

TREASURE ISLAND TIDES

NEWS FROM THE TREASURE ISLAND MUSEUM ASSOCIATION

SPRING 2012 ISSUE NUMBER THREE

A LOOK BACK AT THE PAST YEAR

TIMA HELPS SAVE COLLECTION

Many who fondly recall the old museum have asked about its collection, which the Navy placed in storage when the museum was closed in 1997. Soon afterwards, we established keeping the collection in the Bay Area as TIMA's top priority. Now we can at last report that this has been largely achieved.

This happy ending seemed unlikely ten years ago, when the Navy decreed that if a suitable custodian did not come forward in 90 days, the collection would be "shipped to a warehousing facility . . . pending future disposition." We immediately approached the Treasure Island Development Authority, kicking off a long negotiation which culminated last June in their acquisition of the most irreplaceable part of the collection: the items relating to Treasure Island and Yerba Buena Island history and the Golden Gate International Exposition (GGIE).

The Navy has retained the naval items, almost none of which specifically relate to the island, and the Pan American Clipper collection. Fortunately, we continue to receive donations that relate to the Clippers and the Navy on Treasure Island, as well as GGIE material. (See the *Acquisitions* section at right).

REACHING OUT

We continue to be a trove of Treasure Island information at public events including the new Treasure Island Flea, the San Francisco History Expo, and the Dragon Boat Festival.

Treasure Island Flea has at last brought the thousands of eager monthly visitors that the island deserves. It has been held the last weekend of each month since June 2011, with public transportation via the 108 Muni as well as free parking. We exhibit there regularly, courtesy of its promoters, energetic Charles and efficient Angie Ansanelli. In nice weather we lead narrated walking tours to the lobby of Building One and the island's historic district.

The market is usually held outdoors on the "Great Lawn," but moves into the Building One lobby for the winter. Exceptional "treasures" are offered for sale, including antiques and a variety of creative hand-made products. And the food trucks are phenomenal!

We can't always have a booth at TI Flea, so check our website to see if we'll be there on an



TI FLEA

upcoming market day. For more information, see treasureislandflea.com.

Dragon Boat Festival In September 2011, we participated for the fourth time in this colorful and inspiring event. Dragon Boat racing is the fastest-growing competitive team sport in the world, and the San Francisco festival on Treasure Island is the largest racing event in the United States. We provided island history information to thousands of festival visitors and held a special Saturday opening of our Building One lobby exhibit.



DRAGON BOAT FESTIVAL

San Francisco History Expo Our booth was one of the highlights at both the first and second annual SF History Expos, held at the Old Mint building in February 2011 and March 2012. Run by the SF Museum and Historical Society, the Expo is a wonderful opportunity to meet thousands of people seeking to learn about San Francisco's

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ASSOCIATION ACTIVITY

Acquisitions in 2011 While it is comforting that the City now has the bulk of the old museum's collection, we continue to build our own collection to fill gaps and for use in our exhibits.

In 2011, we received a number of important donations, including items related to the Naval Station Treasure Island Brig and photographs of the island's construction (given anonymously), GGIE-related memorabilia, photographs, and periodicals donated by Frank Musso, Corinne Berger, Marcy Valley, Manuel Pegueros, Don Hackler and TIMA Board members, and personal artifacts, periodicals, and publications from World War II and Naval Station Treasure Island contributed by John McCormick.

We deeply appreciate offers of materials relating to Treasure Island. Due to limited space and staff, please contact us first with a description of your objects. Send email to: registrar@treasureislandmuseum.org or call 415.413.8462.

Volunteer Milestones In January 2012, Board member **Claire Isaacs Wahrhaftig** achieved yet another measure of fame when the celebration honoring her eight years of service as our President made the *San Francisco*



CLAIRE ISAACS WAHRHAFTIG

Chronicle column of Leah Garchik. Claire took one step down in December and is now one of our Vice Presidents.

Also changing roles recently was attorney **Paul Lufkin** who completed his service on our Advisory Council, helping us with committee structure and long-range board planning. Paul has been a frequent, active and enthusiastic volunteer for several years, and continues in that role.

If you're interested in joining our corps of volunteers, please call 650.796.0520 or email volunteers@treasureislandmuseum.org. To support us through a donation, see the Contact Information for our mailing address or donate securely on line through our web site.

Acknowledgements These volunteers and docents helped make our programs and exhibits happen since our last newsletter:

Lori Barber, Monica Barrows, Andrew Cai, John Carroll, Urso Chappell, Nik Eristavi, Manny Ezquerro, Zelda Holland, Anna Lau, Paul Lufkin, Michael Mingoia, Lauren Moody, Jason Nguyen, and Paradise Osorio.

(A LOOK BACK AT THE PAST YEAR... continued)

spectacular history, as well as dozens of other groups and volunteers who are passionate about it.

Visitors flocked to our booth, which included a mini-exhibit with books, photographs, and a



slide show. The "TI-MAX" theater, seating 15, showed videos of our New Treasure Island Museum vision, along with newsreels and home movies from the Golden Gate International Exposition. The History Expos are exciting, bustling events, and by the time visitors reach our booth, they are grateful for a seat!

TIMA presented a well-received lecture at the 2012 Expo, and was selected from among some 40 exhibitors to promote the event on KGSF talk radio. Three of our Board members spoke for half an hour about the island and the fair, and provided historical vignettes of old San Francisco. If you missed the broadcast, it's on our Facebook page.

BUILDING ONE LOBBY EXHIBIT

Remember when we mounted our exhibit, *Portal to the Pacific*, in the beautiful lobby of Building One? That was in November of 2008, just six months after we moved back onto Treasure Island. Well, three years later that exhibit is still dressing up the lobby. We take pride in its longevity, and island staff and visitors appreciate that it answers many of the questions that Treasure Island newbies ask.

And the lobby is once again open on Saturdays, after a hiatus of weekend closures. Exhibit dates and hours are always subject to change, so before you visit be sure to check the calendar at treasureislandmuseum.org.

MAGIC CITY EXHIBIT AT MAIN LIBRARY

Visitors to the Main Branch of the San Francisco Public Library in the spring of 2012 are enjoying a glimpse into the enchanted era of the Golden Gate International Exposition on Treasure Island. Our exhibit, *The Magic City*, showcases the art and artists of the fair, and features maquettes (small models) of the two Jacques Schnier statues which flank the entrance to Building One on the island, loaned by his daughter, TIMA Board member Rebecca Schnier. The exhibit, presented in partnership with the Library, runs in their 6th floor gallery through June 3. For more information visit treasureislandmuseum.org.

WHAT'S NEXT

ISLAND REDEVELOPMENT APPROVED

The award-winning climate positive redevelopment plan for the island took a great leap forward in June 2011, when the San Francisco Board of Supervisors unanimously approved the final planning documents and agreements among the City, the Navy, the developer and several other agencies. The Treasure Island Museum Association testified before the Board and several of its committees in support of the plan.

The next steps, as of spring 2012, are the completion of detailed agreements with the Navy and the resolution of the inevitable court challenge to the Environmental Impact Report. It is hoped that these issues will be settled soon so that the actual redevelopment can get underway, bringing the return of our Museum another step closer.

NEW MUSEUM PLANS

We spent much of 2011 refining our plans for the Treasure Island Museum of the future, working with our professional

museum and design strategists and focus groups. We envision a museum that will present the grand concepts and undertakings from the island's past as well as its imminent redevelopment and possible future. These include the island's construction and sustainable rebirth, the 1939–1940 Exposition, Pan Am Clippers and more — projects that combine imagination, audacity, and creativity. The old Museum presented the island's colorful history; the new one will be a museum of green technology grounded in that history.

Our bag of tools now includes video and PowerPoint presentations of our vision that we can offer to interested groups, as well as a business plan and strategic plan.

As we start looking for potential sponsors, and seek to involve more activists who can help shape and realize our vision, we continue to work with the City and the developer to ensure that our plans remain in synch with the rebuilding of Treasure Island.

OUR FIRST VIRTUAL GALLERY

The six Pacific Unity statues in front of Building One might just go viral with the opening of TIMA's first virtual exhibit. Our new labels next to



each statue help visitors learn the role of these sculptures at the 1939–1940 Golden Gate International Exposition. Those with smartphones can scan a code (left, or enter the address <http://tima.mobi/sn>) and visit our online exhibit, filled with photos and information about the Court of Pacifica and the sculptors who created it.

ADVISORY COUNCIL

Our Association has been enriched with three new additions to our Advisory Council. Now helping advise and educate us are historical geographer and author Gray Brechin, environmental executive Jeff Cohen, and Richard

Reinhardt, author of *Treasure Island: San Francisco's Exposition Years*. They join Prof. Lee Davis, who has researched and taught the history of Treasure Island, and Ruth Gravanis, environmentalist and longtime participant in the public planning process for the island's forthcoming transformation.



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