



Presentation to **Alameda City Council 2019**

Valerie Turpen, President Alameda Museum



The Museum

1948

The Alameda Historical Society was founded by Fred J. Croll, longtime City Assessor.

1951

Through an act of the City Council and the Library Board the Museum began life in the basement of the Carnegie Library.

1981

The former auto shop at Alameda High School became home to the Museum for 10 years.

1991

The museum moved to its current location on Alameda Avenue in the Masonic Lodge building, close to restaurants, coffee houses, the theatre, and Alameda High School.



The Museum is...



REPOSITORY OF CITY ARCHIVES



HISTORICAL EXHIBITS



MEYERS HOUSE & GARDEN



GIFT SHOP

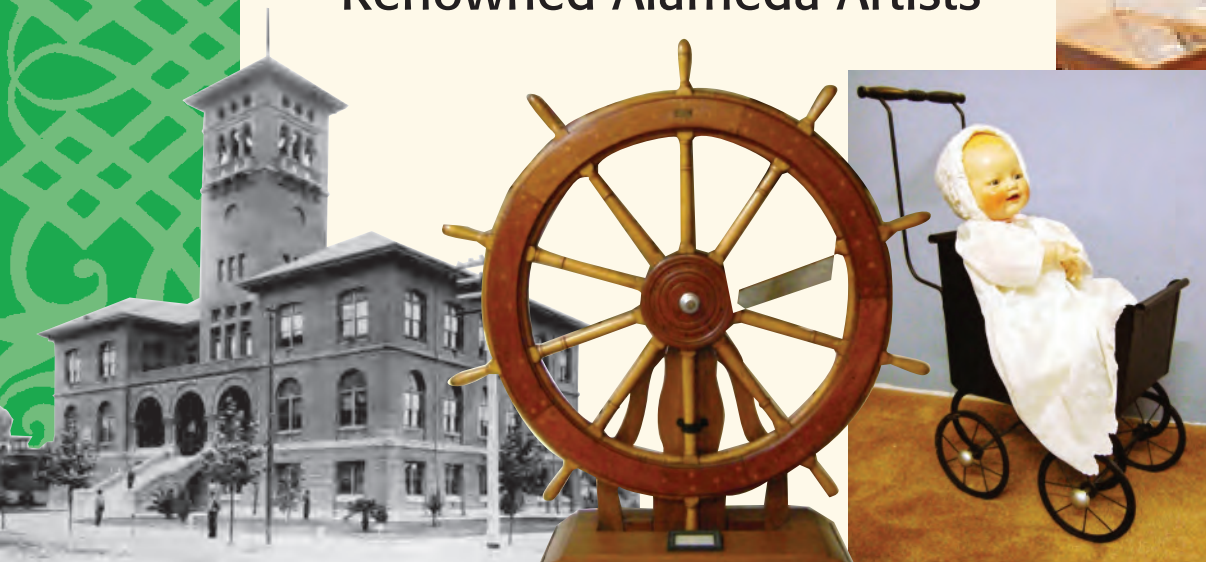
BOOKS & VIDEOS ABOUT
ALAMEDA, PLUS A TREASURE
TROVE OF VINTAGE PIECES.



Exhibits

The museum offers permanent displays of history specific to Alameda in two large exhibit halls and a gallery. Exhibits include:

- The Ohlone tribe, early inhabitants of the island
- City of Alameda Archives and Departments; Police & Fire
- Maritime Industry
- Neptune Beach Amusement Park & Bathing Resorts
- Businesses; Including two founded by women
- Public Schools
- Family Histories
- Transportation
- Renowned Alameda Artists



Exhibits

Both well-known history and personal histories are presented at the Museum. 98% of the holdings have been donated by Alameda families or avid collectors of Alameda history.



PHYLLIS DILLER
THE COMIC AND FORMER ALAMEDA RESIDENT DONATED PERSONAL ITEMS TO THE COLLECTION.



HAROLD GONSALVES
BORN IN ALAMEDA, HE WAS AWARDED THE MEDAL OF HONOR FOR ACTS OF BRAVERY AT OKINAWA DURING WWII.

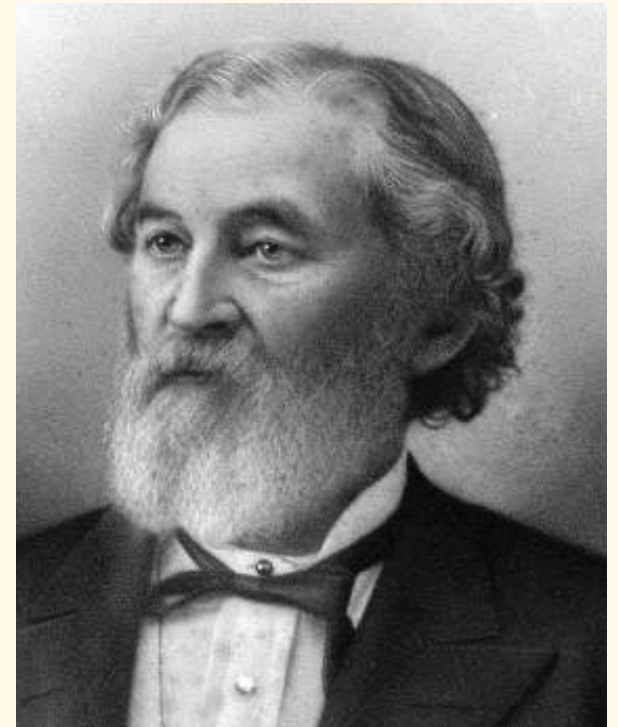


NEPTUNE BEACH ARTIFACTS

Preserving the Collection

The Museum warehouse encompasses approx. 1500 sq. feet of storage space that archives fragile documents and physical objects.

- Preservation of documents involves storage drawers, that protect the map collection and large documents.
- Precious block books showing how the city developed are housed on special shelves.
- The Museum uses hundreds of expensive acid-free storage boxes to preserve items.
- Artifacts often require preservation and restoration as in the case of the framed photograph of R. R. Thompson. Professional work is underway to stop the spread of mold on the paper.



Preserving the Collection



MAP DRAWERS



SHELVING FOR BLOCK BOOKS



ACID-FREE STORAGE BOXES
FOR FRAGILE OBJECTS SUCH AS
THIS ODD FELLOWS SASH FROM
THE 19th CENTURY.

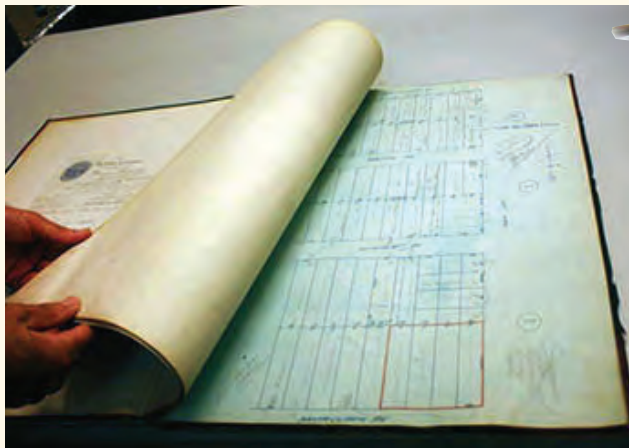


Research

The museum holds records that allow researchers an accurate glimpse into the city's history.



FIRE RECORDS



BLOCK BOOKS



PHOTO ARCHIVES

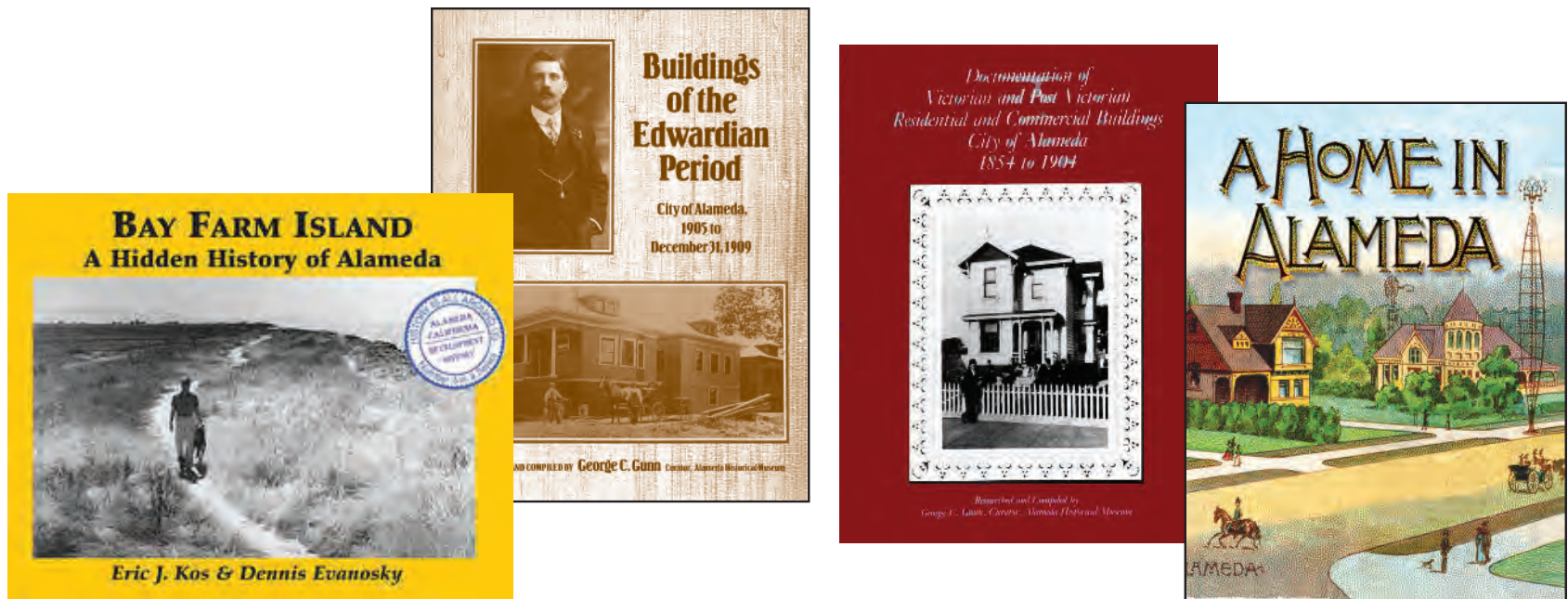
CONTAIN A VARIETY OF SUBJECTS: PUBLIC BUILDINGS, HOMES, CITY DEPARTMENTS, CIVIC EVENTS, AND PORTRAITS.

THE GLOBE SHOWN ABOVE IN THE CARNEGIE LIBRARY IS NOW ON EXHIBIT AT THE MUSEUM.

Research

The Museum receives numerous phone calls and emails each year from those interested in knowing more about the island city's history, a specific building, or a family member.

Local authors frequently visit the Museum for information. Curator George Gunn's books on Victorian and Post Victorian homes are a vital resource for those researching their home's history. Neither of these books could have been written without the Alameda Museum. Curator George Gunn made extensive use of the block books and assessors records.



Research


Museum archival photographs are used for research and are a major resource of visual history. Never-before-seen images are highlighted in the *Alameda Museum Quarterly* newsletter.

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Alameda Museum *Quarterly*

LOCAL LANDMARK: AN ORNAMENT TO THE COMMUNITY

by Judith Lynch



The Alameda Elks Lodge stands proudly beside City Hall on Santa Clara Avenue. In this photo, part of the City Hall tower has already been removed for seismic safety after the 1906 earthquake. Image: Alameda Museum.

ONE OF THE MOST STRIKING BUILDINGS in the Alameda Civic Center is the Elks Lodge, a palatial example of the Classical Revival architecture popular in 1910 when the place opened at 2255 Santa Clara Avenue. The national "Benevolent Protective Order of Elks" (BPOE) was founded in New York City as an informal club for actors, entertainers, and theatrical agents called "The

Jolly Corks." Their members decided that the "Corks" should organize as a lodge along benevolent and fraternal lines with formal rules, a suitable ritual, and a new name. "The Royal Antediluvian Order of Buffalos" was first suggested, but after reading about the elk as "fleece of foot and ever ready to defend itself or the female of the species," organizers put forth that name instead.

On February 16, 1868, the "Jolly Corks" emerged in New York City as the BPOE. The men's club grew in stature throughout the United States, and in 1906 a group of Alamedans formed their own lodge, number 1015. They then embarked on a construction project that eventually created an impressive local landmark.

Continued on page 2...



EARTHQUAKE
REFUGEES
AT THE ELK'S
CAMP 1906.

HIGH STREET WATER WELLS
WHERE THOMPSON AVENUE IS TODAY.



Meyers House & Gardens

1897

Noted architect Henry Haight Meyers built this home for his family. The grounds encompass three city lots that include the Colonial Revival residence, an architectural studio, garage, carriage house, garden, and a parking lot.

1996

Jeanette Meyers donated the estate to the City.

2013

The City turned ownership of the estate over to the Alameda Museum. With help from a grant initiated by the Meyers family, the museum continues to maintain the property for tours and events.



Community Outreach

Group Tours

Tours are available at the Museum and the Meyers House. Alameda schools often come for a visit, especially when studying native peoples, California history, and architecture. Guests have also included retirement communities and museum groups from other cities.



Community Outreach

Museum Lecture Series



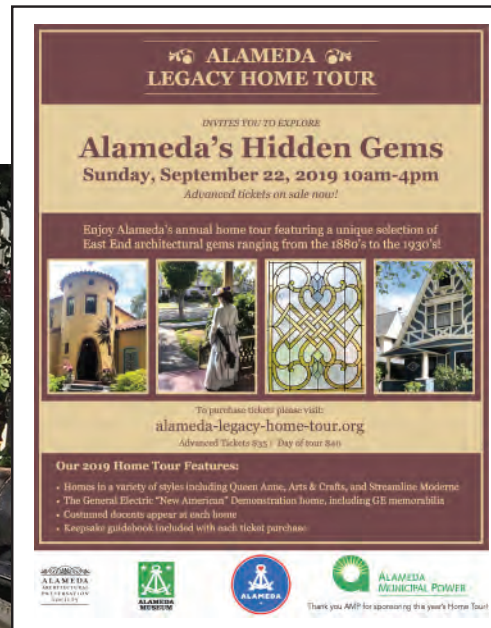
Each year the Museum lecture series, sponsored by local businesses, features Alameda and Bay Area historical topics. Lectures are open to members and the general public. This year's series covered:

- The Transcontinental Railroad celebrating its completion in Alameda 150 years ago.
- Alameda Neon showcasing surviving historic signs.
- Black Military History and the Port Chicago Tragedy by a NAS Alameda veteran.
- Alameda Sports Legends focusing on Japanese players in the ATK League (Alameda Tai Kukai).
- The West End, home to Neptune Beach, Alameda's Airport, the Naval Air Station and Maritime Industry.

Community Outreach

Alameda Legacy Home Tour

In September the Museum teams up with the Alameda Architectural Preservation Society to hold the Home Tour. Volunteers staff historical homes open for public display. The tour attracts people from all over and helps raise awareness of Alameda's architectural heritage and preservation efforts. The event raises funds for both organizations.

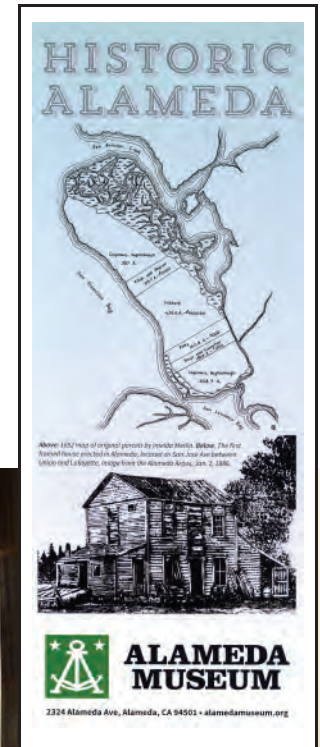


Community Outreach

San Francisco History Days

Alameda Museum has attended this event at the Old Mint since its inception. The museum staff provides information about Alameda's historical ties to San Francisco and promotes our island as a great place to dine, be entertained, and do business. Not only do we promote our Museum, but all five museums in Alameda:

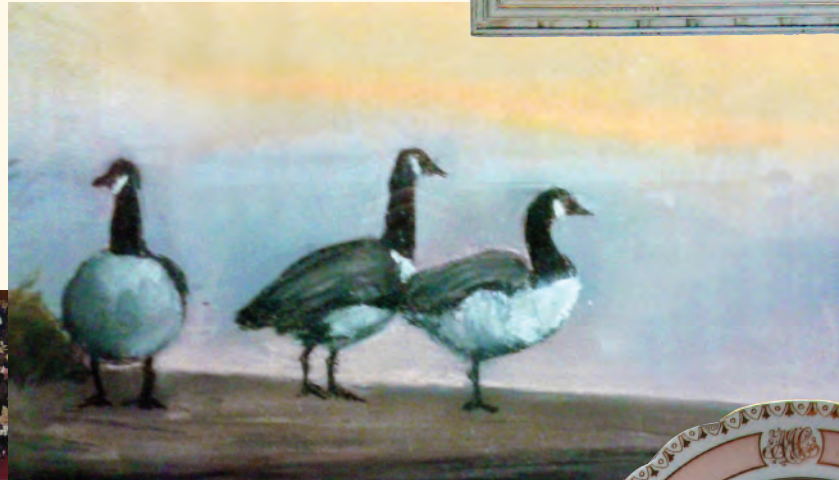
- Alameda Museum
- Alameda Naval Air Museum
- Pacific Pinball Museum
- *USS Hornet*
- California Historical Radio Society



Plan for the Future

This year the Museum has acquired contributions of major value and significance from donors. With support from the City and the community we hope to continue as an important resource for the story of our unique city.

**PAINTINGS OF WORLD
RENOWNED ARTISTS
EDWIN C. SIEGFRIED
& HUGO MELVILLE FISHER**



**COHEN DINNERWARE
FROM FERNSIDE
RETURNED FROM
NEW ZEALAND.**

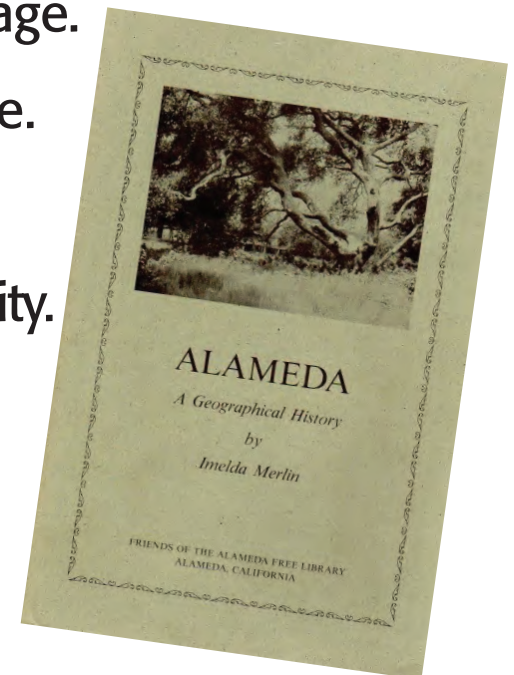


PORTRAITS OF A. A. & EMILIE COHEN

Plan for the Future

This year the Museum Board of Directors retained longtime key members and acquired new members with experience in historical research, internships, and technology. Our agenda includes important points we are addressing to keep the Museum current and collection viable.

- Rotating exhibit space to refresh displays to keep visitors returning.
- Address Alameda's diverse population with topics showcasing cultures contributing to our city's heritage.
- Photo archives available in a searchable database.
- Archive catalog in a searchable database.
- Continue recording oral histories from the community.
- Internships for students.
- Create an ebook of Imelda Merlin's "Alameda, a Geographical History" which is out of print.





**ALAMEDA
MUSEUM**

*Preserving the Past for the Future
Since 1948*