

### FRESNO COUNTY HISTORICAL LANDMARKS & RECORDS ADVISORY COMMISSION October 17, 2013 4 PM Central Library 2420 Mariposa



### AGENDA

Fresno, CA 93721

Please contact Karen Coletti at 600-6237 or karen.coletti@fresnolibrary.org if you are unable to attend this meeting.

- 1) Call to Order.
- 2) Welcome & Introductions.
- 3) Adoption of Agenda.
- 4) Approval of Minutes of June 17, 2013. Attachment (1)

### 5) Old Business:

- a) Approval of proposed changes to By-Laws. Attachment (2-4)
- b) Courthouse Park grounds markers/memorials and sculptures: Courthouse Cupola update. (*Raven*)
- c) Centennial Businesses: Review and approved application from Fresno Business Journal Application. Attachment (5) (*Raven*)

### 6) New Business:

- a) Approval of Photography Copyright Agreement between Spectrum Art Gallery and the Fresno County Historical Landmarks and Records Commission. Attachment (6) (*Pappas*)
- b) Approval of Mountain View School House as a Historical School. Attachment (7) (Pappas)
- c) Update on archival binders for the Fresno County Historical Landmarks and Records Commission applications. (*Pappas*)

### 7) Reports and Administrative Action Items.

- a) Chairman's Report. (McFarland)
- b) Vice-Chairman's Report. (Taylor)
- c) Secretary's Report. (Prysiazny)
- 8) **Public Comment.** *Limited to 3 minutes per person.*

### 9) Announcements.

i) Tour of new San Joaquin Valley Heritage and Genealogy Center for those interested.

| Fut               | ure Meetings |     |
|-------------------|--------------|-----|
| November 21, 2013 | 4:00 PM      | ??? |
|                   | 4:00 PM      |     |
|                   | 4:00 PM      |     |

### 10) Adjournment.



Attachment #1



### Historical Landmarks and Records Advisory Commission Meeting Minutes June 17, 2013

The regular meeting of the Historic Landmarks & Records Commission was held at the Central Library on June 17, 2013.

Members present: Randy McFarland, Roger Taylor, Penny Raven, Donald Shantz, Susan Pappas, James Kus, Stephen Barile, John Baltierra, Nancy Enloe, Ethan Kytle, Janice Stevens, Pat Hunter, Bud Olson, Lou Catallo, Penny Raven, Elizabeth Laval.

Members absent: None.

Members of the public: None.

**Call to Order:** Chairman Randy McFarland.

Welcome to Commissioners and Visitors: Chairman McFarland.

### Approval of Minutes January 17, 2013

• Moved: 1<sup>st</sup> Baltierra; Seconded Kus.

**Review of By-Laws and Moratorium on Review and Acceptance of Applications.** McFarland and Prysiazny updated Commission on By-Laws, with members providing comments. Moratorium to continue until staff meet with County Counsel and other County staff to resolve questions and to present recommended final draft of by-laws to Commission at the next meeting.

### Comments from the Public.

- Pappas updated Commission on the Spectrum Photography Gallery Project.
- Pappas reported on Historical Landmark applications archival project.

Records. None.

Landmarks. None.

Courthouse Park grounds markers/memorials and sculptures. None.

**Inventory of Historic Sites in Fresno County.** Suggestions for other applications. None.

### Centennial Farms.

• Burton Farm application was reviewed. Approval tabled until a meeting where the Burtons can attend.

### Centennial Businesses.

• Raven gave an update on the Fresno Business Journal. Raven will approach Journal with additional questions Commission had regarding application.

### Centennial Communities.

• Pappas reported that agenda items were approved by Board of Supervisors.

Centennial Schools. No update.

Threatened buildings in the City of Fresno. No update.

Threatened buildings in the County of Fresno. No update.

### **Reports and Administrative Action Items.**

- a) Chairman's Report. None.
- b) Vice-Chairman's Report. Monument restored in Eaton Plaza.
- c) Secretary's Report:

### Meeting Schedule.

| Meeting Schedule  |         |                 |  |  |
|-------------------|---------|-----------------|--|--|
| Date              | Time    | Place           |  |  |
| June 17, 2013     | 4:00 PM | Central Library |  |  |
| October 17, 2013  | 4:00 PM | Central Library |  |  |
| November 15, 2013 | 4:00 PM |                 |  |  |
|                   |         |                 |  |  |
|                   |         |                 |  |  |

9) Adjourn 6:00 P.M.



# **Fresno County**

# **Historical Landmarks and Records Commission**

# **BY-LAWS**

Bylaws - January 1979 Revised - February 28, 2006 Revised – November 12, 2013

### SECTIONS:

- I. Membership
- II. Terms of Office
- III. Internal Organization
- IV. Meetings
- V. Quorum
- VI. Termination of Membership
- VII. Powers and Duties
- VIII. Research and Information
- IX. Definitions

The Commission shall consist of 17 members appointed by the Board of Supervisors from the following:

- 5 Board of Supervisors Appointees, one from each District
- 12 General Public Appointees representing regions of Fresno County

Members are typically those who have training, expertise or a strong interest in preservation, architecture, architectural history, engineering and related fields.

The County Librarian shall serve as Secretary and ex-officio member of the Historical Landmarks and Records Advisory Commission without vote.

II. <u>Terms of Office</u>:

I. <u>Membership</u>:

Terms shall commence at confirmation and end four years later. There is no limit on the number of terms served. All terms of office shall be for four years.

### III. Internal Organization:

The Historical Landmarks and Records Advisory Commission shall organize by electing from the membership a Chairman and Vice-Chairman. The County Librarian will serve as Secretary to the Commission. The Chairman and Vice-Chairman shall serve for one year. There shall be no limit on the number of years of office.

The Chairman and Vice-Chairman shall be elected annually at the first meeting occurring in each fiscal year (July to June).

### IV. Meetings:

The Commission shall hold regular meetings at least three times a year at a date and time to be fixed by the Commission, and the meetings may be held upon the call of the Chairman or any three members.

### V. <u>QUORUM</u>:

The majority of currently appointed members shall constitute a quorum.

### VI. <u>Termination of Membership</u>:

Following County Ordinance Code, Chapter 2.68.010: Member Attendance at Meetings:

Except as otherwise specifically provided by the Ordinance code, a non-elected member of any board, commission, committee or council appointed by the Board of Supervisors shall be deemed to have resigned his or her membership for absences in excess of the following:

Two (2) regular meetings in a calendar year if the board, commission, committee or council has six or fewer regular meetings per calendar year if a member of the Commission fails to attend three consecutive meetings, unless excused by the vote of the Commission for good reason, his/her membership shall automatically terminate and his/her successor shall be appointed in the manner herein prescribed for the filling of vacancies. (Ord. 06-006, § 1 (part); Ord. 02-029, § 1 (part); Ord. 88-003, § 1; Ord. 0-83-022, § 1; Ord. 605, § 1, 1979)

### Notice: County Ordinance Code, Chapter 2.68.030.

The secretary to the board, commission, committee or council shall give prompt written notice to a member who will be deemed to have resigned his or her membership upon the occurrence of one additional absence. Such notice shall contain a statement advising the member of the absences and the consequences thereof together with a copy of this chapter of the ordinance code. Failure of the secretary to give notice or failure of the member to receive notice shall not alter the automatic resignation provisions of Section 2.68.010. (Ord. 06-006, § 1 (part); Ord. 02-029, § 1 (part))

### Waiver: County Ordinance Code, Chapter 2.68.035.

Where a member has been absent from meetings such that one additional absence will result in an automatic resignation, that member may petition the board of supervisors for a waiver of one or more of the prior absences. Such petition may only be made once per calendar year. The granting of such petition shall be based on good cause as determined in the sole discretion of the board of supervisors. (Ord. 06-019, § 1)

### VII. <u>Power and Duties</u>:

The Historical Landmarks Advisory and Records Commission shall have the following powers and duties:

- A. To act in an advisory capacity to the Board of Supervisors in promoting, aiding, and encouraging the preservation of historic landmarks and records;
- B. Study and make recommendations with respect to the establishment of historic landmarks of county-wide significance;
- C. Establish general policies to carry out the purpose of this chapter and recommend to the Board of Supervisors such bylaws, rules, and regulations as in its opinion may be required in the carrying on of a historic landmark preservation program;
- D. To acquaint the general public and other public officials of the aims, requirements, and needs of the historic landmark preservation program.
- E. Cooperate with the County Library, City and County Historical Societies and concerned local organizations to determine if any of their records are of local historical significance and make recommendations to those agencies regarding the final disposition of the records.
- F. Maintain a County Register of Historic Resources, which includes buildings, structures, objects, sites and districts that have sufficient integrity and are significant in Fresno County's history.

### VIII. <u>Research and Information</u>:

The County Librarian provides secretarial support as needed, including the preparation of agendas, supporting documentation and minutes of meetings. Should the Commission need assistance with historical research they will work with library staff as any other

member of the public. Upon request, the County Librarian provides assistance to County Departments needing historical information related to landmarks.

- IX. Definitions:
  - a. Historic Landmarks:

An **historic site** is an official location where pieces of political, military or social history have been preserved. Historic sites are usually protected by law, and many have been recognized with the official **national historic site** status. A historic site is any building, landscape, site or structure that is of local, regional, or national significance.

### HISTORICAL LANDMARKS ADVISORY AND RECORDS COMMISSION Bylaws - January 1979 Revised - January 12, 2006 Approved by Board of Supervisors February 28, 2006

### SECTIONS:

Membership Terms of Office Internal Organization Meetings Quorum Termination of Membership Powers and Duties Research and Information

### Membership:

The Commission shall consist of 17 members appointed by the Board of Supervisors from the following:

5-Board of Supervisors Appointees 12-General Public Appointees Representing Regions of Fresno County

The County Librarian shall serve as ex-officio member of the Historical Landmarks Advisory and Records Commission without vote.

### Terms of Office:

Terms shall commence at confirmation and end four years later. There is no limit on the number of terms served. All terms of office shall be for four years.

### Internal Organization:

The Historical Landmarks Advisory and Records Commission shall organize by electing from the membership a chairman and vice-chairman. The County Librarian will serve as secretary to the Commission. The chairman and vice-chairman shall serve for one year. There shall be no limit on the number of years of office.

### Meetings:

The Commission shall hold regular meetings at least five times a year at a date and time to be fixed by it, and the meetings may be held upon the call of the chairman or any three members.

### **QUORUM**:

The majority of currently appointed members shall constitute a quorum.

### Termination of Membership:

If a member of the Commission fails to attend three consecutive meetings, unless excused by the vote of the Commission for good reason, his/her membership shall automatically terminate and his/her successor shall be appointed in the manner herein prescribed for the filling of vacancies.

### Power and Duties:

The Historical Landmarks Advisory and Records Commission shall have the following powers and duties:

- A. To act in an advisory capacity to the Board of Supervisors in promoting, aiding, and encouraging the preservation of historic landmarks and records;
- B. Study and make recommendations with respect to the establishment of historic landmarks of county-wide significance;
- C. Establish general policies to carry out the purpose of this chapter and recommend to the Board of Supervisors such bylaws, rules, and regulations as in its opinion may be required in the carrying on of a historic landmark preservation program;
- D. To acquaint the general public and other public officials of the aims, requirements, and needs of the historic landmark preservation program.
- E. Cooperate with the County Library, City and County Historical Societies and concerned local agencies to determine if any of their records are of local historical significance and make recommendations to those agencies regarding the final disposition of the records.
- F. Advise the Board of Supervisors on the placement of markers, monuments and sculptures in Courthouse Park, to develop guidelines to support their placement both permanently and temporarily, and to catalog and maintain the history of each item placed in the Park.

### Research and Information:

The County Librarian may, with the approval of the Commission, prepare manuals, bulletins and reviews on historical landmark programs and research, and shall, upon request, give assistance of a technical nature to community agencies and organizations having problems related to historical landmarks and records.

Fresno County, California, Code of Ordinances >> Title 2 -ADMINISTRATION >> Chapter 2.68 BOARDS, COMMISSIONS, COMMITTEES AND COUNCILS >>

### Chapter 2.68 BOARDS, COMMISSIONS, COMMITTEES AND COUNCILS

### Sections:

2.68.010 Member attendance at meetings.

2.68.030 Notice.

2.68.035 Waiver.

2.68.040 Special meetings of the board of retirement.

2.68.041 Special meetings of the civil service commission.

2.68.050 Preemption.

### 2.68.010 Member attendance at meetings.

Except as otherwise specifically provided by this ordinance code, a nonelected member of any board, commission, committee or council appointed by the board of supervisors shall be deemed to have resigned his or her membership for absences in excess of the following:

Α.

Two regular meetings in a calendar year if the board, commission, committee or council has six or fewer regular meetings per calendar year; or

Β.

Two consecutive regular meetings or three regular meetings in a calendar year if the board, commission, committee or council has from seven to twelve regular meetings per calendar year; or

C.

Three consecutive regular meetings or five regular meetings in a calendar year if the board, commission, committee or council has thirteen or more regular meetings per calendar year.

(Ord. 06-006, § 1 (part); Ord. 02-029, § 1 (part); Ord. 88-003, § 1; Ord. 0-83-022, § 1; Ord. 605, § 1, 1979)

### 2.68.030 Notice.

The secretary to the board, commission, committee or council shall give prompt written notice to a member who will be deemed to have resigned his or her membership upon the occurrence of one additional absence. Such notice shall contain a statement advising the member of the absences and the consequences thereof together with a copy of this chapter of the ordinance code. Failure of the secretary to give notice or failure of the member to receive notice shall not alter the automatic resignation provisions of <u>Section 2.68.010</u>.

(Ord. 06-006, § 1 (part); Ord. 02-029, § 1 (part))

### 2.68.035 Waiver.

Where a member has been absent from meetings such that one additional absence will result in an automatic resignation, that member may petition the board of supervisors for a waiver of one or more of the prior absences. Such petition may only be made once per calendar year. The granting of such petition shall be based on good cause as determined in the sole discretion of the board of supervisors.

(Ord. 06-019, § 1)

2.68.040 Special meetings of the board of retirement.

For purposes of this chapter, special meetings of the board of retirement of the county shall also be deemed to be regular meetings.

(Ord. No. 13-001, § 1, 3-12-2013; Ord. 02-029, § 1 (part))

# 2.68.041 Special meetings of the civil service commission.

For purposes of this chapter, special meetings, including adjudicatory hearings, of the civil service commission of the county shall also be deemed to be regular meetings, except that each adjudicatory hearing shall be considered one regular meeting regardless of the number of hearing days. Further, the reference in <u>section 2.68.010(</u>C) to "Three consecutive regular meetings" shall not apply to the civil service commission of the county.

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(Ord. No. 13-001, § 1, 3-12-2013)
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### 2.68.050 Preemption.

This chapter shall supersede any approved bylaw, rules or regulations relating to absences by members of such boards, commissions, committees or councils.

Subject: Emailing: Fresno HLRC Application for Centennial Business

From: Coletti, Karen (Karen.Coletti@fresnolibrary.org)

To: corvino@pacbell.net;

Date: Tuesday, May 15, 2012 4:49 PM

### Fresno County Historical Landmarks & Records Commission Application for the Register of Centennial Business

Attachment #5

Criteria for placement on the Register of Historic Fresno County Businesses: All business enterprises, except those which qualify under the Centennial Farms Program, which have conducted the same or related business activity for a t least the last 100 years, regardless of change in location, ownership or name, are eligible for placement on the register Register of Historic Fresno County Businesses.

| Company Name:    | The      | Busin    | ess Journ   | a                        |
|------------------|----------|----------|-------------|--------------------------|
| Chief Executive  | Officer: | Publiche | r Gordon    | Webster                  |
| Street Address:_ |          |          |             |                          |
| City: Fresso     | 71       | P: 93721 | Telephone:_ | <u> 1559) 490</u> - 3400 |

Original Company Name: ilbstract of Records Founder(s): Morris shelby webster Founding Date: 1830 Original Business Address: Approx. 2140 Nerced St. (current Valdez & Valdez law office" Original Business Activities: Public Necords Publishing (Legal & Real Estate) Notable Facts, Other Addresses, Name Changes: other addresses - Moved by emiment domain a number Other addresses - moved in the beact Federal Courthouse of times, Offices used to be act Federal Courthouse and Radisson sites downtown. Other names: Form completed by: Gabriel Dillard with Daily Real Estate Report Title: Managing Editor Wardingt and Abstract of Records May days and Abstract of Records Type of Documentation Acceptable for Verification of Founding Date - Fresho Daily Report Please include copies of one or more pieces of documentation. Such documentation is necessary for the completion of your firm's entry into the Register. - The Business \_\_\_\_ Entry in City Directory and/or County History \_ Articles of Incorporation Company Archives (published company history, business correspondence, early Journa) - Founding dote? - Prev. 10 cs solates - While actual Date? Foundar? - Date? http://us.mg205.mail.yahoo.com/neo/launch?.partner=sbc 5/15/2012

letterhead, bills.)

\_\_\_\_Advertisement in historic magazine or newspaper

Listing with another business association or Business License Department records

Personal papers (oral interviews, diary, or correspondence)

\_\_\_ Other, specify:

Please check categories which best describe the original and current nature of the business or industry.

| <u>Original</u> | <u>Current</u>   |            |
|-----------------|--|------------|
|                 | Agriculture: Specify<br>Banking & Finance<br>Agriculture, Horticulture & Ranching<br>Communications (including telephone telegraph).<br>Construction & Architecture<br>Entertainment<br>Hostelries & Restaurants<br>Insurance: Specify<br>Law<br>Manufacturing: Specify<br>Modical<br>Hospital<br>Pharmacy | PJDIIGUINA |
| X               | Other<br><u>X</u> Media  |            |
|                 | Mining & Metallurgy<br>Potroloum   |            |
|                 | Real Estate: Specify   |            |
|                 | Retail   |            |
|                 | Service: Specify   |            |
|                 | Transportation   |            |
|                 | Utilitics<br>Wineries, Distilleries, & Beverage Producer   |            |
|                 | Other: Specity   |            |
|                 |  |            |

Notable Facts: Entry might include significant events in the history of your business including mergers, expansion into other fields, change of location, company's innovations and contributions, and comments on the longevity of your business and your buildings. Use a separate sheet if necessary.

Please see 125th Anniversary publication

Do you have a business records library or collection?

Yes

Does it contain drawings, photographs or other graphics materials which might accompany your entry in the register?

Yes

http://us.mg205.mail.yahoo.com/neo/launch?.partner=sbc

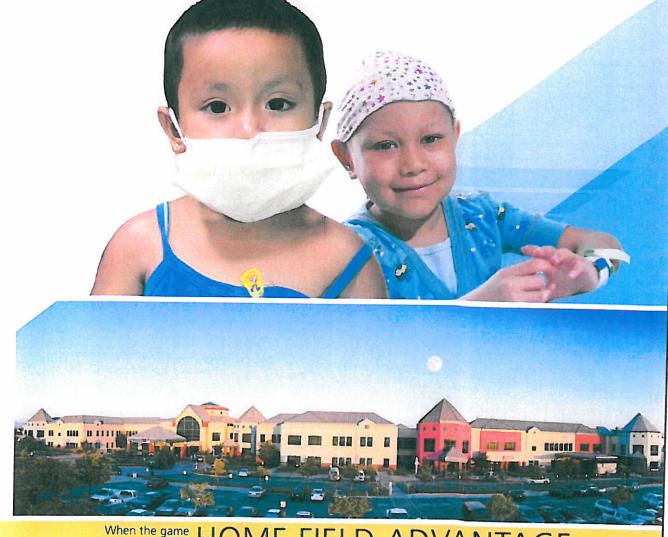
5/15/2012



# anniversary



www.ppgfresno.com



# When the game HOME FIELD ADVANTAGE changes, you need

And that means getting advanced pediatric treatment without leaving the San Joaquin Valley. When your doctor or hospital says your child needs specialty care, you have a lot questions. Where can you get advanced pediatric treatment? Who has the best c



Amazing People. Incredible Care.

ft Learn more at ChildrensCentralCal.org/advantage.

Processor tectors constructions and the second seco

When your doctor or hospital says your child needs specialty care, you have a lot of questions. Where can you get advanced pediatric treatment? Who has the best care and what's best for your family? Do you go to a big city and get lost in the "urban shuffle?" Well, unique treatment requires a unique medical center. Children's Hospital Central California is one of America's premier pediatric hospitals, and it's all yours, right here in the Valley. Our 50-acre campus is just north of Fresno, and our pediatric specialists aren't strangers from a giant metropolis, they're your neighbors. At Children's, we've put big-league talent in the home-team jersey.

# Publisher's note

Part of the mission of Pacific Publishing Group, Inc. and The Business Journal is to shine a light on the region's crucial and dynamic industries. By covering businesses from a news perspective as well as assisting in their marketing efforts, we seek to celebrate the real job creators.

That's the work that keeps our staff busy, so we often don't have the time to celebrate our own accomplishments. That's the point of this special insert, highlighting 125 years of Pacific Publishing Group. We hope our readers indulge us the chance of tooting our own horn as we offer a little bit of company history starting with my great-grandfather M.S. Webster, who bought the company in 1888 for \$180, two years after it was originally founded.

years after it was originally founded. Not only is this special publication intended to celebrate Pacific Publishing Group, but also the institution of the family business in general. An estimated 80-90 percent of all business enterprises in North America are family-owned. While not all of these businesses will make it to four or five generations, each represents a dream of independence as old as this country itself.

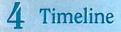
We hope you enjoy this special publication, which gives our readers a glimpse at the people behind our products. And speaking of noteworthy accomplishments, be on the lookout for something similar next year to celebrate The Business Journal's 20-year anniversary as a news publication.

Dono Welster

Gordon M. Webster, Jr. President, Pacific Publishing Group, Inc.

# Table of contents

**3** A Family Affair



- 6 Family Business Survival
- 8 Fresno's Early History

#### STAFF

Vice President of Sales & Marketing: Tracy Lifer Managing Editor: Gabriel Dillard Production Manager: Art Pineda Graphic Artist: Leah Canseco-Decker Marketing Consultant: Kaysi Coelho

# A FAMILY AFFAIR

Five generations in the business of business

>> BY BEN KELLER AND GABRIEL DILLARD



Gordon Webster, Jr. and daughter Ashley Webster are the fourth and fifth generation Websters in Pacific Publishing Group's 125-year history.

hat today is a multi-title publishing company fulfilling the growing business-to-business niche in the Central San Joaquin Valley started off 125 years ago as a home-based printing company serving Fresno's frontier business community.

What Pacific Publishing Group, Inc. is in 2011 compared to then is a testament not only to American ingenuity and can-do spirit, but also to the close bonds of family that extend beyond just meeting the bottom line.

Pacific Publishing Group traces its roots back to 1886, less than six months after the incorporation of the city of Fresno. Originally founded by H.C. Miller and called the Abstract of Records, the business was purchased by Morris Shelby Webster in 1888. M.S. Webster came to Fresno from Contra Costa

M.S. Webster came to Fresno from Contra Costa County in 1876 at age 15, working as a sheepherder in the Sierras before landing a job at First National Bank, where he got his first taste of the business world.

### Legacy is born

Looking to strike out on his own, M.S. Webster bought the publication from Miller for \$180. That's when the real work began. Up until the relatively recent widespread use of computers and electronic communication, collecting public records for publication involved some serious legwork.

"We gathered all the deeds, all the trustees, all the new civil cases, all the new judgments," said Gordon Webster, Jr., fourth-generation owner and current president of Pacific Publishing Group. "It was like 14 different things we gathered that businesses can use"

With his wife — native Californian Charlotte Stiltz — M.S. Webster had two sons, Norman and Lloyd, both of whom became involved in the family business at a time when their father had the publication adjudicated by the local courts. This qualified the paper for printing court-required trustee sales and other legal notices. Today, the printing of public notices is still a key source  $\flat$ 

1911: M.S.' son Norman A.

18 followed by his brother Lloyd

Webster enters the business at age

seven years later. Both became

partners with their father until

1924 when Lloyd retires from

illness. That same year, M.S.

Webster has the newspaper

adjudicated and changes the

name to the Daily Real Estate

Report and Abstract of Records.

active participation due to

1888: Formerly a sheepherder, Morris Shelby Webster purchases the financially troubled Abstract of Records for \$180 two years after its founding and works from home typesetting and printing court records. It is the oldest newspaper in Fresno County with constant family ownership.



Fresno City Hall

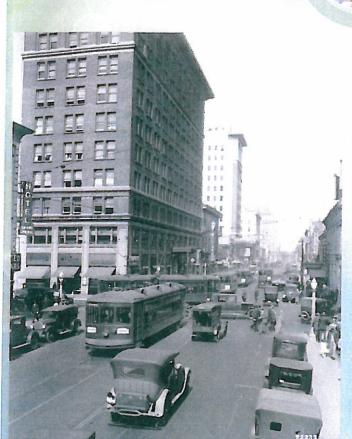


PHOTO COURTESY OF THE POP LAVAL FOUNDATION. A view north along Van Ness Avenue in downtown Fresno from 1926.

1909: The printing operation moves from its T Street address to a site where Fresno City Hall currently sits,



Norman A. Webster

 of revenue for Pacific Publishing Group.

While the Webster boys both maintained equal ownership in the company for many years, Norman ended up carrying the torch as the paper grew in size and readership, especially in the 1940s, when the name was changed to reflect an added emphasis in real estate sales and records.

Norman A. Webster invested more than 60 years in the Daily Real Estate Report and Abstract of Records up until his retirement in 1979, but not before his son, Gordon M. Webster, Sr. came on board in 1948.

Under his leadership, the business incorporated in 1976, purchased its first building in downtown Fresno and evolved again with a new name - the Fresno Daily Legal Report - in order to broaden readership.

### Diversification

In the mid-'80s, with the help of his two sons Gordon Webster, Jr. and Norman G. Webster, Norman A. Webster also acquired a separate commercial printing company producing publications such as a directory of Fresno County judges and attorneys that would later blossom into a product still being produced today called The Legal Directory.

During Norman G. Webster's tenure, the world of printing went through many changes.

"(My dad) had an open mind when we came in the business," said Gordon Webster, Jr., "because this was a time when we went from hot metal into cold type, which is basically desktop publishing today."

Although Gordon Jr. and Norman had an equal share in the family operation, according to their grandfather's wishes, it was Gordon who took the helm as publisher when heart disease prompted their father's retirement in 1984.

### News business

Not many years later, after a move into another downtown building, Gordon took the initiative and added a hard business news component to what had long been only a vehicle for public notices like fictitious business names and trustee sales. That product is called The Business Journal, which is celebrating its 20th anniversary in 2012.

"(The Business Journal) was formed by looking at other business journals across the country that were started in large markets, L.A., San Francisco, Sacramento," Gordon Webster, Jr. said. "I saw our paper as kind of stagnant, not growing into the future and that's why these journals were exciting to me."

Readership was expanded even further to include Fresno, Kings, Madera and Tulare counties with three editions of the paper each week — one for local business news and two for just documental news and public notice advertising.

After selling his stake in the family's printing operation, Webster & Sons Printing, to his brother, Gordon Webster, Jr. then created Pacific Publishing Group to oversee The Business Journal and other products that have since grown as valued

#### Fresno Daily Legal Report

### 1971: Gordon M.

Webster, Sr. changes the name of the paper to the Fresno Daily Legal Report in an effort to broaden readership. The business also purchases its first building in downtown Fresno after operating out of leased buildings for several decades.

# FRESNO DAILY LEGAL REPORT



# 1972: Gordon M. Webster, Sr.'s

son Norman G. Webster joins the business followed a few years later by brother Gordon M. Webster, Jr. Both are bequeathed a 25 percent stake in the business from their grandfather while their father maintains 50 percent. Norman runs the press while Gordon works as a staff reporter gathering documental news like trustee sales and public notice advertising.

1976: The newspaper incorporates. A few years later, Norman A. Webster retires for health reasons after directing the business for 40 years.

1984: Gordon M. Webster, Sr. retires from the business after 18 years battling heart disease. His sons, meanwhile, create a tenyear plan to buy his stock, paying him principal and interest for his share of the business.

where the company resided.

Its offices then moved

to 2233 Fresno

remained there

Street and

for 33 years.

The Fresno

County Jail

at the site.

currently sits

#### 1929: A fire destroys the old 1936: Norman A. Webster 1962: The business moves to Woodmen of the World Building takes over as publisher of the a building at 2138-40 Merced at Van Ness and Tuolumne streets paper when M.S. dies from Street when the building it injuries following an operated in was demolished automobile accident. to make way for a new development. 1948: Norman A. Webster's son Gordon M. Webster, Sr. joins the business. The two eventually buy out Lloyd Webster's 50 percent interest in the business.

Gordon M. Webster Sr.

PIONEER EDITION: Actual photograph of this newspaper only a few

Abstract of Records,

INDERNO COMMENT

days before M. S. Webster became the owner.

Fresno County Jail

resources in their own right.

The company, now housed in a building at Van Ness Avenue and Merced Street in downtown Fresno, has held up as one of the Central Valley's most treasured records of business news and legal notices.

#### Succession

And so far, Gordon Webster, Jr. said, it's shaping up to stay that way as the company plans for its fifth generation, still adapting and growing despite some of the worst economic conditions in recent history.

Ashley Webster, daughter of Gordon Webster, Jr. has been working for the company for nearly four years, and currently handles circulation for The Business Journal. As the fifth generation in the company, she said there's a lot of pressure to keep the Webster legacy going. She takes every opportunity to learn more.

"I get to work with my dad and learn hands-on on a day-to-day basis like he did with his dad," said Ashley Webster, 25. "I learn so much by just having conversations with him and watching how he deals with situations around work.'

While the publishing industry has been turned on its head by the economy as well as the digital revolution, Gordon Webster, Jr. has taken steps to meet the challenges head on.

"If we can get through this, we can get through anything," Webster said. "Right now we're holding our own."

**Reporter Michael Kincheloe contributed** to this story.

| H. C. MILLER & Co.,  | in the  |   | Propriet   | :015  |
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A photo of the original Abstract of Records from 1888.

Purchase Mid-

**Cal Publishers** 

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By KENT HAMLIN

Special to Fresno Daily Legal Report

the acquisition of Mi



2140 Merced Street



### **Business** Journal



FILE PHOTO

Top: A Health Care Resource Guide supplement from 1997. Pacific Publishing Group still publishes such a supplement every year. Bottom: An issue of the Fresno Daily Business Journal from 1992, a few years before it became The Business Journal.

1997:

Gordon M.

Webster, Sr.

much later, his sons

buy each other out,

leaving Gordon M. Webster,

Jr. to own the newspaper and Norman G.

Webster owning the printing business.

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Fresno Daily Report

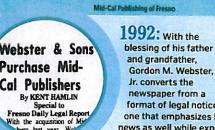
### 1986: Gordon M.

Webster, Jr. assumes the publisher's chair and changes the name of the newspaper to the Fresno **Daily Report to** further broaden readership and circulation.



Mid-1980s: The Websters

acquire Mid-Cal Publishing of Fresno. Father and sons all share an equal stake in the operation.



format of legal notices to one that emphasizes hard news as well while expanding its coverage across four Central

Valley counties. A few years later, he changes the name to The Business Journal to reflect the change.

### Business Journal

# PROFESSIONALISM, EQUALITY KEY TO FAMILY BUSINESS SURVIVAL

### >> BY CLAY MOFFITT

Given that family businesses combine potentially combustible relationships with economic and financial challenges every company faces, it is almost a miracle any of them last a year, let alone 125 like Pacific Publishing Group.

But a number of company owners in the Valley said emphasizing the "business" part of their family business is the key to their longevity. "When it comes to making business decisions —

"When it comes to making business decisions they're business decisions," said Bill Betts, manager of Betts Spring Company, which was established in 1868 and is the oldest family-owned business in the Valley. "We really try to think about the things we're doing and base it simply on that fact."

How family members treat each other will ultimately determine the stability of the relationship. To have a healthy work environment, they will have to treat each other like any other associate.

"I think the difficult thing for a lot of people is to look at them as you would somebody of the same talents and skills that wasn't a family member," said Ed Darden III, president of Darden Architects, Inc., which was founded by his father Ed Darden, Jr. in 1959.

James Orloff of Orloff Jewelers goes as far as to say the child should not be directly under the parent in terms of management.

"I believe you have to have your management team or your staff train them, and you have to stay away from it," Orloff said.

Or loff said he feels a parent will have the natural instinct to parent their children at work and tend to micromanage their responsibilities instead of treating them as a regular employee.

Conversely, a child may have the tendency to look to a parent as his or her mother or father instead **>** 



CONTRIBUTED

The Betts Family, from right: Mike Betts, president; Bill Betts. Sr., past president; Joe Devany, production manager; Bill Betts. Jr., procurement and logistics manager; John Devany, sales manager and Don Devany, senior vice-president.

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#### CONTRIBUTED

A photo taken at Betts Spring Company's original San Francisco facility in 1876. The shop was located on Market Street where Bloomingdales is located today. The company relocated to Fresno in 2009.

#### of a boss.

"Most people that have worked with their parents have experienced challenges at times," Darden said. "You're so used to calling someone 'dad' or ignoring his instructions that when you go into business and it's his business, it's hard to adjust to that."

Animosity over business decisions can rip a family apart, which makes the ability to separate home life from work life vital to longevity. "We never took work outside the office, and I think

that was to my dad's credit," Darden said. In addition to potentially causing tension in the home, work conversations can also

work conversations can also alienate family members who aren't involved in the business.

"We're excited, we're passionate about the business

and we think about things at all hours of the day," Betts said. "But we also have to keep in mind that our family members don't always want to hear all those great ideas."

Many family businesses subscribe to the ideology of bringing in the younger generation to take over the company. However they cannot give their kids any shortcuts.

"I believe you have to start



James Orloff, owner of Orloff Jewlers in Fresno's Fig Garden Village shopping center.

them off at the very bottom," Orloff said about bringing kids into the business.

An unqualified heir can destroy a family empire in a short period of time.

"No business should be given to a relative unless they are exceptional and they can earn and deserve the respect of the peers," Darden said.

Even if a company starts out with strictly family employees, generally there will come a time when it will expand to the point where it can't survive without coworkers from outside the family.

At that point, the company needs to address the ugly topic of favoritism and how to avoid it. Employees need to feel they can move up and be promoted within the company in order to keep them motivated and satisfied with their job.

"From a standpoint of an employer, if I had an employee that I thought was as talented as I thought I was, then I would give that guy the same opportunities that my dad was giving me," Darden said.

In addition to kceping their workers' motivated, managers and executives outside of the family can bring a diversity of skills, experience and mindsets.

"For our business, it's important it's not only family members in position of authority," Betts said. "We have other vice presidents within the organization that are not family members that bring a lot of prospective from years and years of industry experience."

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# FRESNO'S EARLY HISTORY MARRIED TO THE SOIL

>> BY CHARLES MCCARTHY

James Faber, regarded as Fresno's first resident, landed (some say literally) in 1872 at Central Pacific Railroad's newly designated Fresno town site and set up its first business in the sand and scrub grass near what later became H Street.

One story of Faber's arrival is that he convinced the conductor of a southbound work crew supply train to keep his merchandise aboard past the southern end of the line in Merced. Approaching the Fresno site, Faber's wares were tossed from the slow-moving train, beginning near what's now Belmont Avenue.

Agricultural business was why the Central Pacific moved its Fresno Station site south from the San Joaquin River closer to the then-open spaces near where in 1867 grower Anthony Easterby had set up an

irrigated farming business. Easterby hired Moses Church to irrigate his fields, along present-day Chestnut, Clovis, Belmont and California avenues.

Before Faber could even build a store, customers came from Millerton, followed by other business owners who were tired of facing Millerton's almost yearly floods. If the Central Pacific was first to commercially recognize Fresno Station, many soon followed.

Farming attracted ethnic Armenians, Germans from Russia and Italians as well as farmers frozen out by blizzards in the Great Plains or impoverished in the insect-ridden Dixie states. Ethnic neighborhoods and businesses grew up around Fresno's downtown business core.

"The commercial core of Fresno was wholly within downtown," said local historian William Secrest, Jr. "Urban sprawl diffused those functions."

"Redevelopment forces fought to save downtown against urban sprawl and the Fulton Mall. Arguably, redevelopment lost most of its steam when the city council approved Fashion Fair."

Perhaps one example of a business moving from downtown is the Fresno Agricultural Works, founded in the late 1870s by inventor James Porteous. A prolific inventor, Porteous held 25 agricultural patents including the world-famous Fresno Scraper. Porteous founded the Fresno Agricultural Works, doing business for years downtown where the Del Webb complex now stands on Tulare Street across from Courthouse Park.

In the 1950s, Porteous' business was reorganized, becoming what's known now as Fresno Ag Hardware in North Fresno.

Through all of its early development, Fresno businesses had newspapers for information and the business of advertising. Secrest counts the Fresno Weekly and Daily Evening Expositor as the first newspaper from 1870 to 1898. The Expositor started in Millerton and moved to Fresno shortly after the arrival of Faber and his merchandise.

Secrest said The Business Journal is the "oldest newspaper still in existence in Fresno." The Republican started in 1876 and ended in 1932 when The Fresno Bee bought its assets. The Bee itself was a relative latecomer in 1922.

Secrest said that the development of the Highway 99 corridor through Fresno along Broadway Street led to the Hughes Hotel on the southwest corner of Tulare Street becoming "the premier hotel between San Francisco and Los Angeles" for many years.

The opening of other hotels in downtown Fresno and motels along the Highway 99 corridor spelled doom for the Hughes. Secrest said that it had settled into a decline (and had been "disastrously remodeled") when the big fires of July 1953 hit downtown Fresno. Gottschalk's entered the retail world in 1904 on

Fulton Street just a block east of the Hughes Hotel. And other downtown commercial enterprises, including Louis Einstein & Co. and Kutner-Goldstein, were still in business, but not for long.

Gottschalk's survived a small fire in July 1953 and expanded into the 21st Century, when it was taken down by what Secrest called "the 800-pound gorillas of contemporary retail."



PHOTO COURTESY OF THE POP LAVAL FOUNDATION.

A southern view of I Street (Broadway Street) in downtown Fresno from 1917, with the famed Hotel Fresno on the right.

"The commercial core

of Fresno was wholly

within downtown. Urban

sprawl diffused those

functions,"

William Secrest, Jr.

Fresno Historian

On Broadway, Henry Dermer's and Walter Smith's clothing stores later faded as did Cooper's on Fulton Street.

Coopers started 10 years after Gottschalks.

The Electric Motor Shop opened downtown in 1913. It has become one of Fresno's older surviving businesses.

The chain stores: Penney's, Famous, Roos Bros. (later Roos/Atkins) and Montgomery Ward arrived during what Secrest called the "second wave of downtown's development." That's when the Victorian-era commercial district, some of it built substantially in brick and granite, was being displaced by the medium-grade skyscrapers which now line the Fulton Mall.

"All but Famous eventually fled to the greener retail pastures of northern

Fresno," Secrest said. "Penney's held on until 1986. The Gottschalks flagship store closed about two years after Penney's downtown store."

Entertainment in Fresno was also downtown, peaking during the 1930s and 1940s in fancy motionpicture theaters like Warner Brothers, Wilson, Kinema, State and Hardy's. Some of these began in the post-World War I era as vaudeville venues.

Fresno's recreation mainstay at the turn of the 19th Century into the 20th was Zapp's Park, at what's now Olive and Blackstone avenues. The Zapps, who owned the park, offered swimming and platform diving in a huge lagoon along with picnic areas, pony rides and a 200

After Zapp's closed, residents of the 1920s subdivisions between Olive and Patterson and Blackstone and Glenn avenues enjoyed tremendous growth in their lawns and shrubbery. That's where Zapp's zoo cages had been.

Swimming moved to commercial pools like the indoor downtown Crown Plunge and outdoors to De Vaux, Weymouth and later the Swim Park north of Blackstone and Clinton avenues.

When horseback and Fresno Traction Company street-trolley cars were the primary downtown transportation, the Barton Opera House entertained Fresno folks. A latecomer opening downtown in the

1950s was the Crest Theater. But just before World War II when movies became all the rage, the Tower Theater opened at Olive and Wishon avenues, sparking its own shopping district complete with drug store, restaurants and lots of free parking.

Downtown also had its share of "drug and sundries" stores like the Owl, Potters, Buker and Colson. Mainstay gathering places in Fresno's drugstores were the "soda fountains" which dispensed root-beer floats and other cooling refreshments on hot summer days. Perhaps that's why such businesses also could be found in mini-business centers across from Fresno, Roosevelt and Edison high schools.

For those with adult thirsts, the Fresno Brewing Company run by

Ernst and William Eilert began selling their liquid refreshments in 1899. Their brewery is now gone but the office still stands south of downtown in what became known as the warehouse and manufacturing district along the Santa Fe Railroad tracks.

That's where wineries and packing houses like Roma Wine and Sun Maid bloomed in the early 1900s. Sunland Sulfur Company manufactured the chemicals that kept the Central Valley's crops growing

A familiar site where the Southern Pacific and Santa Fe tracks run close together and parallel to each other south of Fresno is where cakes of ice slid along a conveyer belt toward workmen who prodded the ice into railroad refrigerator cars. That's how much of the Fresno area's fresh agricultural produce got to markets all across the nation.

Factory whistles from this area could be heard all over Fresno. Children growing up in the 1930s and '40s heard the morning whistles instead of alarm clocks. The 10 'o-clock whistle meant it was time to park the tricycles and enjoy a fresh apple. The noon whistle was obviously lunchtime.

Perhaps the most memorable day was an alternoon in August 1945, when all Fresno's commercial whistles sounded at once signaling the end of World War II and a return to business as usual.

After receiving your application in March for Centennial Business recognition by the Fresno Historic

2001/001

Landmarks and Records Advisory Commission I presented the information from you to them for their review.

When we met this Monday, the Commissioners expressed great interest in the important part The Business Journal has played in Fresno - both then and now. They also requested information on the following:

1. What is the actual (month, day and year) that the newspaper originally began. MARCH 1886 The application states 1880 and the accompanying story state (886)

? What was the date of the very first issue - month. day and year? MARCH 1856

2-3-1992 3. When did the name change to TBJ?

4. What were the exact addresses of all of the various locations of the business and during what years?

It would be most helpful if I could have this information by July 31st.

Thank you very much.

Penny Raven 559-486-1710

# DRAFT

# Photography Copyright Agreement Between Spectrum Art Gallery and the Fresno County Historical Landmarks and Records Commission

Spectrum Art Gallery and its members enter into a Community Service Project with the Fresno County Historical Landmarks and Records Commission to photograph all of the Fresno County historical landmarks on record as of August 1, 2013.

The commission will supply Spectrum Gallery with a list of all the landmarks located in Fresno County and Spectrum Gallery, through its members, will go out and photograph each landmark beginning in August 2013 and ending approximately one year later in the Summer of 2014.

Spectrum members will photograph each of the landmarks and deliver back to the Commission two sets of digital picture files. One set will be in the Tiff format, 6"x9" in size, and 300 ppi in resolution. The second set will be in the Jpeg format and sized 1,000 pixels on the long dimension. The picture files in both sets will be named by landmark number.

The copyright for the photographs taken by Spectrum members for this community service project will remain with the photographer.

Spectrum photographers grant the following usage rights for all photographs delivered to the Commission:

unlimited, non-exclusive rights and permission to publish, print, reprint, photocopy, copy, duplicate, distribute, sell, or place on the web, any and all photographs submitted to them by Spectrum Gallery members participating in this project.

# Fresno HLRC Historic Places Application

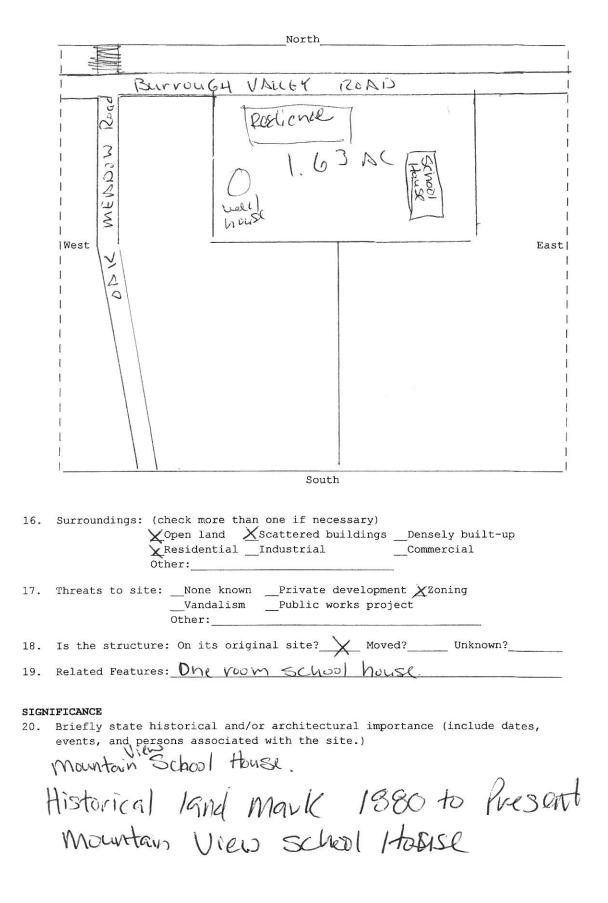
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| <ul> <li>Builder</li> <li>Approximate property size (feet)<u>326</u> Frontage <u>250</u> Depth of approx. acreage 1.63</li> <li>Condition:ExcellentGood XFairDeterioratedNo longer in existence</li> <li>Alterations: <u>Bath Recent &amp; Bidragon on North Side of building (Conversion)</u> (zi'x 14', Room added to South Side of building (21'x 12') Door &amp; staters Daded to EAStside of Please enclose a photograph, black &amp; white if possible.</li> <li>Date(s) of enclosed photograph(s): 1993</li> <li>Locational sketch map. (Draw and label size and surrounding streets, roads, and prominent landmarks.)</li> </ul>   |   |  |  |   |
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| <ul> <li>Condition:ExcellentGood X FairDeterioratedNo longer in existence</li> <li>Alterations: Bath Room &amp; Bedroom on North Side of building (conversion) (zi'x 14', Room added to South Side of building (zi'x 12') Door &amp; states badded to E Astside of please enclose a photograph, black &amp; white if possible.</li> <li>Date(s) of enclosed photograph(s): 1993</li> <li>Locational sketch map. (Draw and label size and surrounding streets, roads, and prominent landmarks.)</li> </ul>  |   |  |  |   |
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| and prominent landmarks.)  | Date(s) of enclosed pho   | tograph(s): 1992   | 3  |   |
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| tn://www.freenolibrom.org/blac/formed/active liter 1   | 2 a   |  |  |   |
| to://www.freenolibrom.org/blac/forma/rows 1.4.1  | · · · ·   |  |  |   |
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| 9/24/2012  |   | -,   | him happenen   | 7/24/2012   |

### Fresno HLRC Historic Places Application



### Fresno HLRC Historic Places Application

| 21. | Main theme of the historic resource: (If more than number in order of importance.) | one is checked,                  |
|-----|--|----------------------------------|
|     | Architecture   | Economic /Industrial<br>Military |
|     | Social/EducationReligion   |                                  |
| 22. | Sources (List books, documents, surveys, personal in                               | nterviews and their dates).      |
|     | Eastern Fresho County Historical Si  | sciety; Bud Olsen                |
|     | 559-593-1969, Budeefchs  |                                  |
|     |  | 9                                |
|     |  |                                  |
|     |  |                                  |
| 23. | Date form prepared: 11 20 2012   |                                  |
|     | By: (name) Raymond Mendoza   |                                  |
|     | Organization:  |                                  |
|     | Address: 29881 Burrough Valley ro  | ad                               |
|     | city: TOILhouse ()   | zip 93667                        |
|     | Telephone: <u>SS9 855 8735</u>   | Fax:                             |
|     | E-mail: raymendoza 520@ Hotmail. Com   | ١                                |
|     |  |                                  |
| 24. | Signature of owner   | Date:                            |
|     | Kay Warney   | 11 20 2012                       |
|     |  |                                  |
|     |  |                                  |

Please forward completed application to: Laurel Prysiazny, Secretary of HLRAC Historical Landmarks & Records Advisory Commission Fresno County Library 2420 Mariposa Street Fresno, CA 93721

-Back-



next return to Elementary Series 4 Index

circa: 1890

Mountain View School in Burrough Valley. The school size varied according to the time of year attendance was taken. During the start of logging season in the spring or the end of it in the fall many boys would be absent because of work. Whole families traveled to where the work was so school size would be small. Moving cattle or sheep also affected attendance.



previous / next return to Elementary Series 4 Index

circa: 1890

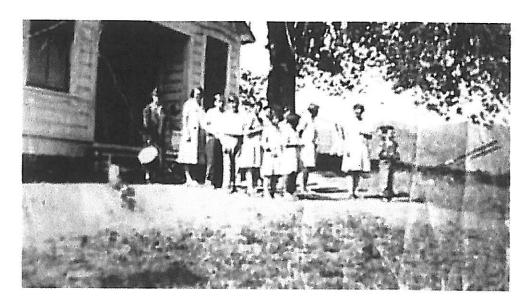
A picture taken from a Rod Riggs glass plate inside the Mountain View School in Burrough Valley. Inside pictures were very rare because of light problems and what made this one possible was the light coming in from the windows. Note the wood stove for heat. A flaw in the stove flue caused this building to burn down. Note the gas lamps. These could be lowered to clean, fuel, and light, and then were raised. Check the sun shining through the teacher's beard. Note the students trying to act normal.



previous / <u>next</u> return to Elementary Series 4 Index

circa: 1994

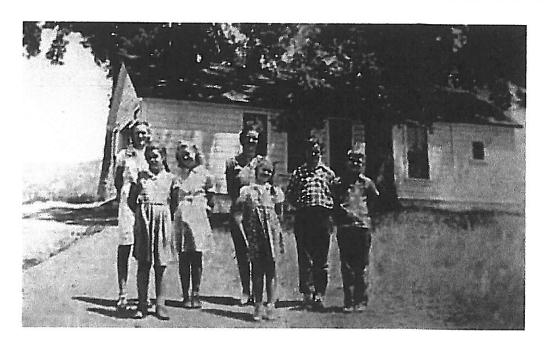
The second Burrough Valley School building as it looks today. This building replaced the first school which was destroyed by fire around 1915. When Mountain View School closed with its merger with Sierra Elementary in the 1930's, this building became a private home. It has been remodeled through the years with interesting discoveries. One family found the original blackboards under paneling that had been added years before. Today the house is occupied.



previous / next return to Elementary Series 4 Index

circa: 1938

Teacher Anne Kent with the Mountain View School students the last year the school operated, about 1938. The Burrough Valley school refused to join the new Sierra Elementary for a few years because they wanted to maintain their independence from "big" districts. When the school shrank to fewer than five students the school was closed and merged with the larger district. This picture was crumpled in someone's pocket and almost didn't survive. Note the band instruments.



previous / next return to Elementary Series 4 Index

circa: 1938

Teacher Anne Kent with Mountain View School students in front of the second school building. Mrs. Kent went on to teach many years in the Sierra Elementary School system. She was Mrs. Moore in later years. This building is Burrough Valley North Road about one half a mile north of the Spence house.



previous / <u>next</u> return to Elementary Schools Index

circa: 1880

The Mountain View School in Burrough Valley. This building was the first of two, the second replacing the original after it burned down. It was about one mile north of the southern junction of the upper and lower Burrough Valley Roads. The building which housed the second school has been made over into a house and still survives today. The school served all of Burrough Valley. Note the bell tower and the pile of firewood piled by its side.