

hermosa beach
MUSEUM

ANNUAL HERMOSA BEACH MUSEUM

CELEBRATION

APRIL 6, 2025

EVENT
SPONSORED
BY:





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HERMOSA BEACH SURF,
SKATE, MUSIC
& BEACH CULTURE.**



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OPPORTUNITY TO
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SPECIAL EVENT!**



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ABOUT THE MUSEUM

Our Mission:

The mission of the Hermosa Beach Museum is to engage, delight, and educate the community through the presentation and exploration of history.

Our Vision:

Embracing the future to better preserve the history of Hermosa Beach, making it accessible to the world.

The Hermosa Beach Historical Society (now the Hermosa Beach Museum), founded in 1987, is dedicated to engaging, educating, and inspiring the community by presenting and preserving the rich history of Hermosa Beach.

Located in the former Pier Avenue Junior High School — now the historic Hermosa Beach Community Center — the Museum was transformed through private fundraising efforts and reopened in 2007. Today, it offers a dynamic space for visitors to explore local history.

The Museum's collection spans a wide array of materials, including photographs, postcards, newspapers, prints, ephemera, and three-dimensional artifacts. These items serve as the foundation for a variety of exhibitions, educational programs, research, loans, and reproduction projects.

In addition to its exhibits, the Museum hosts a range of civic events and educational initiatives, including field trips and community outreach. The Museum's vibrant docent and volunteer programs further enrich its offerings, providing opportunities for active participation in preserving and sharing Hermosa Beach's history.

MEET THE BOARD OF DIRECTORS

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MUSEUM COMMITTEES

ACCREDITATION TASK FORCE

**ADULT EDUCATIONAL PROGRAMING
COMMITTEE**

COLLECTIONS COMMITTEE

DEVELOPMENT COMMITTEE

DOCENT COMMITTEE

GALA COMMITTEE


HERMOSA MURALS COMMITTEE

NOMINATING COMMITTEE

**YOUTH EDUCATIONAL
PROGRAMMING COMMITTEE**



WORKING TOGETHER



THANK YOU TO OUR DOCENT AND MUSEUM VOLUNTEER TEAMS!

Rob Amonic
Patti Astor
Pratik Basu
Rosanne Basu
Claudia Berman
Jan Brittain
Barbara Catino
Michelle Crispin
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THANK YOU TO OUR 2024

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President's Report

Greg McNally



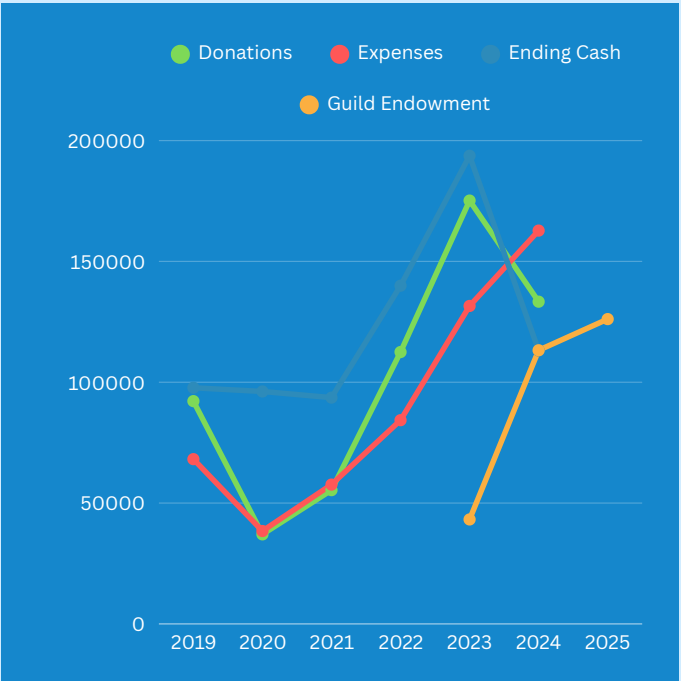
As we reflect on 2024, I am proud of the remarkable strides the Hermosa Beach Museum has made this year. We have significantly expanded our educational programs, which have become a cornerstone of our efforts to engage the community and bring the rich history of Hermosa Beach to life for all ages. Our exhibitions have attracted more visitors than ever before, showcasing not only the history of our city but also its cultural evolution and connection to the greater Los Angeles area. This growth is a testament to the passion and dedication of our staff, volunteers, and community partners who work tirelessly to make the museum a vital hub for learning and connection.

This year, we were excited to welcome two new staff members who have already made a positive impact on our operations. Their expertise has been invaluable as we continue to build and expand the museum's programs. However, it is our volunteers who remain the true heart of the museum, providing essential support and ensuring that the museum operates smoothly day in and day out. Without their dedication, we could not achieve the success we've experienced. We are also thrilled to have submitted our accreditation application to the American Alliance of Museums, a significant step toward enhancing the museum's credibility and access to additional resources.

Looking ahead, the museum's mission to preserve and share the unique history of Hermosa Beach remains at the forefront of everything we do. The stories of our community, from the early days of its development to its role in surf culture, are vital to understanding our identity. As we continue to grow and evolve, we are excited about the future, knowing that we are positioned to offer even more impactful educational experiences, preserve our heritage, and continue serving as a valuable resource for the people of Hermosa Beach. Thank you to everyone who supported us in making 2024 such a successful year!

Treasurer's Report

Dan Inskeep



6 Year Financial Trends



	2019	2020	2021	2022	2023	2024	2025 YTD
Donations/Revenue	\$92,186	\$37,045	\$55,351	\$112,498	\$175,172	\$133,337	\$60,441
Expenses	\$68,176	\$38,437	\$57,651	\$84,297	\$131,569	\$162,750	\$33,374
Ending Cash Balance	\$97,743	\$96,289	\$95,020	\$124,015	\$139,989	\$113,162	\$143,783
Guild Endowment					\$43,229	\$113,225	\$126,129

6 Year Calendar End Balances
2025 Totals as of 3/25/25

The Guild Endowment Fund

Sharing history for generations to come.

This fund, founded in 2023 and launched in January of 2024, was founded with a \$50,000 donation by Don and Barbara Guild, lifelong Hermosa Beach residents and business owners known for their legacy of The Guild Drugstore.

How it Works

The Guild Endowment Fund is overseen by the Museum Executive Board. The Endowment will have an initial funding target of \$1,000,000. Once the Endowment reaches that target, any investment earnings that accrue during the calendar year, where the Endowment balance remains over \$1,000,000, can be utilized to help fund the Museum operating expenses



Join Us



www.hbmuseum.org



If you would like to make a donation to the Guild Endowment Fund to help ensure the future of Hermosa history, contact our treasurer today at treasurer@hbmuseum.org or scan the QR code to donate online today!

Director & Curator's Report

Jamie Erickson

jamie@hbmuseum.org



I am filled with gratitude for all that we've accomplished at the Hermosa Beach Museum. I began 2024 on maternity leave, a time that allowed me to step away and focus on family. Coming back to such a passionate, dedicated team made all the difference, and it's been a joy to work alongside people who share such a deep commitment to preserving and sharing the history of this unique town. I would like to commend our new staff members Ryan and Amara for their willingness to jump right in, roll up their sleeves, and get to work.

In 2024, we were thrilled to curate some truly memorable exhibits, each highlighting a different aspect of Hermosa Beach's vibrant history. The exhibit on the old bars in town was particularly fun, showcasing how these gathering spots played an integral role in shaping the social fabric of our community. We also presented an exhibit on oil drilling in the area, revealing a timeline of a significant chapter of our town's past. Additionally, we were honored to feature Warren Miller, the legendary ski filmmaker, whose work continues to inspire generations of athletes. These exhibits not only celebrated Hermosa Beach's history but also captured the broader cultural impact that our community has had beyond the South Bay. Thank you to everyone who contributed.

At the heart of everything we do are our incredible volunteers, whose unwavering support makes my job possible. While working with volunteers can present its challenges, it remains one of the most rewarding parts of my job. You all are truly the heart and soul of the museum, and I am deeply grateful for your blood, sweat and tears. Hermosa Beach is a special place, and as a community, I know that nothing is impossible here. With the help of our leadership, volunteers, staff, and supporters, I am confident that the museum will continue to thrive, creating even more meaningful experiences and preserving the history that makes this town so unique. Thank you for sharing seven years of laughs, learning, and growth with me. Here's to many more years of the Museum making history... or at least trying to keep the beer cold!

Program & Event Manger's Report

Ryan Basford

ryan@hbmuseum.org



I am very grateful to our visitors, volunteers, and leadership for welcoming me into the Hermosa Beach community! Whether sharing stories at the museum or making new connections at city-wide events, it has been a wonderful experience to get to know you all.

I would like to thank all of the dedicated volunteers and museum leaders whose collaborative efforts make our robust programming possible. It has been my pleasure to share presentations on Music in the Insomniac Cafe, Prohibition in the South Bay, and Oil History in our Happy Hour with History series. We have also brought enriching experiences outside the museum this year with an oral history series that creates new ways for visitors to engage with the history that surrounds us. With the creation of the Youth Education Committee, I am also excited to expand our programming for young visitors and families!

Thank you again to the creative volunteers and committee members who continue to push our events to new heights - I look forward to the exciting developments that 2025 will bring and hope to see you at an event soon!

Registrar's Report

Amara Ly

amara@hbmuseum.org



Thank you all for showing kindness and welcoming me as a new staff member. It has been six months since serving as the registrar and I find myself learning new things every day that I am here. Being a registrar gives me fun to weave through collections and understand what lives at the museum. I had moments where I got lost reading documents and looking at photographs.

Getting to know the story of Hermosa Beach has sent me in many “oohs and ahs”. I was tasked to inventory the collection and update the database system where items are recorded. The database was previously on a software version from the 2010s and now it is on a web based version that is accessible to more people. This milestone expands our knowledge of the collection and will better help future exhibitions, research, and events. About 4,000+ items live in the museum today.

The goal of the museum is to get accredited by the American Alliance for Museums. I am excited to improve efforts on collection management, safe keeping of objects, and cataloging. In the future, I hope to begin a task force of volunteers dedicated to archiving.

I believe the collection reflects on a passion to share stories of Hermosa Beach - the people, places, and things that make it unique. I am grateful and inspired by you all!

Cheers to a new year.

Accreditation Task Force

Ricardo Reznichuk

Chair

Pratik Basu, Rosanne Basu, Jan Brittain, Jake Courtney, Pat Escalante,
Howard Fishman, & Pete Hoffman

Staff Liaison: Jamie Erickson

The Hermosa Beach Museum has been a member of the American Alliance of Museums (AAM) for many years. In 2000, the Board of Directors decided to seek national accreditation by the AAM to increase credibility and value to its members, to donors, and to the community-at-large.

The Board created a special Accreditation Task Force (ATF) to carry out the quest. The first step was creating a new Mission Statement: “to engage, delight and educate the community through the presentation and exploration of history”. Everyone at the 2021 Annual Meeting vocally took the AAM Pledge: “In fulfillment of its educational mission, the Museum will strive to operate according to core standards to the best of its abilities and in accordance with its resources.”

Following detailed work on policies and procedures by the ATF and the Museum Director, required documents were submitted to the AAM. In November 2022, we received a Certificate of Completion of the Core Documents Verification Program.

During a retreat in 2023, the Board and the ATF developed a Strategic Accreditation Plan. To meet requirements, new programs were launched to expand education and community outreach. The Docent schedule was increased to extend Museum open hours.

Our provisional application for accreditation was accepted in the Summer of 2024. In the Fall of 2024, we completed the required extensive Self-Study of our organization including its educational, collection stewardship, and public services roles. An 88-page review, with attached documents, was submitted to the AAM. in December. We are excited to report that our final application has been conditionally accepted.

We have qualified for a two-day Site Visit* in the summer of 2025.

The AAM Visiting Committee’s report will be reviewed by the AAM Accreditation Commission. After an incredible five-year journey, we look forward to a decision that will grant us full accreditation, renewable every ten years.

*Please consider becoming a Sponsor of the Site Visit (\$3,000).

Ricardo Reznichuk

Gala Committee

Jake Courtney

Chair

Dave Caskey, Trisha Courtney, Joe Garvey, Cara Looney, Reena Lalji, Joe Looney, Annie Seawright-Newton, Bridget O'Callahan, Dara Rochlin, & Gregg Thomson

Staff Liaison: Jamie Erickson

The 2024 Gala event was a huge success, raising \$52,000 for the Museum. We couldn't have done it without the incredible support from our sponsors, volunteers, and guests.

A special thank you goes to The Bottle Inn for their delicious food offerings, including the pasta bar, salads, and garlic bread, which were enjoyed by all. Their generous contribution helped make the evening even more memorable. We'd also like to extend our thanks to Creamy Boys for providing fantastic ice cream that was a hit. It was the perfect sweet treat to end the evening on a high note.

Our sponsors and supporters kept the event running smoothly, with Kathy and Jeff from Uncorked ensuring wine glasses were never empty and Dave Davis from Hermosa Brewing Company keeping the beer flowing throughout the night. The dance floor was a big hit, and "Jukebox", our amazing house band, had everyone on their feet and dancing to great tunes all evening. Their performance was the perfect backdrop for a night full of fun and celebration.

We also saw a record number of raffle tickets sold and a spirited live auction, with a lively group of bidders helping us raise even more for the Museum. Congratulations to all the auction winners, and thank you to the Caskey Real Estate team members for helping us sell tickets and run the event!

Looking ahead to 2025, we're already planning another unforgettable gala. Be sure to mark your calendars for Saturday, August 16th, 2025, as we return to Saint Cross Church. With new committee members bringing fresh ideas, we're confident that the 2025 Gala will be our best yet. What surprises will await you? Stay tuned to find out!

Thank you once again to everyone who made the 2024 Gala such a success. We look forward to seeing you this summer!

Jake Courtney

Thank You Sponsors

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Chuck & Missy Sheldon



EVENT SPONSORS:



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David & Ivete Correa - John Horger -
Ricardo & Carol Reznichuk - Jim & Sharon Rosenberger -
Mark & Kathy Shoemaker - Danielle & Shauna Valenzuela



Murals Project Committee

Steve Izant, John Horger, Dan Inskeep, Adam Malovani, Greg McNally,
& Greg Newman

Staff Liaison: Jamie Erickson

The Hermosa Beach Murals Project, launched in 2010, successfully brought vibrant public art to our community. With the completion of the 10th mural in 2020, the focus shifted to long-term care and maintenance.

In 2024, stewardship of the project was transferred to the Hermosa Beach Museum, ensuring continued preservation of the murals.

Over time, some murals have begun to show signs of weathering, including fading and cracking. We are actively evaluating the necessary repairs, working with original artists and conservation experts to restore and preserve these works for continued enrichment of the City.

A brochure highlights the murals' locations and histories, available at the Museum for all to enjoy.

We once again thank the Murals Project for entrusting the Museum with these historic works of art, and for their dedication to the community of Hermosa Beach.

Greg McNally

Event & Educational Programing Committee

Mark Shoemaker

Chair

Barbara Catino, Alane March, Annie Seawright-Newton, John W. Miller,
Dara Rochlin & Gregg Thomson

Staff Liaison: Ryan Basford

Thanks to increasing awareness, and desire for more, of our presentations, we have expanded our Happy Hour with History programming to every third Thursday of the month. We are committed to providing a variety of presentations to enrich our Communities understanding of our diverse culture; it has been our pleasure to share presentations this past year on Music in the Insomniac Cafe, Prohibition in the South Bay, and Oil History. On Veterans Day, we celebrated with the story of a local veteran who served in the South Pacific during WWII. We also celebrated the legacy of a local architect Richard D. King through a bus tour to significant landmarks throughout Los Angeles. Other enriching experiences outside the museum this year included an oral history series that creates new ways for visitors to engage with the history that surrounds us.

Thanks to all who have attended some of this activity, and we welcome all to join us in the future.

Mark Shoemaker



*Scan this code to see our
upcoming events!*

Development Committee

Ricardo Reznichuk

Chair

Rob Amonic, Kira Baccari, Bonnie Cohn, Dorothy Courtney, Jake Courtney, Kathy Dunbabin, John Horger, Pete Hoffman, Dan Inskeep, Adam Malovani & Sharon Rosenberger

Staff Liaison: Jamie Erickson

The goal and responsibility of the Development Committee is to increase and sustain Museum donors and Museum revenue.

The Committee carries out a year-long campaign to attract new contributors and pursue support from active donors. **Financial contributions are crucial to support the Museum's operations and to expand its outreach.** We are fortunate to have donors whose generosity provides critical funds for major expenses and unique programs.

Throughout the year, activities and receptions are designed to promote fundraising. Each Spring the Development Committee organizes the Annual Museum Celebration.

Every summer a fabulous GALA is enjoyed by all. It is organized by a dynamic subcommittee that works year-round to carry out an incredible event sponsored by generous donors.

The Committee encourages donors to include the Museum in their planned giving.

This year the Committee is applying for two separate Museum grants:

- Archival and cataloging support
- General support where most needed

The Museum counts on valued donors and sponsors like you to share history with each other and with the community-at-large.

- Become an active participant by attending events and activities.
- Seize the opportunity to volunteer when you find a particular interest.
- Encourage your friends and neighbors to join you as contributors.

Ricardo Reznichuk

*Scan this code to make a
donation today!*



Docent Committee

Dency Nelson

Chair

Jan Brittain, Barbara Catino, Moira Lerner, Carol Reznicek & Dara Rochlin

Staff Liaison: Jamie Erickson

As Chair of the Docent Committee for a third year, I'd like to start my report once again thanking our team of dedicated volunteers who along with Jamie and Ryan keep the doors of our museum open to the public. After all, as I always say, that is the primary mission of a museum -- to have its doors open to the public so they may learn from and enjoy!

Beginning a year ago February we doubled the hours during which the museum is open, from 500 hours a year to 1000 hours a year, in order to meet the minimum required for accreditation by the American Alliance of Museums. I am proud to say that, with the help of Jamie, Ryan and our "usual suspects" of Volunteer Docents, we kept that promise and continue to keep it, with our open-to-the-public-hours every week of Wednesday through Sunday, Noon to 4:00pm, with an occasional exception for holidays and special events.

Having said that, it's still tough getting our current team of volunteers to commit to Sundays, pretty much the only day we need volunteers in order to keep the museum open, as Jamie and Ryan aren't available to us on Sundays. So please, anyone who is interested and available, especially on Sundays, consider joining our team! As I said last year and the year before, YOU DON'T HAVE TO KNOW HERMOSA BEACH HISTORY IN ORDER TO DOCENT. The museum itself takes care of that with its displays and the books on hand. Volunteers only have to use the code to open the door, put out a couple of signs, turn on the lights and the various media around the museum, and conduct any purchases of our merchandise visitors might wish to make. These tasks are easy and are explained in the notebook that's at the front desk. You don't even have to worry about setting and unsetting the alarm as this is done remotely by Jamie and/or Ryan. Once you are sitting at the front desk as a Docent, I guarantee you will meet new friends and neighbors and they will share their Hermosa Beach stories and history with you! It's very rewarding, and you will be doing your part to keep our museum great and enjoyable for all!

I look forward to seeing all of you current Volunteer Docents in the coming year, but even more than that, I look forward to meeting/training new volunteers! Please contact Jamie, Ryan or me and we'll send you the link to the SignUpGenius, where you can put your name into a Trainee/Second Docent slot to find out what this is all about. Thank you!

Dency Nelson

Collections Committee

Howard Fishman

Chair

Pratik Basu, Rosanne Basu, Bonnie Cohn & Mark Shoemaker

Staff Liaisons: Jamie Erickson & Amara Ly

The Collections Committee is responsible for the approval and accession of all three dimensional objects to the Museum, as well as offering advice and approval for any major collection changes, needs, or priorities. The importance of our Collections Committee is to further our best museum management practices. This ensures accessions and deaccessions are properly reviewed and appropriate.

This is vital to our ability to interpret the past and understand our place moving forward into the future.

Our recent efforts have been focused on streamlining and strengthening our Collections Management. We're thrilled to welcome Amara Ly as our new part-time Registrar. Amara has made great strides in upgrading our collections catalogue to the latest cloud-based version of PastPerfect. This update allows our staff and volunteers to work seamlessly from multiple locations, both on and off-site. In addition, Amara has initiated a comprehensive inventory of our objects and is organizing our archives to ensure that future generations have access to these invaluable materials.

Our Curator, Jamie Erickson, has also successfully coordinated with UC Riverside to digitize the Hermosa Review Newspaper. The reels of this important local publication, which are safely stored in our archives, have been added to Newspapers.com. This will make the Hermosa Review accessible to researchers like never before, searchable by keyword. You can now access this invaluable resource from the comfort of your home with a Newspapers.com subscription, or contact the museum for on-site access through our login credentials.

As we move into 2025, we are exploring new ways to engage with our community, especially in terms of enhancing our photographic collection. We're excited to announce that you can now donate digital copies of your historical Hermosa photos to the museum! Simply email your photos to photodonation@hbmuseum.org and help us preserve the rich visual history of our community.

Thank you to everyone who has contributed to our Museum Collections & Archives - your foresight will inspire generations to come.

Howard, Jamie & Amara

Youth Educational Programming Committee

Mary Campbell, Carol Reznichuk, Dency Nelson, Moira Nelson, Shannon Carr-Davey, & Scott Davey

Staff Liaison: Ryan Basford

As a new addition to the Hermosa Beach Museum, the Youth Education Committee is entirely devoted to creating educational opportunities for families and young visitors. Thank you to those who have given early direction to youth education programs and to those devoting additional time to the museum to support their development!

This committee is excited to build on longstanding, beloved youth programs and to experiment with new formats. This February, we were proud to hold our annual Fourth Grade Tongva Experience, wherein visiting classes learn about Indigenous History from Tongva-Gabrielino representative Christina Salazar and make a souvenir necklace.

Over the summer, the museum piloted a Lifeguard History workshop for families. Members of the LA County Lifeguard Public Education team joined us and allowed young visitors to explore their truck; youth visitors also got to consider the needs of a lifeguard while designing a scale drawing of a lifeguard tower.

With the support of this committee and community engagement, 2025 will hold even more opportunities for young visitors and families to engage with local history!



Visit our website
today!



Hermosa Beach Museum
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Hermosa Beach, CA 90254



310-318-9421



hermosabeachmuseum@gmail.com



HBmuseum.org



Social Media:
[@hermosabeachmuseum](https://www.instagram.com/hermosabeachmuseum)



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FOR GENEROUSLY HOSTING OUR 2025
EVENT!