

2018

ANNUAL REPORT

February 21, 2019

SANTA YNEZ VALLEY HISTORICAL MUSEUM

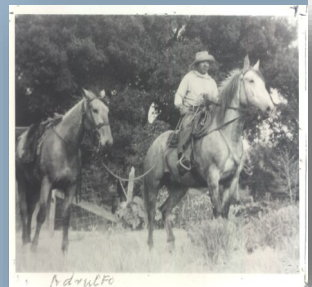


Mission Statement

Our Mission: Preserving, interpreting and celebrating the history of human experience in California's Santa Ynez Valley and Central Coast by informing, educating, inspiring and engaging Museum guests of all ages and backgrounds.



Our Vision: The Santa Ynez Valley Historical Museum presents exhibitions and public programs that interpret past events and illuminate the diverse communities of California's Central Coast. The Museum actively acquires and holds in its care collections relating to the region's heritage and provides a venue to showcase private collections and traveling exhibitions. The Museum serves as a center for research, education, and lifelong learning by delivering quality programs that encourage knowledge, understanding, discussion, and appreciation of our varied cultures. By honoring the record of life in the Santa Ynez Valley and Central Coast, we preserve these legacies for our children.





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Message from your President

Welcome



Thank you for the opportunity to serve as your President for 2018.

It has been a very exciting year, and we have made significant progress on multiple fronts which I would like to share with you. First, I would like to acknowledge my fellow Directors, who give so generously of their time, talent and treasure.

We are fortunate in having an Executive Director, Brian Stenfors, who is especially well suited to discharging his responsibilities. With Brian at the helm, we have an experienced and innovative leader who is the right person at the right time for charting the Museum's future and professionalizing its operations, especially as we work on accreditation from the American Alliance of Museums.

Brian and I want to thank all of you – our members – our volunteers – our donors – our Board of Directors – our staff members for making the Santa Ynez Valley Historical Museum and the Parks-Janeway Carriage House such a welcoming and special place in all of our hearts and in those of our thousands of visitors.

Please enjoy the 2018 Annual Report as an overview of the past year's accomplishments and as a harbinger of an exciting future for the Museum and Carriage House.

Sincerely,



Joe Olla, President

Board of Directors

2017-2018

Officers of the Board

Joe Olla, *President*

Margaret Wilkinson Ph. D., *Vice President*

Jeff Cotter, *Secretary*

Stephen Graves, *Treasurer*

Board of Trustees

Charlotte Becerra

John Copeland

Curt Cragg

Roger Hunter

Tina Hanson McEnroe

Wayne Natale

Rick Oas

Kristin Reynolds

Mark Sanchez

For 2019

Jim Elliott

Michael Haskell

Paul Righetti

Executive Director

Brian Stenfors, Ph.D.

Committee Members

Executive Committee

Joe Olla, *President*

Margaret Wilkinson Ph. D., *Vice President*

Jeff Cotter, *Secretary*

Stephen Graves, *Treasurer*

Finance Committee

Charlotte Becerra

Wayne Natale

Stephen Graves, *Treasurer*

Events Committee

Wayne Natale, Chairman

Kristin Reynolds

Mark Sanchez

Joe Olla, Ex- Officio

Exhibits Committee

Charlotte Becerra

John Copeland

Stephen Graves, *Treasurer*

Nominating Committee

Kristin Reynolds

Stephen Graves, *Treasurer*

Committee Members

Education Committee

Margaret Wilkinson Ph. D., *Vice President*

Tina Hansen McEnroe

Penny Knowles

Carriage House Advisory Board

John Copeland, Chairman

Pat Mills, Facilities and Carriage House Manager

Steve Berman

Hal Ramser

Jody Cutler

Sarah Chamberlin

Pat Povah

JB Balch

Joe Olla

Art Lacerte

John Bacon

Staff Members

Executive Assistant	Laini Jacobsen
Volunteer Coordinator	Dottie Bennett
Weekend Guest Ambassador	Barbara Mitchell
Operations/Data Base	Teresa Mills
Bookkeeper	Sherry Arellano
Facilities and Carriage House Manager	Pat Mills
Curator of Education	Theresa Reilly

Laini Jacobsen, Executive Assistant, is integral in the everyday functioning and support for Executive Director, Brian Stenfors and the Museum. Laini is continuing in developing policy, and procedure towards the Museum's goal of Accreditation with the American Museum Alliance. Her ongoing projects include organizing, recording and storing the Museum's collection as well as curating exhibits from the Museums collection. The Museum's collection of Borein artifacts was one such project. Followed by the identifying and collecting the lithic in the Collection and curating a display in the American Indian Room cases. Laini's Bachelor of Arts degree in Archaeology and other academic achievements and skill sets, made it an obvious choice to have her continue with the work to be done. Laini's other projects include embedding the videos of the carriages and Buggies located in the Carriage House onto Tablets. This project is the prototype for visitors and guests of the Museum to enjoy the Museum in this electronic age.

Lerin Ramsey Winter, Special Event Consultant, coordinated the donations and reestablished relationships between the wine industry and the Museum. Many wineries and vineyards donated to the 2018 Vaquero Show and Sale Auction and to the Gala Dinner. She was instrumental in securing over \$5,000 worth of donations for the 34th Annual Vaquero Show, which was one of the most successful events in museum's history.

Pat Mills, Facilities and Carriage House Manager, while working with the Collections and Exhibits, has been instrumental in the professional installation of the JN Swanson and Ed Borein Exhibits. His construction of the Rein board, installed in the Carriage House, simulates the action of driving a carriage and is becoming the highlight of the school tours in the Carriage House. The Rein board was built for the ITV and David Jason visit during the production of their British documentary, "David Jason's Planes, Trains and Automobiles". His other accomplishments include the conversions from incandescent to LED lighting in the display cases and in the Carriage House; facilitating the accession of the Mitchell Pony Cart (located in the Western Room) from Seattle to Santa Ynez; and the installation of the Curatorial Office in the Valley Room with upgrades to the electrical system for the Model Train. His professional experiences, in construction, transportation and livestock management afford him the perfect skill set to manage the Museum's campus.

Dottie Bennett, Volunteer and Membership Coordinator, organizes the Volunteers for the museum's Fundraisers as well as schedules the Guest Ambassadors at the front Desk. She also enters the Membership data into the new software program, DonorPerfect.

Teresa Mills, Operations/Database Manager, is the lead Project Manager for the new website, curating assets and language from Archive and staff members to create an online presence which is current, meaningful and interactive. In her capacity as Operations Manager, she works closely with the Event Committee through the planning of Museum's fund raising Events as well as the calendar for the private event Rentals and kitchen tenants. She works with clients for any number of special occasions. As Operations manager, she also oversees the bookkeeper and creates Budgets for Operating and Events. As Database Manager, Teresa records, updates and provides support for the data input from our members and those whom invest in our future with their donations. The new software, Donor Perfect, will be the data source integrating membership, donations and contacts.

Volunteers

2017-2018

Total Number : 28

Areas worked: Guest Ambassador, Office, Carriage House, Valley Room, Trains, Curatorial Office, Library, Education Programs, Fiesta in the Vines and 34th Annual Vaquero Show and Sale, Education Tours

Miles Kingsbury
Gary Bippert
National Charity League
Debby Kennedy
Walt and Kay Alves
Bonnie Bisoglio
Carol Campbell
Jill Clevenger
Betsy Crammer
Patricia Crawford
Diondra Dee
Tom and Linda Florentine
Diane Fly

Karen Litle
Ken Kelley
Gail and Art Knight
Barbara Mitchell
Joyce Miller
Fred and Lissa Samuels
Susie Simpson
Helen Townsend
Kathy Foss
Kathleen Graves
Doris and Helmut Holzheu
Debby Thorson

Awards presented for 2018

At the annual volunteer Appreciation Luncheon, JR's Gourmet BBQ provided lunch and the Volunteer of the Year was awarded to Bonnie Bisoglio. Special Award presentation was given to Susie Simpson, now retired in her role, as recognition for the years of service to the Museum and the Vaquero Show and Sale .

Facilities

Courtyard:

Fountain has been resealed and installation of Talavera style tile border, ultraviolet light in-line filtration system to maintain clean water and up-graded electrical for pump system.

Market lighting has been permanently installed across the Courtyard and illuminating the space with perimeter and/or interior light capability.

For safety, the trees in the courtyard were removed, opening up the courtyard. This created an event space, easily accommodating 200+ people.



Exhibits:

Locking glass doors have been installed in the Native American Room. Lights are being converted to low energy LED lights throughout the Campus.

The Museum was tented for termites in March, including the Parks-Janeway Carriage House.

The electrical system in the Valley Room has been upgraded to include more outlets along the Train and in the offices as well as moving light switches for easier access.



Offices:

Education and Curatorial Office space has been created in the Valley Room to provide a clean and protected space for the storage of Artifacts and Archive files.

Education

Curator of Education

Introducing Theresa Reilly

Theresa Reilly, our Curator of Education, joined the team in the Fall 2018. Theresa comes to us with a rich background in Early Childhood and Elementary Education. Recently retired from the classroom, she has worked to develop school tours aligned with California teaching standards in History, Social Studies, and Environmental Education which are linked to the outstanding collections of the Museum.

Accomplishments have included hosting an Educator Open House, working with Museum staff to highlight the educational component of our exhibits and literature including hands-on learning, and creating a family-friendly Dr. Seuss Celebration to promote literacy and the arts. She hopes to share her passions for education, art, nature, history, and the rich cultural diversity of the Santa Ynez Valley. Future plans include attracting and facilitating docent training and increased involvement by community members.



Wild West Camp

2018

Every summer since 2010 the Santa Ynez Valley Historical Museum has hosted **Wild West Camp** for children ages 7 to 11. Scholarships are available to children from low-income families.

This educational and fun day camp takes place at the Museum. Activities at Wild West Camp include games that pioneer children played, interaction with farm animals, archery, native plant identification, roping demonstration, cooking, arts & crafts, and more.

Wild West Camp Director is Lissa Samuel, a local teacher, who has 30 years of experience teaching children of all ages. Camp counselors are teachers and others who enjoy sharing their knowledge of Santa Ynez Valley and California history with the kids. In 2018, three weeks of camp were offered with approximately half of the Campers receiving scholarships to attend.

The scholarships were funded by grants, donors and community agencies.



New Gifts

Donor: Cristi Smith Iron Toys

A collection of antique iron toys including stage coaches, horses, cannons and trains



Donor: Gary and Judeen Esau Las Cruces General Store Desk

Antique desk used at the historic Las Cruces general store



Donor: Jane Johnson Mini Covered Wagon Replica

WPA replica wagon circa 1920



Donor: Carroll Campbell Model Stagecoach

Donor: Dave Alderson Wilcox Family Chuck Wilcox Collection

A collection from esteemed artist, Chuck Wilcox, including silversmith workbench, engraving ball and tools

New Gifts

Donor: Marissa Lanning Mitchell Buggy

Buggy belonging to Lolita Armour Mitchel, of the Armour family and wife to Jack Mitchell, founder of Rancheros de Visitadores. Also included historic photographs of the family in the carriage as well as a rosette won during the SYV Carriage Classic.



Donor: Tim and Barbara Chrisman Foundation Vic Payne Bronzes

Two bronze statues, “Across the Raging Red” and “Hidden Treasure,” by famed western artist, Vic Payn



Donor: Pat Murphy

Cowboy cut-out

A hand painted cut out displayed in the courtyard

Parks– Janeway Carriage House

On going

We are actively working on the reinstallation of Felix Mattei's "Side Bar" Buckboard carriage, in the Parks Janeway Carriage House. A model and design plans are being worked on now. Once completed, it will create an engaging exhibit into Mattei's Tavern and the Mattei Carriage. There visitors will encounter the stories of the people, the surrounding communities and the founding of several historic valley organizations, connecting the threads of valley history that all converged at Mattei's. The exhibit will provide the museum with a starting point to lead visitors into the rich stories of the people who made valley their home, through the farm wagons, carriages, buggies, horseless carriage and the first school bus of Santa Ynez.



Carriage House Advisory Board

The Carriage House Advisory Board was re-established this past year. The board is made up of carriage experts, members of the Parks Janeway family and passionate historians. The Advisory Board is active and engaged in bringing all the wagons, stage-coaches and carriages to life to engage our visitors. The board is behind interactive exhibits in the Carriage House. Using the museum's Studebaker wagon, visitors can climb into the box and pick up the reins, feeling first hand what it felt like to have a single horse in your hands or a team of horses. We now have 31 short videos featuring carriage expert John Greenall discussing each of the carriages, stages and wagons of the Carriage House. Visitors, will shortly, have access to these on tablet computers to further enhance their experience of visiting the Parks Janeway Carriage House.

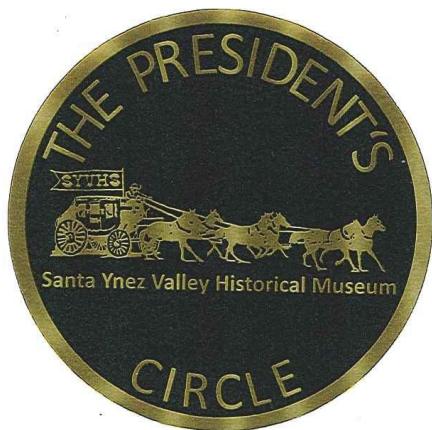
Join us at the President's Circle

Sustainability through Philanthropic support

Members of the President's Circle are crucial partners in advancing the missions of the Santa Ynez Valley Historical Museum and Parks Janeway Carriage House, home of the most renowned carriage collection west of the Mississippi. Support from the Museum's President's Circle provides essential philanthropic support to defray daily operation costs and ensure a bright future for both the Museum and the Carriage House.

By contributing to this continuing initiative, ***President's Circle*** donors will be providing urgently needed funds for the on-going operation of the Parks-Janeway Carriage House and the Museum. These gifts will assist us in our mission to conserve, protect, and exhibit the wagons and carriages in our care and the thousands of objects – saddles, bits and tack (integral to the Vaquero tradition), paintings, prints, drawings, costumes, textiles, and other material artifacts – in the Museum's collection.

To become a ***Member*** of the ***President's Circle***, participants select an annual giving level of your choice of \$2,000 or more. This philanthropic support will allow us to engage Valley residents in their rich history as we develop new and expanded programs to showcase our Museum as an ever more active contributor to our Valley's heritage in the years ahead.



Museum Events

2018



Museum Day, Saturday

March 10, 2018

For the third year, Museum Day is a collaborative effort between the local Museums in the Santa Ynez Valley. The Elverhoj, Wilding, and the Santa Ynez Valley Historical Museum opened their doors to the public for free.

Last of the Good old Days, Sunday

March 11, 2018

We said good bye to the Vineyard House Restaurant. A favorite of locals and visitors, the Vineyard House was given send off and Jim and Debbie Sobel will be missed. The Santa Ynez Valley Historical Museum was the benefactor of the event and received over \$6,000.00 in donations.



Old Santa Ynez Day, Saturday,

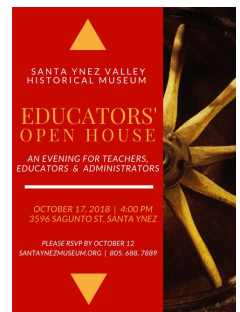
June 9, 2018

The Museum celebrated Old Santa Ynez Day with popcorn and animals from a local 4-H club in front of the Museum. The 4-H'ers brought baby goats, baby pigs and chickens, a definite crowd pleaser. Over 275 people visited the Museum and Carriage house to enjoy the collections and Kimono Exhibit.

Educator Open House, Wednesday

October 17, 2018

The Museum's new Curator of Education, Theresa Riley held an Open House for the Educators of the area, cultivating the relationships between the Museum and the local schools as well as Santa Barbara, Lompoc and Santa Maria. The Museum supports local curriculum with exhibits and the collections.



Museum Events

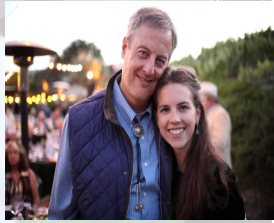
Fiesta in the Vines, June 2, 2018

The Pence Vineyard and Winery was the superb setting for the 2018 Fiesta in the Vines.on June 2. This year, the wines from the Pence Winery showcased a winery/vineyard which practices sustainable and responsible farming and range management.

Pence Winery provided a flavorful selection of their varietals and Valley Piggery served a savory Mexican Buffet.

Through the generosity of our sponsors, donors, and guests, “Fiesta” netted \$45,290.00 for the Museum. Continuing the tradition of showcasing a different vineyard or winery each year, this Museum’s annual fundraiser will continue to celebrate the wine culture and industry of the Santa Ynez Valley in the years ahead.

Income	
Auction/Paddle Raise	\$49,900.00
Ticket sales	\$12,325.00
Sponsors/inkind	<u>\$11,100.00</u>
	\$73,325.00
Expenses	<u>\$28,035.00</u>
Net Income	\$45,290.00



Museum Events

The 34th Annual Vaquero Show & Sale

At the 34nd Annual Vaquero Show & Sale, the Gala and Preview Dinner is our well-known fall fundraiser of the year honored Jim Stuckenburg, Honored Artist and Paul Righetti, Honored Vaquero. This year’s honorees were selected as exemplary examples of the Vaquero lifestyle. Paul Righetti and his family are a long time ranching family in Central California. The Righetti family practices range management techniques based on the way of the Vaquero. Jim Stuckenburg a long time vendor at the Vaquero Show, displayed paintings, statues, depicting life as a Vaquero.

The Vaquero Show & Sale celebration honors the lifestyle and renowned horsemanship of the California Vaquero (cowboy). Vaqueros developed on the expansive cattle ranchos of Central California during the Spanish/Mexican Colonial period. They blended classic European horsemanship and the ‘rough and ready’ riding style of early California ranchers which evolved into a distinctive style of apparel, tack, saddles and other unique horse equipment. The range management techniques of the Vaquero as currently in use today, by California cattle ranchers. This was the topic of the Exhibitors, Bruce Haener , Jeff Derby and Jeff Mundell. Both Mr. Derby and Mr. Mundell practice range management techniques to preserve and conserve the rangeland they manage.

This year’s Vaquero Show netted the Museum over \$66,000.00

<i>Income</i>	
Auction/Paddle Raise	\$64,500.00
Ticket sales/Admission	\$31,520.00
Sponsors/inkind	<u>\$10,675.00</u>
	\$106,695.00
 <i>Expenses</i>	
	<u>\$39,848.00</u>
<i>Net Income</i>	\$66,847.00

Museum News

David Jason: Planes, Trains & Automobiles

This past summer, the museum was contacted by English television producer Chris Malcolm of ITV, one of the largest production groups in the UK. ITV was prepping the new season, a television documentary series with Sir David Jason entitled David Jason: Planes, Trains & Automobiles. After the producer and director visited the museum, they selected our museum and carriage collection for a segment in the series. This past September, the ITV crew, along with David Jason, arrived in Santa Ynez and filmed in the museum, then adjourned to the Chamberlin Ranch, where Tommy Harris was waiting with a Concord stage and a four-up team. David got to experience what it was like to ride inside the stage and then outside with the driver. The series premieres on the UK Gold Channel in March and will be airing later in 2019 on PBS in the United States. This will raise the visibility and reputation of the museum on an international level.



Thank you

Event Donors

Artiste Winery, Ballard Inn, Bedford Winery,
Bradley Family Winery, Brander Vineyards,
Branquinho Ranch, Brother's at the Red Barn,
Carhartt Vineyards, Casa Cassara, Casa Dumetz Winery, Chamber-
lin Family, Charlie Cappell, Charlie One Hats,
The Chef's Touch, Clairmont Farms, Coquelicot Estate Wines, Cot-
tage Health, Dan Lord, Dascomb Cellars,
Denis Carroll, Dierberg & Starlane Vineyards,
Dragonette Cellars, El Rancho Market,
Falcone Family Vineyards, Far Western Tavern,
Foxen Vineyard, Frequency Wines,
Graham Goodfield and Los Padres Outfitters, LLC
Hitching Post Wines, Jack Clymer, Jerry & Inge Plier,
Jim Glines and the Community Bank of Santa Maria,
Jim Jackson & Alisal Ranch, Zaca Creek Golf Course
Jim Stuckenberg, Artist of the Year, Jorian Hill,
Ken Karas, KJ Concrete, LaFond Winery, Maili Halme,
Margerum Wine Company, Margee Lennard,
Memo Gracida, Mosby Wines, New Frontiers Market,
Resitol, Nielson's Market, Olive Hill Farm, Oreana Winery,
Santa Barbara Winery, Sid and Linda Kastner,
Solvang Farmer, Standing Sun Wines, Wild Wild Rags
SY Kitchen, SYVCH Foundation, Karen Voohis
Santa Ynez Valley Youth Recreation,
Kristin and Bill Reynolds, Tina and Paul McEnroe,
Sherry Musgrove, Charlotte and Ramon Becerra,
Santa Barbara Historical Museum, Landsby Hotel,
Fred Pratt of Bay Shores Peninsula Hotel,
Patty Wilding Photography, John Copeland and Rancho Olivos,
SYV Wine Country Association, Dennis Patrick and Zaca Creek
Ranch, Trattoria Grappolo, Heaven Scent, Kamric Interiors,
Harrison Hardware, Santa Ynez Feed and Milling, Outpost Trading
Co., Back at the Ranch, Bella Mia and Carr Winery

Thank you

Event Sponsors

Paul Righetti, Vaquero of the Year

Platinum Performance

C& D, llp Accountants

City of Solvang

Reid and Robin Cederlof

Shelby Hughes

WealthSource Partners

Larry O'Callaghan

Nita Vail

Charlie Cappell

Visit Santa Ynez

Hometown Insurance

Dianne and Blair Pence

Pence Vineyard and Winery

Margaret Wilkinson, Ph.D and Bob Andrews

Mark Sanchez

Lectures and Presentations

Tea and Traditions, Sunday, June 24

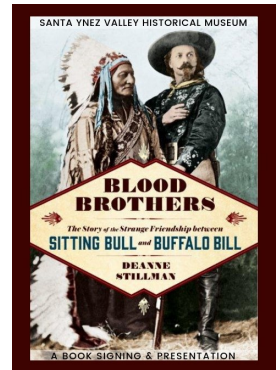
During the authentic Japanese Tea Demonstration guests savored tea and enjoyed Japanese sweets while a Tea Master guided them through a time honored Tea Ceremony. The significance of traditions, kimonos, as well as the tea itself that embody Japanese culture.



Blood Brothers, Sunday, October 14

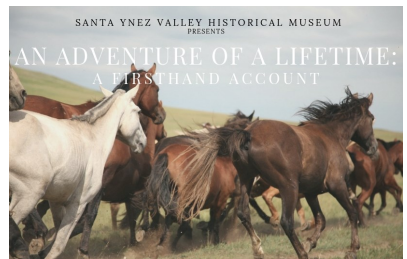
The Story of the Strange Friendship Between Sitting Bull and Buffalo Bill

Book signing and presentation by author Deanne Stillman. Ms. Stillman is a widely published, critically acclaimed writer. Her presentation of relationship between two of the most famous Wild West characters.



An Adventure of a Lifetime: The Mongolian Derby, December 14,

Michael Turner presented his adventure in the world's toughest and longest horse race, known as the Mongol Derby.



Exhibits

East Meets West, April 8

The exceptional exhibition told the story of the Japanese Kimono Tradition from the very insular Japanese culture to its integration with the West during the Mid 19th century and early 20th centuries. The exhibition displayed rare and exquisite works of art in textiles. The exhibit of wearable art was photographed and in collaboration with the collections owner a masterful catalog was created.

The exhibit of the collection was opened with the Togen Daiko drummers and Japanese appetizers.



J.N. Swanson Art Exhibit, November 9

Opening during the 34th Vaquero Show and Sale. A former honored Vaquero Artist, J.N. Swanson passed away in 2014, leaving a legacy of beautiful paintings and bronzes. His artist reflect the life-style and heritage of the Vaquero. Included in the exhibit are personal items created and used by Mr. Swanson, during his life as a working cowboy and artist.



Photo credits

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Back page	Sagunto Street	Pat Mills

Statement of Activities

Support	2018 Actual
Grants	\$32,500
Bequests	\$15,000
Contributions	\$75,301
Membership	\$31,870
Site Rental Income	\$35,525
Museum Store	
Sales	\$4,302
Public Events	\$113,986
Education	\$6,570
Special Purpose Funds	\$25,600
Endowment Earnings	\$139,042
Total Support	<u>\$479,696</u>
Expenses	
Programs Services	
Exhibits and Collections	\$24,463
Education	\$15,544
Public Events	\$109,587
Museum and Carriage	
House	\$68,145
Supporting Services	
Management and General	\$268,774
Fundraising	\$10,150
Total Expenses	<u>\$496,663</u>
Net Overall Gain/(Loss)	<u>-\$16,967</u>

SANTA YNEZ VALLEY HISTORICAL MUSEUM
3596 SAGUNTO STREET
SANTA YNEZ, CA 93460



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