

Laguna Beach
Historical Society
Murphy-Smith Bungalow
278 Ocean Avenue
Laguna Beach CA 92651
949-497-6834



Laguna Life

The Laguna Beach Historical Society Newsletter: May 2013

**Please attend Historical Society Program to be held at
Laguna Beach City Hall Council Chambers, 505 Forest Avenue
Tuesday, May 28th – from 7:30 to 9:30 P.M.
History of Negotiations 1990 Save Laguna Canyon Bond Measure H**

There will be a panel discussion including Paul Freeman, Norm Grossman, Carol Mentor McDermott, and Mike Phillips, all who served as representatives on the negotiations to purchase land in Laguna Canyon in 1990.

Paul Freeman facilitated the Laguna Laurel Negotiations that led to the Laguna Canyon purchase. Later, he was elected twice to the Laguna Beach City Council serving two years as Mayor. Norm Grossman has served on the Laguna Beach Planning Commission since 1988, with a one year gap from 2000 to 2001. He has been a board member of the Laguna Greenbelt, Inc. since 1984. Carol Mentor McDermott (Carol Hoffman) was in 1990 a Corporate Officer and Vice President of Entitlement and Community Relations for The Irvine Company. Mike Phillips who at the time of the negotiations was the Executive Director of the Laguna Canyon Conservancy; previously Mike was a newspaper reporter for the Laguna Coast Line newspaper.

The panel discussion will include (1) what set the stage for the negotiations, (2) the management and process of the negotiations, (3) how a settlement was finally reached, and finally (4) a bit about the successful Measure H bond campaign.

The Irvine Company had approvals for building 3,500 homes, the Laguna Laurel development, in Laguna Canyon. Historical Society Board Member Gene Felder was and is Vice President of the Laguna Canyon Conservancy and says “The Walk in the Canyon brought the Irvine Company to their negotiating knees.” The panel will provide untold information on how the negotiations happened, and how it was possible to exceed the 66 2/3% vote requirement for passing the bond Measure H.

The Laguna Canyon Conservancy was the key driver sponsoring the “Walk in the Canyon” organized by Harry Huggins. However, it was co-sponsored by the Laguna Greenbelt, Village Laguna, the Laguna Beach Chamber of Commerce, and the City of Laguna Beach. On November 11, 1989, the “Walk in the Canyon” started at Irvine Bowl Park and ended at Sycamore Flats and Mark Chamberlain and Jerry Burchfield’s “The Tell”, a 636-foot-long photo mural containing over 100,000 photographs. It was reported that approximately 7,500 people attended this event where they demonstrated their concerns about development in Laguna Canyon. The cry was “Save the Canyon”.

Then the negotiators had a bit of work to do including the City of Laguna Beach negotiating to purchase the property, and Laguna Beach citizens passing the \$20 million bond measure with a nearly 80% yes vote.

Mark Calendar for Future Historical Society Program June 25th

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Harvey Hemenway Homesteaded 1878
Arroyo Road and Canyon Acres Drive
Merle Ramsey Photo Collection



An Inviting Road Laguna Canyon Lake 1920-30s
Tom Pulley Postcard Collection

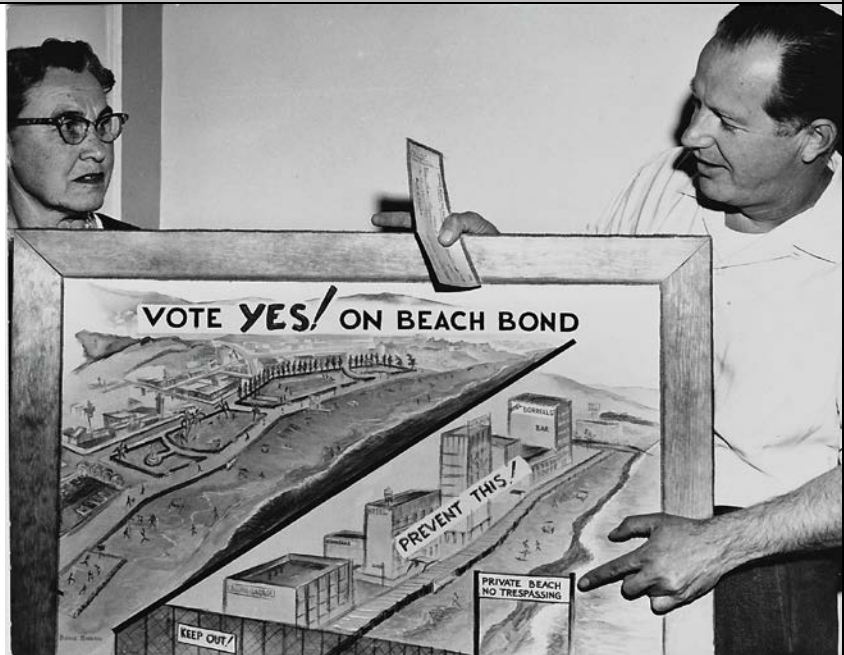
Consider Contributing to Historical Society Maintenance Fund

**Very Hard to Get 66 2/3% Vote
to Pass a Bond Measure**

See at right Pete Fulmer photograph
“Vote Yes! On Beach Bond”. Can
anybody identify these people or the date?
Undoubtedly, it is for one of the Bond
votes to purchase Main Beach Park.

But both lost.

- 1956 First bond election to purchase Main Beach Park fails with 65% affirmative vote (66-2/3 required).
- 1960 Second bond election fails by less than one percent of required 66-2/3%.



View Laguna Photos at www.Laguna-Historical-Society.smugmug.com

Laguna Beach Historical Society Board of Directors

Gregg De Nicola – Vice Pres	Anne Frank	Gene Felder - Treasurer
John Hoover	Jane Janz	Eric Jessen
Ronald Kaufman	Glenna Matthews	Francie Holder Pemper
Laurie Sanders	Ed Storke	Karen Smith – President
Nelda Stone - Secretary		Kimberly Stuart

Thanks to Historical Society Business / Organization Members

Wells Fargo Bank

City of Laguna Beach

Caduceus Medical

H.J Baker & Bro., Inc.

Andy Alison Bungalow Hunters Ann Christoph Landscape Architect FASLA

Borthwick Guy Bettenhausen Butler Box Charles' Wig Chateau Chicago Title

Emerald Bay Community Association Indiana James Limited Partnership

Dr. Korey Jorgensen Ken's Jewelry Store Laguna Beach Visitors & Conference Bureau

Laguna Broadcasting Network Realtor Gayle Waite Reynolds Carpet Sawdust Festival

Stewarts Landscaping Teller Architects The Stand Natural Foods Restaurant

Remember the Laguna Beach Historical Society in Your Planned Giving



**Jim Dilley Founded the Laguna
Greenbelt in 1968
Pete Fulmer Photo 1964**



**November 11, 1989, the "Walk in the Canyon"
at Mark Chamberlain and Jerry Burchfield's "The Tell"
at Sycamore Flats - Joan McFarland Photo Collection**

See DVDs of Past Laguna Beach Historical Society Programs

DVDs of past Laguna Beach Historical Society programs are now available at the Murphy-Smith Bungalow. You can have your own copy to keep or borrow to view at home and then return. If kept, we'd appreciate a \$6 donation covering the reproduction costs; however, the donation is optional.

The Historical Society has a scrapbook from the 1957 Little League and thinks it would be a great future program. We are busy scanning in the material, and request anyone from that era of Little League who has material or who would like to participate in the program to contact Historical Society Board Member Gene Felder at 939-7257 or Gene@Felders.Net. We are planning future program Pottery in Laguna Beach and request photos, information from people who have information on Laguna Beach pottery.

President's Message by Karen Smith

History of Negotiations 1990 Save Laguna Canyon Bond Measure H **Tuesday, May 28th from 7:30 to 9:30 P.M.**

Please attend the Laguna Beach Historical Society program. It is of course free, and will be held at the Laguna Beach City Hall Council Chambers, 505 Forest Avenue. The program will be videotaped and is to be televised on the local Cox Cable channel 30.

There will be a panel discussion including Paul Freeman, Norm Grossman, Carol Mentor McDermott, and Mike Phillips, all who served as representatives on the negotiations to purchase land in Laguna Canyon in 1990.

Congratulations to Historical Society Treasurer Gene Felder. Go to Amazon.com and see the first 16 pages of the new book "Then & Now Laguna Beach" by Foster J. Eubank and Gene Felder. They will present a PowerPoint version of the book as our Tuesday, June 25th program. Gene's portion of the royalties is to go to the Laguna Beach Historical Society, hopefully, a source of revenue for many years to come.

At the last program members elected the Laguna Beach Historical Society Board of Directors. Re-elected were: Gregg DeNicola, Anne Frank, Eric Jessen, Gene Felder, Francie Holder Pemper, John Hoover, Jane Janz, Ronald Kaufman, Glenna Matthews, Laurie Sanders, Karen Smith, Kimberly Stuart, and Nelda Stone. Newly elected to the Board was Ed Storke. At the board meeting May 14, 2013, the Board elected its officers electing me as President, Gregg DeNicola as Vice-President, Nelda Stone as Secretary, and Gene Felder as Treasurer.

The Murphy-Smith Bungalow at 278 Ocean Avenue is leased from the Wells Fargo Bank and the latest lease renewal expires December 31, 2014. However, the Wells Fargo Bank inspected the property and listed repairs for the Society to perform. The Historical Board would certainly like to have the improvements made, and is calling for Maintenance Fund contributions and for in lieu contributions. The Bank inspection findings include:

- Improve electrical wiring
- Fascia and eve's boards are suffering from exposure, dry rot and termite damage
- Two windows are in need of replacement
- Entire structure is in need of painting
- Roofing repair - raised fascia area is exposed – replace roofing
- Remove deteriorating window caulk and apply new window caulking.
- Estimated Costs: \$28,000.00 to \$32,000.00

Special thanks to Robert McChesney Bethea for a generous donations earmarked for the Maintenance Fund toward the Murphy-Smith Bungalow improvements. From these resources, we will continue to make needed repairs required by the Wells Fargo Bank.

Step back into 1920s Laguna by visiting the Laguna Beach Historical Society Murphy-Smith Bungalow, located at 278 Ocean Avenue, which is open to the public at no-charge every Friday, Saturday, and Sunday from 1:00 p.m. to 4:00 p.m.

Those interested in supporting the Laguna Beach Historical Society should send \$15 per individual, \$25 per household or \$50 per business/organization to 278 Ocean Avenue, Laguna Beach CA 92651. The Laguna Beach Historical Society is a section 501(c) (3) non-profit organization. Tax ID #33-0519882.

**If your Dues are due (check your mailing label) Send \$15 per person, \$25 per household
or \$50 per business or organization to Laguna Beach Historical Society,
278 Ocean Avenue, Laguna Beach CA 92651**

Name _____

Address: _____ Phone: _____

FAX: _____ email: _____