Dear Members,

Thank you for pouring your heart and soul into celebrating our Grand Jubilee with us. From the Jubilee Gala at the Hotel Del to the opening of CHA Collects! (and everything in between), you made CHA’s Fiftieth Anniversary special!

The last year was both a year of celebration and reflection. We conducted surveys, held focus groups, and talked to individuals and groups throughout the community to learn more about what you need from your historical organization. We now have an even more united goal for the next fifty years: to transform our beloved and iconic organization into a premier museum for Coronado’s community. In fact, we have already begun with the achievement of the Standards & Excellence Program for History Organizations Bronze Certificate from the Association of State & Local History.

With a much-needed institutional vision designed to bring our community together to collect and safeguard our shared heritage, our extraordinary volunteers, board, and staff are working in tandem to lay the foundation for success. The enclosed annual report reviews our growth this year in the face of challenges. As we look forward to the next year, we will be reaching out to you, our membership, to become even more engaged in your history. Together, we will make the next fifty years a success.

Members Matter is your exclusive member gateway to Coronado history and everything CHA offers. Thanks to your feedback, the Members Matter publication will be reoriented to better serve you. It will be quarterly publication featuring behind the scenes information and in depth history stories. Each edition will also include a tear out calendar of upcoming events. Look for the NEW Members Matter in the fall!
This year’s annual report highlights the Association’s impact and expanded exhibits, programs, partnerships, and research services as CHA celebrated its 50th Anniversary year and actively engaged the community in celebrating 50 years of history in Coronado. These efforts included the fabulous 50th Grand Jubilee Gala at the Hotel Del and the opening of the community-curated CHA Collects! exhibit. With these exciting events and several others, CHA’s community mission rings clear: *For fifty years, CHA has championed history as a way to unite and celebrate Coronado’s community.*

With this mission in mind, CHA’s broader and ever-important goals this year were to grow our audience, develop our community partnerships, expand and enhance our wide range of educational programs through our museum, offer remarkable opportunities for community involvement, and serve as devoted stewards of our local history with a vision for heritage for the next 50 years.
As the premier steward of Coronado’s unique history, artifacts, and stories in our community, the Coronado Historical Association has aligned its programs and services to best serve our community as a professional museum. This year, CHA worked to accomplish these goals while facing challenges and restructure. The realities of expanded organizational and programmatic costs along with reduced income streams led to an organizational restructure, including a 30% reduction in staffing over the last year.

In March, Robin MacCartee stepped down as Executive Director, transitioning to the Board of Directors. As a result, Christine Stokes, previous Museum Director, was promoted to Executive Director. With this move, the individual responsible for CHA programming also oversaw multiple other facets of running the Association. Despite these financial challenges and internal shifts, the programs did not suffer—a vivid testament to the diligence of the staff, the multitude of volunteers, and the vision of the Board of Directors.

We greatly appreciate your support of our local history programs and work to preserve our heritage. This commitment is especially significant as we celebrated the 50th Anniversary of the Coronado Historical Association this year and looked forward to the next 50 years of Coronado. Through our multiple touch-points, we are dedicated to uniting our community through history.
2018-2019 Board Members

Jane Braun, President
Robin MacCartee, Vice President
Art Wilcox, Treasurer
Kitt Williams, Secretary
Dave Landon
Claudia Gallant
R.G. Head
Katy Bell Hendrickson
Jamie Gallant Jamison
Susan Keith
Ramona Loiselle
Kevin H. Rugee
Jane Simeral
Margaret Eske Zoehrer

Staff

Christine Stokes, Executive Director/ Curator
Vickie Stone, Curator of Collections
Denisse Cuervo, Community Engagement Coordinator
Samantha Murphy, Membership & Programs Coordinator
Kara Adams, Museum Associate Coordinator
Museum Activities

Thanks to the support of generous members and the City of Coronado, the Coronado Historical Association successfully operated the Coronado Museum and its associated programs. Staff and volunteers work to provide exceptional visitor and local services, exhibitions, educational programming for all ages, and an active collections and scholarship program. The museum and information desk was open year-round for an average of 42 hours per week.

Path to Accreditation

CHA achieved a milestone this year: the Bronze Level Certificate from the American Association of State and Local History’s (AASLH) Standards and Excellence Program for History Organizations. This achievement means the organization has aligned its practices to national standards in the following categories: Mission, Vision & Governance, Audience, Interpretation, Stewardship of Collections, Stewardship of Historic Structures & Landscapes, and Management. The impact of this accolade includes the ability to host and share collection items and exhibits with more museums, in addition to valuable support material for federal grants in the future.

Exhibits

The museum maintains rotating exhibitions that focus on aspects of Coronado’s exciting and meaningful history. These exhibits were made possible by the collaboration of CHA staff and volunteers. This year, the museum featured three interactive, family exhibits:

John D. Spreckels: The Man | The Legacy:
This spring exhibit, which ran through September of 2018, celebrated the legacy of one of Coronado’s most industrious forefathers, John D. Spreckels. He was a transportation tycoon,
sugar prince, news mogul, and family man. Revered, but not without controversy, his legacy is in our cultural heritage and architectural remnants. This interactive exhibit helped visitors discover how his skillset changed Coronado as a growing city. The exhibit was impactful in fostering collaboration with partners including the Hotel del Coronado, Discover Coronado, and Glorieta Bay Inn. On a more intimate level, this exhibit strengthened the Association’s connection with the Spreckels family. Surviving family members were welcomed to the exhibit opening (many meeting for the first time). Key members of the family such as John D.’s last surviving granddaughter contributed artifacts. Now, over 60 members of the Spreckels family are connected to CHA.

**Coronado’s Golden Age of Film:**
In November of 2018, CHA opened this exhibit in celebration of the Coronado Island Film Festival. The exhibit highlighted Coronado’s Hollywood years and beyond. Coronado’s film history is rich and vast, dating back to a short documentary filmed by the Edison Company in 1901, through the golden age of silent film, into Hollywood’s golden age, to today. The exhibit featured a retrospective of Coronado’s fascinating film history, including a Coronado Cinema Hall of Fame featuring Johnny Downs and Anita Page. This exhibit’s intellectual and community impact was vast. CHA connected with the Coronado Island Film Festival, to spread awareness about this hidden film history. The exhibit also educated citizens about the hidden history of Coronado’s film history, as CHA found several lost films at archives from all over the world.

**CHA Collects!:**
In March 2019, CHA unveiled its newest exhibit, *CHA Collects!*, to celebrate the intriguing history of both CHA and Coronado. For fifty years, CHA has been the primary institution collecting Coronado artifacts, archives, and oral histories. In honor of the 50th Anniversary of the Association, CHA re-imagined and built whole
new exhibition space, opening the vault to mine the collections that were built over the past 50 years. This exhibit impacted our community through community partnerships and collaboration with citizens. As the first-ever community-curated exhibit, members of the community, instead of the curators, shared in the process of creating this exhibit. Fifty notable community members had the special opportunity to choose 50 items from CHA’s collection that they felt best represents Coronado’s history. Notable community curators included Mr. Tanaka and Mayor Bailey.

In preparation for the 50th Anniversary exhibit CHA Collects!, the Collections Department, led by Curator of Collections Vickie Stone, deinstalled the permanent exhibit, The Enchanted Island. The items in this exhibit had been on display for nearly twenty years since CHA moved into the 1100 Orange Avenue building in 2000. As part of the deinstallation, the staff had an opportunity to review each and every item to determine ownership, condition issues, and long-term housing needs. Thanks to this undertaking, the new museum space allows it to be more modular to fit far more rotating exhibits. This will allow residents and guests to experience more changing exhibits with new artifacts and stories to explore. Most notably of all, these efforts align with museum accreditation by implementing a forward-thinking approach to how museum guests interact with history.

The Association aims to create exhibits, collections, and programs that demonstrate the most accurate portrait of the history and people of Coronado. Additionally, the Collections Department accomplished the goal of creating the Collections Management Policy (CMP). As one of the Core Documents for the achievement of Museum Accreditation through the American
Alliance of Museums, the CMP guides the criteria to intake artifacts and archive material into CHA’s Collection, as well as standardize how the collection is cared for, managed, and documented. It also guides CHA’s work to preserve, document, interpret, and make accessible the collections and scholarship about Coronado’s local community.

Another major achievement was the conservation survey of the Stockdale Collection. The Association contracted Liz Chayes, a professional conservator, to complete a general condition survey of the collection of 88 individual objects. The report generated by the survey gave guidance to CHA staff about the collection’s storage and housing needs, including recommendations for displaying items in the nationally-traveling exhibit A League of Wives set to open in Coronado in October 2019.

One of the largest accomplishments this year was the implementation of the Research Volunteer Program. To assist the nearly 200 researchers that visit CHA every year, a whole new volunteer program was developed. The Research Library Volunteer Program started in Summer 2018. Potential volunteers are trained for three days in various research topics including how to handle fragile artifacts and archives. Two of these three-day training sessions occurred and fourteen people have been inducted into the program. They facilitate research appointments where Coronado residents and outside visitors can access the collection that includes building permits, photographs, scrapbooks, community club archives, and many other valuable resources.

CHA continues to expand its research services by providing the services to the residents of Coronado for scholarly research. Heritage research is imperative to spread awareness about Coronado’s historical assets, provide opportunities for the public to learn about how to protect historical resources, and ensure the accurate dissemination of historical research. In Spring 2019, the Research Library expanded its hours to be open an extra day a week. The
Association’s services include providing access to research materials that homeowners use when they complete the Application for Determination of Historic Significance through the City of Coronado’s Historic Preservation Program.

In line with the goal of increasing awareness about Coronado’s historic resources, the Association continued the popular bi-weekly electronic newsletter called the Heritage Bulletin. The Bulletin alerts the Association’s members and the community about heritage topics in our community, as well as the Research Services provided by the Association. Over 3,000 people receive the Heritage Bulletin.

The Association conducted four successful Curatorial Workshops. The workshops are designed to introduce Coronado residents to resources provided by the Association. This year’s workshops were on the topics: preservation of photographs, preservation of scrapbooks, how to research historic properties, and the Annual Heritage Symposium.

Community members take away preservation techniques that they can directly implement at home, and they gain an understanding of how heritage impacts their everyday lives. One attendee of the photograph workshop remarked, “These resources are invaluable! I have certainly gained a LOT of information from a class!”

This year the Association added 137 archival and historic artifacts from the local community to the collection. The collection is used for exhibits, educational programs, and research. CHA also continued to collect community oral histories through the Coronado High School Internship Program in Fall 2018 and through Coffee & Conversations events throughout the year. CHS interns conducted multiple oral history projects throughout the semester. Their responsibilities include: conducting background research on oral history subjects, assisting with rights-assessment, developing biographical and scope and content notes, and conducting oral history interviews. Students conducted two group interviews and five individual interviews. Coffee & Conversations events covered history topics such as the Association’s 50th Anniversary, the Federal Housing Project, and Marylin Monroe memories.

### Accession Highlights

**Two-handled brass lanterns, from the ferryboat Benicia**

*donated by Sharon Layton*

**Wakesurfing board, c. 1920s**

*donated by Al Hansen*

**Panoramic Photo of North Island**

*donated by Jim Menges*

**Aviation Log of Aviation Flight School Founder, Glenn Curtiss’ Hydroaeroplane Navy No. A-1**

(1 July 1911 to 16 October 1912)

*donated by Betsy Campbell*
DONORS TO THE COLLECTION

Stan Binnie
Patsy Botkin
Betsy Campbell
Mandy Cohn
Leslie Crawford
Nancy K. Cuddy
Terry Davis
Ronald Dong
Kathie Kirk Feidler
Bill Gise
Louis Goldich
Laurie Guidry
Al Hansen
Angela Jensen
Steve Johnson
Carolyn Jones
Susan Ring Keith
Alisa Kerr
Sharon Layton
Todd Little
Alec MacKenzie
Ronald Mandelbaum
Jim Menges
Janet Miller
Carolyn Moorhouse
Marsha Moyer
Sharon Raffer
Jeff Russell
Debra Smith
Debbie Svelmoe
Bob Swaim
Emily Talbert
Carl Turnipseed
Candace Tyler
Sara Wells
Tami Woods
Isabel Ziegler
This fiscal year was very significant, as 2019 marked the 50th Anniversary of the Coronado Historical Association. In 1969, a group of concerned citizens, rallied by Mrs. Bunny MacKenzie, formed an organization that would forever steward and share Coronado’s rich history. Over the past year, we have celebrated and paid homage to the people who have built and maintained CHA as a community cornerstone, including Bunny MacKenzie, Kat Karlin, Ray Brandes, Gerry MacCartee, Nancy Cobb, and Don and Leslie Budinger.

CHA’s 2018 and 2019 events, both old and new, had themes celebrating the 50th Anniversary. Even before we reached January 1, 2019, we shared our excitement with the community in anticipation of the 50th Grand Jubilee. In summer 2018, we blocked off a section of 1013 Park Place. CHA members and non-members alike joined us in the spirit of community celebration. Throughout the evening, citizens young and old had the opportunity to socialize and converse with CHA staff, Board Members, and other community leaders.

The Annual Spreckels Society Party in Summer 2018 was held at the Spreckels Beach House, which included a historic tour of the property and a sunset performance by the San Diego Opera.

We kicked off the holiday season with the Coronado Historical Association Holiday Party on December 7th, for which we invited the public to join us after the Christmas Parade. On the front of our iconic 1100 Orange Avenue building, we were proud to unveil a vibrant sign of lights that spelled out “50 Years”. Both children and adults walked in the fun-filled Christmas Parade, proudly displaying the CHA banner.

The Annual Gala which benefits CHA’s many educational programs was held in the Hotel Del’s Crown Room. It was a Jubilee Celebration to remember. Gerry and Nancy gave a presentation that looked back on CHA’s 50 years, and the opera once again gave a stunning performance.

CHA also implemented a visually engaging “50 Years” booth at the Coronado Flower Show in April. Volunteers served CHA birthday cake to attendees. The 2019 Historic Home Tour, held on Mother’s Day every year, also carried over the theme 50th Grand Jubilee. The tour featured seven exquisite homes within walking distance from Star Park and Ocean Boulevard, all built between 1910-1920. This year’s tour was another success, thanks to the homeowners, the Home Tour Committee who diligently planned and executed the event, and dozens of volunteers and docents who hosted the patrons.

One of the Association’s fundamental goals is to encourage appreciation of our local history. This is achieved through interactive museum exhibits, knowledgeable staff and volunteers eager to answer questions at the Museum desk, and committed volunteers assisting in collections, research services, and historic programs. As the primary steward of Coronado’s heritage, CHA continues to develop its research services, including training volunteers in the research library, as it works to foster best practices for the historic collections. Looking toward the future, the Association’s primary goals are to expand and enhance the vast array of educational programs, grow the Association’s audience of young and old, and ensure future viability as responsible partners of the City of Coronado.
This report was prepared by the Coronado Historical Association from its Fiscal Year 2018 financial statements, which were audited by Leaf & Cole, LLP. In accordance with industry practice, the Museum's collection, which has been acquired through purchases and contributions since the Association's inception, is not recognized as an asset on the statement of financial position. The complete audited financial statements, including the related notes and auditor’s report, are available upon request.

Art Wilcox, CHA Treasurer

### ASSETS

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<th>2017</th>
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### LIABILITIES AND NET ASSETS

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<td><strong>Current Liabilities:</strong> (Note 2)</td>
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<td><strong>Total Liabilities</strong></td>
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### Commitment (Note 9)

### Net Assets: (Notes 7 and 8)

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<td><strong>Total Unrestricted</strong></td>
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<td><strong>Total Net Assets</strong></td>
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<td>2,044,525</td>
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**TOTAL LIABILITIES AND NET ASSETS**

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<th>2018</th>
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<td></td>
<td>$1,920,570</td>
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<tr>
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<td><strong>Support and Revenue:</strong></td>
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<td>Contracts for services</td>
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<td>Museum store sales</td>
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<td>Membership dues</td>
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<td>Investment income</td>
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<td>Rental income</td>
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<td>Artist fees</td>
<td>31,671</td>
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<td>Net assets released from restrictions</td>
<td>27,087</td>
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<td><strong>Program and Supporting Services:</strong></td>
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<td><strong>Program Services:</strong></td>
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<td>Education and outreach</td>
<td>423,349</td>
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<td>Museum collections and exhibits</td>
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<td><strong>Other Expenses:</strong></td>
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<tr>
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<td>Event expenses</td>
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<td><strong>Total Other Expenses</strong></td>
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<tr>
<td>Change in Net Assets</td>
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<td>Net Assets at Beginning of Year</td>
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<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td><strong>$1,609,083</strong></td>
<td><strong>$184,842</strong></td>
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The Coronado Historical Association’s education and community programs are designed to bring exciting historical information and stories to all ages.

Youth programs focus on supplementing and enhancing classroom curriculum. June concluded the tenth year of the annual Third Grade History Program. This year, the Association’s docents visited each third-grade classroom at both the public and parochial schools in Coronado. Through hands-on interaction with artifacts and viewing of primary source documents, students learned about the origins of their town. The students visit the Hotel Del and the Museum on the last day of the program. After they graduate the program, they become Fourth Grade Junior Historians and act as guides to our local history to the younger children.

The increase in family visitors shows how children grow through the program returning for family and youth programs, CHA’s summer camp, and even as participants in CHA’s new High School Internship.

In addition to the free in-class Coronado History curriculum program, CHA increased its educational youth workshops, including numerous workshops related to Science, Technology, Engineering, the Arts, and Math (STEAM). Some of the most popular STEAM Hands-on-History programs included: Building Bridges, The History of Camouflage, and Aerospace Designs. STEAM Workshops bring an integrated approach to learning about history.

This same technique is also incorporated into CHA’s Summer Camp. This year’s Island Detectives Summer Camp was presented in partnership with the Coronado Schools Foundation (CSF) for the second year, proving to continue to expand CHA’s youth programming
The most accessible way for guests to learn about Coronado history is by taking one of CHA’s Historic Walking Tours. Over the past year, the layout and content of CHA’s tour was analyzed and upgraded to focus on the history of the community. It now teaches about a variety of Coronado history topics throughout Coronado’s historic downtown, showing guests firsthand where these events took place. If a guest is unable to attend the guided walking tour on a Monday, Wednesday, Friday, or Sunday at 10:30 am, a self-guided walking tour of prominent architecture in Coronado is available through the Museum Store.

This year’s adult programs included the CHA’s popular Wine & Lecture series which provides informative and entertaining historical content and the new CHA Hops + History Program. CHA’s lectures focus both on local topics and people. Lectures ranged from Kumeyaay Cosmology to The History of Ocean Boulevard. Lectures also focused on community partnerships. These impactful partnerships include programmings such as the Hotel del Coronado’s Master Plan presentation, CHA’s partnership with the Coronado Library for a special Community Read Wine & Lecture with the Fallbrook Historical Society, and community partnerships for Hops + History programming.

CHA is extremely grateful to its many dedicated volunteers. Volunteers work throughout the museum. History Ambassadors and Docents engage with guests and inspire them to have a memorable experience in the museum, on tours, and around Coronado. Ambassadors provide an essential service by providing a warm welcome and information to guests, and Docents provide additional education services by conducting historic walking tours of Coronado.
This year, the Docents worked hard to create a new fulfilling and enriching tour to help CHA recover from the loss of the proceeds from the Hotel Del Walking Tour. Docents are also called upon to assist with special educational youth programs and even the Third Grade History Program.

Volunteers are the heart of CHA’s well-known community programs, such as the Historic Home Tour. In the past year, CHA expanded volunteer opportunities to include Research Library Volunteers, Hospitality Volunteers, Departmental Volunteers, and Collections Volunteers. With the expansion of the volunteer program, CHA now has even more ability to welcome many different people of all ages and backgrounds with many different interests; help cultivate the love of history; and teach individuals new skills. Additionally, a docent team of retired Coronado educators taught this year’s Third Grade Program filling a position previously held by staff.

The robust volunteer program is accompanied by a professional training program. As part of this program, a new Volunteer Handbook was developed and all individuals are required to attend continued training sessions. The implementation of this professional training increased the overall satisfaction of the guests and volunteers alike.

The Coronado Historical Association provides enriching learning opportunities for both high school and college students through its internship programs. The CHA/CHS Internship, implemented for the first time this year, hosted students to complete oral history projects. The annual Coronado School District High School report showcased the program when intern Sasha Wong spoke about her positive experience.

The Association also hosted three college students and one graduate student in the Fall 2018 and Spring 2019 semesters. Additionally, CHA partnered with SDSU to create special class projects for over half a dozen university students. Students worked on a variety of history-related
projects including collections, education, exhibits, and marketing.

Throughout their time at CHA, students gain hands-on, practical experience; for most students, it is their first introduction to the field of history and the kinds of jobs that are available. In conjunction with these intern programs, CHA hosted Young Professional Meet-Ups for students and staff spoke in classrooms and hosted job shadow students this grant year.

CHA continued to produce a monthly Community Calendar that is distributed to dozens of different businesses around the community and can also be found at the front desk of the museum. Locals and visitors benefit from seeing a monthly updated list of community and educational events hosted by organizations throughout Coronado. The calendar can also be viewed on CHA’s website to increase awareness of events and visibility.
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