

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, January 27, 2020

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

II. Members in Attendance

Tania DeGroot	Bob Thompson
Margaret Beck	Craig Silveria
James Wright	Bobbie Landers
Jeff Boero	SB Master
Teresa Long	Kent Long

III. Adopted Minutes from Monday, November 18, 2019. There was no December 2019 meeting.

IV. Announcements

- A. Tania DeGroot announced that the Moraga Historical Society will host a presentation February 27 on the history of Canyon by Vicki McCosker Saputo. Vicki's paternal grandfather, John McCosker, homesteaded in Canyon in the 1850's. Her family has had a presence in Canyon and Moraga since then. The presentation begins at 7:30 PM at the Moraga Library Meeting Room, 1500 St. Mary's Road, Moraga.
- B. Teresa Long circulated a flyer on a scheduled presentation by author Dan Hanel covering Dr. John Marsh, the first American to inhabit Contra Costa County, his mysterious murder as well as insights into 19th century local history. Mr. Hanel's presentation will be hosted by the Orinda Historical Society and is scheduled for Sunday, February 23 from 4:00 – 6:00 PM at the Garden Room at the Orinda Library, 26 Orinda Way, Orinda.

V. Treasurer Report

- A. Monthly financial reports are in process and will be distributed to the Board later this week.
- B. Note was made and appreciation expressed regarding two recent and significant donations, each for \$1000.

VI. J&J Ranch Progress

- A. No development updates
- B. James Wright met with Orinda Architect Bruce Jett to discuss hardscape and landscape ideas for the area surrounding the Adobe, including incorporating indigenous and sustainable plantings. Kent Long will arrange with J&J Ranch's John French to allow access for James, Mr. Jett and Margaret Beck for further on-site conversation. Additional discussion on perhaps including subtle outlines of the various Adobe floorplans throughout the years.

VII. Fundraising and Publicity

- A. Paver Sales – Margaret Beck reported that sale activity continues with on-going promotion through FJMA literature and soon-to-be revised FJMA website.
- B. Website Development - Teresa Long reported that the proposed website and design has been circulated among the Board for review and comment. There is universal acceptance of the site, as proposed, with no suggested changes. Teresa will work with *Results Marketing* on the final launch.

- C. Membership Drive – Margaret Beck circulated a proposed ‘Database Segmentation & Marketing Strategy’ as well as a listing of several local non-profit organizations, comparing membership designations and rate structures. Formal strategy and implementation will be formalized. In the interim, the Board unanimously approved a motion to increase regular annual member dues to \$50, with a reduced rate for Seniors (65 years and older) of \$35. These revised rates will be effective upon update of the FJMA website.
- D. 2020 Calendar Planning – Margaret Beck solicited suggestions for activities and events to be included in FJMA’s calendar. Current events include: April 19-Orinda Wildlife Festival; July 4 – Orinda 4th of July Parade and exhibits; August 29 – Fandango; September 15 through October 15 – Mexican Heritage Month. Additional dates and events were solicited to be forwarded to Margaret.
- E. Fundraising Sign –Tania DeGroot, Jeff Boero and Craig Silveria met with City of Orinda representatives on January 23rd to discuss FJMA’s application for the fundraising sign at the Crossroads ‘mini park’. The City has in effect rejected our application, citing the potential of setting a precedent with other local non-profit organizations and leading to ‘sign clutter’ throughout the city. Instead, the City has offered to consider an application for a street light-mounted banner that would be installed in 70-day increments. Craig Silveria will work on design proposals for submittal among the Board. When approved by the Board, Jeff Boero will submit to Orinda’s Planning department. Jeff will also contact the Orinda Association for guidance on the process they have followed for Fourth of July signage.

VIII. Cultural Resource Assessment

- A. Jeff Boero reported that attempts to reach representatives at Paleo West to pursue further artifact research at the Adobe have been unsuccessful. However, another Paleo West representative has been extremely helpful in offering assistance in securing existing Adobe artifacts curated at Sonoma State University as well as established protocol in displaying the artifacts with relevant and engaging information.

IX. New Business

- A. Margaret Beck suggested that members search ‘Joaquin Moraga Adobe’ in Google, select ‘Maps’ and in ‘Reviews’ select the 5-Star ‘Like’ rating. The higher rating should generate interest in the Adobe.
- B. Teresa Long introduced The Foundation Center (foundationcenter.org) as a possible resource for locating and contacting grant foundations. Further discussion on reconnecting with Brad Barber, Brother Mel Anderson and Moraga Historical Society on our capital fundraising efforts.

X. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:20 p.m.
- B. The next meeting will be held at 7:30 PM on **Monday, February 24, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, February 24, 2020

- I. Meeting called to order at 7:43 p.m.
- II. Members in Attendance

Tania DeGroot	Bob Thompson
Margaret Beck	Ron Louis
Jeff Boero	Bobbie Landers
Teresa Long	Kent Long
- III. Adopted Minutes from Monday, January 27, 2020.
- IV. Announcements
 - A. Kent Long reported that Colleen Moraga, a Moraga family descendant has contacted him and is interested in perhaps becoming involved in FJMA. Ms. Moraga will hopefully be attending FJMA's March Board meeting.
- V. Treasurer Report
 - A. Treasurer Bob Thompson distributed the Profit and Loss and Balance Sheet statements reflecting a Total Asset Balance of \$240,604.82.
- VI. J&J Ranch Progress
 - A. No development updates
 - B. Kent Long, Margaret Beck, James Wright and Orinda Landscape Architect Bruce Jett met with J&J Ranch representative John French at the Adobe site to discuss hardscape and landscape ideas for the area surrounding the Adobe. The focus was on blending the functional and aesthetic desires of both the hardscape and landscape design. With initial ideas presented, the group will reconvene to solidify designs.
- VII. Fundraising and Publicity
 - A. Paver Sales – Margaret Beck circulated a summary showing on-going activity on paver sales. Finalization of landscape designs should encourage additional paver sales.
 - B. Website Development - Final design tweaks are being implemented by contractor *Results Marketing* for impending launch.
 - C. Membership Drive –Three membership tiers have been established and now appear in FJMA literature: \$50 Annual Membership; \$35 Senior Membership (65+); \$75 Family Membership.
 - D. 2020 Calendar Planning – Margaret Beck circulated the draft 'FJMA Marketing Calendar: 2020'. This calendar identifies specific local events in which FJMA will be participating and defines the Format/Venue as well as the primary and secondary opportunities for FJMA to bring awareness to FJMA's mission and to drive fundraising.
 - E. Ron Louis sought confirmation of FJMA's agreement with the Moraga Historical Society (MHS) that donations to our respective organizations will be determined by donors' place of residency. Specifically, donations from Moraga residents made to MHS for the benefit of FJMA will be credited to amounts that MHS renders to FJMA for purchase and restoration of the Adobe.

F. Fundraising Banners –

1. Tania DeGroot and Jeff Boero presented the two proposed locations for light pole mounted placement of the FJMA banners: The northeast corner of Camino Pablo and Brookwood Road (at the 'mini park'), and the northwest corner of Camino Pablo and Camino Sobrante in Orinda Village (in front of FedEx). The Board accepted these proposed locations.
2. Banner design options were presented and discussed. The consensus is for a simple banner with FJMA's logo, web address and a note to 'Donate' and not include a fundraising progress 'thermometer'. Jeff Boero will ask Craig Silveria to make desired changes and then circulate among the Board for final approval.
3. Jeff Boero made contact with Bill Waterman of Orinda Association (OA). Bill provided contact references for banner creation, installation, removal and storage and provided an estimate of \$200 - \$300 that OA is paying for its 4th of July banners. Bobbie Landers suggested an alternate source for the banners, "Banners on the Cheap".
4. The City of Orinda's Public Works department has preliminarily approved FJMA's proposed banner installation locations. With final approval of the design Jeff Boero will submit the formal application to the City.

VIII. Cultural Resource Assessment

- A. Jeff Boero reported that we have received an encouraging response from St. Mary's College School of Archaeology and its interest in assisting FJMA with further artifact recovery. Jeff will coordinate a follow-up meeting with Dr. Cynthia Van Gilder of St. Mary's.

IX. New Business - None

X. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:06 p.m.
- B. The next meeting will be held at 7:30 PM on **Monday, March 16, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, May 18, 2020

I. Meeting was conducted via video conference and was called to order at 7:35 p.m.

II. Members in Attendance

Tania DeGroot	SB Master
Margaret Beck	Kent Long
Jeff Boero	Craig Silveria
Teresa Long	James Wright
Bob Thompson	Diana Repluge
Bobbie Landers	

III. New Introductions: Ms. Diana Repluge joined the meeting from Santa Barbara as a new attendee. Ms. Repluge is Director of *Baile de California*, established to preserve California's cultural heritage through the songs and dances of 1800's California.

IV. Adopt April 2020 Minutes: Adopted Minutes from Monday, April 20, 2020.

V. Treasurer Report

A. The Treasurer's Report was not available for this meeting but will be distributed in the coming days.

VI. J&J Ranch Progress

- A. Kent Long reported no significant updates on development progress. Tania DeGroot understands that approximately six lots have sold in the development.
- B. Tania DeGroot made reference to the '680/24 Corridor History' site on Facebook that includes historic photos of the old barn on the Adobe property.

VII. Cultural Artifact Retrieval

A. Jeff Boero summarized recent conversations with Dr. Cynthia Van Gilder of St. Mary's College on the coordinated effort to pursue retrieval of artifacts of historical significance on the Adobe property. With the Spring term over Dr. Van Gilder plans to begin background research and make contact with Paleo West. A meeting at the Adobe with Dr. Van Gilder, J&J Ranch representatives and FJMA will be tentatively planned for late June.

VIII. Fundraising and Publicity

- A. Fundraising Banners – Two banners were completed and installed the first week in May at the Crossroads and Village locations. The banners will remain installed for an undetermined amount of time but may have to be removed for the Orinda Association 4th of July banners. Jeff Boero will coordinate with the City.
- B. Paver Sales – Margaret Beck earlier circulated via email a summary showing on-going activity on paver sales.
- C. Teresa Long issued the latest edition of the FJMA Newsletter this past weekend to the FJMA mailing list. Broad recognition of the content and quality of the Newsletter.

- D. 2020 Calendar Planning – Margaret Beck earlier circulated the updated 'FJMA Marketing Calendar: 2020' via email.
- E. Fandango – Roundtable discussion on practicality of hosting the 2020 Fandango, given uncertainty of social distancing status on the planned date of August 29. The Fandango Planning Committee will meet to discuss various options presented including proceeding as planned, conducting a virtual Fandango, incorporating James Wright's idea of a 'oral history harvest, and other options.

IX. New Business - None

X. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:42 p.m.
- B. The next meeting will be held at 7:30 PM on **Monday, June 15, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, April 20, 2020

I. Meeting was conducted via video conference and was called to order at 7:36 p.m.

II. Members in Attendance

Tania DeGroot	Ron Louis
Margaret Beck	Lance Beeson
Jeff Boero	Kent Long
Teresa Long	Craig Silveria
Bob Thompson	Lucia Filippou

III. New Introductions: Ms. Lucia Filippou joined the meeting as a new attendee.

IV. Adopt February 2020 Minutes: There was no March 2020 meeting. Adopted Minutes from Monday, February 24, 2020, with the following corrections:

- A. Par. VII.E – Corrected to: “Ron Louis sought confirmation of FJMA’s agreement with the Moraga Historical Society (MHS) that donations to our respective organizations will be determined by donors’ place of residency. Specifically, donations from Moraga residents made to MHS for the benefit of FJMA will be credited to amounts that MHS renders to FJMA for purchase and restoration of the Adobe.”
- B. Par. VII.F.1 – Corrected to: “Tania DeGroot and Jeff Boero presented the two proposed locations for light pole mounted placement of the FJMA banners:
The ~~north east~~ northwest corner of Camino Pablo and Brookwood Road”

V. Treasurer Report

- A. Treasurer Bob Thompson distributed the Profit and Loss and Balance Sheet statements reflecting a Total Asset Balance of \$244,151.91.

VI. J&J Ranch Progress

- A. Kent Long presented photos from a recent visit to the Adobe with Margaret Beck and landscape architect Bruce Jett. Mr. Jett continues working in installments on a landscape master plan, keeping FJMA representatives close to the process.

VII. Cultural Artifact Retrieval

- A. Jeff Boero reported good progress in coordinating with St. Mary’s Anthropology and Archaeology departments in using the 2009 Cultural Resources Assessment Report as a springboard for further student research and artifact retrieval in the area immediately adjacent to the Adobe. Near-future coordination meetings will be scheduled.

VIII. Fundraising and Publicity

- A. Paver Sales – Margaret Beck circulated a summary showing on-going activity on paver sales, with a good percentage of total sales executed through the brick paver provider's website.
- B. FJMA Website Development – The Board unanimously approved an expenditure of \$175 to *Results Marketing* to bring our website in compliance with the Americans with Disabilities Act (ADA).
- C. 2020 Calendar Planning – Margaret Beck circulated the updated 'FJMA Marketing Calendar: 2020'. Several events have been cancelled or are pending awaiting future social distancing guidelines.
- D. Fundraising Banners – Via earlier email exchange, the Board approved an expenditure of \$300 to Proclaim Promotions to produce two banners for display in the Orinda Crossroads and Orinda Village areas. Proclaim Promotions will schedule production closer to the time that FJMA plans to display the banners, now dependent on return of more normal business and social activities.

IX. New Business - None

X. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:08 p.m.
- B. The next meeting will be held at 7:30 PM on **Monday, May 18, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, June 15, 2020

I. Meeting was conducted via video conference and was called to order at 7:35 p.m.

II. Members in Attendance

Tania DeGroot
Margaret Beck
Jeff Boero
Teresa Long
Bobbie Landers

Cynthia Van Gilder
Kent Long
James Wright
Ron Louis
Diana Replogle-Purinton

III. New Introductions: Dr. Cynthia Van Gilder, senior archaeology professor at St. Mary's College in Moraga, joined the meeting. Cynthia has been particularly active over the past several months in assisting FJMA as we pursue historical artifact retrieval at the Adobe site. Cynthia shared her broad vision of the opportunities and benefits afforded by artifact retrieval and display.

IV. Adopt May 2020 Minutes: Adopted Minutes from Monday, May 18, 2020, correcting the spelling of last month's new attendee Diana Replogle-Purinton

V. Treasurer Report

A. Treasurer Bob Thompson was not in attendance.

VI. J&J Ranch Progress

A. Kent Long shared a recent newsletter issued by J&J Ranch developers summarizing recent activity at the development, with photos.

B. Jeff Boero reported that excavation on Lots 11 and 12 adjacent to the Adobe has commenced.

VII. Cultural Artifact Retrieval

A. Jeff Boero expressed concern that recent excavation activity on Lots 11 and 12 may impede effective artifact research in areas identified in the William Self Associates report as having potential for significant historical deposits. From this conversation we agreed:

- Kent Long will contact representatives from J&J Ranch to better understand immediate excavation plans for Lots 11 and 12 and investigate opportunities for accessing these two areas for immediate research. Kent will also inquire into any mitigation efforts being employed by the developer
- Cynthia Van Gilder will contact Paleo West (formerly William Self Associates) for context specifically on areas in and around Lots 11 and 12. Cynthia will see if she can marshal student resources for a near-term (July?) research effort. Cynthia may conduct research through UC Berkeley Bancroft Library on Moraga Adobe history and photographs.

B. James Wright suggested that a search of historic photos be made to perhaps identify old outbuildings, yielding additional artifact opportunities

C. Lance Beeson noted that there is cultural logic to placement of latrines and other outbuildings through the study of other local adobes, e.g. Peralta, Alviso and Martinez adobes.

VIII. Fundraising and Publicity

- A. Fundraising Banners – The two banners in the downtown Orinda area have been replaced by Orinda Association 4th of July banners. Tania DeGroot and Jeff Boero will discuss alternate locations and present to the Board before the banners are reinstalled late July. Craig Silveria is working on draft designs for display at Lafayette's community boards located at the intersection of Mt. Diablo Blvd. and Moraga Road and near the Lafayette Park Hotel. Ron Louis is working with Moraga representatives on the possibility of displaying banners in the Town of Moraga.
- B. Paver Sales – Margaret Beck earlier circulated via email a summary showing no sales activity in May.
- C. 2020 Calendar Planning – Margaret Beck earlier circulated the updated 'FJMA Marketing Calendar: 2020' via email. No changes from last month's report.
- D. Teresa Long reported that the FJMA website is operating well. An earlier broken link has been resolved.
- E. Fandango – The Fandango Committee concluded that an August event this year is not practical. Instead, a 2021 Spring event is being considered.

IX. New Business

- A. FJMA Board elections will be conducted next month. In the interim, Tania DeGroot will solicit intentions from current Board members and other nominations.

X. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:47 p.m.
- B. The next meeting will be held at 7:30 PM on **Monday, July 20, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, August 17, 2020

I. Meeting was conducted via video conference and was called to order at 7:35 p.m.

II. Members in Attendance

Tania DeGroot	SB Master
Margaret Beck	Lance Beeson
Jeff Boero	Kent Long
Teresa Long	Craig Silveria
James Wright	Ron Louis
Bob Thompson	Dave Trotter

III. Adopt July 2020 Minutes: Adopted Minutes from Monday, July 20, 2020

IV. Treasurer Report

A. Treasurer Bob Thompson posted a Treasurer's Report reflecting a Total Asset Balance of \$246,343.47 as of August 17, 2020.

V. Fundraising and Publicity

A. Margaret Beck showed a PowerPoint presentation for a proposed direct-mail campaign that has as its goals: 1) increasing the number of members for immediate and sustaining support, 2) generate fundraising through paver sales, 3) generate fundraising through additional donations; 4) increase awareness of FJMA among the broad Lamorinda community. Margaret's proposal included specifics of the campaign along with a range of outcomes and a probability estimate for each. Comments from the Board and others included:

- 1) Teresa Long suggested we might want to "phase" the mailing by first sending to just Orinda households, to gauge response and limit our expense risk.
- 2) Margaret to confirm the postage cost estimate w/ USPS, ensuring that we would pay the lowest non-profit rate.
- 3) Tania DeGroot noted that she had received a solicitation from the non-profit, John Muir Land Trust, and suggested that we confer with them to validate our expected response rate and other assumptions. Margaret requested that information be sent to her along with any input from other members that have received similar non-profit solicitations.
- 4) SB Master raised the issue of whether we should prioritize paver sales and donations over memberships. Kent Long mentioned that we need both.
- 5) SB suggested ideas for generating large donations like contacting local lawyers and financial advisors who may be looking for suggestions for their clients. Follow-up action item needed as well as an owner.
- 6) Another idea floated previously which needs an owner and timeline: sending personal letters to high- worth individuals and other potential large donors we have identified or have received in the past.
- 7) James Wright suggested that email is a more compelling vehicle for a campaign than direct mail, especially since we could include the successful video. There is consensus that we would like to do more electronic and social media outreach.

VI. Adjournment / Next Meeting

- A. The open session of the meeting was adjourned at 8:05 and transitioned into a closed executive discussion restricted to Board members to discuss the proposal from J&J Ranch.
- B. The next meeting will be held at 7:30 PM on **Monday, September 21, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines in place at that time.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, July 20, 2020

I. Meeting was conducted via video conference and was called to order at 7:33 p.m.

II. Members in Attendance

Tania DeGroot
Margaret Beck
Jeff Boero
Teresa Long
Bobbie Landers

Kent Long
Craig Silveria
Ron Louis
Diana Replogle-Purinton

III. Adopt June 2020 Minutes: Adopted Minutes from Monday, June 15, 2020

IV. Treasurer Report

A. Treasurer Bob Thompson forwarded a Treasurer's Report reflecting a Total Asset Balance of \$245,208.12 as of July 20, 2020. Kent Long reported that this amount does not reflect a recent donor pledge of \$10,000.

V. Board Elections

A. By unanimous vote the following slate of nominees was elected for the following year:

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

VI. J&J Ranch Progress

A. Kent Long is meeting with J&J Ranch representatives on July 21 to review the respective organizations' activities, including FJMA fundraising and J&J development activities during the recent pandemic and a check point on the planned purchase completion date of September 2021.

B. Kent shared the July Construction Status Report issued by J&J Ranch developers summarizing recent month's development activity at the development, with photos.

VII. Cultural Artifact Retrieval

A. One of the topics for Kent Long's meeting with J&J developers on July 21 will be coordinating further artifact research and retrieval. Specifically, Kent will advise and inquire on the following:

- Express FJMA's interest in further exploring areas designated as 'Concentration 1', downhill and northeast of the Adobe and 'Concentration 2', west of Lot 11 in the ravine, as well as areas immediately surrounding the Adobe, and specifically the area under the 1941 improvements that are to be removed.
- Provide details on any additional planned excavation and how it may affect designated areas of cultural interest, as defined in the William Self Associates report.

- Gain agreement on conditions of access by FJMA and its representatives, including appropriate days and hours, any necessary brush clearing, personal safety protection required and protocol for items found to date and potential items to be discovered, including cataloging and curating.
- B. Kent Long displayed the recent email from William White III to Bobbie Landers in which Mr. White briefly recalled his days at the Adobe in the 1940's. Bobbie solicited any further questions we would like to address to Mr. White to further expand on that era of the Adobe's history.

VIII. Fundraising and Publicity

- A. Fundraising Banners
- 1) Orinda – The Orinda Association 'Virtual 4th of July' banners were removed last week and recently replaced by FJMA banners at the intersections of Camino Pablo & Brookwood Road and Camino Pablo & Camino Sobrante. By agreement with Orinda's Public Works Department, the FJMA banners will remain in place for approximately 70 days.
 - 2) Moraga – Moraga's Dave Trotter agreed to coordinate Town approval and siting of street banners within the Town of Moraga. Dave may be suggesting a redesign of the banner to improve legibility.
 - 3) Lafayette – Jeff Boero will circulate among FJMA's Sign Committee for approval the proposed design for display at Lafayette's two Community Boards located at Mt. Diablo Blvd & Moraga Road and near the Lafayette Park Hotel.
- B. Bobbie Landers will pursue reserving space on Orinda's community board at the 'mini-park' at Camino Pablo & Brookwood Road and solicited input on content.
- C. Paver Sales – Margaret Beck earlier distributed via email a summary showing sales activity in June, presumably prompted by the recent FJMA newsletter.

IX. 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, August 17, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines in place at that time.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, September 21, 2020

I. Meeting was conducted via video conference and was called to order at 7:34 p.m.

II. Members in Attendance

Tania DeGroot	Lance Beeson
Diane Replogle	Kent Long
Jeff Boero	Craig Silveria
Teresa Long	Ron Louis
James Wright	Dave Trotter
Bob Thompson	Bobbie Landers
SB Master	

III. Adopt August 2020 Minutes: Adopted Minutes from Monday, August 17, 2020

IV. Treasurer Report

- A. Treasurer Bob Thompson posted a Treasurer's Report reflecting a Total Asset Balance of \$256,761.78 as of September 21, 2020.
- B. The next payment installment of \$50,000 is due to J&J Ranch on September 21 and will be made this week.
- C. Bob reported that FJMA received a \$10,000 donation from the Moraga Historical Society (MHS) in keeping with MHS' best efforts pledge to meaningfully contribute to the financial goals of FJMA.
- D. Bob also noted that a number of CD investments are maturing and will be rolled over at current rates with maturity dates that assure liquidity when the funds are needed.

V. J&J Ranch Progress

- A. Kent Long displayed the September issue of J&J's Construction Status Report describing, with photos, status of construction activity throughout the development.
- B. Kent reported that the developer has stated its plan to begin work on the Adobe restoration, starting with roof replacement and the demolition of the 1940's era addition.
- C. A discussion was held on creating a small committee to work with the developer on monitoring and assisting in Adobe restoration efforts and any artifact retrieval in areas immediately surrounding the Adobe building. It was agreed that a video / photographic record should also be kept on the restoration process, including perhaps updating the drone footage taken earlier.

VI. Fundraising and Publicity

- A. Teresa Long displayed a proposed mailing highlighting mid-September through mid-October as Hispanic Heritage Month and linking that to the history of the Moraga family's influence on California's history and specifically the Lamorinda area. The piece will be reviewed once more before publication.
- B. Teresa also suggested that we consider producing a number of 18" x 24" 'yard signs' for display throughout Orinda, Moraga and Lafayette to promote FJMA and our fundraising efforts. The idea was well received. Teresa solicited ideas on sign design and suggestions on timing of display.
- C. Discussion on the use of social media (e.g. Facebook, YouTube, GoFundMe) to promote FJMA.
- D. Bobbie Landers reported that she recently visited three adobes in the San Jose area and found that the manner in which some of these had been restored is instructional as to what not to do as far as siting other buildings and structures too close to the adobe building. Also, give proper attention to surrounding landscaping.

VII. Adjournment / Next Meeting

- A. The open session of the meeting was adjourned at 8:49 and transitioned into a closed executive discussion restricted to Board members and Legal Counsel Dave Trotter, to further discuss the proposal from J&J Ranch.
- B. The next meeting will be held at 7:30 PM on **Monday, October 19, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines in place at that time.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, November 16, 2020

I. Meeting was conducted via video conference and was called to order at 7:32 p.m.

II. Members in Attendance

Tania DeGroot
Jeff Boero
Teresa Long
James Wright
Bob Thompson
Margaret Beck

Kent Long
Craig Silveria
Ron Louis
Bobbie Landers
Lance Beeson
Craig Baker

III. Adopt October 2020 Minutes - Adopted Minutes from Monday, October 19, 2020.

IV. Treasurer Report

- A. Treasurer Bob Thompson posted a Treasurer's Report reflecting a Total Asset Balance of \$271,053.03
- B. Bob reported a contribution of \$11,200 from a stock donation
- C. Kent Long reported an inquiry that led to a subsequent donation of \$3000 from an area resident.

V. J&J Ranch Progress

- A. Jeff Boero reported that Bobbie Landers arranged an impromptu on-site meeting at the Adobe for her and Jeff with J&J's John French earlier this afternoon.
 - 1) John walked Bobbie and Jeff around the site and explained ongoing work of installing landscape area drains. Grading and landscape work will likely stop there before final landscaping is started some months away.
 - 2) The restoration architect has filed drawings specifying interior and exterior finishes for the Adobe. These documents are on file at the City Planning Office.
 - 3) John stated that an archaeologist has been monitoring construction activities around the Adobe and collecting items of interest. Jeff will inquire how FJMA can gain access to the items for potential future display at the Adobe. John seemed open to allowing broader access to the area surrounding the Adobe to FJMA and perhaps to the St. Mary's Anthropology/Archaeology Department for additional research. This will not be scheduled until after major construction work has been completed.
 - 4) Jeff will send a follow-up email to John suggesting periodic meetings of this type at the Adobe.

VI. Fundraising and Publicity

- A. Margaret Beck displayed approved design for campaign yard signs and light pole banners. Appreciation was expressed for the efforts of Margaret, James Wright, Craig Silveria and Craig Baker in designing these signs and banners.
 - 1) Yard signs – Margaret ordered a number of signs that are due today for installation throughout Orinda and Moraga. A limited number of signs will also be displayed in Lafayette, with an alternate design to comply with Lafayette restrictions. Within Orinda, 13 locations have been identified for 70-day display. Ron Louis will coordinate display throughout Moraga.
 - 2) Banners - The Board agreed to hold off on printing and displaying light pole banners until perhaps Spring. In the interim, Jeff Boero will obtain a proposal for varying quantities of the newly designed banner.
- B. Lance Beeson requested a pdf copy of the sign artwork to use on his Facebook account and suggested that others consider doing the same.
- C. Teresa Long arranged with Lamorinda Weekly to display the GoFundMe message on the front of the November 25 edition in the form of the publication's established 'sticky note' advertisement.
- D. Kent Long reported that The Orinda News is planning a story on the Adobe in an upcoming edition.
- E. Teresa Long explained the GoFundMe process and what potential donors see when they go to the site. Lance Beeson will send Teresa a selection of music as background for the video on the Adobe and GoFundMe sites.
- F. Ron Louis reported that the Moraga Historical Society would soon be sending fundraising letters for the Adobe. After discussion it was decided that there is no reason to coordinate the MHS schedule with FJMA's similar effort.

VII. Adjournment / Next Meeting

- A. The meeting was adjourned at 8:51.
- B. The next meeting will be held at 7:30 PM on **Monday, December 21, 2020** via video conference.

Par. IV.B: “Recently maturing CD’s have been rolled over to new CD’s at prevailing interest rates. The CD’s were rolled over to an August 2021 maturity to ensure funds will be available for the final payment to J&J Ranch.”

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, October 19, 2020

I. Meeting was conducted via video conference and was called to order at 7:40 p.m.

II. Members in Attendance

Tania DeGroot	Kent Long
Jeff Boero	Craig Silveria
Teresa Long	Ron Louis
James Wright	Bobbie Landers
Bob Thompson	Craig Baker
Margaret Beck	

III. New Introductions

A. Craig Baker from Southern California joined the video conference meeting. Craig is a contributor to the Historical Marker Data Base website (hmdb.org) and is interested in the history and status of the Moraga Adobe restoration.

IV. Adopt September 2020 Minutes: Adopted Minutes from Monday, September 21, 2020

V. Treasurer Report

A. Treasurer Bob Thompson posted a Treasurer's Report reflecting a Total Asset Balance of \$257,149.52

B. Recently maturing CD's have been rolled over to new CD's at prevailing interest rates. .

VI. J&J Ranch Progress

A. Kent Long, James Wright and Jeff Boero reported on their respective recent trips to the Adobe to monitor specifically the deconstruction and restoration progress.

- 1) Jeff expressed disappointment that more care and attention has not been given to the investigation and potential retrieval of historic artifacts.
- 2) Similarly, James is frustrated with both the artifact retrieval and pace and methods employed in the building demolition.
- 3) Kent relayed his recent conversations with representatives of J&J Ranch, and taking the above concerns, and others into consideration, Kent will contact J&J Ranch to suggest a meeting at the Adobe to address these issues and come to agreement on understanding of scope and direction going forward.

VII. Fundraising and Publicity

- A. Margaret Beck presented a proposed program and several design options for 18" x 24" 'yard signs' to be placed throughout the Orinda area.
 - 1) Margaret showed City of Orinda approved street intersections for display of 50-100 of the signs. The signs can be posted in 70-day intervals. Others among the FJMA membership have agreed to place signs on their properties. The signs are tentatively scheduled for display after the current political campaign season.
 - 2) The Board approved a \$2000 expenditure to fund the production of these signs along with a banner campaign in local newspapers.
 - 3) Ron Louis will check on conditions and locations for placing signs within the Town of Moraga. Bob Thompson will similarly check with the City of Lafayette.
 - 4) Margaret will convene a meeting this week among a sub-committee of Margaret, James Wright and Craig Silveria to finalize the design for the yard sign.
- B. Jeff Boero reported that the light pole banners at the Crossroads and Village locations in Orinda have been taken down and will be reinstalled after an approximate 20-day period.
- C. Kent Long and Teresa Long are drafting a grant application to the Orinda Community Foundation.
- D. Teresa Long earlier circulated a draft of the most recent FJMA newsletter scheduled for distribution in November via postal service with a donation solicitation and return envelope. Teresa requested input before finalizing.

VIII. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:31..
- B. The next meeting will be held at 7:30 PM on **Monday, November 16, 2020** at the Gallery Room of the Orinda Community Center, 28 Orinda Way, Orinda, or via video conference, depending on social distancing guidelines in place at that time.

Friends of the Joaquin Moraga Adobe
Meeting Minutes
Monday, December 21, 2020

I. Meeting was conducted via video conference and was called to order at 7:35 p.m.

II. Members in Attendance

Tania DeGroot	Kent Long
Jeff Boero	Ron Louis
Teresa Long	Bobbie Landers
Bob Thompson	Lance Beeson
Margaret Beck	Diane Reploge

III. Adopt November 2020 Minutes - Adopted Minutes from Monday, November 16, 2020.

IV. Treasurer Report

A. Treasurer Bob Thompson posted a Treasurer's Report reflecting a Total Asset Balance of \$368,633.12. This represents an increase in asset balance from last month of more than \$97,000.

1) This growth comes from \$74,245.07 in stock donations and \$11,000 from the Moraga Historical Society and the Moraga Community Foundation, along with contributions from approximately forty new members. This broad community involvement is presumed to result from recent local news articles on the status of the Adobe.

B. Bob reported that this year's taxes have been filed.

C. Tania DeGroot has been added as a second authorizing signature for the FJMA account at TD Ameritrade.

D. Bob reinforced that funds currently held in CD's are all scheduled to mature in time to meet payment obligations with J&J Ranch.

V. J&J Ranch Progress

A. Jeff Boero earlier circulated a photo from December 21 showing little progress on exterior work at the Adobe. Roof is tarped to protect against inclement weather.

B. Kent Long and Bobbie Landers each summarized conversations with prospective local donors.

VI. Fundraising and Publicity

A. Margaret Beck reported a sizeable uptick in Paver sales this month, again presumably driven by recent media publicity.

B. Teresa Long will put out an announcement that FJMA has raised sufficient donations to meet the match offer from an anonymous donor.

C. Sally Small, author of the book Quixote's Island, has arranged to donate all proceeds from December sales of the book through Orinda Books in Orinda to FJMA.

D. Kent Long is scheduled to summarize FJMA's progress to the Moraga Rotary on January 12, via video conference.

E. A Miramonte High School student contacted Kent Long regarding a plan to write an article on the Adobe in the student newspaper.

- F. Teresa Long shared a video that she has created summarizing the current status and plans for restoration of the Adobe. Once finalized it will be posted on FJMA's YouTube channel.
- G. Yard Signs – Within the past month, a number of yard signs have been posted throughout Orinda with the GoFundMe reference. City ordinance requires that these signs be removed by January 27. Signs will be re-displayed at a later date in conjunction with another fundraising campaign, along with the signs that the Town of Moraga also has. FJMA is working to locate volunteers within the City of Lafayette for display of these signs, as Lafayette city sign ordinances prohibit display in public areas.

VII. Adjournment / Next Meeting

- A. The meeting was adjourned at 9:10 PM.
- B. Due to the Martin Luther King Holiday on January 18, the next meeting will be held at 7:30 PM on **Monday, January 25, 2021** via video conference.