

Capitola Historical Museum – Annual Report 2021-2022

CULTURE & LEISURE

MISSION

The Capitola Historical Museum preserves and promotes the history of Capitola through creating exhibitions, maintaining a collection of historic photographs and artifacts, conducting oral histories, and participating in special events.

DEPARTMENT PURPOSE

To promote, through the establishment and maintenance of a museum and allied projects, a program that will bring a better understanding and appreciation by the Capitola community of its history, architecture, culture, technology, and its creative and natural environments.

MUSEUM HOURS With a lower number of volunteers returning due to the pandemic, decided to set public hours as Friday through Sunday from noon until 4:00 p.m.

INCIDENT On February 7, 2022, a fire ignited next to the railroad trestle above the Museum, approximately 50 feet from the Bathhouse. The Capitola Fire Department quickly responded and extinguished the fire.

Statistics

Visitors (July 2021-mid June 2022) 6,015 – (During the last full year 2019 visitation was 6,840)

Exhibitions

- Museum continued to feature the 2020 exhibition “Capitola – Then & Now” until the first week of January 2022.
- Added an Indigenous section to the “Capitola – Then & Now” exhibition.
- March 2022 - posted a permanent Indigenous people acknowledgement panel at the museum.
- January-February 2022 - dismantled “Capitola – Then & Now” exhibition and returned artifacts to storage and returned incoming loans to owners.
- March 2022 - Installed new annual exhibition “Perspectives – Capitola in the Eye of the Beholder”
- Contracted with local artist Ann Thiermann for a painting depicting Indigenous people fishing and foraging for sea life at Capitola Beach and Lagoon. Assisted Ms. Thiermann in research and assembled a painting review panel.
- April 2022 - hosted a museum reception for the premiere of the Ann Thiermann painting.
- Installed QR codes for several of the exhibit cases (*The Architects* links to the Rispin Centennial website; *Plein Air* links to their event website; *The Residents* links to the Museum’s YouTube Channel and *The Ladies of Campo Del Mar* links to a brief history of the pottery on the Museum website). Added a QR code to the Museum’s front porch bulletin board and flier for the Esplanade kiosk linking to the main page of the Museum website.
- Began rotating exhibits in the new Capitola Library (predecessor installed a Capitola postcard exhibit; initiated the “My Neighborhood ...” series and installed three exhibits under this theme.

- Purchased and installed a new smart television. in the Museum to display the content of the Museum's YouTube Channel for public.

Curatorial Management

- Reorganized the Curator's Office (removal of built-in desk/table, installation of new Uplift desk/table and new lighting).
- Initiated a review of predecessor's files and created a museum management archive for Museum Storage.
- Formalized the Museum's Image Reproduction and Research Policy.
- Created Museum Agreement for One Time Use of Scan(s) by Researcher.
- Created Agreement for Capitola Historical Museum Use of Scans.
- Purchased a file safe for the establishment of accession files.
- Purchased archival supplies including two Logtags to monitor and download relative humidity and temperature data for the Collections Storage rooms and several polypropylene corrugated boxes for emergency evacuation of artifacts.
- Participated in museum catalog software webinar for Past Perfect Web Edition in preparation for obtaining the software upgrade.
- Joined the California Association of Museums (CAM) and the American Association of State and Local History (AASLH).

Collections Storage

- Upgraded and improved storage of Museum collections by initiating move of non-collection items (mannequins, exhibit cases, display mounts, etc.) out of the Artifact and Archives Storage Rooms. Upgraded to the next size storage unit for supplies.
- Began scanning Capitola ephemera collection stored in file safe in Archives Storage Room.
- Processed outgoing loan of two bathing suits and an exhibit case to the Santa Cruz Museum of Natural History for their exhibition "Remembering Castle Beach" June 11-August 21, 2022.
- Received 11 artifacts/photograph donations – highlights included four Olaf Palm paintings.
- Purchased two artifacts for the collection – rare Campo Del Mar Ikebana vase with candleholder and a train conductor's cap.

Volunteers

- Volunteer hours at the museum desk – 560
- December 2021 - Hosted Museum Holiday Open House (Meet the Curator) for Volunteers.

- Contracted with Videographer Kath D'Angelo to make a silent video preview of the new 2022 exhibition for use in the Volunteer Orientation Zoom session. Subsequently posted the exhibition preview on the Museum YouTube Channel.
- March 2022 - Gave a Volunteer Orientation Zoom session.
- Updated the Volunteer brochure and flier.
- Revised and updated the Volunteer Manual.

Outreach

- Created special exhibits for on and off-site events with display tables (2021 Capitola Art & Wine Festival; 2021 Capitola Beach Festival; 2022 Laura Hecox Day at the Santa Cruz Museum of Natural History and the 2022 Santa Cruz County History Fair).
- Published four issues of its *Capitola Sunset* newsletter.
- Continued to provide monthly set of historic images and captions for the Santa Cruz Sentinel's Sunday issue "Focal Point" feature and this year initiated the participation of other local history museums in the feature.
- Wrote articles and announcements on museum activities for local newspapers: August 2021 *Capitola Currents*; *Capitola Festivals* programs 2021 "Capitola – Then & Now" (1922-1923 Builders' Exchange Conventions at Capitola) and 2022 "What's in a Street Name?"; March 2022 *Capitola Waves* "Historical Museum Open House; January 2022 *Capitola-Soquel Times* "The Capitola Ballroom: Ella, Louis & Duke"; and April 2022 *Capitola-Soquel Times* "The First People of Capitola"
- August 2021 – Museum Curator featured in *Santa Cruz Sentinel* article "A historical homecoming: Capitola native takes over at museum June 2022 - Museum Curator featured in the *Capitola Beach Neighborhood Spotlight* magazine.
- Created a "Museum Collections" section of the Museum website including posting 360-degree images of some artifacts. Wrote a brief history of the Campo Del Mar Pottery.
- Participated in countywide, monthly museum discussions remotely and in-person. One project, in progress, is creation of a website portal for all Santa Cruz County museums.
- March 2022 - Co-hosted 2022 Museum Advocacy Day event for Santa Cruz County.
- Gave Capitola history lectures (City Academy for Capitola) and Santa Cruz County Pro-SCCP (Realtors Group) & tours (2 Village walking tours by request).
- Managed the Museum YouTube Channel (new content - Interview with Frank Perry – "Tips on Creating Exhibits for Small Museums" and prepared a list of videos including all oral history indexes and posted in the Volunteer Manual and on the Museum website under new category "Museum YouTube Channel"
- Museum Facebook Page (to date - 49 Facebook posts July 2021-June 2022). People who follow the page 2,123. Likes increased from approximately 1,490 to 1,939.

Research

- Completed the transcription of Helen Benbow letters.
- Responded to approximately 31 research inquiries.
- Drafted a journal article on the Y.W.C.A. Conventions at Capitola (1900-1910) in preparation for submitting to the Santa Cruz Museum of Art & History Journal.