



**SANTA MONICA  
CONSERVANCY**  
Celebrating Our Architectural Heritage

P.O. Box 653 Santa Monica, California 90406-0653

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## IN THIS ISSUE:

- p1** And the Winner is...  
Preservation Funding

---

- p2** Message from the President  
International Visitors

---

- p3** Volunteer Profile: Tom Cleys  
Save the Civic Auditorium  
Remembering Gussie Moran

---

- p4** A Sassy Soiree  
Nick Gabaldon Day

---

- p5** End of the Mother Road  
Route 66: The Allure of the Road  
Santuario San Lorenzo Dedicated

---

- p6** Two New Landmarks  
USC Preservation Summer School  
Summer Preservation Events

---

- p8** June 2 Tour Information

## And the Winner Is... A Tour of Award Winning Places

### Highlighting A Decade of Preservation Awards

SUNDAY, JUNE 2  
12noon to 5pm

TICKETS: \$40/\$30 Members  
Purchase online at  
[www.santamonicaconservancy.org](http://www.santamonicaconservancy.org)

A limited number of tickets will be available at check-in on Civic Center Drive, south side of the Civic Center Parking Structure. Parking in the structure is free for 30 minutes, \$5 maximum.



Presenting Sponsor:



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leave a message at  
**310-496-3146**



## And the Winner is...A Tour of Award Winning Places



Given/Dennis Residence, 2013 Renovation Award.

Join us on Sunday, June 2, when the Conservancy presents a self-guided tour highlighting a decade of Preservation Awards. Docents at each site will describe this select group of award-winning places among Santa Monica's most extraordinary and inspiring preservation accomplishments:

An **Ocean Park Craftsman** home built in 1915 which received the 2013 Renovation Award. The exterior has been carefully restored while the interior was reinvented with

a contemporary open plan.

The **Baxter Residence**, an unusual historic home from the first decade of the twentieth century which was saved from demolition by its current owners. The house was moved across town to Sunset Park and sensitively restored. It was designated as a Santa Monica Structure of Merit in 1999.

**Hollister Court**, a collection of Craftsman bungalows from the early 1900s, grouped

along a lushly landscaped central courtyard next to Mary Hotchkiss Park. The property was designated as a Santa Monica Landmark in 1990 and divided into condominiums in 1993.

**Barnum Hall**, a 1930's gem, built as a Works Progress Administration (WPA) project on the Santa Monica High School campus. The auditorium, restored and renovated as a public performance space, is a striking example of Streamline Moderne architecture with interior artwork by Stanton McDonald Wright.

And finally, we are very privileged to offer tours of the **Pasqual Marquez Family Cemetery** one of the few remaining vestiges of our Mexican heritage. The cemetery, part of the 1839 Rancho Boca de Santa Monica land grant to Francisco Marquez and Ysidro Reyes, is now preserved and protected after decades of struggle. See page 5 for an article about the celebration of the newly landscaped garden in front of the cemetery.

For ticket purchase information and other details of the tour, see page 8.

## A Step Forward for Preservation Funding

Preservation as a "community benefit" in City development agreements moved a step forward in April as the Planning Commission forwarded the Century West Partners proposal for 1318 2nd Street on to City Council with a recommendation that \$25,000 of approximately \$500,000 in community benefit funding be allocated to historic preservation.

The project is a 4-story mixed-use building and involves the demolition of a property listed in the current Historic Resources Inventory as a potential contributor to previously identified historic districts. The Landmarks Commission approved demolition because its members did not see the building as having the level of significance that would merit consideration as an individual landmark. *The Conservancy did not advocate for the project;*

*our position was that, if the project moved forward, funding for preservation should be included in the agreement.*

This positive vote was the culmination of months of effort by the Conservancy. The rationale for inclusion in the agreement was the stipulation in the Land Use and Circulation Element (LUCE) that preservation was one of five priorities for potential community benefits, as well as the fact that many of the highest priorities set forth in the City's 2002 Historic Preservation Element remain unrealized. Seeing that current budget constraints limit the City's ability to make progress against these priorities, we have been working with members of the Landmarks and

Planning Commissions, Planning staff, and members of City Council to propose that a small portion of the total community benefits associated with development agreements might begin to address the needs stated in the Historic Preservation Element.

- Examples include:
- A Preservation Resource Center for the community at the landmark Shotgun House
  - Heritage education in our schools
  - A program to support heritage tourism
  - Inclusion of historic and cultural information in the Downtown Wayfinding Program

FUNDING *continues on page 6*

**Save the Civic inside!** SEE PAGE 3

## OUR MISSION

The Santa Monica Conservancy works to promote widespread understanding and appreciation of the cultural, social, economic and environmental benefits of historic preservation. Through educational programs, assistance and advocacy, the Conservancy reinforces the importance of preserving the historic resources of Santa Monica's unique urban landscape.

## THE BOARD OF DIRECTORS

*Our board comes from neighborhoods throughout the city:*

Carol Lemlein, President  
Susan McCarthy, Vice-President  
John Zinner, Vice-President  
Tom Cleys, Treasurer  
Sherrill Kushner, Secretary  
Bruce Cameron  
Mike Deasy  
Kaitlin Drisko  
Michael W. Folonis, FAIA  
Mario Fonda-Bonardi  
Nina Fresco  
Chris Gray  
David Kaplan  
Ruthann Lehrer  
Laurel Schmidt

### *Emeritus:*

Ken Breisch  
Doris Sosin

## HOW TO CONTACT THE CONSERVANCY

**Phone:** (310) 496-3146, leave a message.

**Website:** [www.smconservancy.org](http://www.smconservancy.org)

**E-mail:** [info@smconservancy.org](mailto:info@smconservancy.org)

**Mail:** Santa Monica Conservancy  
P.O.Box 653  
Santa Monica, CA 90406

## MEMBERSHIPS

The Santa Monica Conservancy exists because of the involvement and generosity of people like you. Please help strengthen our voice for preserving Santa Monica's architectural and cultural heritage by becoming a member.

*See page 7 for membership information.*

## THE NEWS STAFF

Alice Allen  
Ruthann Lehrer  
Carol Lemlein  
Nadine G. Messier  
Nancy O'Neill  
Kay Pattison  
Barbara Whitney

## Message from the President *Carol Lemlein*

A few months ago, when we made our public announcement of the capital campaign, we described a vision of the future impact of our work in historic preservation on our community. Wouldn't you like to see a Santa Monica where community members, but most of all owners, architects, realtors and developers, know whether a property has potential historic value, and appreciate its special attributes? Where owners of historic properties are aware of incentives available to landmark owners, and understand that landmarked structures are not frozen in time, but are adaptable, with sensitive modification, to changing needs? Where demolition requests for such properties are rare? Where public officials support enactment and implementation of effective preservation protections and incentives? Where schoolchildren learn about the City's architectural heritage and historic places and the importance of preserving them?

We are very close to being able to start construction on the Preservation Resource Center! Once completed, it will provide our community with a place to come for assistance in understanding our architectural heritage and historic places, and in making use of the benefits and incentives associated with their preservation. Resources at the Center will help residents identify ways to conserve the energy, values and craftsmanship of earlier times that are embodied in historic properties.

We've had tremendous support from our Board and members, and other generous individuals and businesses. We are also grateful for grants from the Ralph M. Parsons Foundation, the National Trust for Historic Preservation, the Friends of Heritage Preservation, and Los Angeles County, among others. In-kind contributions have included City of Santa Monica for site preparation and permit costs; legal services by Harding, Larmore, Kutcher and Kozal, LLP; project architectural services by Mario Fonda-Bonardi, AIA; preservation architect services by Peyton Hall, FAIA, of Historic Resources Group; and general contracting by George Minardos of Minardos Group.

We hope to begin construction this summer, enabling us to open the Preservation Resource Center early in 2014.

If you're a member or a donor, thank you! We encourage you to reach out to your friends and neighbors asking them to join you in supporting the Conservancy. Our June 2 tour is a great way to introduce them to us.

If you aren't a member yet, wouldn't you like to join us?

*Carol*

## Conservancy Hosts International Visitors

Board President Carol Lemlein met in April with a delegation of archeologists, historians, and museum experts from Libya who were touring Southern California as part of a project titled "Archeology and Cultural Heritage Preservation."

The meeting, held in the Rapp Saloon on 2nd Street, was organized by the International Visitors Council of Los Angeles, a non-profit organization that implements the U.S. Department of State's International Visitor Leadership Program of professional and cultural exchanges.

Carol described the history of the preservation movement in Santa Monica and



Conservancy President Carol Lemlein shows Libyan dignitaries around Santa Monica's historic sites.

of the Conservancy, as well as the Preservation Resource Center project. She then led the visitors on a brief tour of downtown Santa Monica, describing the historic buildings and work the Conservancy is doing to ensure their preservation by educating the public and influencing City land use policies.

## VOLUNTEER PROFILE

### Tom Cleys: A Passion for Preservation



The volunteer spotlight is on Santa Monica Conservancy co-founder Tom Cleys, one of the leaders of our organization for its first eleven years. Raised in the Chicago area, Tom was a first-hand witness to the old giving way to the new in architecture; he recognized that preservation of the old might have added a depth to Chicago now lost to the wrecking ball. Tom brought this lesson with him to Santa Monica 15 years ago and became an advocate for a blend of the best of the old with

the new, hoping that it can form the heart of what makes Santa Monica a vibrant place. He works hard to encourage Santa Monica to identify and retain its best historic properties side by side with new development.

Tom believes that the Conservancy must become more focused on advocacy, and that if anyone in the community is going to take the lead on saving Santa Monica's historic fabric, it should be US! In addition to our accomplished volunteers who guide tours and provide research on specific buildings, he recommends that advocacy efforts expand. Tom envisions an active group that would search out buildings worthy of preservation, help owners understand the reasons for maintaining them, and advocate for their preservation with city planners and developers. He knows this is a tall order on top of the already challenging goals we have set to expand our educational programs and community outreach, as well as to hire an executive director. But he wants us to set our sights high and not lose sight of the twin goals of education and advocacy on behalf of preservation.

In short, Tom wants the Conservancy to grow preservation passion in the community, and to serve as a leader in creating a balance between our City's past and future architecture. The volunteer army he dreams of would not only be advocates for buildings worthy of becoming landmarks, but would potentially help develop funding for their preservation. Got a passion for preservation, volunteers? See Tom!

Tom, our founding President, was also the donor of the Conservancy's first planned gift, making a landmark \$250,000 bequest to the Conservancy through his will, with part directed specifically to advocacy.

Bequests help ensure the long term sustainability of the Conservancy. If you would like more information about planned giving, send email to [info@smconservancy.com](mailto:info@smconservancy.com) or leave a message at 310-496-3146.

## Coalition formed to Save the Santa Monica Civic Auditorium



Academy Awards held at the Santa Monica Civic Auditorium, April 17, 1961.  
PHOTO: Fred Boslen / Courtesy of the Santa Monica Public Library Image Archives

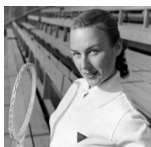
A diverse group of concerned community members, led by Landmarks Commissioner and Conservancy Board Member Nina Fresco, has come together to work toward the common goal of restoring and enhancing the Civic's place as a vibrant cultural and community hub, as well as saving its landmark architecture and continuing its celebrated heritage.

A community meeting on the future of the Civic Auditorium will be held Tuesday, June 4, at 7:30 PM at Virginia Avenue Park, 2200 Virginia Avenue. It is expected to be on the City Council agenda on Tuesday June 11.

For up to date information, see "Save the Santa Monica Civic" on Facebook - and share it with your friends!

## REMEMBERING

### Gertrude (Gussie) Moran 1923-2013



Gertrude ("Gussie") Moran was born in Santa Monica and grew up in her family's Victorian house on Ocean Ave. She took up tennis early, won several championships and by 1949 was playing on the Centre Court at Wimbledon. There she created a scandal by wearing a shockingly short skirt with matching lace panties visible below the hem. News-

papers around the world published the photos and Gussie became known worldwide.

Called "one of the great originals," she later toured professionally with Bobbie Riggs, appeared with Spencer Tracy and Katherine Hepburn in a film (as herself), and worked as a radio host. Gussie Moran continued to live in her family home until 1986. The house was designated a Landmark in 1979.



# A Sassy Soiree

by Kay Pattison

The Beach House was bursting with Old Hollywood glamour on April 15. It was the annual docent party for our dedicated group of Beach House and Walking Tour docents and it was a stunner. The docents arrived wearing their vintage finery, captivating chapeaux and happy faces.

Ruthann Lehrer welcomed one and all and expressed her appreciation. Robin Venturelli put together an album of photos that gave everyone a look back at the many docent activities of 2012.

The highlight of the evening was a presentation by Kimberly Truhler, an historian of film costuming. Kimberly treated the group to a retrospective of three decades of spectacular clothes worn by movie icons that are still sparking the creativity of today's fashion designers.

Special Awards went to Robin Venturelli and Phillis Dudick for their outstanding contributions to the Docent Council. Harvey Kern is still our most dedicated docent and received an award for serving the most docent hours hosting in the Guest House followed closely by Audree Fowler.

The Group expressed their appreciation to Phillis Bernard (our Charlie Chaplin) Morris Kushner, Fran Lyness, Maureen Murphy, Jeff Burt and Patty Godon-Tann for their contribution to Marion's Birthday Party last January.

On to next year!



Phillis Dudick and Robin Venturelli were honored for their work for the Docent Council.



Film costuming historian Kimberly Truhler.



Audree Fowler and Harvey Kern were celebrated for their volunteer service.

# Nick Gabaldon Day



L to R: Ricky Grigg, unknown, Vicki Williams, and Nick Gabaldon enjoying Malibu.

PHOTO: Joe Quigg/Courtesy of Vicki Williams

On Saturday June 1, 2013, the Black Surfers Collective, Heal the Bay, Supervisor Mark Ridley-Thomas, the Santa Monica Conservancy and other groups will offer a day of activities to commemorate the life of Nick Gabaldon (1927-1951) and the heritage of the historical African American beach site sometimes formerly called the "Inkwell." Gabaldon was the first documented surfer of African American and Mexican descent; his legacy has inspired many surfers of color – and others – who consider him a role model. His passion, athleticism and love for the ocean live on as quintessential qualities of the California surfer.

The Inkwell site, fanning out from the foot of Bay Street, was a popular beach hangout for African Americans during the nation's Jim Crow era, from the 1900s to 1960s. Gabaldon had his first experiences with the ocean at the Inkwell. In 2008 the City of Santa Monica officially recognized both the Inkwell and Gabaldon for their cultural significance in local, California and American history with a plaque at the site.

## Parade your Conservancy Support!



Come march with us in the July 4th Main Street Parade!

To volunteer call 310-496-3146 and leave a message, or email [info@smconservancy.org](mailto:info@smconservancy.org)

## DOWNTOWN WALKING TOURS



Our docents have been leading Downtown Walking Tours for seven years. Would you like to be a Downtown Walking Tour Docent?

Learn our City's history and meet visitors from around the world. To volunteer, send email to [dwt@smconservancy.org](mailto:dwt@smconservancy.org)

## L.A. HERITAGE DAY



The Conservancy was well represented at L.A Heritage Day by volunteers Jody Labb, Carol Lemlein and Sara Meric (shown here with two visitors.)

Our next appearance will be at the Santa Monica Festival on June 1. Stop by Clover Park and say hi.

# The End of the Mother Road in Santa Monica

Adapted by Rebecca Kuzins from an article by Jason Islas, Staff Writer, *The Lookout News* in [www.surfsantamonica.com](http://www.surfsantamonica.com)

Starting in Chicago, the world-famous 2,451-mile highway known as Route 66 winds through six states until it finally comes to an end overlooking the Pacific Ocean at the iconic Santa Monica Pier.

The view from the Palisades bluffs where Ocean Avenue meets Santa Monica Boulevard is a picturesque terminus to what John Steinbeck dubbed “The Mother Road” in *The Grapes of Wrath*. Except that the famous view of the beach at the end of the road -- which officially opened on November 11, 1926 -- isn't actually at the end of Route 66.

“The Pier was never the official end,” said Dan Rice, past president of the California Historic Route 66 Association. “But the spiritual ending was still over at the Pier.”

Then where exactly is the official end of Route 66? It depends on who you ask.

In 1926, when the U.S. government opened the first paved highway connecting Chicago to Los Angeles, travelers along Route 66 would find themselves deposited in the heart of Downtown Los Angeles at Seventh Street and Broadway, the original official end of Route 66.

By 1936, the route had become more than just a road for thousands of starving farmers and their families fleeing westward from devastating drought in Oklahoma. It was a

lifeline connecting them to the promise of new lives in California. As more and more people moved to California to escape the ravages of the Great Depression, Route 66 was extended west to the intersection of Olympic and Lincoln Boulevards, the second official terminus of the route.

According to Federal highway regulations, the end of one highway had to connect to another, so when Route 66 was extended from Downtown L.A. to the coast, it joined Highway 1 (the Pacific Coast Highway).

To this day, Rice said, people are confused when they learn where the route actually ends. That confusion is only compounded by the fact that, for the filming of a movie in 1935, a sign was placed at Santa Monica Boulevard and Ocean Avenue that reads: “Santa Monica, 66, End of the Trail.”

And though it was never officially the end of the route, for many, the Santa Monica Pier offers a more satisfying conclusion to the cross-country journey, said Rice, who has traveled the road 27 times.

“When you get to the official end at Lincoln and Olympic, try telling people they can't go down to see the ocean,” he said. When people see the bluffs and the ocean, they ask themselves, “How could this not be the end?”

## ROUTE 66: THE ALLURE OF THE ROAD



Dan Rice, Past President of the California Historic Route 66 Association, gave a talk on Route 66 to a capacity crowd at the Santa Monica Public Library on Sunday, March 3. We thank Liz Bell, Dwight Flowers and Diane Locklear for their help with set up and check-in.

# Santuario San Lorenzo Dedicated

Family members and supporters of the Pasqual Marquez Family Cemetery gathered on Saturday April 20 to dedicate “Santuario San Lorenzo,” the newly landscaped garden between the cemetery and San Lorenzo Street. Improvements include a plaque describing the cemetery as a Historic Cultural Monument, and a new wall and gate, making the 1926 cemetery wall built by John Byers and its niche with a restored statue of San Lorenzo visible to passersby for the first time in decades.

Participants in the program included family historian Ernie Marquez and his cousin Sharon Kilbride, Colleen McAndrews Wood, Chair of the Santuario Board, and historian Randy Young. Councilman Bill Rosendahl presented Ernie's son Ernesto Marquez with a commendation for his work on the landscape.

The celebration was the culmination of

years of effort by Marquez family members to secure protection of the cemetery and access to it from the street. The efforts were led by Ernie and supported by La Senora Research Institute and a dedicated group of neighbors, all of whom are represented on the Santuario Board of Directors. An article recounting some of this history appeared in



A new wall encloses the newly landscaped garden in front of the cemetery.

the March 2011 edition of this newsletter and is available on the Conservancy website.

The Conservancy is very fortunate to have the Santuario and cemetery included in our June 2 tour, since very few public events are allowed under the agreement that transferred the property on which the garden now stands to La Senora.



The John Byers wall surrounding the cemetery and the Pasqual Marquez headstone are now visible from the street.

## Two New Landmarks and an Update

by Barbara Kaplan

On April 18 two significant buildings in the downtown district officially became the City's newest landmarks.

The **Central Tower Building** at 1424 4th Street is a distinctive Art Deco style mid-rise building that manifests the City's early commercial development history. It was constructed in 1929 and maintains a high level of integrity with its prominent eight story tower, storefronts and interior lobby. Eugene Durfee was a notable local architect, who also designed the Builder's Exchange and the Georgian Hotel.

The **Sur La Table Building** at 301 Wilshire stands prominently on the northeast corner of Wilshire Boulevard and Third Street. Its artistic floral bas relief zigzag parapet is associated with the Art Deco Style as applied to a commercial building of the 1930's.

The **Santa Monica Pier** is ready for



rehabilitation. A report to the Landmarks Commission by Rod Merl, the Pier Manager, outlined a preliminary "Vision" document for the future of our landmark:

"...The historic fabric and character, the environmental sustainability and structural integrity of the Pier will be documented, celebrated, maintained and improved...."

Work is underway to restore the wood deck and to replace the wood piles with concrete. The original pier was constructed with concrete piles. Additionally, the store at the Carousel Building is changing conceptually. Visitors will experience 'The Pier Store' as a resource for information about the pier

and its history and hub for docent tours and concierge services. The store will offer merchandise relevant to the historical culture of the pier.

## Preservation Summer School at USC

The USC School of Architecture is pleased to announce its 21st annual summer program of short courses devoted to the conservation of our cultural heritage. This intensive two week program, Monday July 22 through Friday August 2, introduces the principles and practice of historic preservation/heritage conservation in the United States.

Classes are taught by noted experts from Southern California and can be taken as individual topic seminars or as a whole

series. Sites to be visited and studied include the 1923 Frank Lloyd Wright Freeman House, the 1908 Greene & Greene Gamble House, the Broadway Historic District, The Getty Conservation Institute, and more! This course has been designed for students, design professionals, community leaders, preservationists, planners, developers and others seeking a greater understanding of conservation concepts in a contemporary context. For more details, see <http://arch.usc.edu/programs/summer/hc>

### FUNDING *continued from page 1*

- A Transfer of Development Rights (TDR) program which would encourage preservation and adaptive reuse of historic structures

As this newsletter goes to press, the ordinance defining the 1318 2nd Street Development Agreement was approved

by City Council on first reading with the funding for preservation in place. The ordinance requires a second reading and vote at a subsequent Council meeting for adoption.

Whatever the outcome for this project, the Conservancy will continue to advocate for preservation funding to bring the priorities of the 2002 Historic Preservation Element much closer to reality.

## Pacific Standard Time Presents: Modern Architecture in L.A

[www.pacificstandardtimepresents.org](http://www.pacificstandardtimepresents.org)

### SYMPOSIUM

A Confederacy of Heretics

**FRIDAY / JUNE 14 / 3PM-9PM**

**SATURDAY / JUNE 15 / 10AM-4PM**

*Southern California Institute of Architecture*

213.613.2200

[www.sciarc.edu](http://www.sciarc.edu)

### TOUR

An Eclectic History and Walking Tour of Hancock Park with Cathy McNassor

**SATURDAY / JULY 20 / 2PM**

*Los Angeles County Museum of Art*

323.857.6000

[www.lacma.org](http://www.lacma.org)

### WORKSHOP

Panel Discussion and "Landmark This!" Workshop

**SATURDAY / JULY 27 / 10am-3pm**

*Los Angeles Conservancy*

213.623.2489

[lac.laconservancy.org](http://lac.laconservancy.org)

### EXHIBIT

Everything Loose Will Land

**Continuing through AUGUST 4**

*MAK Center for Art and Architecture*

323.651.1510

[www.MAKCenter.org](http://www.MAKCenter.org)

### EXHIBIT

A New Sculpturalism: Contemporary Architecture from Southern California

**Continuing through SEPTEMBER 2**

*The Geffen Contemporary at the Museum of Contemporary Art*

626.405.2100

[www.moca.org](http://www.moca.org)

### EXHIBIT

A. Quincy Jones: Building for Better Living

**Continuing through SEPTEMBER 15**

*Hammer Museum*

310.443.7000

[hammer.ucla.edu](http://hammer.ucla.edu)



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to Join the Conservancy!**

You can help the Conservancy strengthen its voice by inviting friends, neighbors and colleagues to join! The personal touch of an invitation from you can make a real difference. Direct them to our website, or ask us to send them a newsletter and membership information.

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- Reservations suggested
- Call: 310-496-3146
- email: dwt@smconservancy.org.

Presented by the Santa Monica Conservancy and Downtown Santa Monica, Inc. • www.downtownsm.com

**YES! I WILL HELP PROTECT SANTA MONICA'S HISTORIC PLACES.**

**DONATE TO THE CAPITAL CAMPAIGN**  
 \$50  \$100  \$250  \$500  \$1000  
 Other \$ \_\_\_\_\_  
 This is an annual pledge for \_\_\_(1, 2 or 3) years  
 I would like more information.

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 \$100 Sustaining  \$2500 Landmark Patron

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 \$1000 Business Patron  
 \$2500 Landmark Business Patron

**Member/Donor Information**

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COMPANY (IF APPLICABLE) \_\_\_\_\_

**For Gift Memberships, please provide new member information here.**

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EMAIL \_\_\_\_\_

COMPANY (IF APPLICABLE) \_\_\_\_\_

I would like to volunteer for the Conservancy

I've enclosed my contribution of \$ \_\_\_\_\_

**Will your employer match your gift?** Matching gifts can double or triple the value of your membership donation. Please request the relevant forms from your employer and send them to us.

**Thank you!**

**Please make your contribution to**  
 www.smconservancy.org or by check, payable to:  
 Santa Monica Conservancy  
 P.O. Box 653, Santa Monica, CA 90406-0653

*The Santa Monica Conservancy is a 501(c) (3) non-profit organization, Federal ID # 75-3079169*