Annual Report 2017-2018

51 South San Antonio Road, Los Altos, CA 94022 | 650.948.9427 | www.losaltoshistory.org

A YEAR OF CLARIFYING PRIORITIES

RE-ENERGIZED COMMITTEES AND A NEW MISSION STATEMENT

The Los Altos History Museum has made great strides this past year, befitting our 40th Anniversary. Thanks to the committed leadership and vision of Museum staff and volunteers, our committees have succeeded in taking on new initiatives; our innovative gallery exhibits have inspired visitors to explore new perspectives; and signature special events have provided a joyous opportunity for longtime and new friends to come together to celebrate our museum community.

Linda Eckols and Eleanor Watanabe, Co-Presidents

Committee Highlights

The **Education Committee** had another successful year, and also introduced new colorful, interactive bookmarks for students to take home and, hopefully, share with parents!

Our buildings, grounds and garden have never looked more beautiful thanks to our talented **Facilities and Garden volunteers**. Tulips planted in Past President Ginger Beman's Memorial Garden welcomed the spring with a burst of color.

Museum financial policies were clarified and updated by the **Finance Committee** to provide consistent oversight guidelines.

The Weathervane Society was introduced by the **Fundraising Committee** to provide a unique opportunity for major donors to match the generous Bob and Marion Grimm Family gift. The new fund will supplement the museum's successful Annual Appeal.

Members were encouraged to provide feedback and suggestions regarding Museum programs and services as part of the **Membership Committee's** Membership Satisfaction Survey. The committee supported efforts to update the membership database to be sure that all members receive museum news.

The **Volunteer Recruitment and Recognition Committee** held several successful recruitment open houses and recognized outstanding volunteers at our annual Volunteer Recognition Reception.

Total # of volunteers: 336
Total hours: 9,596

2020 Strategic Plan

The Board has spent the past year developing the framework for a new 3-year Strategic Plan including renewed **Values/Vision/Mission** statements:

Values: We uphold the values that represent the best characteristics of the culture of northern Santa Clara Valley historically and today:

- Innovation - Diversity - Authenticity

Vision: We aspire to be the premier local center for intergenerational and intercultural connections.

Mission: The Los Altos History Museum gathers and presents compelling stories and artifacts that bridge the past and the present by fostering the creative energy of staff and volunteers to challenge established narratives and produce engaging educational programs and exhibits for our community.

EXHIBITS

WE HAD AN AMBITIOUS CHANGING EXHIBIT CALENDAR THIS YEAR:

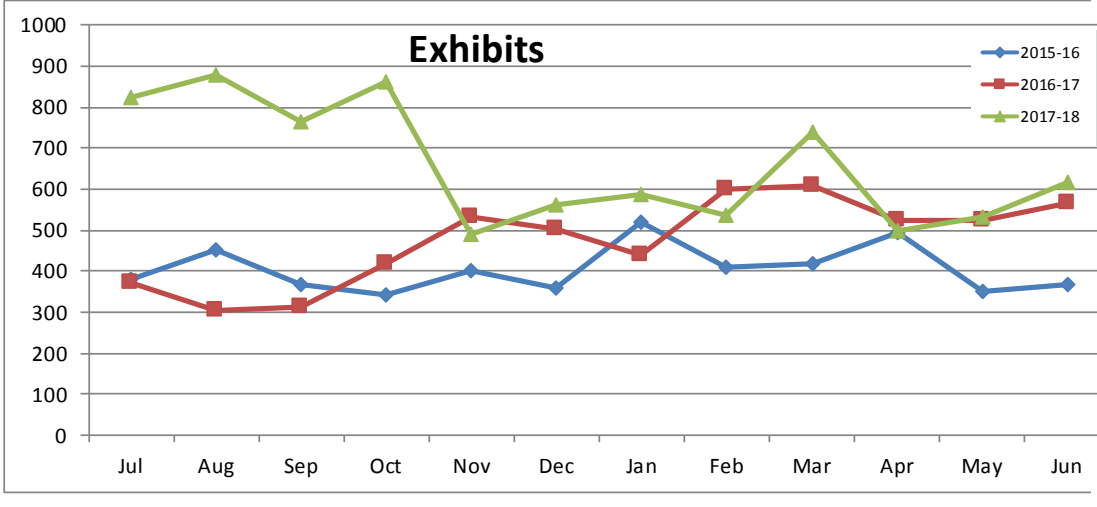
Eichler Homes: Modernism for the Masses (May - Oct, 2017)
Curated by Joe Eichler's grandson, Stephen Eichler, and Exhibit Chair, Jane Reed, the Eichler exhibit attracted a record breaking crowd of Eichler-lovers from the entire Bay Area and beyond.

I Want the Wide American Earth: An Asian Pacific American Story (Oct-Jan, 2018)
The Smithsonian traveling exhibit acknowledged how Asian Pacific Americans have shaped and been shaped by the course of this nation's history. A series of distinguished exhibit enrichment programs was capped by a sumptuous banquet and personal talk of Hope & Opportunity by our own Chef Lawrence Chu.

Instinct Extinct: The Great Pacific Flyway (Jan-Mar, 2018)
The multimedia art installation was inspired by the spectacular beauty, biology, migrations and ecosystems of birds along the Great Pacific Flyway. Bird Sketching was a popular exhibit activity.

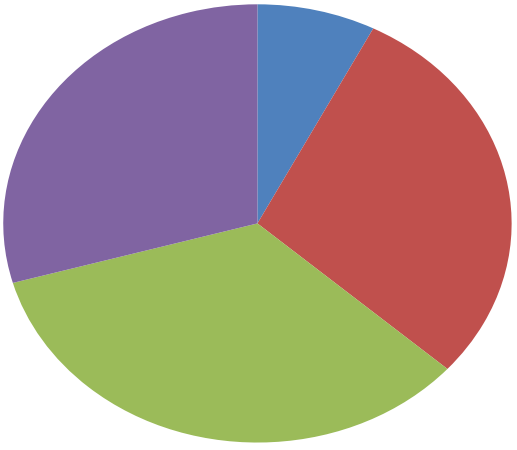
Over Here: Americans at Home in World War I (April - July, 2017)
LAHM joined the national commemoration of the 100th anniversary of the end of WWI with a traveling photo collection from the National Archives. The exhibit featured local family artifacts and treasures.

We welcomed over 19,780 people to the Museum last year, a 9% increase from 2016-17!



Increased visitorship was led by a very strong performance in our exhibit program.

Attendance by Type 2017-2018



SPECIAL EVENTS

Members celebrated the **Museum's 40th anniversary** at a festive dinner honoring Marion and Bob Grimm and saluting Museum founding leader, Pinky Whelan.

Train Days saw a 37% increase in attendance – exceeding 3,000 guests, as well as a 35% increase in proceeds at $15,310. 190 volunteers staffed the two-day event.

Our highly successful **2018 Crab Feed and Catch the Spirit** events brought the community together to celebrate great food and holiday cheer.

The **Apricot STEM Fair** premiered this summer and welcomed over 700 attendees who enjoyed fun family hands-on science, technology, engineering, and math activities and joined in celebrating our valley's agricultural heritage.

SMITH HOUSE EXHIBITS

The Smith House was a community exhibition space in 2017 for an exhibit honoring the 100th anniversary of Boy Scout Troop 37, and a display of quilts on loan from the Day Worker Center. Exhibits focused on the Smith Family in early 2018 included *Dormers and Doors: California Bungalow Architecture* and *The Business of Apricots.*

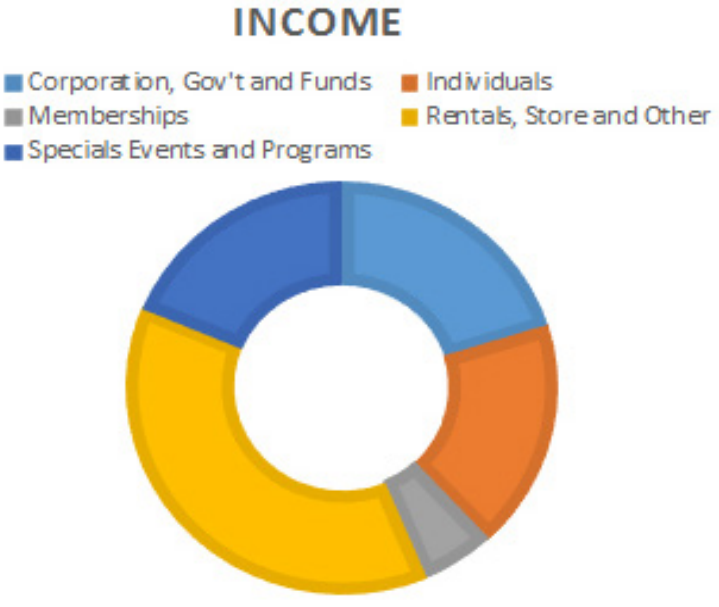
The Museum saw a **26% increase** in Membership Revenue for FY 2017-2018 compared to FY 2016-2017!

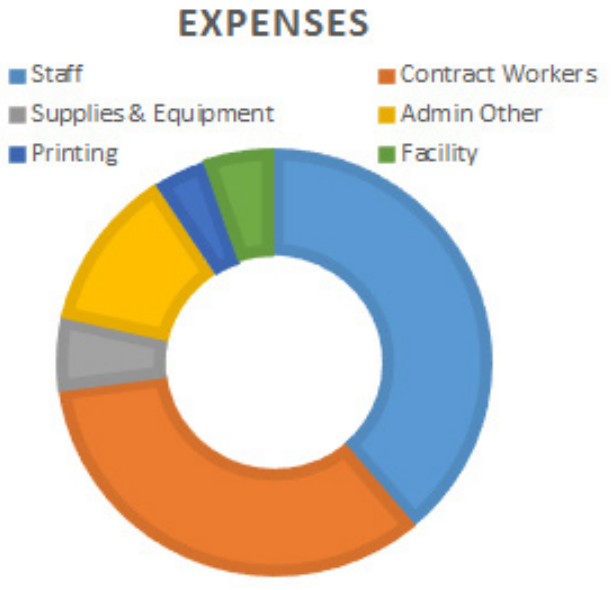
Completed Projects

- Mold Remediation in Smith House Basement
- Upgraded gallery media system
- New kitchen refrigerator
- Courtyard lighting brought up to code.
- Lightweight chairs and conference tables with wheels for exhibit programs

Projects in Process

- Outdoor agricultural signage
- New Family Tree iPads; awaiting new history app.
- Tank House restoration grant funding of $100,000 has been secured from the County of Santa Clara and restoration plans are being coordinated with the City.





INCOME

Corp., Govt., & Foundations	$146,556
Individuals	$130,283
Membership	$40,670
Rentals, Store & Other	$273,772
Special Events	$135,844

TOTAL INCOME $727,125

EXPENSES

Staff	$238,684
Contract Workers	$209,632
Supplies & Equipment	$34,292
Admin & Other	$75,641
Printing	$24,046
Facility	$32,247

TOTAL EXPENSES $614,541

FY 2017 NET $112,584

BOARD LEADERSHIP

Strong Board leadership has been key to the Museum's success. We appreciate the dedicated service of retiring Board members **Marilyn Henderson** and **Jane Reed**, and welcome newly elected Board members **Gunilla Follett**, **Janet Klinke**, **Larry Lang**, and **Dwight Matthews**.

DONORS

The Museum depends upon the generosity of our community, and gratefully acknowledges the following for support:

WEATHERVANE SOCIETY DONORS

($2500 OR ABOVE)

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Lylia Needham and Lee Litzler
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Twila and Clay Woods

THANK YOU ALL SO MUCH!

GRANTS

Grimm Family Fund
The Geschke Foundation
City of Los Altos
Los Altos Community Foundation
Mary Lou White Memorial Fund

CORPORATE CONTRIBUTORS

($1000 OR ABOVE)

23andMe, Inc
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Disneyland Resorts
J. Lohr Vineyards & Wines
Los Altos Community Investments
Los Altos Rancho Shopping Center
Los Altos Town Crier
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Thomas Fogarty Winery

We gratefully acknowledge a generous legacy gift in memory of Ginger Beman with this garden installation.

INDIVIDUAL DONORS

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