

HISTORICAL SOCIETY OF MORRO BAY

Winter 2017 Newsletter



HSMB Events Calendar

February 12 (4:30 PM) – Quarterly Member Meeting – St. Peter's Episcopal Church Hall
Program: Update on the CCMMA and the Maritime Museum on the Embarcadero.
Details inside.

A Message from the Vice-President

It has occurred to me—finally—that all history is local. To us what happened in China during the Han dynasty is old and far away, but there were people then and there, like us, who witnessed it.



Our Board member Cathy Ryan came up with the great idea that we could learn a lot about our own local history by listening in on conversations of friends who have known each other a long time and can share stories with each other. Would you like to be part of one of those conversations? Please let us know.

Another way to share your memories is like the little story Roger Castle has written for this edition of the newsletter. We're not looking for earth shaking revelations here. In fact, the authentic day-to-day life of a Morro Bay resident is the true foundation of our local history, and we'd like to hear your stories.

I'd like to welcome Lou Tornatzky to our Board. Lou is a Los Osos resident, and has a really deep and impressive background in academia, industry and even local politics. One thing Lou says about history is that it is better understood if you "walk the grounds" where it happened—or is happening. In other words, putting yourself in the place where the history occurred gives you a better understanding of it. Sounds to me like Lou has a good approach to local history.

Our first Hidden History panel is finally in production, thanks to Cathy Novak. It tells the story of the old wooden trestle bridge that crossed from the foot of what is now Harbor to the sandspit between 1942 and late 1946 or early 1947. Do you have a memory of the bridge to share?

Finally, the City Council expressed support for our initiative to create a historic preservation ordinance. This legal path will help us record and remember important historical events and artifacts, get recognition for them, and maybe even help attract grant funding for bigger projects. The Council, of course, wants HSMB to handle it. We will.

See you next month at the potluck member meeting on February 12!
Glenn Silloway

WINTER GENERAL MEETING & PROGRAM

Please join us for our next meeting at **St. Peter's Church Hall, Driftwood and Shasta Streets** on Sunday February 12, 2017. Due to popular demand we will begin with a potluck dinner at **4:30 PM**. Please bring something to share and your own table service. Coffee and water will be provided.

Our program for the evening will again be Larry Newland, President of the Central Coast Maritime Museum Association. The visit of the San Salvador on its maiden voyage last fall was a great success for all concerned. Larry expects that 2017 will see physical progress on the dream of a maritime heritage center on the Embarcadero. Find out more about the coming Maritime Museum of Morro Bay and how you can be part of the dream.



The restored Tugboat *Alma*



Our winter meeting is always our Annual Membership meeting and that means the election of our Board of Directors for the coming year. The following current directors have agreed to continue to serve for 2017.

Glenn Silloway
Victoria Berry
Joan Solu

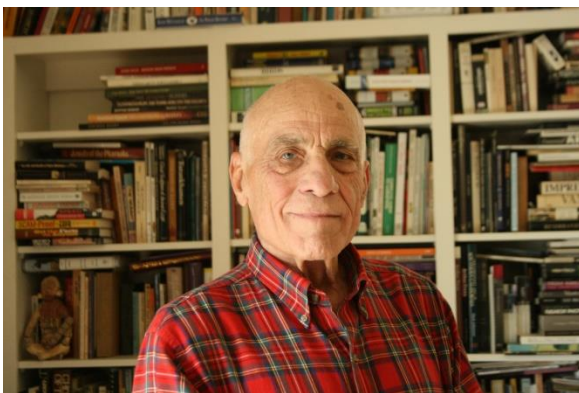
Roger Castle
Cathy Ryan
Lisa Winn

Lou Tornatzky

Our bylaws call for a minimum of 7 directors but allow for more. These hard working volunteers would appreciate the helping hand. If you would like to have a strong voice in the growth and direction of our society please consider joining our board. Nominations will be opened from the floor or give us a call at 805-399-2772 for further information.

WELCOME OUR NEW BOARD DIRECTOR: LOU TORNATZKY

At our December 2016 meeting your directors elected Dr. Louis Tornatzky to fill a much needed vacancy on our board.



Lou was born and reared in Cleveland, Ohio. He enlisted in the Marines after high school and served as a ground radar repairman on Okinawa. Following his service he earned a degree in psychology at Ohio State, and went on to receive a PhD in Social Psychology at Stanford.

In his professional life Lou was both a teacher and a team leader in positions which used his training in both psychology and technology. He was a faculty member for ten years at Michigan State University in a novel PhD program in Social and Ecological Psychology. Virtually every graduated student went on to long careers focused on social and organizational change. From 1979 to 1984 he led a program at

the National Science Foundation in Washington, DC that was focused on better understanding, and enabling, technological and social innovation.

He then returned to Michigan and spent ten years with the Industrial Technology Institute (ITI) in Ann Arbor. ITI was established as a non-profit R&D organization to help Michigan manufacturing be more effective in developing and implementing computer-assisted manufacturing and design technologies.

His next position was as the Director of the Southern Technology Council (STC) which was based in North Carolina. It had a novel mission to work with 14 southern states, and their governors, to be more effective in commercializing technological innovations, as well as building a knowledge-based computer-savvy workforce.

2006 found Lou in California as a Professor and Department Chair of Industrial Technology at Cal Poly from. While there he rebuilt the department, enabled the growth of grant-funded research, and was a co-developer of a university-wide program in entrepreneurship that included class work as well as "learn-by-doing."

Over his long career Dr. Tornatzky has authored over 140 books, research publications and papers. In addition he was active in community efforts to build a responsive knowledge economy and society across the country. Lou serves on the board of the Los Osos Community Services District and works with Friends of the Elephant Seal. He lives in Los Osos with his wife, Lynette, who is the author of the new Arcadia history publication on Baywood Park and Los Osos.

We welcome Lou to our board and thank him for offering to share his wealth of experience and talent.

MEMORIES OF LIFE BY THE BAY

Memories are important to the preservation history; as important records of wars and kings and presidents and a lot more fun. As children of the 40's, 50's, and 60's, were part of an age of war and rebirth, expansion and revolution. The beautiful (and the not so beautiful) places, events, and people of that time are an integral part of our present. Those memories are fun to revisit, worth remembering, and important to record. I invite you to share my memories of growing up in the shadow of The Rock and to share your memories with me.



In 1950, when I began to be aware of life, Morro Bay was truly a Norman Rockwell sleepy fishing village. What the U.S. Postal Service now calls Bay-Osos was mostly an unpaved grid of sand tracks. The few buildings there were clustered into three fiercely independent communities: Los Osos, Baywood Park, and Cuesta-by-the-Sea. To those of us on the North side of the bay it was a place to get really good water.



Until the freeway was extended, a trip to San Luis Obispo was quite an adventure. Except for emergencies like a visit to the doctor or the vet, such trips were

planned. Needs and wants were postponed and lists made for an entire day of shopping. Mom's announcement that 'We're going to San Luis on Saturday' filled my sister and I with a curious combination of excitement and dismay: excitement for the big city with its stores and goods; dismay for the long, boring trip up the Chorro Valley. The first part of the road itself was two lane and full of curves and undulations. My father always suggested that the original road builders probably followed the most used cow path. At Camp San Luis the road became four lanes, a legacy of World War II, and we knew we were almost there.

As children were slow to grasp the 'big city' of San Luis in its entirety. The city began for us at The Big Ford Block at Monterey and Santa Rosa streets. The train station and tracks marked the opposite edge. To the south was the Creamery - then a working milk processor, not a collection of shops. Cuesta Park on the north, a great place for a picnic, completed our city boundaries. Within that circle were all the wonders we loved: Sears, Montgomery-Wards, Sinsheimer's and Riley's Department Stores, the Ah Luis store, and Chong's Candy Shop. Occasionally we would venture way out lower Higuera (now about the DMV!) to Dad's friends at the San Luis Nursery. Often we would head home through the college, stopping at the Cal Poly Store for fresh ice cream and butter.

The trip home was seldom as tedious as the drive in. We would leave Cal Poly the back way, past the dairy unit and out Stenner Creek Rd to the highway. My sister and I would settle sleepily into the back seat and then, by some magic, we were home.

Roger Castle 805-235-8477



If you enjoyed this little trip into past we will make it a regular feature of our newsletter but I will need your help. Send me your own memories and photos of Life by the Bay. You will find our email and post office address at the bottom of each page or you can call me anytime. To further encourage you here are a few memories from Cathy Ryan:

I fondly remember the Saturdays spent at the Quonset hut on "C" Street, now known as Monterey, enjoying having Pat Ward help my friends and I work with our ceramics. After spending a few hours with Mrs. Ward we would go next door to the Creamery (now Threads Boutique) and have our cherry cokes and fries. Next - on to the Bay Theatre to see the double feature for \$.50. Those were the days, and it didn't take a lot to entertain us. We didn't appreciate those times as we would grow up and find the world was much more complicated. To Morro Bay, thanks for the memories!

Cathy Ryan

The Historical Society of Morro Bay

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It's That Time Again

Memberships for 2017 are due by March 1st. Your dues make up a significant portion of our operating budget. Your support helps us work to fulfill our mission, reach for our goals, and provide services to our members and the public.

A warm and grateful "Thank You" to the following members who have already paid their dues for 2017.

Beverly Gilbert
Larry Newland
Lynette & Lou Tornatzky
Franklin Real Estate
Kris White & Bill Wideman
Jeremiah & Trudy O'Brien
Dick & Marlo Miler
Norm & Arlene Mayer

Kim Bennetts
Jean Ryan
Lisa Winn
Wavelengths Surf Shop
MB Art Assn
Monique Nelson
Mary Leizear

If your name is not on this list and you are not an Honorary (or, formerly, Lifetime) member won't you take a moment to join us. It's easy!

For those at ease with shopping online the Membership page of our "under reconstruction" website is ready. Pardon our dust and go to www.historicalmorrobay.org; click on the words "Join Us" in the orange bar at the top of the page. After you give us your information you will be directed to the PayPal page. You do not need a PayPal account to use their service. (Click on "Pay by Credit or Debit Card" at the bottom of the form.)

To join by mail simply fill out the form on the last page of this newsletter and mail it with your check to P.O. Box 921, Morro Bay, CA 93443.

Do You Shop at Amazon?

Amazon will make a donation to HSMB for most of your purchases if you use the following link when you go on the site! smile.amazon.com/ch/77-0574960 Clicking on this link will take to a sign-in page and tells Amazon that you wish to support HSMB. Just sign in using your normal Amazon password. Amazon will donate a percentage of your purchase price for most items to HSMB at no cost to you. Thank you for your support.

Upcoming History Event



Feb 6 A CCSPA Mind Walk Presentation

Right in Our Own Backyard: How World War 2 Shaped Modern Morro Bay

Dick Miller and our own Glenn Silloway will explore how a pre-war vision for a harbor in Morro Bay was realized through the exigencies of World War II, transforming the city forever with both intended and unintended consequences

The Central Coast State Parks Association sponsors the Mind Walks series of lectures on topics of interest to residents of the Central Coast, including cultural history, natural history, and current issues. All presentations take place at **10:15 am every Monday during the winter months** at the Morro Bay **Veteran's Hall, 209 Surf Street**. Admission for CCSPA members and CA State Parks docents is free; others pay \$3 per lecture

THE HISTORICAL SOCIETY OF MORRO BAY
MISSION STATEMENT

The Historical Society of Morro Bay is a non-profit educational institution whose mission is to promote an understanding of the history of Estero Bay by collecting, preserving, exhibiting and interpreting that history and its relationship to the region, and nation beyond, to audiences of all ages and interests.



This picture of the Embarcadero in the mid-1950s was recently posted on our Facebook page

(www.facebook.com/HistoricalSocietyofMorroBay/)

Notice the sign on the car inviting locals and visitors to a restaurant with "Just Good Food". This clipping is from an old Sun-Bulletin . How do you remember Morro Bay?

Please Support Our Supporters

The Board of Directors thanks our 2016 donors. Together they donated more than \$3500 in support of our events, mission, and goals.

Beach Bungalow Inn
& Suites
Noel Castle & Kristin Fiant
Ian Erickson
Linda & Alan Estes
Franklin Real Estate
Los Osos Kiwanis
Norman & Arlene Mayer
Simo Nylender
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The Olde Sewing Society
Lee Ann Pelhan
Gary Ream
Edith Ross
Cathy & Steven Ryan

Glenn Silloway
& Maryls McPherson
Rigmor Samuelsen
Mary Sproul
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Galley Seafood
Restaurant
Dorn's Restaurant
Black Hand Vineyards
Moonstone Vineyards
Windows on the Water
Tognazzini's Dockside
Farmer's Kites
Stax Wine Bar
Kiamie Winery
Coalesce Bookstore
Fitness Works Massage
Jewels of Endearment
Hearst Castle

Please thank these individuals and patronize these businesses that support our efforts to preserve our local history

Hope to see you at the general meeting Sunday, February 12, 4:30PM
St. Peter's Church Hall, Driftwood and Shasta, Morro Bay
morrobayhistorical@gmail.com | (805) 399-2772 | historicalmorrobay.org

HISTORICAL SOCIETY OF MORRO BAY MEMBERSHIP FORM

P.O. Box 921, Morro Bay, CA 93443

805-399-2772

morrobayhistorical@gmail.com

historicalmorrobay.org

Name(s) or Company _____ Date _____

Address _____

City, State, Zip _____

Email** _____ Phone _____

Memberships are due on March 1st of each year

Yearly Membership (\$20.00) ☐
Couples Membership (\$35.00) ☐
Business Membership (\$30.00) ☐
Student Membership (\$15.00) ☐
Information Change/Correction Only ☐
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