

# Historical Society

Laguna Beach Life | Past | Present | Future

## Mark Your Calendar For Our Upcoming Programs and Events!

### APRIL 25th Program

The Laguna Canyon Project: Refining Artivism

Susi Q Community Center  
7:30-9:30 pm

### MAY 4th Trolley Tour

Laguna Beach Heritage Month  
Information on Page 3



## The Laguna Canyon Project: Refining Artivism

Thursday, April 25th, 7:30-9:30 pm

Ron Chilcote, Tom Lamb, Liz Goldner, Paul Freeman, Mike Phillips

The publisher and creators of the book, "The Laguna Canyon Project: Refining Artivism," will present a panel discussion, talk and slide show at the Susi Q Community Center in Laguna Beach on Thursday, April 25, beginning at 7:30 pm.

The book, published in 2018 by Laguna Wilderness Press, describes in essays and photographs The Laguna Canyon Project, a multiphased environmental art project (1980-2010). That project inspired Laguna Beach, California residents to take charge of their own destiny and to avert an ecological disaster. The main essay in the book is by Mark Chamberlain (1942-2018).

Chamberlain was a photographic/environmental/installation artist, gallery owner and curator. He co-founded BC Space Gallery and Photographic Art Services, Laguna Beach in 1973 with Jerry Burchfield, and co founded the "Laguna Canyon

Project: The Continuous Document" (1980-2010) to photographically document Laguna Canyon Road, the main access route from the Santa Ana Freeway.

As the book explains, a key aspect of the Canyon Project was the creation of "The Tell," a 636-foot-long photomural, erected in 1989 in Sycamore Flats in today's 7,000-acre Laguna Coast Wilderness Park. This public art installation, the activism it inspired and its role as the destination for the November 1989 "Walk to Save the Canyon" are still fresh in the minds of many participants.



In this Photograph: Jerry and Mark on the road for Phase IX in 1990



**Photograph to the left:** Jerry and Mark with Phase 1 Rolls in 1980  
**Photograph above:** The Tell Overview, November 1989  
**Photograph below:** The crew at work on Phase V, Photograph by J.G. Pelissero

**Ron Chilcote:** The UC Riverside professor emeritus founded Laguna Wilderness Press (LWP) in 2003 with Jerry Burchfield. The nonprofit publishes books emphasizing photography to raise public awareness of the importance of conservation and the protection of the environment. The press has two aims: to draw attention to the importance of preserving the pristine land surrounding Laguna Beach, and to help other communities preserve their own open spaces.

**Tom Lamb:** photographer and friend of Laguna Wilderness Press, explains, "In the late 1970's over camp fires in the mountains of Colorado, I met Jerry Burchfield. Little did I know that in 1984, I would move to Laguna Beach and become directly involved with Mark and Jerry and their Laguna Canyon Project. Over 35 years, as kindred environmental spirits, we worked together on numerous projects, including photographically documenting the Laguna Canyon Road, and the creation of 'The Tell.'



**Liz Goldner:** The award-winning art and cultural journalist writes about art in Laguna, Southern California and nationwide for: the Los Angeles Times, Artillery magazine, Art Patron magazines, Premiere OC, Visual Art Source, and many other publications. She was project manager, contributor and one of the editors of the Laguna Canyon Project book. She was the former partner of Mark Chamberlain.

**Paul Freeman:** The independent consultant, speaker and writer, and former mayor of Laguna Beach was the lead negotiator between Laguna Beach and The Irvine Company for the Laguna Canyon purchase in the later 1980s and early 1990s. He contributed an essay describing that purchase to the Laguna Canyon Project book.

**Mike Phillips:** The former executive director of the Laguna Canyon Conservancy and community news writer at "Laguna Coast Line" during the creation of "The Tell" contributed to the Laguna Canyon Project book.



## May Heritage Month Historic Trolley Tour of Artists' Homes

**When: Saturday, May 4th**

**Time: 1:00-3:00 pm**

**Location: City Hall**

May is Heritage Month in Laguna Beach. Among the free activities planned to celebrate Laguna Beach's history is the opening event at Ocean and Main, 222 Ocean Avenue on Thursday, May 2 at 5:30 pm. Appetizers and wine will be served.

On Saturday, May 4th from 1:00-3:00 pm, there will be a trolley tour of artists' homes, co-sponsored by the Laguna Beach Historical Society and the Heritage Committee. Pick-up place will be City Hall and Eric Jessen will be the tour leader. IMPORTANT! There are only 32 spaces available. Please RSVP to Clark Collins @ [clark@collinsonone.net](mailto:clark@collinsonone.net)



**Home of Laguna Beach artist  
William Wendt**



**Photograph above:** Mark Turnbull performing with school children

## A Message from our President

**Edward Storke**

This month I want to pay tribute to all our dedicated members and our committed and competent volunteers. The Laguna Beach Historical Society has no employees. Every bit of work, including this newsletter, is generously contributed by many volunteers, including, but not limited to, the fourteen members of our board of directors, volunteer docents at the Murphy-Smith Bungalow, and many other tasks vital to the advancement of the Laguna Beach Historical Society. These generous contributions of time and expertise are absolutely essential to carrying out the Society's mission which is the collection, preservation, and dissemination of the history of our beloved home town. Presently, we have needs for volunteer docents at the Murphy-Smith Bungalow in order to keep it open every Friday, Saturday, and Sunday of each month from 1-4 PM. If you feel that you might be interested in learning more about volunteering, please contact our volunteer coordinator, Diane Keplinger, at [dianekep2009@gmail.com](mailto:dianekep2009@gmail.com) or 949-494-7492. If you are unable to contact Diane, please contact me at 949-715-7901. We look forward to wider participation in achieving our goals. You are essential to the continuing success of the Laguna Beach Historical Society.

**Members**

**Historian Platinum/  
Corporate Members**

*\$1000 and above*

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*\$500 and above*

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Laguna Beach Festival of the Arts  
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Michael & Sharon Donoff  
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Carolyn Hobert Fisch  
Josie Fox  
Richard and Anne Frank  
Cathy Fry  
Mary Williams & Pat Gallis  
Jon Garmshausen  
Jane Golden  
Morrie & Barbara Granger

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Willa Gupta  
Arnold & Bonnie Hano  
Regina Hartley  
Healthcare Information  
Management  
Thomas Heffernan  
John Hoover  
Jerry & Renee Hornbeak  
Patrick Jackson  
Susan & Joseph Jahraus  
Jane Janz  
Eric Jessen  
Mark and Kelly Johnson  
Korey Jorgensen MD  
Betty L. Kelly  
Kep & Diane Keplinger  
Penny King  
Eric & Laurie Kirkland  
David and Karen Lagrew  
Tom & Vickie Lamb  
Randy Lewis  
Brent & Diane Liljestrom  
Carol Lloyd  
Greg MacGillivray  
Jared & Kathryn Mathis  
Glenna Matthews  
Judy McKay  
Gordon & Kathleen McKinzie  
Ed Merrilees  
Lindy Narver  
Professor Michael Onorato  
Ron Ploof  
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***Your financial support is  
vital and appreciated!***

We want to thank you for your past financial support and encourage you to consider upgrading to the next level of support for the Laguna Beach Historical Society. We are determined to preserve and protect Historical Archives of Laguna Beach including photographs as well as provide quarterly guest speaker events, and an annual Laguna Beach Historical Society Scholarship to an outstanding graduating Senior.

The bungalow in Laguna Beach is our home but we have a goal of increasing our needed space to increase exposure, for the hosting of historically significant events displaying more historical photographs and books, etc... Your increased contributions may help us reach the goal of a permanent location more suited for hosting guests and visitors of Laguna Beach.

Thank you again for your past support and please consider increasing your support to this important preserver of Laguna Beach's History.

**“Preserve your memories, keep them well. What you forget you can never retell.”**

- Louisa May Alcott



## **Become a Member:**

- \$25 for Historian** (Individual)
- \$100 for Historian Friend** (Individual, Business, Organization)
- \$500 for Historian Patron** (Individual, Business, Organization)
- \$1,000 for Historian Platinum/Corporate Membership**  
(Individual, Business, Organization)

Online donations gratefully accepted now by PayPal or credit card on our website at:  
[lagunabeachhistory.org](http://lagunabeachhistory.org)

You can also mail this form with your check to:

Laguna Beach Historical Society  
278 Ocean Avenue  
Laguna Beach, CA 92651

Name and/or Business: \_\_\_\_\_

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The Laguna Beach Historical Society is a section 501 (c) non-profit organization.  
Tax ID #33-0519882

## **Other Ways to Support Laguna's History:**

### **Amazon Smile**

- We would be honored if you would choose Laguna Beach Historical Society as your "designated charity" on Amazon.
- Be sure to always start at AmazonSmile.com when you shop at Amazon.
- It costs you nothing extra and you will be supporting our organization –Thank you!

### **Ralph's Community Contribution Program**

- The Historical Society is now enrolled in the Ralph's/Food 4 Less/Foods Co. Community Contribution Program.
- To register, simply go online to [www.ralphs.com](http://www.ralphs.com).
- Make sure to have your rewards card handy, choose The Laguna Beach Historical Society as your organization.
- If you do not have a Rewards Card, they are available at the customer service desk at any store.
- If you are new to [ralphs.com](http://ralphs.com) online, please click on the top right: no account and register.
- You will receive an e-mail when you register your new account.
- Walk through the steps and enter our Ralph's Non Profit Organization (NPO) # - KC415.

**Laguna Beach Historical Society**  
**278 Ocean Avenue**  
**Laguna Beach, CA 92651**

If you prefer to receive this newsletter by email, drop us a line at [info@lagunabeachhistory.org](mailto:info@lagunabeachhistory.org).

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**A Special Note to our Loyal Members:**

With your support, we are able to maintain our beloved Murphy Smith Bungalow, present historical programs, send this newsletter, and host other events — thank you!

**Visit us on You Tube:** Laguna Beach Historical Society

**Visit our Website:** [lagunabeachhistory.org](http://lagunabeachhistory.org)

**Contact us at:** [info@lagunabeachhistory.org](mailto:info@lagunabeachhistory.org)

**We would be honored if you would follow us on  
Facebook and Instagram**

