

150TH ANNIVERSARY COMMITTEE MEETING MINUTES

Meeting Five Wednesday, September 9, 2015 Ventura City Hall

Meeting Attendees:

Chair: Cheryl Heitmann – Mayor, City of Ventura

Marlyss Auster, Amy Bailey, Christina Baum, Pam Baumgardner, Stephanie Becerra, Lauren Boross, Kathie Briggs, Fiorella Calderoni, Caryl Cantrell, Samantha Crisp, Patrick Davidson, Tom Elewaut, Diane Ellis, Jennifer Finnerty, Greg Gillespie, Debbie Golden, Betsey Holt, Hans Hormann, Suzzi Koenig-Brown, Marie Lakin, James Lockwood, Tomas Luna, Katrina Maksimuk, Gregg Mansfield, Don Mills, Pattie Mullins, Sheri Oelshlager, Derek Poutltney, Jessy Raspiller, Lori Steinhauer, Adrienne Stephens, Jennifer Talt-Lundin, Carmela Tandoc, Lysa Urban

Reports from partner individuals/groups on associated events

Green Parking Lot/Midtown Commons

The Midtown Community Council is converting an old parking lot off of Katherine into an environmentally friendly parking lot with green space, to capture run-off. There will be a presentation on the parking lot at the Midtown Community Council on Thursday September 10 for input from residents. The lot will be designed and done in phases with the hope that it is complete by April 2.

Poster contest

The Friends of the Library and School District are collaborating on this program. An application has been distributed through the schools. Entries are due and a winner will be selected in October.

Canonization of Father Serra

Father Serra will be canonized on September 23 in Washington DC. The local celebration will be on November 21 and is planned to include a candlelight ceremony at the Hutash site with a procession to the Mission. The event is open to the public. The Mission will create a commemorative booklet for the celebration and will reserve one page to highlight the City's 150th anniversary.

Channel Islands Blue Dolphin film screening and Chumash event

The Channel Islands National Park is planning three events:

- On February 28 they will launch the Island of the Blue Dolphins website and are working with the Museum of Ventura County on a day of events from 11-4, to include speakers and demonstrations

- On March 5 there will be a documentary screening at the Century 10 and an event at the Museum
- On March 10 there will be a Smithsonian archeologist lecture at the Museum

150th celebration – April 2: old-time picnic in Plaza Park, “here is where” historical scavenger hunt in downtown Ventura

The City will present a day of celebrations in Downtown Ventura on April 2, the City’s actual 150th birthday. 11-2 (or 3) will be an old time picnic in Plaza Park with games, races, barbecue, cake, perhaps a carnival, historical interpreters, community booths, and more. Throughout the day there will be a scavenger hunt where children and families have to find sites based on clues and document that they have been there.

Big Bad Voodoo Daddy concert: fundraiser for the School District, at Mission Park the evening of April 2

The Ventura Educational Partnership, Ventura Unified School District, and the City are working jointly on this project. BBVD will donate their time. This will be a ticketed event with all proceeds to go to arts and music in the schools. A committee chaired by Kathy Asher is working on this event.

Kellogg Park groundbreaking & community concert

The groundbreaking and concert will be held on March 12. A committee is working on the elements of the event, which will include a Chumash blessing, kids’ activities, music, art, and more.

Video Story Corps

In about two weeks CAPS will shoot a pilot of the series, highlighting stories of individuals of all generations in Ventura. Pieces will be 5-20 minutes and will be shown on CAPS and the City website.

Ventura Harbor Parade of Lights

The theme for this year’s Parade of Lights, on December 18 and 19, will be “Surf, Sand, and Santa: Celebrating 150 Years of Ventura.”

Sailing Regatta

The Yacht Club would like to participate, and will take the 150th theme back to the club and come to the next meeting with some ideas. The Yacht Club could potentially schedule the standard “summer classic” (which was not held this summer) as one of the 150th events.

Heritage Trail

Steve Cummings, who initiated this project, has passed away and the project is now being steered by Kevin Clerici in the memory of Steve.

Mural

A proposed site has been selected: in front of the Holy Cross School at the Mission. Fundraising is underway.

Farm to Table Dinner

Seasons Catering has developed a proposal to present a beautiful dinner at an iconic City location. The best dates for the event currently under consideration are the first two weekends in March or the last two weekends in April.

Picnic on the Pier

Being planned as a fundraising event for the pier; the proposed event is an historic picnic with interpreters.

Harbor History Signage

The harbor is working to create interpretive signage on the history of the harbor and the fishing industry, to be unveiled in April.

Kick-Off Event

The event will be held on November 8 at the Museum of Ventura County and will focus on historic/founding families, featuring their stories and hopefully some memorabilia. The Ventura Music Festival may provide a brass quartet intro. A committee was formed to work on the event:

- Cheryl Heitmann (Chair)
- Stephanie Becerra
- Caryl Cantrell
- Patrick Davidson
- Sheri Oelschlager
- Diane Ellis
- Patti Birmingham
- Shanon Rice

Million Acts of Kindness

VUSD is participating in the Million Acts of Kindness project. The kick-off for this will be on Saturday October 24. Volunteers will fan out through the city and recognize acts of kindness with a card, then document if possible for posting on website (www.venturakindness.com). We need volunteers for the day. A small committee has been formed to work on this: please let Cheryl know if you'd like to be involved. The College will participate. Mayor Heitmann plans to recognize acts of kindness at Council meetings.

New Program/Event ideas

- Replace the dying tree of the two trees
- Involve road bicycling community (Samantha will contact)
- Fair will consider how they can be part
- Include monthly conservancy clean-ups
- Celebration of Hispanic culture
- Celebration of Chumash culture
- Richard Senate ghost tour

- Include Saticoy Historical Society

Toolkit for Partnering Organizations

The Visitors and Convention Bureau is working with the City on a toolkit for all partner organizations that they can use to brand their events as part of the 150th anniversary. All events that are part of the series will be included on a calendar on the website devoted to the anniversary.

If anyone has questions about how their organization can be involved, please contact Elena to talk it over: ebrokaw@cityofventura.net or 658-4731.

Fundraising

Brochure is complete. The Committee is actively fundraising. The goal is \$35,000 to support the marketing, kick-off event, downtown picnic, merchandising, and other basic elements. The mural, concert, and heritage trail have additional fundraising goals.

Other

A facebook page, ventura150, is up and running. Committee members should invite people to share their stories and photos. Can also put the story corps videos on facebook.

It was suggested that we look into putting banners on the Avenue.

Marketing

- Chamber will work on media and marketing to involve the business community. Idea was also presented on working with downtown movie theatre to market events.
- As projects need graphics, keep in mind that Myra Harrison wrote a book on Ventura with lots of pictures, which can be used – Nan Drake is the contact.
- VC Star will host 150th Anniversary info (timeline, etc.)

Full List of Potential Partner Programs (Events, Projects, and Outreach)

Events

Canonization of Father Serra
Regatta
Concert
April 2 community celebration
Fireworks
Garden Tour through 150 years of history
Music festival at Kellogg site
Pier Picnic
Chumash Village Recreation
Farm to Table Dinner

Legacy Projects

Tile mural
Downtown clock
Archeological tour signs
Green Parking Lot in Midtown

Outreach and Other

Facebook page
Poster project/contest
VC 90th anniversary
Research group
Involving historic families
Children's Historic Story Time at Library
Tours and trash pick-up at Santa Clara River
Special Centennial Ale
Video Story Corps
Countdown Calendar
History Timeline

VENTURA 150TH ANNIVERSARY

Events in 6 Months Prior to (and immediately after) April 2, 2016

*official "Sesquicentennial Partner" events are denoted in italics with an asterisk - **

October

Pier Under the Stars: October 10

November

** Annual Historic Ventura County Research Symposium: November 7, 9-4*

** Canonization of Father Serra, with procession from San Miguel Chapel to Mission with a bilingual mass: November 21, 6:30 pm*

** Island Packers cruise with interpretive history*

December

Winter Wine Walk

Christmas Tree Lighting

** Ventura Harbor Parade of Lights*

January

February

March

** Channel Islands Blue Dolphin film screening and Chumash event produced by CINP at Museum of Ventura County: March 6*

** St Patricks Parade: March 12*

** Annual Women's History Forum: March 15, 9:30 am - noon*

Hillside Festival

Downtown Car Show

April

** Sesquicentennial Celebration: April 2*

** Ventura Botanical Garden Tour*

CAST

Eco Challenge/Mud Run

Earth Day

Eco Fest

May

Music Festival

Summer Fest

Sailing Center Open House

VAAC Senior Fair

Chamber Expo