

MIRROR

The Richmond Museum Association Newsletter

Richmond Museum of History

Summer 2017

SS Red Oak Victory Ship

CELEBRATING RICHMOND'S LEGACY BUSINESSES

The forthcoming exhibit in the Seaver Gallery will focus on legacy businesses, highlighting businesses that operated in Richmond for 50 or more years and/or had a lasting impact on our community, including many still thriving.

Presenting stories of how businesses such as the Santa Fe Railroad, the Ford Motor Company and the Chevron refinery shaped the modern City of Richmond through industry, workforce development and community service, the exhibit will look toward the past for solutions to contemporary problems. Museum personnel will conduct research within the permanent collection as well as other local archives in libraries, historical societies and corporate holdings.

Do you have any material related to a legacy business? Is there a legacy business that is not included on our list? If so, please contact melinda@richmondmuseum.org. The Legacy Businesses exhibit is supported in part by the ClaraBelle Hamilton Fund at the San Francisco Foundation.

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Photo by Dori Luzbetak

Popular exhibit on the 3rd of July -- 1945 bus from the Pacific Bus Museum

PRELIMINARY LIST OF RICHMOND'S LEGACY BUSINESSES

Andy's Donut Stop
BNSF
Casper's Hot Dogs
Channel Lumber
Chevron/Standard Oil/Pacific Coast Oil Co.
East Brother Light Station
Ford Motor Co.
Gordon's Drive In
Hotel Mac
Kaiser Permanente
M.A. Hays Insurance
Mechanics Bank
Overaa Construction
Park Florist
Richmond Blueprint
Rose Manor Funeral Service
Santa Fe Market
Traverso's Red Wing Shoes
Wilson & Kratzer

FROM THE DIRECTOR

Dear Friends and Neighbors:

I hope you have been enjoying this lovely sunny weather as much as the roses in the Museum garden, which are blooming like they haven't in years, thanks to our secret celebrity gardener. Please do visit the Museum soon, so you can see the roses for yourself.

A recent development in downtown Richmond has raised concern among civic leaders, community members and preservationists. The United States Postal Service (USPS) posted notice of their intention to relocate Main Office services to the McVittie Annex on Chanslor Avenue and subsequently sell the 1938 Art Deco-style building at 1025 Nevin Ave. The Richmond Museum Association strongly opposes this action and urges the USPS to reconsider the decision.

The post office at 1025 Nevin Ave. is important to the community for both historical and economic reasons. The building was constructed in 1938 and meets the 50-year threshold to qualify as a historical resource. It is one of the few buildings remaining in downtown Richmond that is still functioning in its original purpose. Many of our less-fortunate neighbors without transportation depend on the essential services provided by the downtown Richmond post office. The current downtown revitalization efforts would suffer a major setback if the post office were closed.

In a letter dated 02/07/2017, the National Trust for Historic Preservation raises troubling concerns about compliance with the regulatory process required under section 106 of the National Historic Preservation Act (NHPA) to sell a building meeting the minimum age requirement to be listed as a historic resource on the National Register of Historic Places. The RMA recognizes the NHPA as the leading Federal regulation in the U.S. and, therefore, respectfully urges the USPS to provide a response related to compliance with the NHPA.

The Richmond Main Street Initiative (RMSI) is leading the charge to save the downtown Richmond post office. Please visit the Save the Richmond Main Post Office page on the RMSI website at <http://richmondmainstreet.org/save-richmond-main-post-office> for more information about the plans to close the post office. The February 2017 letter from the National Trust for Historic Preservation is also posted on the Save the Richmond Post Office webpage.



The Richmond Historic Preservation Commission finds Richmond's Main Post Office at Nevin Avenue and Harbour Way historic in its function and in its form. From the Commission letter to the USPS: "Built before the war, it served as the registration point for two historic events during World War II: young men enlisted into the armed forces there and, a bit later, the local Japanese families signed up there to be sent to internment camps.

Richmond is the home of the Rosie the Riveter WW II Home Front National Historical Park and the Post Office is one of the contributing elements of the National Park. But unlike many of the buildings that are considered part of the Rosie Park, this one is useful and valuable as a Post Office.

In its form, this building is a beautiful example of Art Deco architecture. The Historic Preservation Commission has identified it as part of the Macdonald Avenue Historic District adopted as part of the Zoning Update by the City Council in November 2016.

The Richmond Main Post Office building has been determined to be eligible for individual listing on the National Register of Historic Places, a treasure in the City of Richmond."

As always, thank you for supporting our efforts to preserve and protect local history.

Sincerely,

Melinda McCrary

WW II ON FILM ON *THE RED OAK VICTORY*

Movies of the World War II era shown on our own World War II ship is one of the great pleasures of being part of a National Historical Park. Add to that the Ranger in charge, Craig Riordon, who shares insight and secrets about the movies, the stars and the times, and it is an adventure.

Boarding is at 6:30 PM. There is no fee but you are encouraged to make a donation of \$10. And don't forget the popcorn and other refreshments available.

August 10th: *The Fighting Seabees* (1944) John Wayne

August 24th: *Objective Burma* (1945) Errol Flynn

EMAIL PLEASE...

Like many organizations, the Richmond Museum Association needs to cut costs where we can. And as much as I personally prefer to hold a newsletter in my hand, that hard copy is expensive to print and mail.

So let us email you your copy of *The MIRROR*. For those members who do not have email, we will continue to print and mail your newsletter. But many of you have email addresses and we hope you will share them with us. We promise not to sell them or share them with anyone else.

Please email us at melinda@richmondmuseum.org with *The MIRROR* in the subject line, and don't forget to tell us who you are.

MUSEUM WISH LIST

Paper shredder
Extension cords
Folding chairs
Power strips
Photo scanner
Hand tools for gardening (claw, clippers, spades, watering bucket)

If you can donate these items or contribute toward their purchase, please call the Museum at (510) 235-7387.

THE *RED OAK* NEEDS YOU...

...to be a greeter. It's a hard job -- you have to smile and welcome visitors to a great adventure. We especially need help on Saturdays and Sundays. Call the Ship at (510) 237-2933 for more information or to volunteer.

PANCAKE BREAKFASTS MAKE PEOPLE HAPPY

You, too, will be happy when you join your family and friends for fresh air, a spectacular view and a delicious breakfast on the historic 1944 cargo vessel, the *SS Red Oak Victory* Ship.

Not only pancakes -- breakfast includes eggs, sausage, bacon, fruit slices, coffee and orange juice, all for only \$10, children 8 years and under, \$5. For a bit more you can enjoy a Mimosa or two. (\$3 each, 2/\$5.)

August 13th -- Summer Fun

September 10th -- Grandparents' Day

October 8th -- Fleet Week

If you're going to come often, which we recommend, consider the Six Breakfast Pass for \$50/Adults, \$25/kids, with no expiration date -- a 16% savings.

No reservations are needed. Breakfast is served from 9:00 a.m. to 12:30 p.m. Tours of the Ship are available all day and the Ship is now open until 4:00 p.m. on Tuesdays, Thursdays, Saturdays and Sundays.

RECENT ACQUISITIONS TO THE PERMANENT COLLECTION:

Virginia Burns: Brenneman Family WWI artifacts (1918-19)

Mary Lou Netherwood: Richmond High School yearbooks and publications

Bret and Wanda Smith: Panoramic photo of Macdonald Ave (mid-century)

NPA Government Document Project: "Richmond Wins a Purple Heart" Pamphlet

RED OAK WISH LIST:

Spill kit
Emergency locker w/lid, 3' x 4'
2 ink cartridges
AA batteries
LED penlights/laser pointers
and they really, really need SAFETY CONES

If you have questions about these items or about how to get them to the Ship, please call the Ship at (510) 237-2933.

FROM THE *RED OAK VICTORY* SHIP

by Johannes Hoech, Director of Ship Operations

The second quarter of 2017 on the *Red Oak Victory* launched our busy 2017 events season off to a great start: Our first two pancake breakfasts exceeded all expectations, with both events serving over 300 meals (that's a meal coming out of the galley every 40 seconds thanks to our great galley crew!).

And we launched our first ever Big Band Swing Dance which ended up being a smashing success with 140 folks enjoying the sounds of Stompy Jones, the Bay Area's foremost Swing and Jitterbug band, and DJ Tom who brought the 1940s to life with his unique record collection. The SF Jitterbug demonstration dance team showed everyone what Lindy and Swing look like when done right. And our new caterer Caite Daniel-Maiero served up a great meal. All of this took place in our newly-laid-out Hold 4, which proved to be ideal for such large events.

Been to the *Red Oak Victory* lately? Arrive curious, leave in awe! Read on to find out what else is going on:

We're recruiting more:

As I wrote last time, please go to www.volunteermatch.org, search for "*Red Oak Victory*," and you'll find our openings if you want to become a volunteer. If not, please just help us spread the word! Several new volunteers have joined the *ROV* and we welcome them all.

We launched our new website:

Please visit <http://redoakvictory.us> and let us know what you think. We had to rush it out because our old website went down, so it's not yet complete, but we hope you like the new look. Watch that site over the next few weeks to see how it evolves, and if you have ideas for content, stories, links or images to put up there, please let us know.

We'll be putting on several more exciting events between now and October: This year we'll do four more major events in addition to our regular events:

- Our **second- and fourth-Thursday movie nights** have already started and will continue.

- On **August 12th**, we will hold another **WW II-themed event** in support of the Home Front Festival with 1940s- and 1950s-era music by DJ Tom again, and we also hope to put on a "Victory Race," i.e., a bike and running race from the Rosie Festival to the *ROV*. As usual, we will have reenactors giving the Ship an authentic flair and we hope to attract interesting classic cars and military vehicles again.

- **Pancake Breakfast the next day: Sunday, August 13th, starting at 9 a.m.**

- On **September 2nd**, we will host a **Korean War-themed dance and music event**, followed by dinner and refreshments.

The music will be classic 1950s Blue note-type jazz performed by the John Kalleen Group, an excellent jazz combo that regularly performs in SF and the North Bay.

- And then on **October 7th**, we will put on a **Vietnam War-era event** in support of Fleet Week that weekend. It'll come complete with rock music from the time, classic cars and reenactors (bring out your Hippie outfit =ØD). And depending on advance ticket sales, we will feature a genuine Huey helicopter. Also, we have reached out to the Blue Angels to see if we can get them to fly over the *ROV* again like they did last year; let's hope. 1960 / 70s classic cars will round out the experience, and we will serve great food and refreshments.

- **Pancake Breakfast the next day: Sunday, October 8th, starting at 9 a.m.**

- As always, for any of these events, you'll have your choice of two venues at the end of Canal Blvd: not just the **SS *Red Oak Victory***, but also our neighbors, the Riggers Loft Wine Company.

- Also, as another innovation for 2017, all our tickets can be purchased online at www.eventbrite.com (just search for *Red Oak Victory*) if you want to have guaranteed tickets and benefit from lower advance pricing.

Fundraising:

The great news here is that we received an initially anonymous donation of \$10,000 for the Ship, but since have found out who the generous donors were and a thank-you note has gone out to them. This gives our lighting-off fundraising efforts a great boost!!

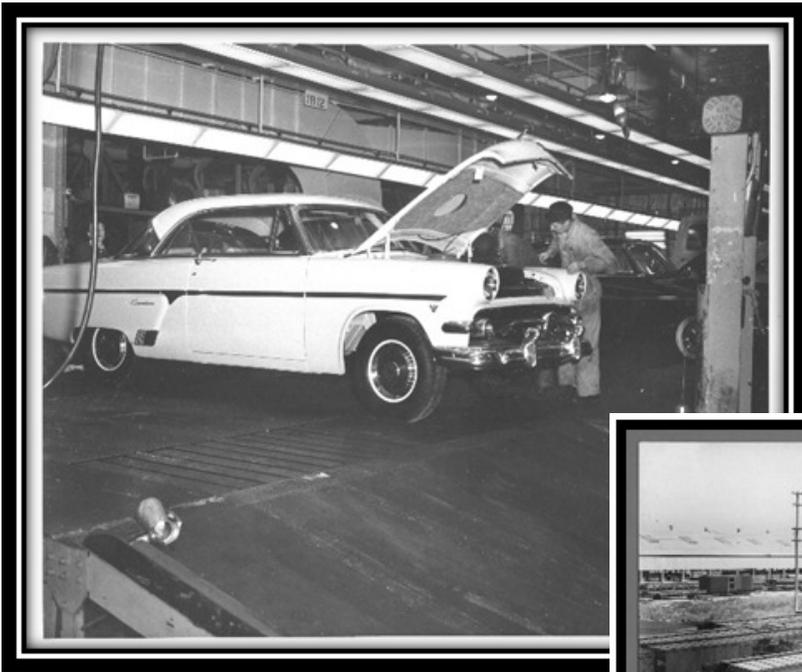
And we are also in the process of hiring a Grant Writer and are targeting several matching grants from various governmental and foundation sources.

Strategic Priorities:

And finally, we are continuing our strategic planning and budgeting efforts for our key priorities for the first half of 2017 of 1) recruiting, 2) fundraising, 3) lighting off, 4) compliance and 5) marketing. As readers of our past **MIRROR** articles may remember, we are hopeful we will be able to light off the *ROV* late this year, especially with the above-mentioned generous donation.

So you can see, 2017 will be a busy year with many new initiatives and events planned, and with big goals for the *ROV*. More than ever we need your support, whether that's as a volunteer, a visitor, a donor or by simply helping spread the word ... all contributions will be welcome.

Come on down; the Ship's open on Tuesdays, Thursdays and weekends from 10 am to 4 pm.



Richmond's Ford Motor Company Assembly Plant



Santa Fe Railroad yard

LEGACY BUSINESSES

The geographic setting of the modern-day Richmond has been attractive to industrial corporations since before the City was incorporated in 1905. The first passenger train of the Santa Fe Railroad arrived here on July 3, 1900, from Chicago. The following year, in 1901, Mrs. Tewksbury sold a portion of her land to the Standard Oil Company (now Chevron) and the stage was set for Richmond to become a Company Town.

The Chamber of Commerce was an early champion for industry and business interests in the City. A chamber was founded as early as the 1920s.

The development of industry on the Bay Shore did not come without dear costs to the environment. Nearly the entire 32 miles of Richmond's shoreline have been impacted by filling and dredging. Countless pollutants were introduced into the San Francisco Bay, forever changing the ecosystem and devastating native plants and animals. We hope and expect that recently-located businesses in and near Richmond will help our environment, leaving a legacy of their own.

MARJORIE HILL

The Board and staff of the Richmond Museum Association, the crew of the *Red Oak Victory* and the membership all mourn the loss of Marjorie Roque Hill. Marjorie was a long-time Richmond resident with ties to many parts of the community, but to us she was part of the heart of the Ship.

No matter what kind of event, Marjorie was there, always working, always cheerful. We all looked forward to just spending time with her. We all miss her.

If you want to contribute to a memorial to Marjorie, or if you have an idea for a fitting memorial, call Lorraine on the *Red Oak* at (510) 237-2933.

THE SEARCH FOR MUSEUM INTERNS

by Melinda McCrary, Executive Director

The Richmond Museum of History is located in the heart of downtown Richmond and is proud to be the oldest organization in West Contra Costa County dedicated to preserving local history. The Richmond Museum of History is housed in a Carnegie Library and owns the most significant collection of historical material and documents in the local area. The permanent collection was established in 1950 and is comprised of a variety of materials including textiles, fine art, archaeological collections, historical artifacts, documents, photographs. The Museum staff is small but what we lack in capacity, we make up for in enthusiasm and love for our work.

The Richmond Museum of History is currently transitioning from a grassroots, Volunteer-led effort to a professional nonprofit led by academically trained staff. The staff is working to reinvigorate the museum and gain new support within the community and seeks to become more relevant to the modern residents of Richmond. We accomplish this by conducting community outreach, broadening the scope of history we interpret and hosting community advisory meetings.

We are currently searching for Interns in the following subjects:

COLLECTIONS MANAGEMENT/INVENTORY REGISTRAR INTERN

The intern will work closely with the Museum staff to continue the effort to complete a full digital inventory of the permanent collection. The Museum is very fortunate to have excellent paper records dating back over sixty years. In an effort to be better stewards of the collection, the Museum began the process of creating a digital inventory in 2014 and the work continues today.

Duties of this internship include reconciling artifacts and catalog cards, handling and photographing artifacts, creating short descriptions of artifacts, creating digital images of artifacts, measuring artifacts and data entry into Past Perfect software program.

GRANT WRITING & DEVELOPMENT INTERN

The development intern will assist in preparing and reviewing Letters of Inquiry and grant applications on behalf of the RMA. The organization will be preparing several major grant applications, including to the Institute for Museum and Library Services and the National Endowment for the Humanities. Interns may also be asked to assist with processing memberships and preparing the newsletter to be mailed.

PUBLIC PROGRAMS INTERN

Duties of this internship include acting as a museum ambassador at public events, assisting museum staff with logistics and help with coordinating guest lists, organizing the silent auction, donor stewardship, and other special events-related duties as assigned.

College students are encouraged to explore opportunities at your school to gain course credit through these internships. Please contact Melinda at melinda@richmondmuseum.org for more information.

FREE FAMILY DAY!

The Museum will host a Free Family Day on September 2, 2017, celebrating Back to School! From 1:00 to 4:00 p.m. Museum volunteers and staff will facilitate a variety of educational activities!

A special presentation about the Ohlone Indians will take place at 2:30 p.m.. We hope to see you there.

Strange Angels Blues Band in Hold 4 on the 3rd of July.

Photo by Dori Luzbetak



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 & invites to member-only events

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 of Museum collection & Ship archives

___ \$500 **Barrett Ave** --
 Benefits above & exclusive tour & luncheon
 with Museum Curator & Ship Captain

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Date: _____

Join at www.richmondmuseum.org or mail
 a check to RMA at:
 Richmond Museum Association
 P.O. Box 1267
 Richmond CA 94802



P.O. Box 1267
Richmond, CA 94802

Join the Richmond Museum Association on social media! We are on Facebook under Richmond Museum of History and *SS Red Oak Victory* (two separate pages). We are also on twitter @richmondhistory.

*The **Richmond Museum Association** is a 501 (C) 3 non-profit educational organization. Gifts and donations are tax-deductible to the full extent allowed by law.*

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Red Oak Victory Ship

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Open Tues, Thurs, Sat, Sun

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1337 Canal Blvd.

Richmond CA 94804

Mail: P.O. Box 1267

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(510) 237-2933 for information and Tour Appointments

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