

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, January 28, 2019

I. Meeting called to order at 7:36 p.m.

II. Members in Attendance

Jeff Boero
Ron Louis
Bobbie landers

Tania DeGroot
Teresa Long
SB Master

III. Adopted Minutes from Monday, December 17, 2018,

IV. Treasurer Report

- A. Treasurer Bob Thompson distributed the Balance Sheet and Profit & Loss Statements, both as of January 28, 2019. The statements are also available of the FJMA website.
- B. These statements also reflect recent contribution receipts from the Orinda Community Foundation and the Pease Family Trust.

V. J&J Ranch Project Progress

- A. FJMA has submitted comments on proposed hardscape renderings developed by J&J Ranch's architect, Thomas Baak and Associates, primarily focused on access path routing.
- B. The 3D modeling of the Adobe is proceeding nicely with assistance from James Wright. FJMA hopes to present the 3D model at the February 29 meeting.

VI. Fund Raising / Capital Campaign

- A. On Thursday, February 7 at 5:00 PM the Orinda Community Foundation will celebrate grants to various charitable organizations, including the recent \$5000 awarded to FJMA.
- B. Discussed joint fundraising activities with the Moraga Historical Society and how best to coordinate our solicitations. Also discussed the need to get Lafayette and the Contra Costa Historical Society more involved in the Adobe awareness and fundraising activities.
- C. Jeff Boero will look at the Orinda School District EFO fundraising 'thermometer' at the Orinda Crossroads to see if it can be easily replicated for a similar FJMA display.
- D. Fandango – Scheduled for Saturday, August 24, preliminary at the Art and Garden Center at Wilder. Tania DeGroot is Chair of the organizing committee.

VII. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:30 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, February 25, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, February 25, 2019

- I. Meeting called to order at 7:40 p.m.
- II. Members in Attendance

Jeff Boero	Tania DeGroot
Ron Louis	Teresa Long
Bobbie Landers	Kent Long
Bob Thompson	
James Wright	
- III. Adopted Minutes from Monday, January 28, 2019,
- IV. Treasurer Report
 - A. Treasurer Bob Thompson distributed the Balance Sheet and Profit & Loss Statements, both as of February 28, 2019. Recent investments in CD's were highlighted.
- V. J&J Ranch Project Progress
 - A. J&J ranch representatives are reviewing comments and suggestions on proposed hardscape renderings made by FJMA.
 - B. Bobbie Landers will solicit input from local Orinda architect, Peter Hasselman
 - C. James Wright presented an update on the 3D renderings of the Adobe through its various transformations. A more in-depth presentation will be scheduled at James' home later this month.
- VI. Fund Raising / Capital Campaign
 - A. Kent Long made a presentation to the Moraga Historical Society this month. It was well received. Other suggestions for similar presentations to local groups was solicited.
 - B. Jeff Boero showed photographs of the Orinda School District EFO fundraising 'thermometer' at the Orinda Crossroads. It is a rather substantial structure with a steel frame and sheet metal skin. Jeff will make inquiries with the Orinda Planning Department on conditions and restrictions on installing a similar structure in Orinda, should FJMA choose to do so.
 - C. Fandango – Scheduled for Saturday, August 24, 2019. The planning committee kick-off meeting is scheduled for this month.
 - D. The joint fundraising committee meeting with Moraga shall be rescheduled.
- VII. New Business
 - A. Toris Jaeger will be organizing the annual Natural Wildlife Festival on April 28 at the Wagner Ranch Nature area. FJMA will be in attendance with an information table.
 - B. the Garden Room at the Orinda Community Center has been scheduled for monthly FJMA meetings through August 2019.
- VIII. Adjournment / Next Meeting
 - A. The meeting was adjourned at 8:48 p.m.
 - B. The next meeting will be held at 7:30 PM on Monday, March 18, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, March 18, 2019

I. Meeting called to order at 8:15 p.m.

II. Members in Attendance

Jeff Boero
Tania DeGroot
Teresa Long

Bob Thompson
James Wright

III. Adopted Minutes from Monday, February 25, 2019,

IV. Treasurer Report

A. Treasurer Bob Thompson distributed the Balance Sheet and Profit & Loss Statements, both as of March 18, 2019, showing an asset balance of \$213,884.42

V. Computer Modeling

A. Conversations on computer modeling and 3D printing efforts, led by James Wright, continue.

1. Once the weather starts to dry James would like to perform a closer examination of the Adobe, including the attic space.
2. A resource for 3D printing has been located

VI. Fund Raising / Capital Campaign

A. Kent Long met with the Fundraising Committee this month. Dick Olson of the Moraga Historical Society provided some marketing literature to spur some ideas.

B. Jeff Boero spoke with Drew Taplin of the Orinda Planning Department regarding the possibility of installing an FJMA fundraising status board on City property. The installation would have to be permitted, but space could be made available at the northwest corner of Brookwood Road and Camino Pablo, at the Highway 24 eastbound Orinda exit.

C. The Fandango Committee met 2 weeks ago in continuing preparation for the August 24, 2019 Fandango at the Art and Garden Center at the Wilder development.

VII. Adjournment / Next Meeting

A. The meeting was adjourned at 8:45 p.m.

B. The next meeting will be held at 7:30 PM on Monday, April 15, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, April 15, 2019

I. Meeting called to order at 7:35 p.m.

II. Members in Attendance

Kent Long
SB Master
Tania DeGroot

Teresa Long
Jeff Boero
James Wright

III. Adopted Minutes from Monday, March 18, 2019,

IV. Treasurer Report

A. In Treasurer Bob Thompson's absence, Teresa Long distributed the Balance Sheet and Profit & Loss Statements, both as of April 14, 2019, showing an asset balance of \$214,186.12.

V. J&J Ranch Progress

A. No current updates on significant progress. Kent Long is scheduled to meet with J&J's John French in the next week or so.

VI. Computer Modeling

A. The FJMA Board unanimously approved a \$1000 expenditure to continue funding James Wright's efforts in developing the computer modeling of the Adobe. The Board delayed a vote on funding application software that takes Sketch Up 'line drawings' and provides texture, depth and animation to the modeling effort. The Board understands that this license is approximately \$250 per year or \$800 for unlimited time use.

B. James Wright showed photos of 3D printed models developed in conjunction with MBH Architects. Discussion on using these models at various fundraising and community events.

VII. Fund Raising / Capital Campaign

A. Next meeting with the Fundraising Committee is in May. In the interim, Kent Long will continue to work with Dick Olson of the Moraga Historical Society.

B. Jeff Boero reviewed conversations with Drew Taplin of the Orinda Planning Department in which preliminary verbal approval was given for placement of a fundraising sign at the corner of Brookwood Road and Camino Pablo, at the Highway 24 eastbound Orinda exit 'mini park'. James Wright will work on some sign mock-ups for further discussion.

C. Fandango

1. To be held August 24, 2019 at the Art & Garden Center at Wilder

2. The committee is work with local garden clubs and considering displays such as the Presidio wall art to tie the event into the 'art and garden' theme. Also considering creating labels for bottles of wine for distribution to advertise and commemorate the event.

VIII. New Business

- A. Congressman Mark DeSaulnier's office is sponsoring a challenge grant program as part of the National Endowment for the Humanities (NEH). Designated donations will be matched by NEH. Teresa Long will complete the application, due May 15.

IX. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:40 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, May 20, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, May 20, 2019

I. Meeting called to order at 7:48 p.m.

II. Members in Attendance

Kent Long
Bobbie Landers
Tania DeGroot

Jeff Boero
Bob Thompson
Craig Silveria

Ron Louis

III. Adopted Minutes from Monday, April 15, 2019,

IV. Treasurer Report

- A. Treasurer Bob Thompson distributed the Balance Sheet and Profit & Loss Statements, both as of May 20, 2019, showing an asset balance of \$214,191.38.
- B. These statements do not reflect a recent receipt of \$500 from the Orinda Woman's Club to fund additional computer modeling efforts.

V. J&J Ranch Progress

- A. A number of proposed homes are under design review by the Orinda Planning Commission. Bobbie Landers earlier circulated a link to the home renderings.

VI. Recent Public Events

- A. Orinda Action Day – Held April 27. Jeff Boero reported that activity was light, but FJMA presence was noted and appreciated.
- B. Wildlife Festival – Held April 28. Kent Long reported that the event was well attended and good interest in the Adobe and our restoration efforts. Kent commented on the wide Bay Area geographic area represented by the attendees.
- C. Moraga Community Faire – Held May 11. Jeff Boero reported that the event was well attended by both Moraga and Orinda residents. Of particular note was the general awareness of the Adobe by Moraga school district elementary students, through their expose to the Moraga Historical Society.

VII. Computer Modeling

- A. Craig Silveria showed two complete versions of the Adobe building, one representing the original 1841 layout and the other representing the configuration after the ~1970's additions. Another model, showing the post-1848 layout is to be completed shortly. It is the 1848 plan to which the Adobe will be restored.
- B. The 1841 model will be displayed at the Orinda Historical Society room in the Orinda Library building complex and used for this Thursday's presentation to Orinda school district students.

- VIII. FJMA Fundraising Sign
- A. The Board reviewed a mock-up of the proposed graphics for the fundraising sign to be preliminarily located at the mini-park at the Crossroads. After some discussion, it was agreed that a committee of three would be assigned to develop some renderings for review and approval by the Board. Our goal is to have the sign in place for the Orinda 4th of July events. Jeff Boero will contact Drew Tapin at the Planning Department to reconfirm any restrictions they may have on size or specific location.
- IX. Fandango
- A. To be held August 24, 2019 at the Art & Garden Center at Wilder. Tania DeGroot confirmed that the Center is complete and now available for events.
 - B. Given the limitations on parking proximity to the Art and Garden Center, we may have to consider golf cart shuttles between the event and nearby parking.
- X. New Business
- A. FJMA Board Elections - By unanimous Board approval, elections were deferred to next month's meeting. Tania DeGroot will survey existing Board members for their interest in continuing in their respective positions and solicit nominations.
 - B. Orinda Fourth of July Event – Jeff Boero will complete the application process for participation in the parade and booth reservation as well as solicit sponsorship from Tradeline (Steve Westfall) and Mel Silva's participation with his horse-drawn wagon.
- XI. Adjournment / Next Meeting
- A. The meeting was adjourned at 9:11 p.m.
 - B. The next meeting will be held at 7:30 PM on Monday, June 17, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, June 17, 2019

I. Meeting called to order at 7:43 p.m.

II. Members in Attendance

Kent Long
Bobbie Landers
Tania DeGroot
Ron Louis

Bob Thompson
Teresa Long
Lance Beeson
Craig Silveria

Jeff Boero

III. Adopted Minutes from Monday, May 20, 2019 with the following corrections:

- A. Par. IV.B – Correct to read: These statements do not reflect a ~~recent~~ an expected receipt of \$500 from the Orinda Woman's Club to fund additional computer modeling efforts.
- B. Par. VIII.A – Correct to read: After some discussion, it was agreed that a committee of three consisting of Kent Long, Tania DeGroot and James Wright would be assigned to develop some renderings for review and approval by the Board.

IV. Board Elections

- A. Tania DeGroot was nominated as Vice President
- B. By unanimous vote the following slate of nominees was elected for the following year:

President - Kent Long
Vice President – Tania DeGroot
Secretary - Jeff Boero
Treasurer - Bob Thompson
Members at Large: SB Master, Lance Beeson, Ron Louis, James Wright

V. Treasurer Report

- A. Treasurer Bob Thompson distributed the Balance Sheet and Profit & Loss Statements, both as of June 16, 2019, showing an asset balance of \$215,546.15.
- B. These statements reflect the recent receipt of \$500 from the Orinda Woman's Club to fund additional computer modeling efforts.
- C. The next \$25,000 installment is due to J&J Ranch in September 2019. Bob Thompson will invest approximately \$34,000 from the checking account in a short-term CD.

VI. J&J Ranch Progress

- A. No updates on development status.
- B. Jeff Boero reported that in the recent meeting with Orinda's Planning Department regarding the fundraising sign, Planning Director Drummond Buckley indicated that as part of the historic and archaeological investigation at the Adobe site artifacts were found and have been cataloged at Sonoma State University. Jeff will research further what these artifacts consist of.

- VII. Orinda 4th of July Parade and Event
- A. FJMA's application for the parade entry and booth has been submitted to the Orinda Association and acknowledged. Steve Westfall from Tradeline has generously offered to sponsor the parade entry. A request has been made to Mel Silva for his participation this year. Jeff Boero will follow up with Mel for confirmation.
 - B. Teresa Long, Bob Thompson and Jeff Boero have agreed to staff the booth this year.
- VIII. Computer Modeling
- A. No recent activity. At Kent Long's request Craig Silveria will produce a 3D model of the 1848 '5-room' version of the Adobe for planned display at the Orinda 4th of July booth.
- IX. FJMA Fundraising Sign
- A. Tania DeGroot, James Wright, Craig Silveria and Jeff Boero met with Drew Tapin and Drummond Buckley of the Orinda Planning Department on May 30 to discuss FJMA's desire to place its fundraising sign at the mini-park at the intersection of Camino Pablo and Brookwood. After much discussion at this meeting regarding potential alternate sites (e.g. the bus turnaround on the southwest corner, or adjacent to the EFO sign) it was decided that FJMA would proceed with a formal Sign Permit Application to the Planning Department, requesting a specific location and accompanied by sign art rendering and overall installed dimensions. FJMA's Sign Committee will undertake this task and strive to have the application submitted within 4 weeks.
- X. Fandango
- A. To be held August 24, 2019 at the Art & Garden Center at Wilder.
 - B. Given the limitations on parking proximity to the Art and Garden Center, a high-capacity golf cart shuttle has been arranged.
 - C. Lance Beeson's musical group Los Arribeños de San Francisco will again perform at the Fandango. Lance has also arranged to have Orinda Unified School District (OUSD) musical director Cristina Holling attend the Fandango with the plan that Cristina will hopefully recruit some OUSD students to participate in the festivities.
 - D. Charlie Vollmer of Epicurean Exchange will again be providing food for the Fandango.
- XI. New Business
- A. As an idea for our own efforts, Ron Louis showed photos of low-profile lighted lamp posts in Tahoe that incorporated plaques recognizing donors to the local improvement project.
- XII. Adjournment / Next Meeting
- A. The meeting was adjourned at 8:43 p.m.
 - B. The next meeting will be held at 7:30 PM on Monday, July 15, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, July 15, 2019

- I. Meeting called to order at 7:41 p.m.
- II. Members in Attendance

Bobbie Landers	Jeff Boero
Tania DeGroot	Teresa Long
Margaret Beck	Craig Silvera
- III. Introduction of New Attendees – Margaret Beck introduced herself to the group and expressed interest in being active in the FJMA organization.
- IV. Adopted Minutes from Monday, June 17, 2019 with the following corrections:
 - A. Par. X.C – Correct to read: Lance has also arranged to have Orinda Unified School District (OUSD) musical director ~~Cristina~~ Christina Holling attend the Fandango with the plan that ~~Cristina~~ Christina will hopefully recruit some OUSD students to participate in the festivities.
- V. Treasurer Report
 - A. There was no Treasurer Report as Treasurer Bob Thompson was not in attendance.
- VI. J&J Ranch Progress
 - A. No updates on development status.
 - B. A Cultural Resource Assessment conducted at the Adobe site in 2009 found and cataloged several artifacts of historical significance. Jeff Boero spoke with representatives of PaleoWest (formerly William Self Associates) and found that since the initial Cultural Resource Assessment filing that ongoing surveys continue at the site. Bobbie Landers will make contact with J&J Ranch representative John French to inquire what may be feasible in collaborating with J&J Ranch and PaleoWest in recovering additional items of historical significance for eventual display at the Adobe.
- VII. Orinda 4th of July Parade and Event
 - A. The parade entry was again well received at this year's parade. We were fortunate to have a very enthusiastic Blomquist family riding in the wagon this year.
 - B. Thank you notes to both Tradeline (Steve Westfall) and Mel Silva have been sent.
- VIII. FJMA Fundraising Sign
 - A. An initial draft of the sign application has been completed but questions remain regarding interpretation of the sign ordinance and other specific requirements of the application. Jeff Boero will follow-up with the Orinda Planning Department.
- IX. Computer Modeling
 - A. Craig Silvera is waiting for a response from the firm that is producing the 3D models on a timeline for a 5-room, 1841 3D printed version of the Adobe. We would like to have this model for display at the Fandango.

X. Capital Campaign

- A. No recent activity to report on regarding conversations with the Moraga Historical Society.
- B. Teresa Long spoke with Terry Murphy of the Orinda Historical Society. Terry suggested that we review the memorial wall at the Lafayette Veteran's Building for ideas on generating revenue from the sale of personalized bricks.
- C. A committee consisting of Margaret Beck, Bobbie Landers and Teresa Long was created to make a recommendation to the Board regarding the sale of fundraising bricks, including, but not limited to, a proposed location at the Adobe site, size, color and cost of brick and font style options. The committee will report out at the next Board meeting.
- D. The group briefly discussed the possibility and wisdom of engaging with a fundraising campaign consultant.

XI. Fandango

- A. To be held August 24, 2019 at the Art & Garden Center at Wilder.
- B. Tania DeGroot reported that arrangements are shaping up nicely.

XII. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:45 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, August 19, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, August 19, 2019

I. Meeting called to order at 7:45 p.m.

II. Members in Attendance

James Wright	Bob Thompson
Bobbie Landers	Ron Louis
Kent Long	Teresa Long
Margaret Beck	Lance Beeson

III. Adopted Minutes from Monday, July 15, 2019.

IV. Treasurer Report

- A. Bob Thompson passed out a Balance Sheet and Profit & Loss Statement for January to August 2019. He reported that FJMA has \$220,000 in assets.
- B. Bob will see about transferring the Fandango tickets sales money from FJMA's PayPal account into the bank accounts.
- C. Bob asked about our next payment to J&J Ranch. Kent believes it to be \$50,000 due on September 18, but Kent will confirm the date.

V. J&J Ranch Progress

- A. No updates on J&J Ranch development status.
- B. Bobbie Landers took Craig Silvera and Margaret Beck up for a tour of the Adobe. John French accompanied them and showed them some of the home sites near the Adobe. It is still a construction zone up there.

VI. Adobe site cultural resource assessment

- A. We decided to delay this discussion until the next meeting when Jeff will be here.

VII. FJMA Fundraising Sign

- A. We decided to talk about this at our next meeting.

VIII. Computer Modeling

- A. Bobbie reported that Craig Silvera delivered a 3D video and three separate Adobe models to her; they include the current configuration, the original 2 room Adobe and the expanded 5 room Adobe. These models along with a video will be display at the upcoming Fandango. Teresa incorporated this video with drone footage provided by Jeff's son Peter to create a promotional video about the Adobe. She previewed it for everyone at the meeting. Lance suggested that Teresa create a YouTube channel for FJMA and post it online. Teresa will look into doing that.

IX. Capital Campaign

- A. Fundraising Brick/Pavers Committee (Bobbie, Margaret & Teresa): Margaret presented a proposal for the group that we create a brick path using pavers near the Adobe. She showed many examples of creative fundraising projects that other groups have done. She passed out a cost spreadsheet, an example layout including the number of bricks needed and the number available for purchase, and a sample order form. There was

much discussion about how much to charge, and if we should have bigger size paver at a more expensive price. We passed a motion to sell 8 by 4 bricks for \$250 apiece starting immediately and have order forms available at the Fandango. We can add another offering for higher-end donors (a bench, larger brick, plaque etc.) later on.

X. Fandango

A. To be held August 24, 2019 at the Art & Garden Center at Wilder. .

XI. Adjournment / Next Meeting

A. The meeting was adjourned at 9:00 p.m.

B. The next meeting will be held at 7:30 PM on Monday, September 16, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, September 16, 2019

I. Meeting called to order at 7:35 p.m.

II. Members in Attendance

Bobbie Landers	Jeff Boero
Tania DeGroot	Teresa Long
Margaret Beck	Lance Beeson
Kent Long	Bob Thompson

III. Adopted Minutes from Monday, August 19, 2019

IV. Treasurer Report

- A. Treasurer Bob Thompson reported that current account balance is \$160,701.40.
- B. The next installment of \$50,000 to J&J Ranch is due. Kent Long will hand deliver the check to Matt Branagh of J&J Ranch this week.
- C. Coincident with this installment payment, the Moraga Historical Society, in line with its 20% match commitment, has provided a check for \$10,000.

V. J&J Ranch Progress

- A. As noted, Kent Long will be meeting with Matt Branagh of J&J Ranch this week for a general project update. Kent will inquire regarding the landscaping plan and the incorporation of a pathway to accommodate the inclusion of our fundraising brick pavers.
- B. Kent Long will coordinate with J&J Ranch representative John French on joint efforts to continue the search for historical artifacts in the area most closely surrounding the Adobe to avoid interfering with ongoing construction activities.

VI. Fundraising and Publicity

- A. Fandango Recap
 - 1. The Fandango was again a very successful event with a net of \$8,709.94 raised and continued awareness brought to the efforts of FJMA.
 - 2. Roundtable discussion on 'plusses and minuses' of the event and lessons learned for planning and conducting next year's event.
- B. Capital Campaign
 - 1. Paver Brick Sales – Launched the paver brick sales at the Fandango. Efforts will continue through FJMA website and other public events. Margaret Beck will pursue a lead through the Clayton History Museum on a landscape designer for ideas incorporating the pavers into the planned walkway at the Adobe.
 - 2. Bobbie Landers will make contact with City of Orinda Council Member Amy Worth on a reference to assist in our capital campaign efforts. Similarly, Bobbie will revive conversations with Brad Barber for same.
 - 3. Discussion regarding the Mary C. Skaggs Foundation and the feasibility of FJMA soliciting funding.

- C. Fundraising Sign – Craig Silveria has developed drawings of the sign construction (8' x 5'4") and proposed construction and installation method. Jeff Boero will ask Craig to submit renderings of sign design options to the Sign Committee for final selection and submittal and approval by the Board. With that, a formal application can then be made to Orinda's Planning Department for review and approval.
- D. Wagner Ranch Olive Festival, October 6 – Teresa Long will coordinate FJMA's participation. Teresa, Kent and Margaret Beck will staff the booth, including offering brick pavers.
- E. Ron Louis suggested that FJMA participate in Moraga's September 28 Pear and Wine Festival. Jeff Boero will pursue the application process and advise.

VII. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:46 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, October 21, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, October 21, 2019

- I. Meeting called to order at 7:33 p.m.
- II. Members in Attendance

SB Master	James Wright
Tania DeGroot	Jeff Boero
Craig Silveria	Teresa Long
Kent Long	Lance Beeson
Ron Louis	Bob Thompson
Sam Sperry	
- III. Adopted Minutes from Monday, September 16, 2019, with the following suggestion from Teresa Long and Board concurrence: The minutes of the Treasurer's report should include more than just the cash balance on hand, but should also reflect the entire asset base, including the value of purchase payments made to date.
- IV. Treasurer Report
 - A. The Treasurer's Report was not available for this meeting.
- V. J&J Ranch Progress
 - A. Kent Long met with J&J Ranch representative Matt Branagh shortly after our last meeting to hand deliver the \$50,000 installment payment and obtain a development update. Mr. Branagh was enthusiastic with the prospect of utilizing the landscaped area surrounding the Adobe as a park area for development residents.
 - B. Margaret Beck, Kent Long and Bobbie Landers met with Bruce Jett, an landscape architect, to review the Adobe landscape plans, and in particular a walking path to incorporate the fundraising pavers.
- VI. Cultural Resource Assessment
 - A. Jeff Boero has two contacts at Paleo West, one for pursuing acquisition and display of artifacts discovered to date, currently curated at Sonoma State University, and a second contact for investigating the possibility of continued exploration at the site. The first contact will get back to Jeff with the prescribed process. No additional conversations with the second contact will be had until Kent Long coordinates this proposal with John French of J&J Ranch.

VII. Fundraising and Publicity

A. Recent Public Appearances -

1. FJMA participated in two local events during the past month, Moraga's Pear and Wine Festival on September 28 and Orinda's Olive Festival on October 6. Both events served to educate those unfamiliar with the Adobe and bring awareness to the efforts of FJMA.

B. Capital Campaign

1. Sam Sperry presented a document summarizing the history and commitment of the Moraga Historical Society's (MHS) pledge to fund 20% of FJMA's \$500,000 purchase of the Adobe. FJMA's appreciation to MHS for this generous contribution was expressed.
2. Tania DeGroot circulated information on Network for Good, an online fundraising organization. The website contains valuable information on fundraising strategies and tactics.
3. Kent Long noted that the Capital Committee needs to reconvene soon.

- C. Fundraising Sign – Craig Silveria presented revised renderings of the sign and proposed location in the 'mini park' at Camino Pablo and Brookwood. Although not complete in all details, the Board agreed that the design is far enough along to support a formal application to the Orinda Planning Department. Jeff Boero will pursue the application process.

VIII. New Business

- A. Teresa Long proposed an expenditure of up to \$1000 to engage professional help to update the FJMA website. The Board unanimously approved.
- B. Teresa will be developing a newsletter for publication by the end of the year and solicited ideas for content. Suggestions included fundraising update, availability of pavers, a review of the recent Fandango, an update on the J&J Ranch progress and an introduction of FJMA Board members.
- C. A grant request will be made again this year to the Orinda Community Foundation.
- D. The Board agreed it would be interesting to explore the purchase FJMA logo'd apparel for staff at various public events. Jeff Boero will present some ideas and options at the next Board meeting.

IX. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:02 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, November 18, 2019 at the Garden Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, November 18, 2019

- I. Meeting called to order at 7:38 p.m.

- II. Members in Attendance
 - Tania DeGroot
 - Margaret Beck
 - James Wright
 - Jeff Boero
 - Teresa Long
 - Bob Thompson

- III. Adopted Minutes from Monday, October 21, 2019

- IV. Treasurer Report
 - A. Treasurer Bob Thompson distributed the Profit and Loss and Balance Sheet statements reflecting a Total Asset Balance of \$235,907.66.
 - B. Soon-to-be-maturing Certificates of Deposit will be reinvested, although at lower market interest return rates of less than 2%.

- V. J&J Ranch Progress
 - A. No development updates

- VI. Fundraising and Publicity
 - A. Website Development - Teresa Long and Margaret Beck have met with Results Marketing to further discuss updating the FJMA website, including the Amazon fundraising link, fundraising software and other upgraded features. These conversations will continue.
 - B. Upcoming Newsletter – Teresa Long circulated the proposed newsletter. General input and corrections for final draft were provided. Similarly, the FJMA brochure will be updated and reprinted.
 - C. 2019 Capital Campaign
 - 1. Paver Sale –
 - a) The Paver Sale program continues. Funds are being solicited with the understanding that pavers will not be formally purchased until a specific location at the Adobe site has been established and pavers are ready for installation.
 - b) James Wright suggested that FJMA draw the interest of area school-age students and by extension their families, to the Adobe through ‘hands on’ activities at periodically scheduled events at Mr. Wright’s ‘Old Yellow House’ on Moraga Way.
 - c) FJMA is working with Orinda landscape architect Bruce Jett. James Wright will work further with Bruce Jett on acquiring landscape plan files for creation of a 3D model of the Adobe landscape plan.
 - d) Teresa Long reported that Bobbie Landers has sent an email to Orinda City Councilmember Amy Worth for reference for a fundraiser consultant.
 - D. A request for an Orinda Community Foundation grant has been submitted.
 - E. Teresa Long reported on efforts to acquire a grant through the Department of Interior ‘Save America Treasures’ program. The application was declined due to lack of designation of the Adobe as having national significance.

- F. Fundraising Sign –Jeff Boero reported that FJMA’s application has been submitted to Orinda’s Planning Department and awaiting response.

VII. Cultural Resource Assessment

- A. Jeff Boero will continue discussions with Paleo West on process for acquiring curated items at Sonoma State University as well as the possibility and practicality of utilizing local university interns for further exploration of the area immediately surrounding the Adobe.

VIII. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:01 p.m.
- B. The next meeting will be held at 7:30 PM on Monday, December 16, 2019 at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda.