

# Capitola City Council

## Agenda Report



**Meeting:** June 23, 2022

**From:** City Manager Department

**Subject:** Capitola Historical Museum Annual Report

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Recommended Action: Receive report.

Background: During 2021-22, the Capitola Historical Museum was able to open to the public and return to a more normal schedule. Because the museum was closed most of 2020 and part of 2021 due to the COVID-19 pandemic, the planned “Capitola Then and Now” exhibit was held through all of 2021. The museum is currently open to the public Friday through Sunday and has been for most of 2022.

Deborah Osterberg began at the Capitola Historical Museum in June 2021 after Frank Perry, the City’s previous curator, retired.

Discussion: Some of the work that the Museum has undertaken in 2021 and 2022 includes the following:

- Installed new annual exhibition “Perspectives – Capitola in the Eye of the Beholder”
- Hosted a museum reception for the premiere of the Ann Thiermann painting depicting Indigenous people fishing and foraging for sea life at Capitola Beach and Lagoon
- Began rotating exhibits in the new Capitola Library
- Installed new smart television in the Museum to display the content of the Museum’s YouTube Channel for public
- Created a museum management archive for Museum Storage
- Formalized the Museum’s Image Reproduction and Research Policy
- Updated the Volunteer brochure and flier
- Revised and updated the Volunteer Manual
- Created special exhibits for on and off-site events with display tables
- 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
- Created a “Museum Collections” section of the Museum website including posting 360-degree images of some artifacts.
- Co-hosted 2022 Museum Advocacy Day event for Santa Cruz County
- Participated in the Santa Cruz History Fair
- Gave Capitola history lectures and walking tours

More than 6,000 people have visited the museum since July 2021. The number of people that follow the museum Facebook page has increased to more than 2,100, and the page has received more than 1,900 likes since July 2021.

Volunteers continue to support the Capitola Historical Museum. In addition to the Museum Board members, volunteers contributed 550+ hours at the museum front desk.

In addition to her Capitola museum work, Curator Deborah Osterberg was the subject of an article in the Santa Cruz Sentinel in August 2021 and the Capitola Beach Neighborhood Spotlight in June 2022.

Fiscal Impact: None.

Attachments:

1. 2021-22 Capitola Museum Annual Report.

Report Prepared By: Larry Laurent, Assistant to the City Manager

Reviewed By: Chloé Woodmansee, City Clerk

Approved By: Jamie Goldstein, City Manager