

Minutes - ECHS Meeting of 3/19/2019

- Attendance at 3/19/2019 meeting
 - Chris Horn, David Weinstein, Chris Treadway, Pat Shaw, Joanne Rubio, John Falconer
- Guest: Patrick Taffe
- Treasurer's Report
 - Presented by Pat
- Public comment (none)
- Discussion Topics
 - Pat asks that the date of minutes be included in the body
 - This was our first meeting with a 5:30 p.m. start time – seems to work for all in attendance
 - Communications
 - Dave, John, Chris T, and Patrick met at the Natural Food Annex on March 2, 2019. Outcome was that John, Chris and Patrick will constitute a Communications Committee (group?), coordinate with Deb Weeks regarding website futures, and present a recommendation for Society communications, including:
 - Website
 - Forge and Sparks
 - Social Media (including YouTube, Facebook, Twitter)
 - Patrick Taffe has assumed editorship of Forge and Sparks (from the Anvil). Patrick introduced himself, presented a mockup layout for Forge. Ensuing discussion suggests a target of four Forge publications per year with active editing limited to that of the editor and authors, with optional review by the board instead of active editing participation. Some discussion regarding the value of a single layout but with flexibility to take advantage of distribution medium (e.g., B&W for print, but color and click-through for online). Patrick will also investigate cost management for our publications.
 - Patrick and John will take over the management of the mailing list(s) and other contact lists (i.e., not limited to current members (96) or communications). Patrick has the credentials for the Society's Secretary's e-mail account.
 - Chris T and John – Responsibility for social media. Dave challenges us to come up with a definition of a Social Media Program – this is a part of an overall communications plan
 - John will coordinate with Chris T and Patrick to teleconference with Deb Weeks
 - Upcoming Forge articles?

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- Eastshore Highway article by Chris T is complete and he will work with Patrick to determine fit to Forge and preparation for electronic as well as print distribution. May is the anniversary of the Eastshore's opening so we target an April publishing date for this.
- Janice Castro article, like one done for the El Sobrante HS – to be revised and emphasizing El Cerrito connection. We reviewed a copy of what she did for the El Sobrante article. Joanne is coordinating. Possible publication in/by August.
- Some discussion of lists and dues ... membership, interested persons, and EC government members who are sent our communications. In summary, John and Patrick will coordinate and propose rationalization and management of lists. Additionally, there was discussion of managing acknowledgement of membership, timing of solicitation (now annual ... November), what to send to whom and when as acknowledgement. Big overlap here with Communications Plan referenced above.
- New members: Dave mentioned Chris Bailey, who has indicated an interest in writing an article on the homes in the Arlington/Mira Vista Area (e.g., The Atwell Tract). He and she are going to drive the area and report back.
- Upcoming Presentations
 - Trees and El Cerrito by Ralph Boniello - 2:00 p.m. Sunday, March 31 meeting at Arlington Park
 - John will handle AV (Ralph is bringing his PPT on a memory stick)
 - Dave will bring the door key to the facility, cookies, drinks, books, promotional materials, and his hand-held audio recorder
 - Chris H will staff the table offering books and materials.
 - Attending board members to be on site by 1:30 p.m.
 - Walk Through El Cerrito's Gambling History by Chris Horn – 11:00 a.m., Sunday, April 14
 - Dave is going to lead a history walk in conjunction with the Hillside Festival.
 - Others, including Genealogy, Rise and Fall of EC Journalism, remain as intended but not scheduled
- El Cerrito Journal Holdings
 - At 10:00 a.m., Friday, March 8, Pat hosted a working meeting to organize and catalog our holdings of the EC Journal. About a third of our holdings were addressed. A follow-on meeting has been scheduled for 12:00-3:00 p.m. on Monday, April 1, at Pat's home. Pat, John, Chris H plan to attend, Chris T will check his calendar.
 - Chris T accepted the responsibility of looking into copyright matters related to digitizing.

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- Discussion of Pioneers, and event to identify, recognize and gain information from venerable El Cerritans. This has been done before, with 90 years of age as a target cut-off (discussion of making this 85). Joanne is working on this.
- Write up of award for florist Mabuchi to be nominated for governor's preservation award. Dave remarked that this is due April 1, previously it was thought to be due on April 16.