

The Monterey Manifest

Winter 2020

Annual Meeting Kicks Off a Busy Year

MSHPA's annual meeting on Saturday, January 25, was a celebration of 2019's accomplishments and a look ahead at 2020 and beyond.

First on the agenda, outgoing Co-President Jan Houser opened with a summary of last year's highlights. Once again, Christmas in the Adobes was a huge success, with people attending from all over California and even out of state. The net profit was more than \$40,000, our second best ever. (Turn to pages 4, 5, and 8 for more details and photos of CITA.)

Fundraising for the restoration of California's First Theatre was highly successful, too, Jan said. Monterey State Historic Park Association was awarded grants from the Community Foundation to hire a consultant and from Saving America's Treasures for construction work. She thanked MSHPA Treasurer Toy Bryant and 2020 Co-Presidents Nicollette Eason Trottier and Lee Henderson for their work on the program, adding that "every grant application Lee has written for MSHPA has been approved!"

Another successful avenue for First Theatre fundraising was our participation in Monterey County Gives!, which raised more than \$11,000 for us from 45 donors. Pro-rata matching funds usually range from 12 to 15 percent and are typically awarded in March. (You can read more about the restoration project on page 8.)

Jan also mentioned that more than \$6,000 of store revenue, plus donations, funded transportation stipends for low-income schools to participate in the MSHP education programs. MSHPA also funds other interpretive park programs as requested.

Accepting the reins from Jan, Lee spoke about MSHPA's plans for 2020 and beyond. The main focus will be fundraising for the restoration of the First Theatre. Through various sources, more than \$500,000 has been collected so far. The full endeavor, including restoration and readiness for use, is expected to cost about \$2 million. By the end of 2020, MSHPA hopes to be ready to embark on a capital campaign to raise these funds. But first, we need to complete a strategic plan, review the organization's bylaws, and make more progress on the restoration itself. One of the most important prerequisites for a successful capital campaign is to identify and recruit resources among an organization's membership. Therefore, it will be key for us to develop a strong community presence that increases recognition of our association. This might entail various types of local exposure, such as enacting dramatizations or giving talks on historical themes.

Next up was Sector Superintendent Eric Abma, who oversees MSHP and Asilomar Conference Grounds. He cited last year's departure of

Continued on p. 2

Mimi Sheridan Walks Us Down Memory (Garden) Lane

As a special feature of MSHPA's annual meeting each January, attendees are treated to a presentation by a noted authority. This year's guest speaker was one of our own members, Mimi Sheridan, who serves on the Pacific Grove Historic Resources Committee and the board of the Alliance of Monterey Area Preservationists. She has a master's degree in urban planning and historic preservation from the University of Washington, and developed interpretive materials and tours for Puget Sound before moving to Monterey in 2016.



For this talk, Mimi focused on the much loved Memory Garden behind the Pacific House, which, despite its popularity, has a history that's little known.

The building it abuts was constructed in 1847, Mimi began, for merchant Thomas O. Larkin, and it saw a wide variety of uses: as county courthouse, military storage, hotel, tavern, and various shops. After David Jacks bought it in 1880, it was used primarily for Presbyterian Church services, as well as minor retail businesses.

By 1909, following Jacks' death, the place

Continued on p. 2

Annual Meeting

Continued from pg. 1

Lead Interpreter Michael Green, Guide I Callista Turner, and Curator Lisa Massengale. In Michael's place, Lisa Bradford returned to MSHP as Interpreter I, volunteer coordinator, and CITA lead. Sarah Gray stepped in as the new curator, and Lee Hausner joined the sector as a ranger. Eric and Lisa are interviewing for at least two new, additional staffers — an Interpreter I and a Guide (or hopefully two, Eric said) — which will “really help us enrich the program,” he explained, by enabling us to provide more tours. Portable tablet-based pay stations will make it possible to easily offer tours from the Stevenson and Larkin Houses.

The year's successes, Eric said, included the July 4th Living History Day, History Fest, CITA, and a new Whale Watching Citizen Science program for somewhat older students.

Then Eric addressed some maintenance issues: What had started as a simple paint job on the Larkin House became a “fairly in-depth restoration,” he told us, after they realized that much of the wood had rotted and that roofing and window work were necessary as well. Plans for this year, he said, include repairs and stabilization on the First Brick House (totaling about \$700,000), and fresh paint, drainage, and deck repairs for the Custom House. Of course, all of this is in addition to ongoing construction at First Theatre.

Lisa finished up the meeting, telling us that as volunteer coordinator, her main goals

are recruitment, training, and continuing education. Volunteers are needed for the Custom House Store, she said, the Robert Louis Stevenson House, the MSHP dancers, and the school programs. Recruitment will be in March, with details to be determined. (For more on volunteer programs, see “Coordinator's Corner” on page 6.)

The new education room at the Pacific House will be an important venue for training and public presentations, she told everyone. And she wants to increase public programming at the park with pop-up events on Saturdays, in part to improve MSHP's visibility so people come to “own” it and recognize it, in her words, as “my Monterey State Historic Park.”

—By Kimberly Wright
The Monterey Manifest Co-Editor

Memory Garden

Continued from pg. 1

his daughters inherited had become known as the Old Pacific Building, a rundown structure in a deteriorating neighborhood. Besides the church, the tenants were a curio shop, the Salvation Army, and the Army-Navy YMCA. The empty land to the rear was used for drying fish nets. As the years went on, the building fell into further ruin.

Many people wanted to tear it down and replace it with something modern. But Margaret Jacks, one of David's five daughters, had a different vision, Mimi told the group: She wanted to preserve the old adobe and infuse it with beauty. So in 1924, she contacted the Olmsted Brothers Landscape Architects, the nation's premier landscape firm at the time. They, in turn, hired the architectural designer E.W.A.B. Stoton to manage the project.

Stoton moved to Monterey and worked closely with Margaret and her sister Lee throughout the design and construction process. The project was a continual back-and-forth, Mimi continued, as practical requirements and budget challenges arose. For instance, Stoton realized early on that the building was badly in need of restoration, which required more money. The sisters also wanted to create an office for their development company, so the Annex was erected, with a store planned for the first floor and an office above. This new building was in the more modern Spanish Colonial style that was becoming popular throughout the region.

The Spanish-style garden in the back, Mimi said, complemented both the new building and the old adobe. It featured vine-covered walls and pergolas, a spacious patio anchored by magnolia trees,

Continued on p. 3



**Custom House
Store**

**Open Daily
10 a.m. to 4 p.m.**

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Soldiers, Scoundrels, Poets and Priests

Monterey State Historic Park once had a volunteer who had grown up and been educated in the state of Georgia and knew nothing of the California mission system. I wish now that when she came to me for advice on how to start familiarizing herself with the missions and their place in California's history, I could have given her a copy of *Soldiers, Scoundrels, Poets and Priests: Stories of the Men and Women Behind the Missions of California*, by David J. McLaughlin (\$21.95, available at the Custom House Store). It's a good introduction for the beginner.

As the subtitle implies, the book is a collection of brief biographies, each illustrating a different aspect of the mission story. A partial list includes Cabrillo, the first European explorer of the coastline; Portola, who first settled Alta California; Serra, the religious force; de Neve, the first political component; Yanunali, the native American factor; Toyupurina, the revolutionary; Rezaanov, the Russian influence. These represent just part of the Spanish section, and there are Mexican and American sections that follow.

Some of the Mexican highlights describe Estanislao, a neophyte;

Memory Garden

Continued from pg. 2

and an adjoining tea garden with an outdoor kitchen. Citrus trees, camellias, wisteria, and roses, plus the soothing sound of water from two fountains, created a lush atmosphere.

This open space was dubbed the Memory Garden, referring to Monterey's old Spanish days. In 1929, shortly after the garden's completion, the first modern *merienda* was held there, a small picnic luncheon observing the city's birthday. The following year, 350 people attended, and the garden became virtually synonymous with La Merienda. Each year, Margaret Jacks donated a massive birthday cake for the festivities.

Hartnell, an English trader; Duhaut-Cilly, a French observer; Dana, an American seaman; Duran, the last religious leader of the mission chain; and Ruiz, an architect.

Among my favorites in the American section are Lummis, founder of the Landmarks Club; Jackson, a romantic novelist; Ford, Deakin, and Jorgensen, all painters; Watkins and Vroman, both photographers; Mora, a sculptor; and Downie, a restorer.

Although these names read a little like encyclopedia entries, each bio is a concise, stand-alone article that can be read on an as-needed basis and in any order. To the seasoned California history buff, the brevity of each piece may be a bit frustrating, but that is the nature of editing for the novice reader.

McLaughlin's many historical one-liners will certainly raise an eyebrow or two, but his not-too-obvious omissions are wise and well intentioned. The often heavily opinionated interpretations may raise some personal anxieties (for example, his comments on Pio Pico), but they can spark spirited internal discussion.

Soldiers, Scoundrels, Poets and Priests can be useful to the veteran as well as the tyro. It can serve as a

As Mimi noted, however, the year 1929 was not auspicious for a new venture, and the wharf area continued to change as new development took place farther up Alvarado Street. The building we know as the Pacific House continued to be used largely by nonprofits until Margaret donated it to the state of California in 1954. It was restored and became our primary historical museum. The Memory Garden still hosts La Merienda each year. But it's also frequently used for educational programs, weddings, and other celebrations. The building and garden are among the most notable of Margaret Jacks' many contributions here.

SOLDIERS, SCOUNDRELS, POETS & PRIESTS



Stories of the Men and Women
Behind the Missions of California

DAVID J. MCLAUGHLIN

small, lightweight reference work with a broad scope (from 1542 to 1981) on a relatively narrow topic of interest (the California missions). It supplies an extended reading list with each biography. It is complete with an excellent timeline to maintain chronological perspective, as well as a glossary to clarify discrepancies in archaic terminology.

However, for the MSHPA member, the greatest value in McLaughlin's work may be the test that it provides — the test of brevity and omission. Are you knowledgeable enough to recognize his omissions? Do your mental caution lights flash when you spot a hasty assessment leading to a debatable interpretation? As volunteer park interpreters, we are all tasked with cutting the topic down to size; is McLaughlin's example a good one to follow?

But in the end, veterans and novices alike should read this book for the sheer fun it conveys. Readers on all history levels will be able to connect readily and personally with the biographical medium. After all, how can you resist a title like *Soldiers, Scoundrels, Poets and Priests*?

—By George Wright
MSHP Volunteer

Christmas in the Adobes All Wrapped Up

Now that all the angels have been taken down, the holiday decorations packed away, and the 19th-century outfits stored once again in the clothing room, we can breathe a collective sigh and feel satisfied that the 36th annual Christmas in the Adobes was such a success. More than 2,300 tickets sold, bringing in gross sales of \$52,873, which surpassed 2018 CITA. Saturday once again proved to be the far more popular night, with 1,090 adult tickets sold versus 785 for Friday. Two-night passes were on a par with previous years, at 115 for 2019.

online, too. In fact, we had visitors ranging from as far north as Portland to as far south as La Jolla and Phoenix.

Among individual houses on the tour, it's no surprise that Larkin was the most popular on both nights. Other spots that saw a lot of action were Sherman Quarters (next door to Larkin House), Casa Soberanes, and Pacific House (however, this last building also served as a Will Call for online ticket purchases). The Custom House, Stevenson House, and Casa Gutierrez were extremely popular as well. About half of the people who got tickets online responded to a brief survey, which revealed that the majority of them had never attended CITA before and most heard about it through a friend or family member. As we have long suspected, word-of-mouth is indeed our best advertising medium!

In-store CITA sales amounted to \$27,763, or 1,342 individual adult and youth tickets. Christmas in the Adobes also managed to lift sales of

regular merchandise: From 4 p.m. to 9 p.m. alone on Friday and Saturday, the Custom House Store sold \$985 in goods and the Pacific House Store sold \$331, for a combined sum of \$1,316. Many event-goers asked about our hours and said they plan to return.

—By Holly Haynes
The Monterey Manifest Co-Editor

Top: Point Sur Light Station volunteers Pat Kennedy (left) and Laura McMaster serve as wayfinders outside Casa Serrano. Left: Guide I Aaron Gilmartin (left) and Guide Trainee Jack Bates sell tickets at Casa Gutierrez. Bottom: brass musicians entertain visitors in the Cooper-Molera sala. —Photos by Holly Haynes



While the total number of tickets sold in person last year was down slightly from 2018, we more than made up for it with a surge in online sales: nearly 43 percent of all tickets were sold remotely, compared to only 32 percent in 2018. Clearly people did not mind paying the small convenience fee that we recently added.

What's more, using Eventbrite to manage our online sales gave us real-time tracking of tickets being sold in the days leading up to the event, plus a wealth of more-accurate data to analyze our CITA demographics. For instance, while most guests were locals from around Monterey Bay, a healthy number of people from the San Francisco Bay and Sacramento bought tickets



Christmas in the Adobes

Clockwise, from top right: Guide Trainee Jack Bates, as seen through a window of Casa Gutierrez; Lindy Perez, a MSHP volunteer and the RLS Club historian, in the Stevenson House; Alice Flores, co-president of the Monterey Civic Club, in the House of the Four Winds; Guide Trainees Jacob Halstead (left) and Aaron Williams in the Custom House; and Robert McNamara entertaining guests in the Larkin House. —Photos by Holly Haynes



Coordinator's Corner



Hola, 2020. Happy New Year. Happy New Decade. And Happy 250th Birthday, city of Monterey. The months ahead promise to be full of extra-special events.

First, though, a brief look back at our 36th annual Christmas in the Adobes. Now that it's over, it seems to have passed like the blink of an eye. We had another year of success thanks to all who participated in the months, weeks, and frenzied days leading up to December 13 and 14. A ginormous thank you goes out to every person involved, whose volunteerism — whether large or small — contributed to the wonderful outcome!!

We were able to achieve a big goal in 2019: holding Will Call and in-person ticket sales in two locations within the downtown area. This made it easier for guests to pick up their tickets, and it helped distribute the flow of foot traffic more evenly among all the participating buildings. I visited almost all of the CITA houses on Friday evening and managed to speak with lead staff at many partner sites. Everyone agreed that there was a steady stream of visitors throughout the night, versus the “clumps” of attendees experienced in years past.

Another big achievement was the elimination of paper tickets and the

use of colored wristbands instead. I am sure that those who remember the frantic moments of last-minute ticket tying were thankful to have a few extra minutes for prep elsewhere for this seminal event. Many attendees commented on how much they liked the wristbands, which were more convenient to use and less cumbersome. The number we ordered was almost perfect, with the adult “tickets” used coming very close to the 1,000 we had ordered for each night.

But as great as this past CITA was, there's a lot planned for 2020. So let's turn our vision forward!

As the MSHP Volunteer Coordinator, my two top priorities are (a) to reexamine and retool volunteer recruitment and training and (b) to extend ongoing educational opportunities for current volunteers and MSHA members (some of you are both). I have targeted late March for our first 2020 volunteer training session, with exact dates, times, and locations to be determined. But I encourage you to start thinking now about who you might want to invite to this program. As with Christmas in the Adobes, research into successful volunteer programs is linked to word-of-mouth invitation and outreach.

Opportunities for continuing education will be provided in tandem with both MSHP guide and curatorial staff, with some activities having a more intentional connection to Monterey's 250th birthday.

Monterey State Historic Park's first event in 2020 for members and the general public was an open house at the Pacific House, with a formal unveiling of the new mural there. This took place on Saturday, January 19 in the reimagined education room. The painting on these museum walls reveals a timeline of Monterey's history from before 1770 to 1848. Visitors had the unique opportunity to meet artists from Open Ground Studios who created the fresco-style work and to hear their stories

about producing it, from conception to conclusion. Then State Parks staff hosted a scavenger hunt based on the imagery in the painting. A photo loop of the various stages of the project played in the education room during the second hour while refreshments were served.

Next up will be Monterey History Tours on Friday and Saturday, February 21 and 22. Join Aaron Gilmartin, Guide I, for a free tour — yes, just like the one visitors pay for! This is the perfect occasion to enjoy that guided walk you've been hearing so much about but have not made time to take yourself. Tours will start at the Custom House at 1:00 p.m. both days and will last approximately one hour. Wear comfortable shoes and layered clothing.

P.S. Did I mention that there are opportunities to train to become a volunteer guide yourself? These people lead history tours on all Mondays except holidays, starting from the Custom House and circling back to the Pacific House. Our February event is your chance to play tourist and decide whether volunteer guiding might be your cup of tea! A quick RSVP to Aaron at aaron.gilmartin@parks.ca.gov will help him plan out each day.

Then on June 3 you can dress up again like an early Californian! (Why wait for the next Christmas in the Adobes?) The city of Monterey will host its 250th birthday bash around noon at San Carlos Beach Park, and volunteers in period clothing are needed to provide local color. If you are interested in attending in 1840s garb, please email me at lisa.bradford@parks.ca.gov, and I will add you to a distribution list of the whats, wheres, whys, and hows as we move closer to the date.

Here's hoping your vision for 2020 is 20/20 as the year unfolds!

—By Lisa Bradford
Interpreter I

Revenue at Our Stores Continues to Climb

Welcome to 2020! In January, I spent a week checking the physical inventory at both the Custom House and Pacific House stores, cleaning the shops, and organizing the upstairs stockroom. I am really glad this annual task is done. Thanks to everyone who helped out during their storekeeper shifts. The reordering has begun, and we already have an improved stock of postcards based on the count.

Preliminary sales totals for 2019 are in, and they show we had another successful year. Gross sales at the Pacific House Store totaled \$16,231, up from \$15,490 in 2018 and our best year there ever. And though gross sales at the Custom House were down for spring and early summer —\$75,404 for the year, as compared to \$80,152 in 2018 — they were still far better than we ever did at the Cooper-Molera location. Thanks to a little caution in purchasing, we ended with a combined net profit at both stores of \$25,283, up from \$22,367 the previous year. After covering the cost of transportation for schools that otherwise would not have been able to participate in our education programs, the remain-

ing proceeds will all go to the First Theatre restoration fund. Great work, everyone!

Starting off in 2020, we had good sales for several days after New Year's, but once the school holiday was over, we slipped into our usual winter slowdown. The three-day Martin Luther King weekend saw a nice little bump in visitors and store activity, but then it was back to slower days. These quiet times offer volunteers a good opportunity to improve their knowledge of Monterey history so they can be great "docents with extra skills" (my definition of a storekeeper) when the visitors return in force. I also encourage volunteers to review the inventory and investigate the drawers of stock so they can replenish the shelves as items sell. Please keep the stock tidy, storekeepers, and if possible, dust!

In support of the celebration of Monterey's 250th birthday, we are featuring a fine collection of my favorite section of inventory: history books! For customers who want to learn the basics, we have *Monterey: Presidio, Pueblo, and Port*. For those who want to learn more, I recommend *Lands of Promise and Despair*,

Spain in the Southwest and *Life in a California Mission*. For background on the people who lived here prior to Spanish colonization, *The Ohlone Way* is available at the Pacific House Store, along with other titles about California Indians.

We always need more volunteer storekeepers, so I'm happy to conclude with some great news: We have two new storekeepers-in-training, Tom Nabozny, who moved here recently from the Bay Area but grew up in Monterey, and Kathy Miller, who is rejoining us after a hiatus of several years. A warm welcome and thanks to them both!

—By Kimberly Wright
Custom House Store Manager



Storekeeper-in-training Tom Nabozny
—Photo by Holly Haynes

Public Ceremony Unveils New Mural at Pacific House

In an unveiling ceremony that marked its first 2020 event for MSHPA members and the public, Monterey State Historic Park formally introduced the new mural and revamped education room at Pacific House on Sunday, January 19, from 2 to 4 p.m. Lisa Bradford, State Parks Interpreter I, likened the afternoon to Monterey's historic *celebrations* of the 1820s, '30s, and '40s.

Highlighting the two-hour event were guest appearances by members of the local nonprofit Open Ground Studios, which executed the timeline of California history that now covers the museum walls. Open Ground was named a 2019 Champion of the Arts

by the Arts Council for Monterey County. Its director, Denese Sanders, joined mural artists Renata Abma, Kim Campbell, and Paul Richmond, plus interns Giosi Cancilla and Melanie Mennon on Sunday to share stories about the project, from conception to completion. Visitors also had the opportunity to chat with the artists individually.

The free open house included a slide show illustrating the six-month-long process, a children's scavenger hunt based on imagery found in the mural, and light refreshments.

Conceived as a wraparound visual story that depicts facets of Monterey's history from before to 1770 up

to 1848, the painting helped transform a previously little-used exhibit space into an area perfect for MSHP's educational programs for kids. Your 2019 MSHPA membership dues helped fund several other upgrades at the Pacific House Museum that benefit educational programs, including most of the electronic components incorporated into the redesigned room.

—By Holly Haynes
The Monterey Manifest Co-Editor

The school program report is on hiatus and will return in the next issue of the *Manifest*.



Clockwise, from top left: Rina Kempton, an RLS Club member, readies the refreshment table at the Stevenson House; MSHPA Co-President and CITA coordinator Nicollette Eason Trottier pauses for a moment at Casa Serrano; and Dale Shinn plays the hurdy-gurdy at Casa Gutierrez. —Photos by Holly Haynes

If You Use Social Media...



To keep up with the latest news, follow us on Facebook, @MontereyStateHistoricParkAssociation and @CustomHouseStore.

Would you rather look at pictures?

We're also on

Instagram, @MSHPA_monterey.



If you're an Amazon shopper, you can support MSHPA by using Amazon Smile

(smile.amazon.com) and designating Monterey State Historic Park Association. The Amazon Smile Foundation will donate 0.5 percent of the purchase price from your eligible Amazon Smile purchases.

Winter 2020

First Theatre Restoration News

Were you one of the 45 wonderful people who donated to MSHPA and the First Theatre restoration project via Monterey County Gives? Thank you! Donations to the program totaled \$11,360, topping our \$10,000 goal. Pro rata matching funds from the program are typically 12 to 15 percent of donations and are usually awarded in March.

The first big construction tasks this year will be installing French drains and fixing the foundation on the wooden portion of the structure. These will occur as soon as weather permits. After expert mold cleanup, the building should be available for Christmas in the Adobes 2020.

The next steps will be repair of the fire suppression system, followed by needed improvements for access, as defined by the Americans with Disabilities Act. If all goes according to plan, this work will start by the end of the summer. Once ADA access is done, the building can be opened from time to time for special events.

The estimated cost to complete the project and regain full use of the building is \$2 million. We expect fundraising toward that goal to begin by the end of this year.

The First Theatre fundraising committee includes Jan Houser, Lee Henderson, Toy Bryant, Mary Powell, and Nicollette Eason Trottier. State Parks is represented by Eric Abma. Consultants John Light and Donna Kneeland of Fund Builders Alliance are assisting.

If you have fundraising skills to offer, please email mshpa@att.net.

MSHPA Calendar

Monterey History Tours

Friday and Saturday

February 21 and 22

1 p.m. to 2 p.m.

Meet at the Custom House

RSVP aaron.gilmartin@parks.ca.gov

Volunteers' Social

Tuesday, February 25

4:30 p.m. to 6 p.m.

The Custom House

RSVP mshpa@att.net if you do *not* receive an Evite

Monterey's 250th Birthday Bash

Wednesday, June 3, noon

San Carlos Beach Park

For more info, contact Lisa Bradford

lisa.bradford@parks.ca.gov

BECOME A MEMBER

You can renew, join, or donate at any time via our website at mshpa.org. 2019 members should have received their renewal notice in the mail in January.