

**El Paso de Robles area
PIONEER MUSEUM**

Annual Report to the City Council

Fiscal Year July 1, 2009 - June 30, 2010



Open Hours: Thursday - Sunday 1:00-4:00

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The fiscal year, July 1, 2009 thru June 30, 2010, was one of great movement in many directions for the Museum. In virtually every category one might mention, there has been change. It is with a happy smile that we can report that we believe the changes and decisions that were made, appear to be for the better.

In this report, we will not dwell on the Museum's history as it is well known. Paso's City Council members are still in place with no changes and thus, there is no one who "needs to be brought up to speed" with the history.

It is important to remind ourselves that Pioneer Museum serves 2 functions; A) a resource of our local history presented by real artifacts and, B) a site for learning and education for residents and visitors alike.

THE BOARD OF DIRECTORS

The Board of Directors (aka: The Trustees) of the Museum did change during this FY. At the end of the FY, there were an available 15 Board seats and 13 of them were filled. The Board Officers were:

* Bob Bryant	President
* Chuck Desmond	Vice President
* Milene Radford	Board Secretary
* Margaret Pemberton	Treasurer

The balance of the Board members were:

Glenn Muggelberg
Melody Mullis--- Assistant Secretary
Bonnie Nelson
Larry Radka
Byby Root
Dave Steaffens
Gary Smith
Wade Taylor
Bob Tullock

The open positions (and extremely important) are identified by the functions they will fill: Neither will be "officer level" but rather, identified positions that applicants apply for, are screened, and then voted upon by the existing Board members. The positions are:

Marketing of the Museum
Fundraising--In Toto

Two of our existing Board members are from Templeton and one from Atascadero and the rest from Paso, thus representing the immediate area. All are from different life careers and bring a positive sense of balance to the opinions, needs and focus sectors of the organization.

LIAISONS

Four groups are represented by direct involvement and regular attendance at functions, events, meetings and the like. Utilizing the almost 2 acres of property and almost 30,000 sq. ft. of buildings, these groups have a vested interest in the Museum. Three are: Jeanseville Pump, Pioneer Day Committee and Santa Lucia Rockhounds. The fourth is City Council liaison, Ed Steinbeck, whose insight and interest are to be commended.

SUPPORT GROUPS

There are four primary support groups who keep the Museum open and provide new artifacts, displays and construction moving forward.

A) Docents; Those who keep the doors open for approx. 200 days a year. Approximately 50 of them rotate thru a cycle to enable visitors to visit the Museum 4 days a week from 1:00 to 4:00. They report to the newly appointed Docent coordinator, Karen Moench, who in turn reports to Milene Radford, the Board Secretary.

B) Display Committee; This group of 5, headed by Melody Mullis, is largely responsible for the acceptance of most of the new artifacts, their upkeep, placement in the Museum, signage to explain what things are and rotating items to keep a fresh appearance.

C) Construction Crew; This group, under the direction of Dave Steaffens, varies by number depending on the type of project being undertaken. Primarily in place to support the Display Committee's needs, they can seemingly build almost anything.

D) Automotive, wagons, buggies; Bob Tullock and Wade Taylor keep these items as representative of the era's modes of transportation. Many are used in the Pioneer Day parade as well as numerous other events throughout the area and thru the year.

A FEW STATISTICS

The following information is an approximation only. The City's FY and the Museum's year are not the same. The Museum records on a calendar basis. Many volunteers at all kinds of levels and functions and from various groups "come in, do their work, and leave." Many do work at / from their homes as well. Thus, a record of actual volunteer hours is not always collected. The same applies to open hours and open days. Special events, long days or long meetings fall into the same category. The following information is a combination of "collected and average" and it is safe to say that "more in each category is the reality."

* Open Days ~ 218

* Open Hours: ~ 1150

* Visitors who logged in: 7633

* Volunteer hours: ~ 4200

* Other groups who use the Museum: average is 7 per month

MAJOR ACCOMPLISHMENTS DURING THE FY

A) Most obvious is the increased attention to safety. Interior lighting, exterior night time security lighting, prominently placed and well marked fire extinguishers, visitor guides to exits, clearance of pathways, fencing around the parking area, removal of items that were possible “tripping points,” and a major thrust to clean up the entire campus. These have not only added safety for visitors but also greatly enhanced the general appearance of the Museum’s grounds and buildings. Paso Waste continues to supply free trash service for the dumpster.

B) Signage. Approximately 200 new signs were generated to identify items and provide historical information. Inside and outdoors, this huge undertaking has met with extremely positive feedback from returning visitors. Also, younger visitors who had no earthly clue as to what they were looking at, now have some insight. All new relevant signage aims to teach as well as to record.

C) Re-creation of Paso’s first jail. While this project has had numerous and stretching completion dates, it most assuredly will be finished and available as an attraction by the end of the 2010 calendar year. Starting with a private donation of \$6,000 and a challenge to raise whatever else would be needed, a total of \$16,000 of additional cash and in-kind donations was raised. Being a “project of and for and by the community,” not a dime was paid out for labor. A City Building permit was applied for and granted. All the required procedures were followed for the jail’s creation.

D) Pioneer Pearls. A fundraising event, was held in April. Grossing pennies short of \$43,000 a net of \$30,000 was realized. As the first true major fundraiser for the Museum, it was highly successful in these tough economic times. All who attended were delighted and many asked to put on the list for another event in 2011.

E) Paso Gathering. For the 17th consecutive year, this “not really a fundraiser but acts like one” event raised an additional net of \$4,600 while still providing a showcase of the Old West and how people got things done before Target, Walmart and Home Depot. Western art is becoming a large part of this event. The economy smacked *The Gathering* very hard to the point of considering to abandon it in the future. However, new interest, more advertising, commitment by the exhibitors, and an esprit de corps has rallied. The Gathering looks to be an even bigger event in 2010. Chaired by Gary Smith, the Paso Gathering is a truly unique event that could not be held at a better place--anyplace--other than the Pioneer Museum.

F) Controls of fiscal responsibility were put into place. Given the economy, spending was severely curtailed by consensus of the Board. A rigid procedure of restricting funds

for approved projects was put into place with tough guidelines to prevent stepping out of a project's boundaries. While no-one heading a project wanted to see it halted for lack of funds, reality dictates constraint. Each project manager has begun to understand the procedure for asking for donations. It works. Also set aside, were funds for emergency use only; a steady run rate amount was established and protected that insures the "monthly bills will always be paid."

G) A Commitment for expansion. Pioneer Museum essentially captures local history from the period from the late 1800s to the mid 1940s. While this is super for all ages of visitors, more global advancements in every field imaginable took place from 1950 thru to the death of Michael Jackson. As it happened around the world, it also happened in Paso Robles. Capturing this segment of local history for future generations to look back on is a daunting task. However, the Museum's Trustees are committed to providing not only an historical look back but also an educational enterprise of learning. To tackle this and succeed will be the largest task the Museum has ever faced. Early guess-timates are a minimum of 5 years and more likely 7 with needed funds in excess of \$1M.

Space, funding, personnel for the project, and artifact collection are the four requisites for success. To start the process, almost 50% of the net fundraiser proceeds (\$14,000) were set aside to be used only for starting this project. Working with the City, grant writing, private donors, architects and construction companies, plus a strong interaction with other Museums who have gone thru the exercise, is going to take the patience of Job and help from the entire community.

H) Archive Room. Following the earthquake, the Historical Society had to vacate the Carnegie. Within just a couple weeks, the Museum's crew created a 500 sq. ft. facility for the Historical Society to use an office while Carnegie's restoration took place. In this FY, the HS moved out, leaving a much needed space for the Museum. It was decided to make it into an Archive Room where signage, posters, albums and framing could take place. Also storage of fragile items, very rare prints, films, etc. are stored there until they can be copied and then shown as exhibits. A fair amount of the work that goes on there is done by a number of Cuesta students as part of their class work for a semester of history.

I) Merry-go-round. With tremendous support and help from the City, this historical treasure from early days in the park was donated to the Museum. It now resides in front of the Geneseo School. Sandblasted and painted to its original color, as well as having the seats linseed oiled, has made this a great attraction. Due to all the safety concerns that have a vise-like grip on America, it does not spin anymore. Further, to demonstrate its historical importance, we have actually had younger parents try to explain what a merry-go-round is to their children who have never seen one! On one hand, so sad; on the other, how fortunate to have saved a substantial piece of Paso's history.

J) The Outhouse. No primary school tour of the Geneseo school would be complete without the logical question of "where---??" A 100-year-old outhouse had been living inside one Museum building--in decay. Raising donations, it was rebuilt, strengthened

and placed outside by the school where it can be seen, mused over and understood.

K) Gas Station Display. This display had been in the works for a number of years. “Almost finished,” it lacked the mural that now adorns the back wall and truly brings a 1940s style service station to life. This mural rivals any that one could find in any public building in Paso.

L) Extending the use of the Campus. With a fully functioning conference center, modern AV units, appropriate heat and light, the 400 sq. ft. room is used more and more by groups as a meeting place. Wood workers, carvers, Santa Lucia Rockhounds, Model T car aficionados, and others regularly conduct their meetings there. Transportation Hall can become a more sought after venue for private celebrations of birthdays, anniversaries, memorials and the like, once insurance issues are cleared up.

Now and then, there are too many meetings scheduled at once. With that the Geneseo School is called into action as an overflow meeting room. The seats are a bit tight but the experience is wonderful! Each time any group uses the Museum’s facilities, it broadens the visibility and of course creates an upward spiral of enthusiasm.

FINANCIAL POSITION

The FY year-end statement in an abbreviated form is attached. Peruse it at your leisure but the important fact is that the FY ended “up” by \$27,000. Tight fiscal controls and the success of the Paso Gathering as well as Pioneer Pearls insure stability for the foreseeable future.

An “Independent Accounts Report Applying Agreed Upon Procedures” was performed by Glenn, Burdette, Phillips & Bryson, Certified Public Accountants in San Luis Obispo. Submitted July 30, 2010, an opinion was not rendered. The gist of the 6 page report is that “things are in good shape” and with a couple tweaks, we’d be as pristine as the driven snow. Further, there is no debt, there is cash on hand, there are no “nasties” to clean up. We are taking care of our business.

CHALLENGES GOING FORWARD

A) Personnel easily tops the list. With untold service groups in an aging retiree type community, there is tremendous pull on everyone to be part of this or that organization. Those with gainful employment, careers, positions, and businesses to run are doing all they can to hang on and support their families. These are the same able-bodied people that every organization also wants as their members. However, it is these same people who are exhausted at the end of their workweeks. Stretched at both ends is a very large Museum campus to be overseen with a constant drive for newness. Offering no financial reward of any kind for effort (everyone is a volunteer) makes the recruiting task a slippery and steep slope. For those who have been associated with the Museum for many years, youthful energy is more in their past than the present or future.

What to do? A partial potential answer lies in getting youth and recent retirees excited about history and its preservation. Not an easy sales call.

B) Filling the two open Board Seats. This goes hand in hand with the item above. Marketing generates fundraising which in turn cures many woes. These two experienced people who will be added will provide a great relief and jump-start the future plans.

C) Lease with the City. Clearly, this is the City Council's #1 priority for the Museum. No reason to dwell on it in this report. The issues are well understood by everyone. Cursory meetings have been at least held.

D) Space. Not only is a new building (approx. 30,000 sq ft. estimated at this time) needed to capture the last 50 years but it will also provide the ability to have events that have food and beverage associated with them. Just by itself, this opens the Museum to a whole new level of usage and activity and awareness. The entire City plan is in the sights of this expansion. There are practical and decent solutions. Co-operation, listening and clear thinking are necessary by and from all concerned.

Temporary storage space off-campus remains a priority. With over 7,000 artifacts and more arriving on a routine basis, there is no place to store and thus rotate the display items. Many larger items such as vehicles and machinery, we are simply unable to accept for lack of secured space. Once not accepted by the Museum, for the most part, they are gone and never to return. This is a very sad state of events. Lack of temporary storage space also completely shuts down the efforts of gathering artifacts from the last 60 years. Every hula hoop, slide rule, movie poster, 45rpm record, VW camper van (and the thousands of things one can think of) that doesn't get taken when it is available makes the task 100 times more difficult when the space is finally found.

E) Funding. While in decent shape at the moment, our internal goal is to gather at least

\$50,000 per year to fund the Museum's plans and aspirations.

CONCLUSION

The FY was tremendous in its accomplishments and resurgence, if you will, in becoming a "Destination Spot in Paso Robles." On open days, one can feel it from the visitors.

Financially, we are in decent shape but that is mixed with the reality that there are not enough able bodies doing things to use the available funds. Certainly it is a balancing act.

Space, as stated, above, is a massive issue. So many different parameters are part of the equation that need to be sorted out.

SHOULD YOU HAVE CONFIDENCE IN YOUR TRUSTEES TO MANAGE THE MUSEUM?

We believe there is a great deal of talent in the Board members. They tend to work together as well as any organization that covers such a broad scope of issues. They do concur on the major items and still find time to address the lesser issues and grind thru the tough ones. This is not to suggest that all is always peaches and cream. It's life led with diversity in a civil atmosphere. Board officers were up for election in July of 2010. You know the result and even though this is a report of the FY, it cannot be ignored that changes were made. Each person has pledged to help the overall cause (the health of the Museum) while still having the freedom to concentrate on his or her own area of excitement and expertise. We believe you have a good team with a lot of experience and dedication to have another great year and a very well planned and executed 2010-2011 FY.

Respectfully submitted,

Prepared by Chuck Desmond

Approved by Bob Bryant, President for the FY

PASO ROBLES AREA PIONEER MUSEUM

Financial report, July 1, 2009 thru June 30, 2010

INCOME		
150	Donations at door	\$2,512.90
200	Patrons	7,510.00
210	Memorials	2,455.00
300	Donations/Org	3,696.00
320	Paso Gathering	8,873.00
350	Pioneer Pearls Fundraiser	42,971.75
401	Gift Shop Taxable	5,103.91
402	Gift Shop, non-taxable	513.50
403	Sales Tax Collected	421.08
513	Interest	7.34
520	Dividends	158.16
TOTAL INCOME		\$74,222.64
EXPENSES		
700	Operations	\$6,171.77
710	Utilities	2,046.40
720	Newsletters	540.50
805	Gift Shop	2,067.60
820	Paso Gathering	4,240.77
850	Pioneer Pearls Fundraiser	13,173.45
900	Display Improvements	2,921.04
930	Capital Improvements	11,873.88
950	Repairs	685.77
TOTAL EXPENSES		43,721.18
BALANCES AS OF:		
	July 1, 2009	June 30, 2010
HO Chkg	\$ 4,591.62	\$ 2,179.73
HO Savings	14,822.76	24,863.49
American Funds	22,702.15	24,071.53
WF Chkg	-0-	13,608.55