



County of Santa Cruz

0225

PARKS, OPEN SPACE & CULTURAL SERVICES

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BARRY C. SAMUEL, DIRECTOR

September 15, 1999

AGENDA: September 28, 1999

BOARD OF SUPERVISORS

County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

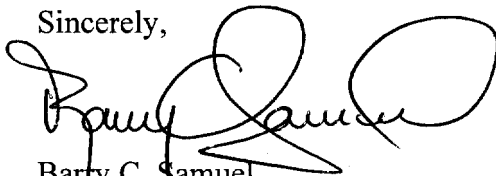
Dear Members of the Board:

On August 24, 1999, your Board directed the Parks Department and the Santa Cruz Museum of Art and History (MAH) to return with the Museum's work plan for fiscal year 1999-2000; and that in future budget documents, that a full description of how the money is going to be used on a year-to-year basis be included.

Attached for your review is the Santa Cruz Museum of Art and History's 1999-2000 workplan as it relates to the activities undertaken for exhibitions and educational programs. The Museum offers a significant number of history programs to the community and half of the Museum's resources are devoted to providing this benefit on behalf of the County.

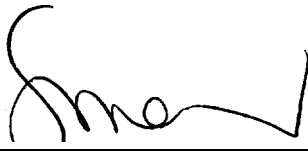
It is therefore RECOMMENDED that your Board accept and file this report.

Sincerely,



Barry C. Samuel
Director

RECOMMENDED:



SUSAN A. MAURIELLO
County Administrative Officer

Attachment: S. C. Museum's 1999-2000 Workplan

cc: Auditor, Museum of Art and History

Museum of Art & History

1999-2000 Work Plan

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As per the request of the County Board of Supervisors at their August 24th meeting, the Museum of Art & History hereby submits a work plan to delineate the services to be performed in the approved contract No. 90642-01.

For fiscal year 1999-2000 the Museum of Art & History has developed the following program activities devoted to *developing active learning experiences which influence and enhance our lives by exploring* and interpreting the history of Santa Cruz County.

EXHIBITIONS

Where the Redwoods Meet the Sea: A History of Santa Cruz County and it's People
History Gallery, Ongoing

Libbie's Camera: Turn of the Century Views of Rural America
Lezin Gallery, July 10, 1999 - November 7, 1999

Picks, Plows, and Potatoes: The Gold Rush Era in the Monterey Bay Region
History Gallery, thru August 2000

Santa Cruz County 150 Year Birthday Celebration
A timeline of significant events and occasions that have shaped Santa Cruz County
Pajaro Valley Gallery, Watsonville & Museum of Art & History, Santa Cruz
February 2000 - May 2000

EDUCATION TOURS (Santa Cruz County Schools)

History Exhibition	270
Evergreen Cemetery Tours	120

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x number of students per tour = 20

EDUCATION LECTURES/SLIDE PRESENTATIONS

July 1999

Suicides, Murders, and Other Gory Stories
History of Surfing in Santa Cruz
Libbie's Camera, A Family History
A Walking Tour of Odd Fellows Cemetery: Victorian Santa Cruz

August 1999

A History of the Santa Cruz Board Walk
Good Ole' Boys of Santa Cruz: Politics and Intrigue
Walking Tour of the Beach Flats
Gold Rush Stories of Evergreen

October 1999

Ohlone History in Santa Cruz County
A View from Evergreen: An Overview of Santa Cruz History
Dem Bones: A History of the Clampers in Roaring Camp
Imperial San Francisco, Urban Power, Earthly Ruin
Dedication of the Hihn Archives
Trick - or- Treat! A History Treasure Hunt in Evergreen Cemetery

November 1999

Researchers Anonymous Honors Jane Borg and Lillian Rouse

February 2000

African Americans in Santa Cruz County: A Story to Tell
Researchers Anonymous
150 Years in Santa Cruz County
The Birth of State Parks in Santa Cruz
Communities in Santa Cruz- A Personal History

March 2000

Agriculture in Pajaro Valley
Organic Farming - Santa Cruz and the State
The History of the Board Walk and Tourism in Santa Cruz County
The California Beauty Pageant - Its Birth and Demise in Santa Cruz
The Kitchen Sisters - Telling Stories
Chaos Theory -A Santa Cruz Export
The Music Scene in Sanfa Cruz: 25 Years of Kuumba
Public Tour: Evergreen Cemetery

April 2000

Agriculture in Watsonville, Major Industries and the Independent Farmer
The Future of Watsonville: Politics and the Cultural Climate
Art and Culture in Watsonville
A Tapestry of Culture - Cultural Interaction in Pajaro Valley
Public Tour: Evergreen Cemetery

May 1999

Public Tour: Evergreen Cemetery
Memorial Day: Historical Reenactment (150th Anniversary of the County)

June 1999

Researchers Anonymous

HISTORY TRUNKS, KITS, AND SLIDE SHOWS

The Museum has designed twelve outreach trunks available to Santa Cruz County elementary school teachers. Approximately 180 rentals take place during the school year.

HISTORY LIBRARY AND ARCHIVES

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The History Library is open Tuesday, Wednesday, and Thursday from noon to five p.m.. Categories of research include: family, residential, commerce, and event history. Visitors access our service via telephone, mail, email, and on-site. The Museum's Librarian also facilitates monthly Researchers Anonymous discussions. The purpose of these meetings is to promote interest in local historical research.

The archive and collection contains:

- Original voter registration records up to the early 1900's and printed volumes for subsequent years.
- Santa Cruz County Incorporation papers, 1850-1940 with an index
- Naturalization Service Petition and Record, December 9, 1909 - March 9, 1927
- County Health Record books (researchers need to contact the county health department for permission to use these books)
- Photographs of Santa Cruz County people and subjects, and Sun newspaper collection (3,000 images)
- The Knight Family Collection
- The Porter Family Collection
- "Judge" Skirm's personal and law record books
- Peace Day Archives
- Art League Archives
- Margaret Koch's collection of photographs, clippings, and other materials
- Ephemera: calling cards, tourist brochures, dance cards, valentines, political material, scrapbooks, diaries, etc.
- Newspapers
- Maps
- Documents

PUBLICATIONS

History Journal #5, Native Peoples of the Monterey Bay Region
Edited by Stanley Stevens, Published by MAH, will be released

Walking Tour of Evergreen Cemetery (brochure)
Handout guide for visitors

Education Programs 1999-2000 (brochure)
Handout for teachers and visitors

Quarterly Events Calendar

STAFFING

Executive Director	\$3 5,045
Administrative Director	\$18,000
Education Curator	\$17,010
History Curator	\$19,850
Archive Librarian	\$18,500
Collection Management/Registrar/PR	\$11,400
Visitor Services	\$15,840
Volunteer/Facilities Coordinator	<u>\$8,400</u>

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\$144,050

DIRECT OCCUPANCY EXPENSE (50%)

\$43,000

ADDITIONAL INFORMATION

Program/operating budget for FY 1999-2000 is \$785,000

Complimentary admission the first Friday of each month

Projected attendance of 45,000 visitors during 1999-2000