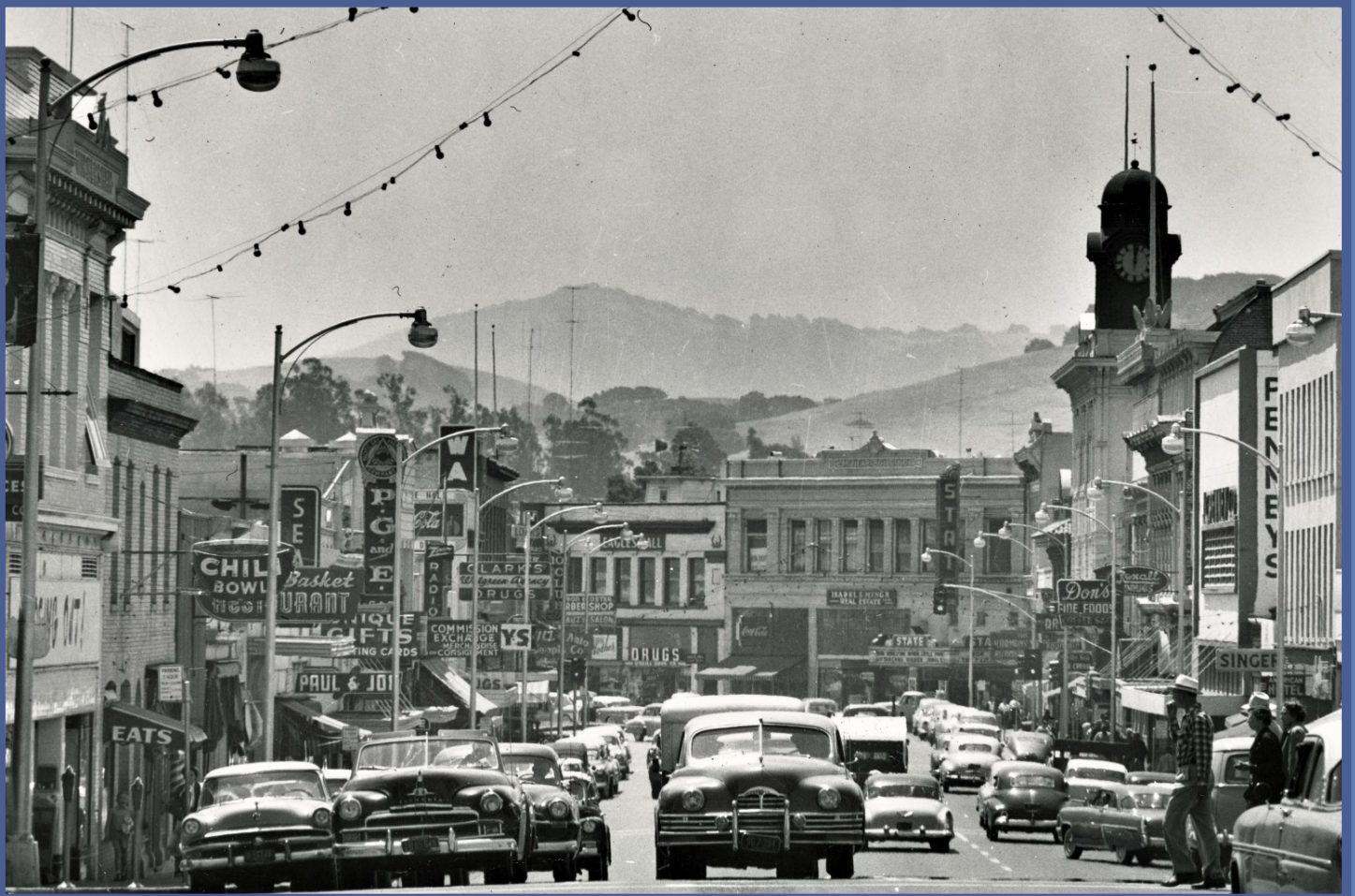


Petaluma Museum Association

Petaluma Historical Library & Museum

Preserving the Unique History of Petaluma and Providing
Educational and Cultural Services to the Community

Quarterly Newsletter
Digital Edition



“Your Hometown Main Street, Petaluma California”

Opening August 11 - November 27, 2022

Summer/Fall 2022

Volume 32, Issue 3

On the Cover

by Terry Park

MAIN STREET PETALUMA

THE LOCAL HIGHWAY running through the center of town was once viewed as essential for economic survival. This early 1950s cover photo of Petaluma's Main Street looking south from Washington Street is when the Redwood Highway still ran through town, adding traffic and noise, and was viewed overall as being detrimental.

Main is the most common United States street name followed by Second and Third. Petaluma began with these three; however, only Second has survived. So why the 1958 change?

In the mid-1920s Sonoma County renamed Highway 101 to Redwood Empire Highway to attract commerce and tourists. The highway ran through the center of most towns including Petaluma's Main Street and Third Street.

By the mid-1950s the poultry boom was over and business vacancies began to appear in Petaluma, and some building owners allowed their property to deteriorate. Citizens were traveling to Santa Rosa and San Francisco to shop. In early 1958 the Petaluma Chamber of Commerce mounted a campaign to spark a complete revitalization program for the local business community. Also recommended was changing the name of Main and Third streets to Petaluma Boulevard to reduce the confusion when giving directions to strangers.

The route, which ran through Petaluma, was officially known in 1958 as Redwood Highway South, Third Street, Main Street South, Main Street, Main Street North, and Redwood Highway North. The locals also used lower Main (B Street to Western) and upper Main (Washington Street to Magnolia Avenue) to add to the confusion for strangers. When the 101 Freeway opened in 1957 the Redwood Highway name shifted to the 101 Freeway, so the county portion of the road between the city limits and the 101 Freeway interchanges had to be renamed anyway.

Beginning August 24, 1958, the opening day of the Petaluma Centennial celebration, Petaluma's main thoroughfare known as Main Street and Third Street officially became Petaluma Boulevard. Petaluma Boulevard South replaced Third Street and Redwood Highway South from B Street to the south 101 Freeway interchange. Petaluma Boulevard North replaced Main Street, Main Street North and South, and Redwood Highway North from B Street to the north 101 Freeway interchange (at Denman Flat).

Sixty-four years ago, the Main Street signs came down but inscribed in big gold letters in the sidewalk is Main Street on the southeast corner of Washington Street and Petaluma Boulevard North so, Main Street has not completely vanished.

The memory of the Main Street era will be brought back to life by the PMA's "Your Hometown Main Street, Petaluma" exhibit and a lecture series from August 11 to November 27. The schedule for the lectures can be found on page 10.

Petaluma Museum Association Board

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Solange Russek, **Collections Manager**

The Petaluma Museum Association Newsletter is published quarterly and distributed to its members.

Thank you to all the contributors and special thanks to Kit Schlich, copy editor. If you would like to contribute any news or items of interest to our newsletter, email mary@petalumamuseum.com

Deadline is Oct 1, 2022

Petaluma Museum Association
20 Fourth St.
Petaluma, CA 94952

Message from the President

Debbie Countouriotis

Greetings PMA members! It's been an exciting last few months at your Petaluma Museum. While we are all still struggling with the latest covid variant, things are opening up more and more, and we've been able to host a number of events and new exhibits. We did have one little hiccup and had to close for a short period; however, we are up and running once again. The Museum has protocols in place to help keep everyone safe and we hope you will continue to visit and spend time in our beautiful building.

In June we said farewell to outgoing board members, Kathy Barron-Fries, Kate Hawker, Erica Barlas and Quin Winter (student representative). It was a bittersweet farewell as all of them have contributed so much to the PMA and the board over their many years of service. However, even though they are no longer on the board, Kathy and Kate are now community volunteers on several committees and Erica has offered to continue to help us out until a new treasurer is in place. Quin has left for college on the east coast and we wish him well in this new adventure.

At our board meeting in July, we welcomed our new board members, Stacey Atchley-Manzer, Melissa Holberton, Tom Whitley and student representative Finghin Gallan. All come with excellent skills to help further the mission of the PMA and we look forward to having them on our board. Speaking of mission, the PMA is forming a new committee, Diversity, Equity and Inclusion. As your president, I am asking you to consider joining this committee as a community member/representative. We are in the process of developing a plan so that our exhibits and Museum include those that have been under-represented or not represented in our Museum or exhibits. While history tells the story of our origins, there are times when not all peoples and their contributions are included or acknowledged. If this is something that interests you, I encourage you to reach out to me at dcountouriotis@petalumamuseum.com to hear more about this committee. (Please write DEI in the subject line.)

Now for happenings at the Museum:

At the beginning of June the Museum hosted, along with Skyhill Alliance, pianist Jura Margulis in concert. The evening was a huge success with all in attendance enjoying the amazing acoustics our Museum has to offer. It was a special night of music from Vienna and tasty treats. We also hosted a Scotch Pairing Dinner fundraiser, generously sponsored by Wilibeas Wines & Spirits and Preferred Sonoma Caterers.

In July, we held the July Fourth bell ringing, hosted by the Petalumans of Yesteryear's Leif Ortegren (aka Lyman Byce of incubator fame) and Homer Johnstone (aka Cap'n Baylis the riverboat captain) was a delightful affair and included a musical prelude by Cap'n Baylis, a Reading of the Proclamation by Vice Mayor Dennis Pocekay, patriotic music by the River Town Voices and raising of the colors by ELIM'S Boy Scout Troop #9.

The PMA also hosted the Heritage Network's meeting with Paula Freund's presentation on her new "Petaluma Pioneer Portraits" website, a truly groundbreaking website that uses the best practices of historical societies nationwide.

Our current exhibit, "Local Ties," curated by Kathy Barron-Fries with other contributors, has been a wonderful success; many visitors stopping by to see it and enjoying conversations on how the railroads impacted Petaluma's growth.

Our next exhibit, which will be curated by our Collections and Artifacts Manager, Solange Russek and her volunteers, "Your Hometown Main Street, Petaluma" will focus on the early businesses along what is now Petaluma Boulevard. If, perchance, you have a business on "Main Street" please let us know if you might be interested in co-sponsoring this exhibit and having your business represented.

A big thank you to our Petalumans of Yesteryear, for our walking tours, which will continue through October, with a special "Cemetery Tour" event coming in October.

Finally, we are looking at hosting a few more concerts before the end of the year, so keep your eyes open!

Thank you all for being members and continuing to support the mission of the PMA:

"Preserving the Unique History of Petaluma and Providing Educational and Cultural Services to the Community"

Debbie Countouriotis, President PMA

From Heritage Homes & Landmarks: Spring Tour a Success, Holiday Tour Announced

What fun!

With two years of pandemic restrictions behind us, the 2022 Spring Garden & Parlor Tour on May 8 was a critical and financial success, netting over \$5,750 for the Petaluma Museum Association. Because we weren't able to finalize the tour until the last minute, the event missed some community calendars. Nevertheless, ticket selling on the day of the tour was enthusiastic, showing that there was a pent-up desire for these tours.

The PMA wishes to express our gratitude to homeowners Diane and Rich Zimmerman, Angel Garganta and Michael Schwartz, and the Unitarian Universalist Church for opening their doors, and to Louise Benanti for sharing her luscious garden in full bloom that day. Thank you homeowners, docents and tour-goers alike all for ensuring that the PMA can continue its mission.



Save the date!

HH&L is pleased to announce the date for the 2022 Holiday Lighted Parlor Tour: the evening of Sunday, December 4. We have secured some outstanding Victorian houses for this beloved annual event. To ensure it's a success, the PMA is seeking docents for 1.5 hour shifts. If you're interested in joining the fun, earning a complimentary ticket to the other tour houses AND supporting your local museum, drop an email to heritagehomes@petalumamuseum.com.

PMA Seeks a Volunteer Coordinator

Volunteers are the lifeblood of our Museum Association! We will always need desk docents and volunteers to assist with events, from wine-pouring to chair set-up, and many other tasks. While we are blessed with many dedicated individuals who apply their skills and energies for the greater good, our current burning need is someone to organize them.

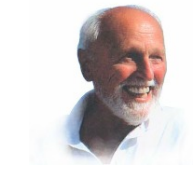
The position of Volunteer Coordinator includes keeping a volunteer roster, attending Programming Committee meetings once a month for event coordination, and training new volunteers (or finding the right person to do just that). If you would love working with some of the nicest people you could ever hope to meet in Petaluma, and would like to support the Museum's mission, consider learning more about this essential position. Leave your name and contact information with the Museum Office at 707-778-4398; Liz Cohee will put you in touch with the appropriate board member.



**Lots of exciting things are happening
at your museum!**

For all the latest updates for events and exhibits please
visit us on our website at:

<https://www.petalumamuseum.com/events/calendar-of-events/>



Petaluma History & Commentary

by Skip Sommer, Historian

THE HORSELESS CARRIAGE

SONOMA COUNTY WAS all a-twitter between 1896 and 1908 about replacing the trusty horse and mule with something to be called an “automobile.” Would this become a trend? Was it actually feasible? There were a lot of doubters.

In 1896, The Cloverdale Reveille opined positively: “The horseless carriage is much more capable of control than the ordinary horse.”

Over in England, Parliament set the speed limit at 14 miles per hour for horseless vehicles. They estimated that “The cost of fodder for a horse traveling 20 miles a day was two pence/mile, while a horseless vehicle was just a ha-penny/mile . . . with less wear and tear.” However, in California, The Sacramento Union said: “The horseless carriage is useless on bad roads. The country must demand and secure better roads.” Some predicted “The horseless carriage will never come into such common use as the bicycle.”

In 1899, the U.S. had 10 million bikes and just 4,000 autos. Two years later, after Henry Ford had made his first model, the number of autos had doubled to 8,000. The Duryea had been the first American firm to build one, in 1893. It was powered by a single-cylinder four-horse gas motor.



Hill Plaza Park ca 1898

The N.Y. Times said this about it: “The speed of which they are capable intoxicates and bewilders the senses. However, it lacks one of the most attractive components of driving, in the companionship of the horse.” The San Francisco Call Editor sort of echoed that, calling the automobile “The darndest thing I’ve ever set eyes on!”



First transcontinental trip by auto in 1903

The horseless carriage had begun to take on the moniker

“automobile” by 1899. The Sacramento Daily Union called them “auto-cars,” as “auto-fever” began to spread. Support services, such as gas stations and repair shops, began popping up by 1901, although the derisive shout of “Get a horse!” was heard frequently. A local joke in our Petaluma Courier was aimed at

mule-driven buggies, calling those “horseless carriages.” The Courier also commented in '99, that “Mayor Jesse of Santa Rosa boarded a new horseless carriage that had arrived on the Steamer Gold here, and was soon spinning into the street at 15 mph. It is small, almost noiseless and two gasoline motors furnished the power. It took just an hour to get to Santa Rosa!”

One Petaluma editorial by S.H. Olmsted claimed:

“Unquestionably, the greatest advance made in transportation. The progress of the industry has been encouraging and they [U.S. autos] compare with the best European makes.”

He continued: “Autos are likely to play an important part in military

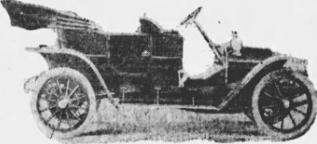
operations too. The signal corps just purchased three of these.”

But all the auto-evolution was not smooth. In 1903, it was announced in a Marin County newspaper that “The Rev. Crosby asked the Supervisors to enact an ordinance excluding autos from Marin County. It has its drawbacks and limitations. It will maim people. It has a future, but its place is not in Marin.” (Ha!) In '04, The Santa Rosa Republican headlined “Auto for The Horticulturalist.” “Luther Burbank to become initiated into the mysteries of the horseless carriage.” That was an Oldsmobile Runabout and had arrived here via steamer. 1903 also saw the first transcontinental trip by auto, which took 63 days from San Francisco to New York.

By 1905, there were 6,500 autos, trucks and motorcycles here in California, but road and street construction lagged behind. A new composition of crushed rock and oil was called “Macadam,” which helped smooth things. In Petaluma, it was announced that “Mr. Van Bebber had his wife for a ride in the automobile of his own construction, in the 4th of July Parade.” But then, as a sign of the times to come, a local headline was “MEETS WITH DISASTER.” “J.H. Lewis, in auto wreck, loses life. Was going 8 miles per hour and machine became unmanageable and struck a stone.” Sonoma County officials were debating the speed of automobiles, saying that “Speed on highways cannot be less than 10 MPH and autos must stop at the signal of a raised hand from persons driving horses.” It said that cars “must carry one rear lamp showing a red light” because

there was almost no road lighting anywhere.

What Are Your Requirements?



CHALMERS-DETROIT, Price \$1,650, S. F.

WHEN are you going to buy? and what? Let your requirements be what they may, we can in the Thomas, the Oldsmobile or the Chalmers-Detroit, sell you the car that will solve the automobile problem for you, without fear of mistake. Note the scope of power for price, graduating from the ponderous, mighty and lightning speed of the Thomas 6, “the champion stock car of the world,” to the Oldsmobile 20 H. P. Touring car and the famous Chalmers-Detroit.

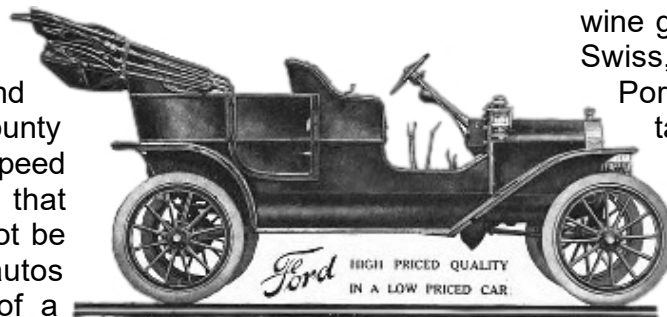
Chalmers-Detroit, \$1,650 Oldsmobile, \$1,350 to \$2,900
Thomas Flyer, \$3,180 to \$4,680, S. F.

IMMEDIATE DELIVERIES

PIONEER AUTOMOBILE COMPANY
901 GOLDEN GATE AVENUE
524 20th STREET, OAKLAND

Petaluma Courier-ca 1904

By 1906, the Auto Club of California began placing road signs on streets and even giving out maps. And San Francisco’s Pioneer Auto Company was advertising in our local Courier that year: “Selling Wintons, Oldsmobiles, Thomas Flyers, Mercedes and Racines.” Their slogan: “Wise men study various makes of autos before they buy. We are selling to such wise men.” (“Wise men” with money, I opine).



1908 Ford Model T

Then, in 1908, Henry Ford put out his Model T for just \$850 (\$25,000 today) and initiated something called “mass production,” to great fanfare. He had sold 10,000 “T”s by 1910. That same year, The California Highway Act provided 18 million bucks for the construction and improvement of our roads and streets. (A decent road then cost about \$10,000 per mile to build).

In other news, in 1899 a female bandit, Pearl Hart, committed the last stage coach robbery. The Spanish-American War concluded in 1898, and the subsequent 1899 treaty ceded the former Spanish colonies of the Philippines, Guam and Puerto Rico (which the Spanish had held for 400 years) to the U.S. Cuba became a protectorate of the U.S., gaining its dependence in 1902. The Opel and Fiat Motor Companies opened in Europe. The U.S. Congress approved some things they called “voting machines.” Germany’s Bayer Company patented the aspirin. The Bronx Zoo opened in N.Y. and the world’s first Zeppelin took to the skies.

And here in good ol’ Sonoma County, something called “resorts” were also popping up. Great climate and agriculture, including wine grapes, were encouraging Swiss, German, Italian and Portuguese immigrants to take note and build hostels and wineries here. Oh yeah, one more item: the chicken industry was getting underway here, and that was the start of one more big hot trend for the world. We were all a-twitter over all that, as well.

Sonoma County Heritage Network gathers at the Petaluma Museum Courtyard for Quarterly Meeting

by Paula Freund

The Sonoma County Heritage Network held its quarterly meeting in the PHL&M Courtyard on Saturday, July 9. The weather goddess blessed the event with a beautiful, summer day and a light, cooling breeze. The attendees, representing many Sonoma County historical institutions, numbered more than thirty.

SCHN President Ray Johnson greeted the group, and then Petaluma Museum Association board member, KC Greaney, introduced two Petalumans of Yesterday, Addie Atwater (Sherri Ortegren) and Lyman Byce (Leif Ortegren). Addie and Lyman entertained the group with a lively and informative presentation highlighting their contributions to Petaluma history. Each attendee then gave an update on their institution's current and upcoming activities. KC informed the group about the PMA's walking tours; current exhibit, *Local Ties: Histories of the Petaluma & Haystack Railway*, *Northwestern*



Pacific Railroad, and Petaluma & Santa Rosa Railway; and the upcoming exhibit, *Your Hometown Main Street, Petaluma*. After the close of the meeting, Amy Hogan and Paula Freund spoke briefly about the petalumapioneers.org website.

Volunteer Spotlight

Ronilyn Broderick



Ronilyn is a senior in college, majoring in history and minoring in German. She is currently attending Sonoma State University, having graduated from Solano Community College in 2021 with an associate degree in history. During the 2021–2022 school year she

was an editor of the *Sonoma State History Journal*, and was selected to be published through the blind judging process. In the fall semester she participated in a new course at SSU called Digital History Source Laboratory where, in small groups, they contextualized a digital historical source and created a website to share it online. In her free time, she enjoys sewing and taking photographs.

Ronilyn grew up in Fairfield, California, but has lived in Petaluma for the past year. Her family, however, has lived around Petaluma for the past 50 years, and her parents grew up and went to high school here.

Ronilyn has been volunteering at the museum for about a month, and says she is having so much fun. Primarily she has been helping with scanning photographs of Petaluma from a new collection, but also volunteers as a docent on the second Thursday of each month. She is very excited and thankful to have the opportunity to volunteer at the museum, as it has enabled her to learn more about local history as well as what it is like to work in a museum. For the past five years she also made it a point to volunteer in every Solano County election. She commented that “Being able to participate in the election as a poll worker has been such an interesting and informative experience, that I look forward to every election.”

Preserving the History and Culture of Petaluma – How and Who?

Alice van Ommeren



The McNear Building, constructed in 1886, displays its Victorian Italianate commercial style in 1954

(Courtesy Sonoma County Library)



Renovations of Petaluma's McNear Building during the 1970s while preserving its historic architecture

(Courtesy Sonoma County Library)



After major renovations in the 1970s, the McNear Building has preserved its historic architecture today

(Courtesy Jim Johnson Photography)

How do you balance historic preservation with economic development and structural improvements when the intention is to conserve a structure's historic character? Projects can range from paving Copeland Street to preserve one of the last historical railroad tracks; painting a temporary mural on the Rex Hardware Store's east wall while maintaining a historic streetscape; or rehabilitating the former Carithers Department Store while preserving its Streamline Moderne architecture. Each of these projects have been discussed by the Historic and Cultural Preservation Committee (HCPC) meetings in the last few months.

The City of Petaluma's HCPC is composed of five Petaluma residents with an interest, knowledge, and professional experience related in historic preservation. At least two of the members of the HCPC are professionals in the disciplines of history, architecture, archeology or related profession. One of the members is appointed annually by the Petaluma Museum Association / Heritage Homes & Landmarks Committee.

Article 15 of the Petaluma Zoning Ordinance, Preservation of the Cultural and Historic Environment, grants the HCPC review and approval authority over the alteration, demolition and construction of structures located in designated historic districts. The committee also reviews properties and structures recommended for designation as Landmarks; however, the City Council has the approval authority for Landmark Designation.

Historic preservation efforts in Petaluma began in 1965 when Stuart Walsh, a nationally known planning consultant, was brought in to advise City Council on modernizing Petaluma's central business and commercial core. During this period, similar to other cities, many downtown buildings were owned by absentee landlords, resulting in vacancies and poorly maintained structures. Petaluma's local downtown business owners were also concerned about the plans for four shopping centers on the east side of the freeway.

These concerns led to the creation of the 15-member Downtown Redevelopment Committee with downtown business owner and future mayor, Fred Mattei, as its first chair. Concurrently, historic preservation milestones included the National Historic Preservation Act in 1966, creating support and awareness at the national level. That same year, Mayor Helen Putnam brought the Governor's Conference on Beautification to Petaluma, which inspired the formation of the Heritage Homes Club in 1968.

Concerns remained about the impact on historic buildings with the continuous redevelopment of downtown. This led to the creation of the City of Petaluma's Historic and Cultural Preservation Committee in 1975. The seven-member committee included two members of the City's Planning Commission and a representative from Heritage Homes, a Bicentennial Committee member and a downtown business member. Although this group was eliminated at some point, associated historic ordinances were established and remained.

In the 1990s, the City of Petaluma created the Site Plan and Architectural Review (SPAR) committee to review the building and modifying of commercial, residential and other building types of potential historic significance. Today, major Historic SPAR applications are reviewed by the HCPC, which was resuscitated in 2017. This can also include the review of alterations to historic streetscapes, murals, artifacts such as railroad tracks, and character defining elements of historic structures.

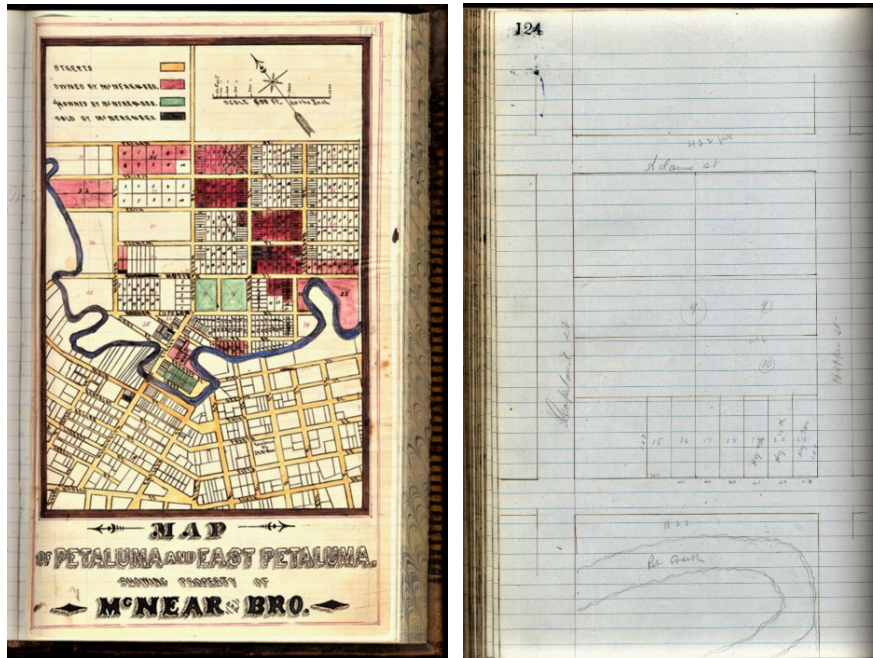
The HCPC meets on the second Tuesday of each month at 4 p.m. The meetings are open to the public and are accessible at cityofpetaluma.org/meetings

Alice van Ommeren was recently appointed to a second term on the HCPC as Vice Chair and the Petaluma Museum Association/Heritage Homes & Landmarks Committee representative.

What's New in Collections

by Solange Russek, Collections Manager

We recently received a 1860 ledger belonging to George Washington McNear, younger brother of John Augustus McNear. G.W. McNear left Petaluma for San Francisco, purchasing lots in South San Francisco and San Mateo, and eventually settled in Port Costa (East Bay) where he became known as the "Wheat King." This ledger was discovered in the basement of a building in the 1940s by a janitor when the building was being cleaned out. The janitor gave it to his friend Angelo Bouva who was part owner of the Iron Pot Restaurant on 639 Montgomery Street, San Francisco.



2022-942-01 A donation from Karen Kabaluk: a 1870 map of Main and Washington Streets and East Petaluma. The legend shows property owned by the McNear Brothers.

Thank you, Don Siemens for your generous donation of your photographs! Don has a way capturing that moment that made Petaluma unique.



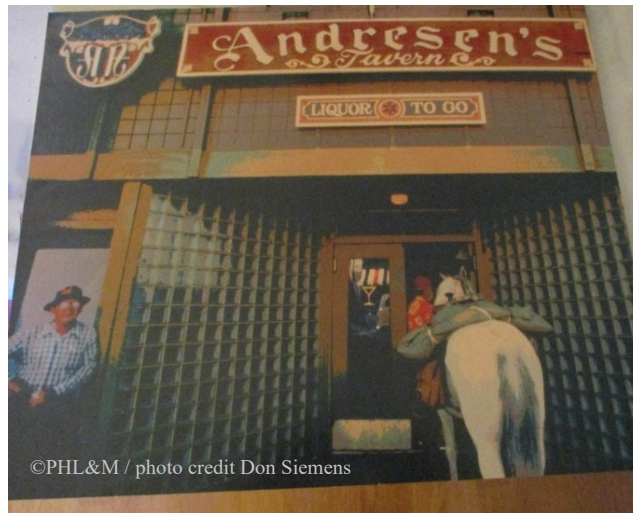
©PHL&M / photo credit Don Siemens

2022-504-21 A cobblestone street circa 1980



©PHL&M / photo credit Don Siemens

2022-504-41 Dancing egrets in Petaluma wetlands



2022-504-38 "A horse walks into a bar . . ." on Western Avenue

From the Barbara Webster collection are these images that will be featured in the upcoming exhibit, "Your Hometown Main Street, Petaluma."



Main St Street looking south, 1917



Main Street 1922 Egg Day Parade

Please join us for a series of lectures and talks about Petaluma's Main Street Saturdays at 4:00 p.m.

Unless stated otherwise, these presentations will be in person at the Museum. Please check back often as changing conditions may shift the way we present our live presentations.

<https://www.petalumamuseum.com/calendar-event/current-exhibit-your-hometown-main-street/>

August 20 — Teresa Saltzman: Early Trading Routes

September 10 — Terry Park: Saloons and Drinking Establishments

September 24 - Virtual only — Zoom presentation featuring John Sheehy speaking on Establishments of Early Businesses and Immigrants

October 8 - Virtual only — Video post featuring Paula Freund: The Pioneer Portrait Photographers of Petaluma's Main Street. Paula will also show us a new and updated feature of the Petaluma Pioneers website!

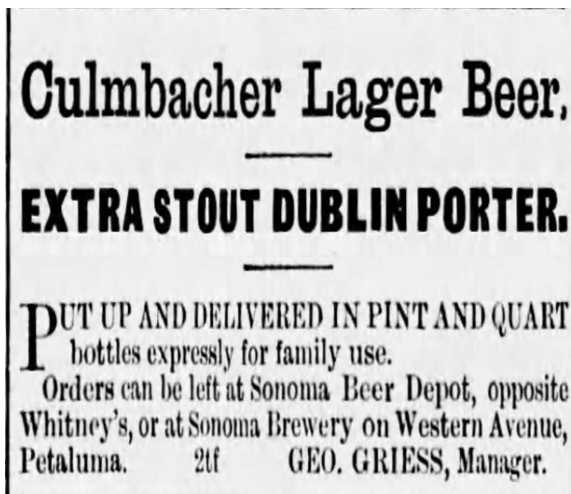
October 22 — Skip Sommer and guests: The Great Mill and Downtown Revitalizations

November 12 — George Baur: Third Street Book & Book Signing

Sonoma Brewery Company and Petaluma US Brewery

by Terry Park

IN 1872, GEORGE Griess partnered with Charles Mitchell to form the Sonoma Brewery Company on the northwest corner of Western Avenue and Upham Street. By 1877 they were shipping 50 tons annually to San Francisco. In 1886 it appeared they were doing very well, with three employees producing between 1,200 and 6,200 gallons a year with the most produced during the summer months. The product was delivered by horse and wagon within a 20-mile radius of town. There were only five competing breweries in Sonoma County, one each in Cloverdale, Healdsburg, and Santa Rosa, and the Petaluma Brewing Company on Main Street.

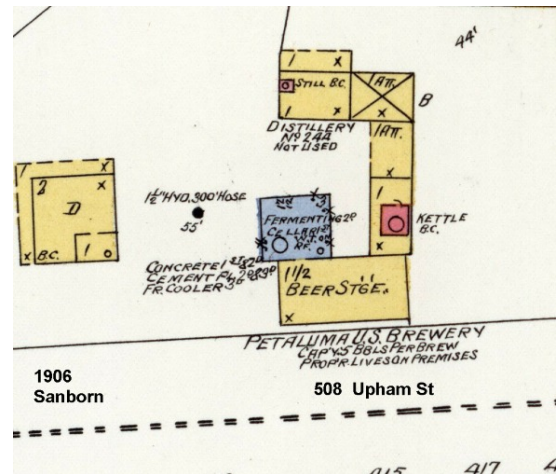


Petaluma Courier, Feb 11, 1885

The first Sonoma County brewery, the Petaluma Brewing Company, was in business from 1855 to 1888, and located near the intersection of today's Petaluma Boulevard North and Lakeville Street.

Three factors caused the Sonoma Brewery plant to close by the end of 1886. The plant was temporarily closed because the owners were in disagreement. Antone Meyer foreclosed on the mortgage and the insurance coverage was allowed to expire a short time before a fire in December. This very large piece of property—bounded by Western Avenue, Upham Street, Baker Street and Stanley Street—was subdivided in 1887 into six 50-foot lots extending from Western Avenue to Stanley Street, which are occupied with residences today.

Griess was not out of the beer business for very long because he opened the Petaluma US Brewery Company in 1887 where today's residence at 508 Upham Street is located. A 1941 Argus Courier article incorrectly stated the Petaluma US Brewery later moved to the corner of Upham Street and Stanley Street.



1906 Sanborn map — Petaluma US Brewery



Griess operated the business until he died in 1914, when his son George Jr. continued the business. He sold the business in 1916 to William Miller and Bert Souza who then sold to Joe Grace of Santa Rosa in 1917. Grace consolidated into his Santa Rosa Brewing Co. but closed the Petaluma plant. One may say George Jr. made a lucky decision because in 1918 the 19th Amendment passed and Prohibition began in 1920. The beer industry heavily lobbied Congress to exclude beer which had a much lower alcohol content than evil whiskey, but failed in the effort.

The final installment in the series of neighborhood businesses will be soda works.

National Historic Preservation Month Celebrated in Petaluma

by KC Greaney

Celebrate Petaluma



NATIONAL HISTORIC PRESERVATION MONTH

Petaluma's Historic and Cultural Preservation Committee (HCPC) led efforts to provide events all month long. This effort was particularly noteworthy due to collaboration from other interested parties, including the City of Petaluma, Sonoma County Library–Petaluma History Room, the California State Historic Preservation Office, the Petaluma Adobe State Historic Park, and local historian Katherine Rinehart. Efforts this first year focused on bundling together and promoting existing activities while adding in a few dedicated events. The monthly celebration proved successful, and plans are underway to celebrate again next year.

Promotional events included creating over 2,000 postcards with a vintage photo of downtown Petaluma. The back side included information about the activities, directing interested people to the Museum's web page providing details about the events. Postcards were handed out by the Petalumans of Yesteryear (POYs) walking the Butter & Egg Days parade route on April 23rd. Postcards and flyers were also distributed throughout town to the Visitor's Center, Petaluma Adobe, Aqus, Hotel Petaluma, and other locations.



Postcard of downtown Petaluma

Our month-long series of events kicked off with Mayor Theresa Barrett proclaiming May as Historic Preservation Month in Petaluma on the Petaluma Historical Library & Museum steps. Many PMA board members attended, as did all members of the HCPC. Members of the POYs came to lend support and to provide an excellent photo

May is National Historic Preservation Month, a time designated by our federal government to celebrate local history and historic places. This year, the Petaluma Museum Association (PMA) and the City of

opportunity. KC Greaney accepted the proclamation on behalf of the PMA, and it is now in the Museum for posterity. The proclamation was read a second time at a City Council meeting the following day where Alice van Ommeren accepted it on behalf of the HCPC.



Heritage Homes Garden & Parlor Tour resumed this year on May 7th and was included in the events promoting National Historic Preservation Month. Other events followed. The May meeting of the HCPC included a presentation by the California State Historic Preservation Office (SHPO) and Petaluma's Preservation Specialist, Isabel Castellano. The information was valuable for all HCPC members and was open to the public. On May 14th, Connie Williams of the Petaluma Library staffed a "History Pop-Up" table on Putnam Plaza, providing "now and then" comparison photos, a Petaluma history trivia quiz, and bookmarks made by the Library showing the addresses of all locations in Petaluma on the National Register of Historic Places.

On May 21st, Katherine Rinehart presented "Petaluma's Historic Commercial District: A History in Preservation." Attendees included the State Historian and the City of Petaluma Preservation Specialist (the two presenters at the HCPC meeting). The presentation was recorded at Katherine's request; she intends to include the link on her website.



Rounding out the events was the Petaluma Adobe State Historic Park offering special guided tours and crafts demonstrations over Memorial Day Weekend. And throughout the month, the POYs provided well-attended walking tours on both Saturdays and Sundays.

SAVE THE DATES!**HISTORY TRAILS WALK AND CEMETERY TOUR
LED BY THE PETALUMANS OF YESTERYEAR****Saturday, August 27th at 10:30am**

The History Trails Walk through our historic downtown is a collaborative event led by influential Petalumans of Yesteryear, and will detail stories, historic sites, architectural details, and other bits of our town's history. We'll start outside the Petaluma Historical Library & Museum for a two hour (approx.) walk downtown. Comfy shoes are a must for this event!

Tickets are available at the Petaluma Historical Library & Museum and online at petalumamuseum.com/events. They can also be purchased the day of event.
\$15 Members/Students, \$20 General

**Saturday, October 22nd at 10:30am**

The Petalumans of Yesteryear will conduct a Cemetery Tour at Cypress Hill Cemetery, where you will discover the gravesites of early Petalumans as their POY characters lead us through their stories and historic graves, as you experience living history.

Tickets are available at the Petaluma Historical Library & Museum and online at petalumamuseum.com/events. They can also be purchased the day of event.
\$15 Members/Students, \$20 General

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Welcome to PMA's New Board Members!

A big PMA welcome to our newest board members!

Tom Whitley is a Professor of Anthropology at SSU who has worked in the Cultural Heritage field for more than 35 years. Additionally, he is an archaeologist who has worked in 43 states and 15 foreign countries. He has a passion for building a connection between the PMA and graduate students.

Stacey Atchley-Manzer is a museum and non-profit professional with a career spanning more than 20 years. She has held leadership roles at cultural institutions such as SFMOMA and the Natural History Museum of Los Angeles County. Stacey joins the PMA with extensive museum-fundraising experience.

Melissa Holberton joins the board with an expertise in strategic marketing and branding. Her past employment experience includes the Santa Monica Museum of Art and the Ansel Adams Center for Photography, where she worked in the Development Departments, and the California Historical Society, where she worked in research. Additionally, she is a trained copywriter and editor.

Thank you to outgoing PMA Board Members!

A HUGE thank you to our outgoing board members. Kathy Barron-Fries (former president), Kate Hawker (active on the Fundraising and Programming committees), Erica Barlas (former treasurer) and Quin Winter (former Youth Advisory Member). These four individuals have helped the PMA grow over the past several years. Their dedication to the Museum and the history of Petaluma is above and beyond. We truly appreciate the numerous hours of volunteering and support they have given the Museum.

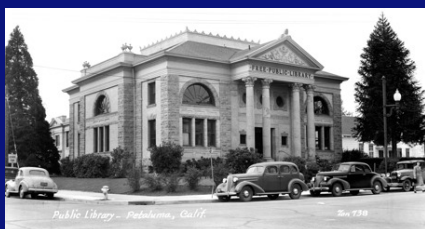
DOWNTOWN WALKING TOURS!

Join costumed docents dressed in period attire as they guide you through the historic downtown Petaluma business and residential districts. You'll be informed by their historical knowledge and entertained by their characters' stories.

Tours are FREE to the public and will continue on Saturdays until the end of October. Meet on the steps of the Museum at 10:30 am to embark on your trip back through time.

Note: No Saturday tour on August 27 & October 22

Some photos from the July 4th Bell Ringing Ceremony



Alexander J. "Zan" Stark (1889-1967)
 "Public Library - Petaluma Calif."
 Real photo postcard #738, March 1941

You have made the Petaluma Museum a part of your life. Now, we hope you will consider making the Petaluma Museum Association a part of your lasting legacy by leaving a gift in your will or trust.

Your bequest will ensure that the PMA remains a vibrant organization that welcomes our community in the historic Carnegie Library Building and passes down our history to the next generation of Petalumans.


To make the PMA a part of your estate plans, contact your financial planner. To find out more about how your will or trust might sustain our educational mission, contact Debbie Countouriotis, PMA Board President at dcountouriotis@petalumamuseum.com



Help your museum and reduce your taxes!

Did you know your membership and cash donations are tax deductible as a charitable contribution?

A qualified charitable contribution is a charitable contribution (i) made in cash, (ii) for which a charitable contribution deduction is otherwise allowed, and (iii) that is made to certain publicly supported charities. The PMA is a qualified publicly supported charity. Our Federal Tax ID is #94-2826729. Please consult your tax advisor.



Connie Williams
History Room Librarian
Petaluma Regional Library

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cwilliams@sonomalibrary.org

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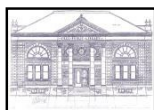
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