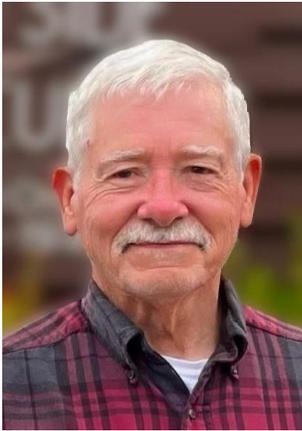


# Pacifica Historical Society

Newsletter Volume 17 Issue 3 Winter 2023

## **President's Letter**

Dear Members,



This fall, after the shock of losing our president, Judy Heldberg, the PHS board of directors realized, through our sadness, that we had to stay on task to keep all our programs running, make sure all bills were paid, and sustain the momentum to finish the restoration of Ocean Shore Railroad Car 1409.

I am pleased to report that every board member has carried on in their specific responsibilities to maintain the continuity of our society's goals.

I am honored to have been elected to be the president of the board and will try to follow Judy's example of being open to ideas, respectful of others, and keeping us all on task.

We have some great ideas for events next year, including, in January, an illuminating talk about silent films in the Bay Area (including a movie star who had a Pedro Point cottage).

Look for news about a book talk in February on the future of our coastline with acclaimed author Rosanna Xia. We are also discussing possible food-related events and more. New exhibits, still in the planning stages, will take place during the year.

I hope those of you sitting on the sidelines will consider giving some time to your society - we can always use more docents, help with the rummage sales, fundraising for OSRR Car 1409 and assistance in organizing and cleaning up the archives.

As the Chinese proverb says, "Many hands lighten the work".

Wishing all of you a most pleasant holiday,

Stephen Johnson  
President, Pacifica Historical Society

# Happy Holidays

## ***Annual Holiday Party at the Castle***



It's that festive time of year! Grab your jingle bells and plan to celebrate the season at the Pacifica Historical Society's annual Holiday Party for PHS members. It will be held at Sam Mazza's Castle, 900 Mirador Terrace, on Sunday, December 3, 1:00 to 4:00 p.m.

There will be food, drinks, raffle prizes, award announcements, and more. Please bring a dish of finger food, sweet or savory, to share. Enjoy the amazing interior of the castle and the views of Pacifica from its terrace.

Remember that the PHS Holiday Party is for members only. You may renew your membership or join at the door, there are new rates for 2024. See membership news on page 8.



# Bay Area Silent Films & Pedro Point Star

The Bay Area of the early 20<sup>th</sup> century was a top location for silent film production. On Sunday, Jan. 21 at 1 p.m., PHS will explore this intriguing history with two experts on silent movies of the era, David Kiehn and Rena Azevedo Kiehn.



**David Kiehn** is the author of ***Broncho Billy and the Essanay Film Company***, the definitive history of that pioneering film company. His research on the subject sparked interest in local Niles history, resulting in the formation of the **Niles Essanay Silent Film Museum** in 2001. He is the historian and film preservationist for the Museum, at the Edison Theater in the Niles district in Fremont. In 2010, he was featured on CBS's **60 Minutes** about ***A Trip Down Market Street***, a film he discovered was shot only four days before the 1906 earthquake.

*David Kiehn at work in his studio*

It will be a homecoming for Rena Azevedo Kiehn, who is the Niles museum's Public Relations and Special Programs Director and was a founding member of the Niles Museum. Rena grew up in Linda Mar, graduated from Terra Nova and is the daughter of the late Paul and Lydia Azevedo, who were active in Pacifica organizations. Paul was a longtime Tribune columnist and PHS member, who often wrote about local history.



David and Rena's talk will cover silent movie history in the Bay Area, including films made in downtown San Mateo, where buildings still exist that were part of a former movie studio. For Pacificans, the duo is sure to delight us by describing the career of Evelyn Selbie (above), a big movie star of the silent film era – and a part-time Pedro Point resident in the 1910s.

Mark your calendars for January 21 at 1 p.m. at the Pacifica Coastside Museum.

# Members' Annual General Meeting



STEVE JOHNSON  
PRESIDENT



PACIFICA HISTORICAL SOCIETY



KATHLEEN MANNING  
PAST PRESIDENT



PACIFICA HISTORICAL SOCIETY



PATRICIA KREMER  
VICE PRESIDENT



PACIFICA HISTORICAL SOCIETY

About forty members gathered at the Pacifica Coastside Museum for the annual membership meeting on Sunday, October 22nd. Members were welcomed by Vice-president Stephen Johnson. He took charge of the meeting because the president of the board of directors, Judy Heldberg, had recently passed away, to everyone's sorrow.

Stephen invited everyone to attend Judy's memorial service on Saturday, October 28th, at the museum. Stephen wanted to thank the board for stepping up during this time of transition, and also wanted to acknowledge the board members individually for the work they had done this year, specifically:

- Pat Kremer, for heading the committee that plans events for the year
- Shirlee Gibbs, for raising money for the PHS through the Fog Fest and estate sales and rummage sales for the train car renovation
- Susan Stallard for training new docents and arranging the docent schedule
- Carolyn Miller for keeping excellent notes at meetings
- Janet Ang for making sure our finances are in order and reported
- Denise & Jay Crawford for training us in using the Square for sales and using social media to inform people of our events
- Deb Wong for helping to maintain our website
- Laura Del Rosso for publicity and editing our newsletter
- Kathy McGuire and Brigid Voss who act as hostesses for events and who keep the museum always tidy
- Michael O'Neill and Sue Digre who keep up our communications with the city council
- Jerry and Deidra Crow who give tours of the Castle, which helps bring in funds to the PHS, and for Jerry's reliable help in maintaining the museum's store.

Stephen gave a quick “State of the Society” message, in which he listed our biggest expenses (building insurance, three storage units, elevator maintenance, and sales taxes), as well as our biggest sources of revenue (memberships, estate sales, community funds from the Fog Fest, and cheese sales). The PHS currently has a little over \$12, 200 in our checking account.

Pat Kremer then presented a slide presentation which showed the many activities that had taken place over the year, including the following:

- Steve Okamoto’s talk about Japanese-American internment at Tanforan, Sharp Park and other camps in WWII (Nov.)
- Twelve new docents trained by Susan Stallard and Michelle Tausch (Feb.)
- The move of the OSRR car from Vallemar to the lot across from the museum (Mar.)
- “Little League and Bobby Sox Memories” hosted by Horace Hinshaw and organized by Pat Kremer (April)
- “A Mother’s Day Tea” hosted by Stephen Johnson (May)
- Bob Milne’s final Pacifica concert (July)
- “Memories of the Sea Bowl” event (Aug.) hosted by Horace Hinshaw and organized by Pat Kremer
- 60th Anniversary of the Sea Lions, and our booth at the Fog Fest (Sept.)

Kathleen Manning gave a short report on the restoration work on the OSRR car. She said that work was progressing -- the workers were installing a protective waterproof sheet between the roof and the ceiling to keep out moisture, and installing the floor.

Stephen Johnson is working on getting a grant to transport the trucks (wheels) and rails upon which the car will sit.

Pat Kremer gave the results of the survey of opinions about the removal of the Portolá statue as announced by Caltrans. In summary most respondents didn’t want the statue stored somewhere; they want it to remain somewhere as a teaching tool and out of respect as it is a gift from Catalonia to Pacifica. The board will discuss how to respond to Caltran’s decision at an upcoming meeting.

The balloting for the officers and board of directors for 2024 then took place. The results of the election were: President - Stephen Johnson; Vice-presidents - Pat Kremer, Shirlee Gibbs, and Susan Stallard; Secretary - Carolyn Miller; Treasurer - Janet Ang;

Board of Directors - Jay Crawford, Deidra Crow, Laura Del Rosso, Sue Digre, Terry McCann, Brigid Voss.

After the business portion of the meeting ended, the members enjoyed food and drink and a social hour to round out the evening.

## ***The PHS at the Fog Fest***



One of our highlights for 2023 was participating in Pacifica's Fog Fest, which drew tens of thousands of attendees. Above left, PHS's Deidra Crow portrayed Mrs. Mori at the PHS booth, drawing crowds for – what else? – Pacifica Jack cheese that originated on the Mori ranch. Above right, eager volunteers work at the booth, smiling at potential customers.

## ***Portola-Ohlone Annual Event Nov. 4***



On Nov. 4, hikers walked up to Sweeney Ridge on Ohlone-Portola Heritage Day, commemorating the first European sighting of San Francisco Bay, an annual event that is organized by PHS and the GGNRA. PHS's Pat Kremer and Steve Johnson both made presentations at Pacifica Community Center before the hike. Pat showed a video on San Mateo County's proposed Ohlone-Portolá Trail. The event commemorates the day in 1769, when the Aramai tribe, of modern-day Pacifica, accompanied the Spanish explorers to the top of Sweeney Ridge, where the Portolá party became the first Europeans to see San Francisco Bay.

# ***Saying Goodbye to Judy Heldberg***



Friends and family gathered at the Pacifica Coastside Museum to pay heartfelt tribute to PHS President Judy Heldberg at a Celebration of Life in October. Her relatives from many states came to pay their respects. Judy led the Pacifica Historical Society with an open ear and a kind heart. RIP, Judy. We miss you.



***Judy Heldberg***

## Membership Dues 2024 – New Rates

All Pacifica Historical Society memberships expire at the end of the calendar year. Unless you have already paid for multiple years, your membership expires December 31, 2023.

Please plan to join or renew now. Dues paid now are valid for the calendar year 2024. You'll help keep the lights on, pay for the maintenance of the museum, and help us get this newsletter to you.

See <https://pacificahistory.org/join> to renew or join online; visit the museum when it is open to pay by cash, check, or credit card; or mail a check to PHS, PO Box 752, Pacifica, CA 94044. Be sure to include your name, mailing address, phone number, membership level and email address. Speaking of keeping the lights on, to help with our finances, membership level dues have been raised modestly for 2024 and are listed here.

Senior or Student	<b>\$25</b>	Patron	\$100
Individual or Senior Couple	<b>\$30</b>	Silver	\$250
Family Membership	<b>\$40</b>	Gold	\$500

PHS also gratefully accepts donations through our website (see below). Another way to contribute is through **Benevity**, a matching donation program. Businesses and corporations offer employees matching donations to nonprofits. If you or your family members and friends work for companies that offer matching donations, ask them about Benevity. We are a listed nonprofit with Benevity.

You also can help our major endeavor – the OSSR rail car restoration project. One way is through <https://www.gofundme.com/f/PHSsorr1409> and another is through our website, which accepts donations: <https://pacificahistory.org/ocean-shore-r-r>.

## End-of-Year Giving

This is the time of year when you are no doubt getting swamped with solicitations from nonprofits and charities. We don't want to get lost in those solicitations, so we are reaching out to you through the newsletter to say: Please remember PHS in your year-end giving.

Your tax-deductible donations will go a long way for PHS. Funds are needed for the maintenance and operation of our historic venue, including the elevator, utilities, and everything else that's involved in keeping our museum in operation.

We draw thousands of visitors each year, but we can't survive on sales of our famous cheese, membership dues and fundraising events alone.

Please think about making a one-time donation to PHS so that we can keep building our exhibits, planning events, maintain our building and do much more to ensure that Pacifica's history is kept alive for generations to come.

For one-time donations, click: [DONATE](#) or send us a check to PHS, P.O. Box 752, Pacifica, CA 94044. Thank you.

# Pacifica Historical Society

A Non-Profit Organization

Mailing Address: PO Box 752, Pacifica, CA 94044

Museum Location: 1850 Francisco Blvd., Pacifica

Phone number: 650-355-1909

Email: [Info@PacificaHistory.org](mailto:Info@PacificaHistory.org)

Visit our website <https://PacificaHistory.org> for news and materials, including links to historical resources and videos.

Subscribe to our Facebook page: Pacifica Historical Society

President: Stephen Johnson

Vice President: Shirlee Gibbs

Vice President: Pat Kremer

Vice President: Susan Stallard

Secretary: Carolyn Miller

Treasurer: Janet Ang

Board of Directors: Shirlee Gibbs, Denise Buckley Crawford, Laura Del Rosso, Sue Digre, Stephen Johnson, Pat Kremer, Kathy McGuire, Carolyn Miller, Mike O'Neill, Susan Stallard, Brigid Voss

Emeritus Members Kathleen Manning, Jerry Crow, Clorinda Campagna

Newsletter Editors: Laura Del Rosso, Susan Stallard

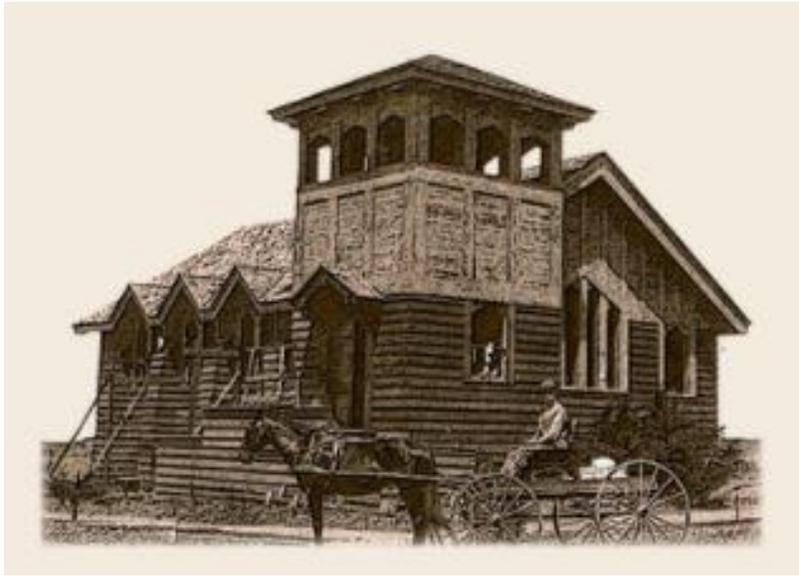
The Pacifica Historical Society welcomes everyone to join our organization and join our committees. We hold monthly Board Meetings on the second Tuesday of each month, 7 pm. The Planning Committee for events and activities meets monthly on the last Thursday of each month, 4 pm.

The Pacifica Coastside Museum and gift shop is open Thursdays and Saturdays, 1 to 4 PM. The shop features books, postcards, and other items of interest, including the famous Pacifica Jack cheese. The museum is free to the public and ADA accessible, and our docents are there to assist.

The museum (aka The Little Brown Church) is a wonderful venue for meetings, weddings, parties and events, and it's a revenue generator for the PHS. Please spread the word that it's available with the most reasonable rentals in town! For rental information, call Deidra Crow at 650-303-1670.

Bargains are available at the PHS's popular rummage sales, usually held during the second Fridays and Saturdays of each month. Donated items are welcomed for drop-off on the Thursday mornings before the days of each rummage sale.

To join the Pacifica Historical Society, see <https://PacificaHistory.org/join>. Dues are good for the calendar year. Donations are always gratefully accepted. Our Federal Tax ID # is 943117665.



Pacifica Historical Society  
PO Box 752  
Pacifica, CA 94044