evolution of the city over the past 150 years.



**2013 Exhibit Schedule**  
(we are still in the planning stages for our exhibit schedule)

January 17th - 27th

***Wings in Space***

An Exhibit Dedicated to the Space Shuttle

February/March

**African American History**

***Then and Now***

April/May

**The Art of Raymond Sells**

August/December

***DINOSAUR WORLD***



**Sky Hill Cultural Alliance & Petaluma Museum Association  
Concert Schedule**

April 21st, 2013

**Spring Concert**

Beethoven's "Spring Sonata"

Schubert's "Trout" Quintet

Carol Menke, Soprano and Elizabeth Walter,  
Pianist and members of the San Francisco  
Symphony

May 18, 2013

**Jura Margulis, Pianist**

Russian-born pianist playing music of Bach,  
Shubert, Puccini and Saint-Saens

Date TBA

**Marilyn Thompson, Pianist**

December 31

**New Year's Eve Concert**

## ***The Monumental Monuments Men: Saving Art during World War II***

**W**ORKS OF ART and architecture are often lost to the violence of war. As the saying goes, “to the victor go the spoils.” World War II and the years leading up to it was a particularly destructive period for European art. While both the Allied and Axis powers were responsible for the devastation of numerous monuments and historic buildings due to the sometime unavoidable damage of war, it was the Nazis who posed the greatest threat to European cultural heritage.

Under Adolf Hitler, the National Socialist Party implemented a thoroughly organized and stunningly prolific art looting operation. By 1937, two years before the beginning of the war, the Nazis had already purged 16,000 works of Modern Art from German museums, art galleries, and private collections. Different fates awaited these works of art. Many were hidden away in museum basements and the country estates of high-ranking Nazi officials, some were auctioned off to foreign bidders, while others were destroyed in bonfires. Even today, the status of many looted works of art remain unknown. Once the war began, the Nazis also looted outside German borders. The Nazis stole works of art and other items of cultural significance from every country they occupied. This was a specific policy enacted to weaken the resolve of the opposition. Countless cultural treasures were lost due to this Nazi policy.

In 1943, in response to the threat of further Nazi looting, coupled with the collateral damage of war, President Franklin Delano Roosevelt approved the creation of a federal commission, known as the Roberts Commission, which enabled the U.S. Army to protect cultural property in Allied-occupied areas during the war. As a result of the Roberts Commission, 345 men and women entered the war effort in order to actively protect, restore and return damaged and looted monuments and works of art.

These men, nicknamed the Monuments Men, were art historians, college professors, museum curators, artists and architects. The Monuments Men risked their lives to repair the damage war had inflicted upon the cultural landscape of Europe. By the end of the war the Monuments Men had tracked, located, and returned more than five million artistic and cultural items stolen by Hitler and the Nazis.

~Arielle Lehmann



Left to Right: Generals Bradley, Patton, and Eisenhower overlooking art found in a salt mine in Merkers, Germany. (Photo Courtesy of National Archives)

For more information on the Monuments Men, visit: [www.monumentsmen.com](http://www.monumentsmen.com)

## **A Call for Candidates!**

The Petaluma Museum Association (PMA) is issuing a call for candidates to run for seats on the 2013 Board of Directors. Recent boards have reflected a diverse group of individuals from various backgrounds who unite in a common cause: to support the work of the PMA in works great and small, from setting a yearlong working agenda and slate of exhibits to organizing docents and annual events such as the Butter & Egg Days Parade and Holiday Tea. It's rewarding and stimulating work.

The upcoming election is in May 2013 and the new board will gather in early July. This election is special in that it will ease the transition between the old and new election bylaws, with the goal of ensuring in the future that half the board remains intact at each election to maintain continuity. All four executive positions (President, Vice President, Secretary and Treasurer) are up for election, although two will serve one-year terms (a one-time only solution) and the other two will serve the normal two years. Five Director positions will be open.

An application will be sent to any interested museum member. While experience on other nonprofit boards is helpful, it is not required to become a member of the PMA board. The application will ask you to list your skills in organizing, working with others, and goals for the Museum. Request your application from the museum office by calling (707) 778-4398. Applications will be accepted until February 28, 2013.

Remember, volunteers keep our Museum running successfully, and being a board member is one of the greatest gifts you can give to your community.

Nominating Committee



## **“Wings in Space, A Tribute to the Space Shuttle Program”**



**January 17th to January 27th 2013**

The Space Shuttle was the most technologically advanced machine man has ever created. It represented a giant leap in technology as the first reusable space vehicle. The names in the shuttle fleet are now a part of history – Enterprise, Columbia, Challenger, Discovery, Atlantis and Endeavor. This short but powerful exhibition will share the story of NASA’s Space Shuttle program through rare artifacts on loan from “The Space Station Museum” in Novato and rare Space Shuttle photographs provided by George Murphy. Mr. Murphy, is an Academy Award Winning Photographer based in Petaluma who was on hand photographing the first and final Space Shuttle lift off and landing.

The exhibition is presented in cooperation with Sonoma State University, The Space Station Museum of Novato and The Santa Rosa Junior College Planetarium.

**Admission: \$2.00**

**Thurs. – Sat. 10-4**

**Sundays 12-3**

### **Speaker Series:**

**Saturday, January 19th at 2:00 p.m.**

**George Murphy**



George Murphy will discuss his amazing Space Shuttle images and his incredible career as a leader in visual effects in Hollywood.

**Saturday, January 26th at 2:00 p.m.**

**Jose Hernandez**



Jose will discuss his long road to becoming a Shuttle Astronaut and traveling to the International Space Station.

A motorcade through downtown will begin at 1:30pm followed by a proclamation presented by Mayor David Glass for “Jose Hernandez Day” in the City of Petaluma.

**ADMISSION IS \$5.00 for our Speaker Series**



***I NEED YOU, dear Members,***

I am making this appeal to you at this time to insure the success of the Petaluma Historical Museum as a community and resource center and so that we can continue together to participate in our viable history and culture.

Would you be willing to investigate within your close families and friends, to find people who work for corporations? Almost all of the corporations have programs to donate funds, make grants, issue endowments, and offer gifts to non-profit organizations like the Petaluma Museum Association. We have a 501c3 status which insures the corporation being able to take the deductions for these valuable and generous gifts. This sets up a mutually satisfying and exciting reciprocity. Sometimes the corporations have matching fund donations, and we would make great efforts to qualify for those as well.

We need your help on this effort. Without you, we lack direction and strength. It is you, our Members, who keep this jewel that Andrew Carnegie gave to Petaluma, alive. We come together to create a center of history and culture within the passionate community spirit of Petaluma, and so I am coming to you today for your assistance in this endeavor. Can we count on you? If you have any information, would you be willing to call Carol Sachal at 707-774-2673 and let her know? She will then carry out the rest of the responsibilities. All that is necessary is that you find out if your loved ones work for a corporation, and from that point, we will take over. We look forward to hearing from you!!

May your blessings fortify your life and may you enjoy superb health in the New Year,

Joe Noriel  
President

Your business card here

Become a Business Sponsor, Company Sponsor or Corporate Sponsor and enjoy the many benefits at those membership levels.

Business Sponsors will have their cards appear in the newsletter four times a year.

Company or Corporate Sponsors will have their logo appear in the newsletter four times a year.

Your business card here

Please check out the membership brochure enclosed with this newsletter for more details.

***Support your local museum!***





# MUSEUM HIGHLIGHTS

## Korea , The Forgotten War

We were honored to recognize our Korea Veterans with this wonderful exhibit and opening ceremonies that included a proclamation from the city declaring Oct. 13, 2012 as “Korean War Remembrance Day”



## Edgar Mitchell Day-Oct. 27, 2012

As part of our Korea exhibit we were fortunate to have Edgar Mitchell, Apollo 14 astronaut and moonwalker visit our museum. He is also a Korean War Veteran and received the Navy Distinguished Service Medal. We had a small parade that circled by the museum and ended up at the Masonic Lodge where he spoke. A proclamation was presented by Mayor David Glass declaring Oct. 27, 2012 "Edgar Mitchell Day"



# Membership

## NEW MEMBERS

Christine Bandettini, Pamela & Bruce Bochte, Joan Bunn , Kathleen Erickson, Stephen P Etling, Joanne Goebel, Lee Hastings, Christine & Stephen Kurtz Donald Patterson, Steven Peterson, Paul & Judy Praetzel, Jared Reser, William Reser Catherine Spector

Gary Martz, Peter Meyerhof, Muir/Bloom Family, Len & Charlotte Nelson, Julia Norton, Terry Park, Claire Pass, John & Evelyn Pedroni, Peg Redfearn, Mari-Ann G. Rivers, Susan Roffmann / St. Vincent Academy, Faith Ross, Mary Rowe, Sgt. Penry Military Museum, Lorraine Skoog, Sandy Smethurst, Loretta Stoddard, Bruce Thomson, Brian & Joyce Tolson, Mark Tomlinson, Harvey Walters

## RENEWALS

Bill Allen, Winifred Archibald, The Baddeley Family, Christa Bechler, Jerry & Mary Beene, Steve Bosshard & Carolyn Carswell, Steve & Linda Buffo, Karl Bundesen, Dennis & Carolyn Buss, Lynn Camhi, James & Patricia Carr, John & Helen Charlson, Helga Christiansen, Tom & Linda Corbett, Michael Corradi, John Craemer, Kerry Davison, Don & Sue Deal, Prue Draper & Family Charles & Sue Edwards, Kathleen Favot-Blanquie, John & Libby Fitzgerald, Alice Forsberg, Paula Freund & Paul Heavenridge, Anita Gajewski, Gayana Gashian Majida Gibson, Phil Goldberg & Millie Vence, Janet & Todd Gracyk, Clinton Grove, Elliot & Barbara Gould, Margaret Hadley, Ray Hendess & Rory Keller Barbara Harden, Bob & Ronnie Harriot, Christie Heller, Carol & Jim Janakes, Fred Jennings, Homer & Marcia Johnstone, Douglas & Linda Karr, Carolyn A. Kaufman Lynn & Thom Knudson, Catherine Loustaunau,

## DONATIONS

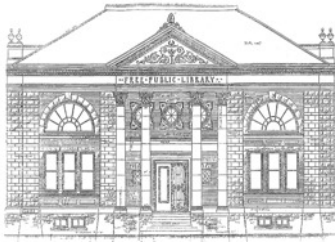
Liz Cohee  
John Craemer  
Paula Freund  
Frances Holsinger-McNear Reunion  
Judith Kehoe / "I DO"  
Skip Sommer / Upstairs Architecture Exhibit  
Catherine Spector / "I DO"  
Dick Sharke / Korea Exhibit

THANK YOU FOR YOUR SUPPORT!

## LIFETIME MEMBERS

Linda Adams & Ken Larson, Mr. & Mrs. Marv Ashman, Ron Bausman & Art Wagner, Jim Becker, Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Tom & Kathy Brandal Virginia Breedlove, Arthur & Selma Cader, Coddling Foundation, Clark & Susan Coolidge, James and Liz Cohee, John Cota & Teresa Barrett, Jack Dei, Sr., Angela E. De Carli, Daniel & Elissa DeCaro & Family, Marvin & Shirley Dolowitz, Diane Dorfman, Karen & James Ely, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Alice & Donald Forsyth, Jim & Kris Foster, Kathy & Richard Fries & Family, George & Margaret Gambonini & Family, Cheryl & Derlin German, Ken & Annette Goltermann Family, Margaret Gossett, Alice Guglielmetti, Bill & Connie Hammerman, Ann Hobrecht, Miriam Hodge, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, Steve & Karen Kemmerle, Mildred King, Bill & Lucy Kortum, Jack & Verna Krout, Rollie & Shirley Leeburg, Catherine & Theodore Lehmann, Paul & Marlene Lewis, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Mc Dowell Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Robert & Virginia Merwin, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter & Emily Roeder, Rotary Club of Petaluma, Jerry & Mary-dee Roy, Gloria Salick, Nancy Sasser, Richard & Lucille Sharke, Shep & Lou Shepherd, Alba Silva, Skip Sommer, Springfield Place, Clarice Stasz, Thomas & Mary Stelzner, Charles & Althea Torliatt, Barbara Tornberg, UBS Financial Services, Gene & Lenore Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marcie Waldron, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Scott & Meredith Young, Nick Zaillian





## PETALUMA MUSEUM ASSOCIATION

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### PETALUMA HISTORICAL LIBRARY & MUSEUM

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20 FOURTH STREET  
*PETALUMA, CALIFORNIA 94952 - 3004*  
707-778-4398 *petalumamuseum.com*

### **NEW DEVELOPMENTS AT THE PETALUMA MUSEUM ASSOCIATION**

The Board of the Petaluma Museum Association is pleased to announce major new developments at the Petaluma Historical Library & Museum. Basing their actions on a Museum Assessment Program Report commissioned from the American Association of Museums, the Board is implementing the following improvements:

In 2009, the Board commissioned a Museum Assessment Program Report (MAP) which detailed challenges and recommendations for the Museum to broaden and strengthen its commitment to the Petaluma community. The current Board is working through the recommendations in the MAP report, and bolstering the Museum's ability to thrive:

- The Board has formed a **Strategic Planning Committee** which is using the MAP report as a template for updating the Museum's planning processes. Board training, which occurred in September, was the first step in this process. The Bylaws were also revised to facilitate a more nimble organization.
- An interim **Budget** has been approved for the current fiscal year (ending June 30<sup>th</sup>, 2013). Currently, the net income of the Museum is higher than budgeted, with a modest profit for the six months ended December 31<sup>st</sup>, 2012. The Board has also codified its Financial Policies.
- Over the last few years, the Museum has lost both Transit Occupancy Tax (TOT) funds and funding for two staff positions previously provided by the city of Petaluma. The Board has revised its **Membership** categories, with slight increases in annual dues. The Museum has added an exciting new benefit for its members at the Supporter level, which provides North American Reciprocal Museum (NARM) membership. NARM membership provides entrance to over 600 museums in the United States and Canada, including most of the major museums in the Bay Area.

The Petaluma Museum Association is now positioned to continue to provide the community with a blend of Petaluma-centric and broad-based exhibits.

## PMA BYLAW CHANGES - OCTOBER 2012 SPECIAL BALLOT

Dear Members,

First off, many, many thanks to all of you for considering the changes we proposed. We were also particularly happy to see so many of you chose to participate, especially as there were so many changes being proposed on one ballot, along with the backdrop of a nationwide election . We were also very pleased to see a number of you even took the time to comment and offer suggestions which will be very useful as we move forward with the gradual process of restructuring the way we work as an organization.

As to the results, I'm extremely happy to announce that **ALL suggested changes passed**, many unanimously, but none with less than 90% approval. This means we can continue to bring our internal processes up to date and to continue the improvements we've been working towards.

In summary, the approved changes were:

1. *The Board is now charged with defining types of membership offered allowing a simpler process and greater flexibility as needs arise.*
2. *The Board now has the discretion to appoint our Librarian as a voting member of the Board.*
3. *The Board is now responsible for establishing all committees, both standing and special.*
4. *The duties of our Treasurer, along with financial provisions and expectations were clarified.*
5. *The election process was improved for fairness, streamlined, and the entire process clarified. Going forward all ballots will be postal giving equal access to those members unable to attend the AGM.*
6. *The Board was expanded by 3 elected directors allowing us to address more issues simultaneously, as well as allowing us the opportunity to leverage the skills of a broader group of people.*
7. *The process of polling Board members for a decision between regular meetings was streamlined and allows for the use of modern communication methods such as email.*
8. *Basic notice on a variety of matters, which is often required, was defined as a minimum of a notice in a prominent place in the museum as well as clarifying all other reasonable methods were also to be used to reach our members.*

If you would like a complete copy of our revised Bylaws, or for that matter any other document such as minutes, please contact us at the Museum. And we'll gladly provide them. If you have any further thoughts or suggestions, please also let us know as we are eager to know what's on your mind.

The process of bringing our Bylaws and other documents up to date is likely to continue for some time - if you would like an opportunity to participate in this process, please call our office on 707-778-4398. If this isn't your particular interest, we're always looking for members to join other committees so we'd also be very glad to hear from you about any other interests you may have.

Thank you once again - your involvement is truly appreciated

**Mark Tomlinson**

**Director**

**Policy and Procedures Committee Chair**



## COLLECTOR'S CORNER

This paperweight is from the Golden Eagle Milling Co. which stood in what later became the Golden Eagle Shopping Center. The site was originally the location of a stone warehouse for game built by John McNear and his brother George in 1864. In 1888 Hiram Fairbanks, President of the Petaluma Savings Bank, established the Golden Eagle Milling Co. and by 1912 it was producing 250 barrels of flour and 25 tons of feed a day with 60 employees. In 1887 Hiram's daughter, Hattie married Alexander Blake "A. B." Hill, son of William Hill, the largest landowner in Marin and Sonoma County at that time. It later became Hill's Mills. It closed in 1964 and burned in 1967. The paperweight is from the collection of Dan Brown.



Workers at Golden Eagle



*Front View of our Mill, Office & Plant*

Golden Eagle Mill

PETALUMA MUSEUM ASSOCIATION  
**Petaluma Historial Library & Museum**  
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## ***AFRICAN AMERICAN HISTORY - THEN AND NOW***

*FEBRUARY/MARCH (see details for this exhibit on page 5)*



### **Reconstruction Era**

