

## Historic Mill Stone at the Healdsburg Museum

by Holly Hoods

The Healdsburg Museum & Historical Society now has an intriguing and historically significant relic on display outdoors: an original mill stone from the pioneer March and Heald flour and saw mill. Samuel Heald, the brother of city founder, Harmon Heald, was hired in 1849 to build a combination lumber and flour mill for William J. March. This mill was built on the upper falls of Mill Creek (near the current Felta Road). The mill stones were put in operation in September 1850 and Samuel Heald became partners with March.

The March and Heald Mill became the first lumber mill in northeastern Sonoma County and is indirectly responsible for the founding of Healdsburg. Harmon Heald, suffering the devastating effects of scurvy as a gold miner, left Gold Country hoping to visit his brother and recover his health on the Russian River. Harmon found the conditions so favorable here that he decided to stay; Samuel returned to Missouri to bring the rest of the family. In 1851, Harmon built a small squatters' cabin on the main wagon road leading to the counties to the north. That site, then legally part of the Sotoyome Rancho owned

*(continued on page 4)*



### Calendar

#### June, 2014

- 4 HMVA Meeting, 9:30 am  
Museum Research Center
- 7 Langhart Award Dinner, 6:00 pm,  
Tayman Park Club House
- 17 Board Meeting, 5:30 pm,  
Museum Research Center

#### July, 2014

- 2 HMVA Meeting, 9:30 am  
Museum Research Center
- 15 Board Meeting, 5:30 pm,  
Museum Research Center

### Healdsburg Museum

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[www.healdsburgmuseum.org](http://www.healdsburgmuseum.org)  
[info@healdsburgmuseum.org](mailto:info@healdsburgmuseum.org)

**Museum Hours:**  
11:00 am - 4:00 pm  
Wednesday – Sunday  
CLOSED MONDAY and TUESDAY

**Research Center**  
open by appointment  
Thursday – Saturday

## History Matters

by Holly Hoods, Curator



Thanks to the generosity of several donors, we have hired Niccolo Calderaro, a painting conservator, to clean and refurbish the Sotoyome Market painting. This colorful example of local history and business culture, painted by M. Monmonnier, was commissioned in 1878 to hang inside John D. Hassett's pioneer meat market.

Many people have helped bring the Sotoyome Market painting through its first step of the restoration process. Special thanks to Kent Mitchell for bringing in a big extension ladder and working with the men from Redwood Moving Company to deinstall the huge Sotoyome Market painting from over the stairs. Kudos to Redwood Moving Company for their outstanding professional service. Anna Darden received the painting at her garage-office in Alexander Valley. It will be housed there for the duration of the conservation treatment. Ken and Diane Wilson graciously agreed to donate a week of free lodging for Niccolo at one of their winery guest cottages. Thanks, everyone!

## President's Corner

by Stan Becker, Board President



If you haven't been to the gallery (our exhibit area) in the past several weeks, you will be amazed. The lights throughout the gallery and the downstairs entry have been upgraded with long life, energy efficient LEDs. Thanks to a city grant and a generous donation from the Fred and June MacMurray Foundation we now have a WOW look.

Our garden area also has been completely refreshed by our two expert gardeners, Liz Loebel and Ann Mahoney, with the help of barrel pusher Al Loebel.

Now that garden looks great, it has brought our attention to the gazebo. It needs to be sanded and stained. Let me know if you would like to help in this project.

**Thank You to Our Latest  
Annual Appeal Donor**

Big John's Market

## HMVA News

by Ann Howard



The Geyserville May Day Festival on May 4<sup>th</sup> was a grand affair. Dancers twisted their colorful ribbons artfully around the original 1921 wooden pole, a May Day Queen was crowned, the colorful Ballet Folklorico student dancers swirled and those tossing eggs tried not to splatter their partners as they moved farther apart.

This year, I added a number of historical items to be viewed beside the frames of old photographs safely displayed on the heavy, grape-stake easels in the gusting wind.

Harry Bosworth added a solid brass "What-Is-It?" item 9.5 inches long shown here. Notice the round "rubber?" pad. No clues yet, but many folks agreed that it may gently pry something apart....



I also clamped an iron 1880s apple peeler to a small table. Four Fuji apples were peeled many times with some folks even eating the juicy curls. Truly hands-on history!

The little Geyserville Museum is now also the Visitor Center. Open from Friday to Sunday from 12:30pm to 4:30pm, it is located at just south of the Bosworth General Store on Geyserville Ave.

So much activity is humming at the museum! We have new lighting, new technology equipment, energetic staff members and volunteers, the Mill Stone in place, and so much more.

We still need receptionists to claim the four permanent shifts - 3<sup>rd</sup> Saturday morning, 4<sup>th</sup> Thursday afternoon, 4<sup>th</sup> Friday morning and 4<sup>th</sup> Sunday afternoon. Please contact Cilla Marshall (431-7259) if you can help.

Toni Hopkins also needs help reading the newspapers on microfilm for eye-catching news from 25, 50 and 100 years ago for the weekly Flashbacks column in the Trib. You can reach Toni at 838-6306.

Stan Becker needs two volunteers to sell Instant Wine Cellar raffle tickets at the Farmers' Market every Saturday. This is our biggest fundraiser. Call the office (431-3325) to sign up.

## Wishes and Wants

by Jane Bonham



First, a short update about last month's big wish. This story certainly has something like the magical beans tale to share. (Think beanstalk ... After all, this *is* being written in the former children's library.) For those who missed the first column: I had wished for a new microfilm machine to replace one that can no longer be used without damaging the precious films.

Truthfully, I hoped that might put the idea out to begin to be addressed. Instead, the seeds took root in unexpected ways, growing at a fantastic pace! At least two board members suggested an alternative to replacing that 20<sup>th</sup> century technology (at a significant price tag). Why not digitize the film at much less expense?! Stan Becker is hot on the trail of costing it out and detailing the process. We may look for more news in the near future. There is also on-going brainstorming about other 21<sup>st</sup> century mechanisms for sharing this treasure house of information once it is digitized.

This month's wish has surfaced regularly, perhaps resembling more a Moby Dick hide-and-seek drama than a magical adventure, but let's cast our nets once again. The Museum needs more storage. It would not be an exaggeration to use terms such as "critical" and "desperately." Currently, there is a bit over 1,000 square feet between the ground floor of the Museum and the Villa – and both are very crowded. (Our Sunsweet storage unit is not usable due to a lack of climate control.) What is the Museum to do, refuse to accept artifacts? Certainly not! Wanted: approximately 2,000 square feet of accessible, secure climate-controlled space for long term lease. Do you know of any possibilities?

## History Lives Dinner

by Diane Bertoli

I would like to thank everyone who attended and worked on the History Lives Dinner. The event was sold out! It was a wonderful acknowledgement of Jerry and Mary Lou Eddinger and all their contributions to the Healdsburg community.

A special "thank you" to the Museum staff, Holly, Whitney and Jane; and to Stan Becker, Kay Robinson, Pam Vana-Paxhia and Mark Gleason. Without all their hard work, the party would not have been the wonderful success it was!

## Current Exhibit: 19<sup>th</sup> Century Sonoma County Utopian Communities

by Holly Hoods

"Dystopian" fantasies, so popular today, envision a grim, brutal, authoritarian future society. 140 years ago, "Utopian" visions of social equality and harmony became popular, attracting religious and political seekers. Most of them hoped that by living righteously by their ideals they would provide an alternative model for a better world.

Sonoma County was at the forefront of these enthusiastic and earnest settlements. Our current exhibit, "Visionaries, Believers, Seekers and Schemers," showcases the fascinating communities that planted themselves in Sonoma County's fertile soil.

Between 1850 and 1950, more idealistic experimental communities were established in California than in any other state. Sonoma County could claim four (almost five) intentional communities, founded between 1875 and 1894, including Fountaingrove, the first utopian colony established in the state. Healdsburg was smack in the middle of these unrelated settlements, populated by earnest visionaries, believers and seekers with a sprinkling of schemers. Preston (northeast of Cloverdale), Icaria Speranza (south of Cloverdale) and Italian Swiss Colony (at Asti north of Geyserville) and Altruria (at Mark West Springs) and Fountaingrove (northern Santa Rosa) were the locations of these communities. (I wrote my Master's thesis on the Preston colony and have been researching the quirky and intriguing history of 19<sup>th</sup> century Utopian Sonoma County for the past 16 years.)

On display until August 3<sup>rd</sup>, this exhibit will feature many never-before displayed artifacts, letters, documents and photos from private collections, the Healdsburg Museum collection, as well as on loan from the Sonoma County Museum and the Cloverdale Museum and History Center. Of special interest are handcrafted large scale architectural models of an iconic building from each community. These replicas represent many hours of painstakingly detailed carpentry by skilled woodworker Jon Lacaillade.

### Welcome Our Newest HM&HS Members

Henry L. Snyder  
Holly Fox and Stuart Tiffen



2014 Family History Essay Contest Winners

## Family History Essay Contest

by Phyllis Chiosso Liu

Each March the Healdsburg Museum invites 2<sup>nd</sup> through 8<sup>th</sup> grade students from Healdsburg, Geyserville and Windsor to submit historical essays about a family member. This year the topic was to write about a story or event that has been passed down through the generations. Over 200 essays were submitted from local schools. Coming to America, wartime service, childhood reminiscences, triumph over hardship, were just some of the themes the students touched upon. Many of the students included comments in their essays on how much they enjoyed talking to family members about the history in their family and the connection to the past.

A committee of three volunteers (Carol Adams, Bob Rawlins and I) read through the essays and scored them using a rubric from the California State Common Core Standards. The essays were grouped by grades: 2<sup>nd</sup> – 4<sup>th</sup>, 5<sup>th</sup> – 6<sup>th</sup> and 7<sup>th</sup> – 8<sup>th</sup>. The top scoring essays in each division were then passed on to Museum curator Holly Hoods and Assistant Curator Whitney Hopkins to determine the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners. Not an easy task! The winners in each division are invited to an Award Ceremony at the Museum with their families and receive beautiful, hand-lettered certificates of participation and cash awards of \$10, \$15 and \$25, respectively.

We look forward to this event every year. It is a great way to encourage younger members of our community to make connections between the past and the present. It also increases their awareness and appreciation of our Museum.

### Grades 2, 3 and 4

First Place: Jayson Licea, West Side School, 4<sup>th</sup> grade

Second Place: Bella Lynch, West Side School, 4<sup>th</sup> grade

Third Place: Finnegan McGrath, Healdsburg Charter School, 3<sup>rd</sup> grade

### Grades 5 and 6

First Place: Aidan Whitlock, St. John School, 6<sup>th</sup> grade

Second Place: Christopher Hall, St. John School, 6<sup>th</sup> grade

Third Place: Hilary Goldschmidt, St. John School, 6<sup>th</sup> grade

### Grades 7 and 8

First Place: Zack Welch, Healdsburg Jr. High, 8<sup>th</sup> grade

Second Place: Annapurna Johnson, Healdsburg Jr. High, 8<sup>th</sup> grade

Third Place: Virginia Olney, Healdsburg Jr. High, 8<sup>th</sup> grade

### **Instant Wine Cellar Update** by Stan Becker

May 10<sup>th</sup> was our first day for selling Instant Wine Cellar raffle tickets at the Healdsburg Farmers' Market. Not a bad start and we also got a new member. We will continue to sell at the market until September. Please let me know if you can help. There is a signup sheet in the research room.

The IWC committee has met and we have some exciting changes for this year's raffle - more later.

### **Historic Mill Stone...** (continued from page 1)

by the Fitch family, is now the 300 block of Healdsburg Avenue. In 1856, he bought land from the Fitch heirs and had the first town map platted in 1857.

Many years ago, Perry Beeson and Perry Mothorn retrieved the mill stone from Mill Creek and brought it to Beeson's West Dry Creek Road ranch where it remained until the Beeson estate sold the property in 2012 after Perry's death. His heirs donated the mill stone to the Museum in 2013.

With the skilled help of Wes Brooks of Brooks Quarry in Windsor and assistance from the City of Healdsburg's Electrical Department, the mill stone was installed on the Museum lawn in April.

## **Museum Goals**

*by Holly Hoods*

In the past few years, the Healdsburg Museum Board of Directors and staff have attended retreats and engaged in planning and near term (3 to 5 years) goal setting. It is equally important for us to review our results to date against each of these priorities. I am pleased to be able to share this information with our members.

### **Goal: Obtain increased media attention for the Museum**

**Results:** Our publicity efforts have increased significantly. Information on our exhibits and events are regularly printed in the *Healdsburg Tribune*, *Santa Rosa Press Democrat*, *Discoveries Magazine*, *Sonoma County Gazette* and *North Bay Bohemian*. On-line calendar web sites of the Healdsburg Chamber of Commerce, *Santa Rosa Press Democrat*, Healdsburg Patch, *San Francisco Chronicle*, [www.sonomacounty.com](http://www.sonomacounty.com) and [www.winecountry.com](http://www.winecountry.com) routinely include information on our exhibits and events. KZST radio also supports our events both on the air and in their online community calendar. In 2013, the Museum was included in features in *Sunset* magazine, the *Smithsonian* magazine, *Wall Street Journal*, *AAA Via* magazine and *San Francisco Chronicle*. We have already hosted two groups of travel writers at the Museum in January and March 2014. All of our efforts have been achieved at no cost to the Museum.

### **Goal: Increase Museum membership**

**Results:** This continues to be a goal. It was identified and discussed at the 2014 board retreat. In 2013, membership letters were sent to a long list of people who hadn't renewed, but hadn't been purged from our membership rolls. Many renewals have been received since then. Board Membership chair Louise Fowler participated in an on-line membership boosting seminar hosted by the American Association of Museums in February. More specific plans for 2014 are still needed.

### **Goal: Acquire the funds to install better lighting in the Museum gallery**

**Results:** Holly wrote a grant proposal to City of Healdsburg for Community Benefit to replace the obsolete lighting with fixtures that utilize cooler, brighter energy efficient LED bulbs. We were awarded \$5,000. Holly also requested and received \$10,000 from the Fred and June MacMurray Foundation to use toward lighting and/or new computers. Stan Becker and Jim Dreisback met with Joe Lickey from Denny's Electric to coordinate a lighting plan. The installation was completed in May 2014.

### **Goal: Obtain the funding to support a much needed update to our computer system**

**Results:** A technology committee (Stan Becker, Lockie Gillies, Al Loebel, Mel Amato and staff members Jane Bonham and Whitney Hopkins) was formed in early 2014. With a budget of \$6,000 from the City and the MacMurray foundation, Lockie ordered four new work stations, one laptop, a new wireless system and two color copier/scanners. The equipment is being installed now.

### **Goal: Install professional barriers in the gallery to provide for better security for artifacts on display**

**Results:** In 2013, Jon Lacaillade built two new sets of barriers for the platforms on the East side of the gallery. It provided additional security for the MacMurray exhibit. Material costs were funded by the MacMurray Foundation. Later in 2013, Michael Rinn built two matching sets of barriers for the small platforms on the west side. Michael who assumed this project as part of his Eagle Scout badge also raised the money to pay for the materials. In 2014, another set of barriers will be built and installed for the largest platform against the north wall of the gallery.

### **Goal: Liven up the exterior appearance and improve our signage**

**Results:** A beautification committee was formed in 2012 with one Board member and one volunteer, led by then Assistant Curator Meredith Dreisback. They had the front steps pressure washed, installed new planters and obtained paint samples to consider for exterior window and door trim. This committee did not finish its work and has disbanded. Maggie Bates began making large colorful exhibit banners in 2013, but we still need vibrant permanent signage for the Museum. Volunteer Ed Liu, a graphic artist, is currently preparing some design sketches for our consideration.

**Goal: Increase public access to the Museums photos and collections**

**Results:** Our historical 19,000+ photo collection was linked to our website in December 2013. They are now available to the public via a searchable database. In addition, high resolution copies are available for sale via the Museum website. The Tietz family foundation and Elizabeth Branstead (a descendant of an early Healdsburg photographer) donated the money to implement this goal. The next proposed step is to increase our data storage and add the indexed newspaper catalog cards. This will be especially helpful to people who are trying to research people in the Healdsburg area. The information includes births, deaths, marriages, accidents, lawsuits, property purchases, etc.

**Goal: Hire an administrative assistant for Museum**

**Results:** After the 2012 retreat, Holly, Meredith, Ann Howard and Elizabeth Holmes met and drafted a job description for a part-time administrative position. In 2013, the board approved filling this position and the corresponding funds. In February 2014, Jane Bonham was hired as our office manager and is now ably managing many of the administrative duties and coordinates our facilities management.

**Goal: Improve our Social Media efforts. Increase our Facebook “likes” and followers.**

**Results:** Previous volunteers did not have time to devote to social media. Since February 2014, Assistant Curator Whitney has taken over the Museum Facebook page and website. She has been updating both sites on a regular basis. We had 430 Facebook followers in February. As of May 15, we have 558 followers.

**Goal: Establish a teacher outreach and active youth programming**

**Results:** Our longstanding annual Family History Essay Contest has been adapted to support the current Core Curriculum Standards that teachers are required to use. We provide an interactive “History Hunt” for each exhibit to be used during school field trips. In 2013, volunteers Phyllis Chiosso Liu and Carol Adams developed a fun and interactive Pomo lesson to take to local 3<sup>rd</sup> grade classes. It has been tested and is ready to implement. We’re also planning to prepare a brochure for teachers describing the available Museum resources.

**Goal: Increase our Latino outreach efforts**

**Results:** “El Día de los Muertos” (Day of the Dead) a special ten day long exhibit is now in its fourth year with increased student participation. The Mexican American Youth Organization (MAYO) Club, Spanish Club and Art classes at Healdsburg High School are now involved. We have also hosted Mexican heritage events in the Plaza in 2012 and 2013. A new outreach fundraiser event in connection with this year’s “El Día de los Muertos” exhibit is scheduled for November 8<sup>th</sup>.

**Goal: Secure better, climate controlled storage facilities**

**Results:** The two existing off-site storage units (the Villa and Sunsweet) have been recently re-organized and inventoried. We still desperately need more climate-controlled storage if we expect to be able to accept additional artifacts. This goal needs to be wish-listed for 2014 and/or budgeted for 2015.

**Goal: Hold better managed board meetings**

**Results:** Board President Stan Becker has kept to a strict agenda, organizes topics in advance and defers some discussions to committee level. The board is no longer asked to vote on items without prior submittal of supporting materials.

**Goal: Establish an overall fundraising plan**

**Results:** Proposal and strategies are now being developed by the fundraising committee for Board approval and implementation.

Our sincere thanks to our many supporters, board members and volunteers who have worked hard to achieve the success we have had to date. We are currently identifying next steps and priorities for the Board and staff to further the Museum’s mission.

**Contributions in Memory of:**  
**Albert Dericco** - from Mark & Peggy Decker  
**Linda Pisenti** - from Lois Grace  
**Neil Cronin** - from Joel & Harlene Wright

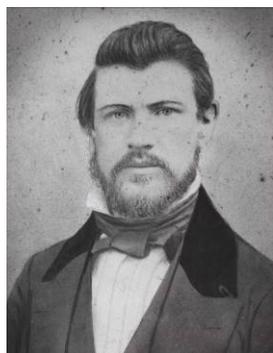
**Contributions in Memory of:**  
**Robert Taylor** - from Jack & Doreene Zanzi  
**Phyllis Mothorn Brassler** - from Pam & Kim Frazier

## Collections Corner

by Whitney Hopkins



Many of you are familiar with the story of Colonel Roderick N. Matheson. One of our main arteries through town, Matheson Street, on which the museum is located, is named for him. Matheson was a Scottish-born gold miner, educator, farmer, family man and Civil War hero. Matheson, who moved to Healdsburg in 1856, was elected Colonel of the 32<sup>nd</sup> New York State Volunteer Infantry (also known as the First California Regiment). Sadly, he was killed at the age of 38 while storming the Confederate stronghold of Crampton's Gap in Western Maryland. After funeral services in New York and San Francisco, Matheson's body was returned to Healdsburg where it was laid to rest in Oak Mound Cemetery.



Col. Matheson and his wife Marie Antoinette "Netty" married in 1844. Their daughter Marie Antoinette "Nina," born in 1855 married Jirah Luce, a prominent rancher. They raised three children: Marie Antoinette, Nina and Jirah together in Healdsburg.

We are thrilled to announce that several Matheson family artifacts were recently donated to

the museum from descendants. From Phyllis Brassler, we received two 19<sup>th</sup> century wooden chairs and a 19<sup>th</sup> century China tea set. The tea set is believed to have been a gift from Rod Matheson to Nettie when she gave birth to their daughter Nina. Brooks Mothorn donated a 19<sup>th</sup> century wooden table. We believe the table and chairs may be part of a set.



We featured Col. Matheson and his wife Netty in our recent Civil War exhibit, but, as a result of these new and exciting donations, we decided to extend our Matheson display in order to showcase these new acquisitions. Look for the table, chairs and tea set in our upstairs gallery.

**Board of Directors:** Stan Becker (President), Ted Calvert (Past President), Jim Brush (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Phil Hartlaub (Treasurer), Barry Stallard (Assistant. Treasurer), Rawleigh Fjeld, Louise Fowler, Sally Freelen, Lockie Gillies, Ann Howard, Jeanne Leal-Hartlaub, Kent Mitchell, Larry Orr, Ken Spadoni, Karen Tynan (Directors)

*The mission of the Healdsburg Museum and Historical Society is to record the history of the Healdsburg area through the collection and preservation of historical materials; to actively foster the appreciation of local history of the Healdsburg area through educational programs, activities and historical research; and to provide finances for, and to support, operate and manage the Healdsburg Museum, Edwin Langhart, Founder.*

### Membership Dues:

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Business Premier: \$500 Business: \$100  
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