

The



PLEASANT VALLEY
HISTORICAL MUSEUM & GARDEN
Established 1964

Echo

Presenting the 2024 Dons and Doñas



Back Row: Craig Mason, Bruce Jochums, Ruff Smith, John McCoy, Eric Bergh
Front Row: Linda Thayer-Gaboury, Joanne Kennedy, Al Fox, Linda Reynolds, Judith Wilcoxson

2024 Dons and Doñas BIOS

ERIC BERGH: Eric recently retired from *Calleguas Municipal Water District* where he was in management positions and the principal media spokesperson. We are fortunate to have him as a member of the Pleasant Valley Museum's board where he has offered his valuable experience on committees and as the editor of the *Echo Updater* which is sent to our mailing list to keep people informed of the building project.

Read his bio in the booklet to see his impressive listing of varied volunteer positions serving youth, community and church. By the way, his daughter, Kelsea, designed the new PVM logo that we have been using this past year. Thanks to her!

AL FOX: A legendary name in real-estate, Al has been a respected Ventura County realtor for over 40 years and is still working. This followed more than 20 years in the US Navy serving mostly on aircraft carriers. He has been a director for the *Camrosa Water District* for 24 years. He and Cindy live in Leisure Village where the residents and the association have benefitted from his knowledge of potable water.

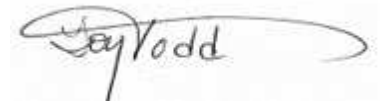
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President's Message

Congratulations to our new Dons and Doñas and thank you for your service! The celebration BBQ for the recipients for the designation Don or Doña was just perfect. A special thank you to Somis-PV Lions for filling in for "Don" Bruce Jochums. The table cloths and napkins are washed, folded or hung up, covered with plastic and ready for the next event. Everything is inventoried and the wrap-up review done to be ready for next year.

We hope that you have driven by and seen the progress on the expansion and renovation of the museum. It is thrilling after waiting for so long. The workers have made-up for lost time. Now it is up to us to get the funds for the last phase of construction. If you know of a foundation where you work that might support our growth, or have a suggestion of someone we might contact for help, PLEASE contact us. Online is a great place to start or you can call the museum or myself.

I was recently asked why the cost went up so quickly? The past 3 years we have been closed and nothing was happening at the site. Each year of waiting to build has seen expensive changes to rules and requirements, and costs of labor and materials keep going up. Many people thought that we were closing and would be gone. The visual presence of construction has helped the community realize we are alive and well. We would like to be able to open by summer-2025. We need an additional \$600,000 to complete the inside of the building, install the parking lot and trees, EV charge station, install the bricks people have contributed, build handicap accessibility outside of the museum and the other finish work. Just looking at the framework and the enclosing of the building thrills us, but then the reality of the need to finish keeps us working to complete our funding. Please be a part of the community effort to provide a unique local museum to keep the present generation aware of those who paved the way for them. Our past is our future.



2024 Dons and Doñas BIOS (Continued from Page 1)

BRUCE JOCHUMS: Another native Camarillo son, Bruce has offered his services with his daughters' activities at Los Primeros and Rio Mesa. After retiring from the *Pleasant Valley School District*, he has developed a catering business, Bruce's BBQs. He is currently President of the *Somis-PV Lions Club* besides serving on our Museum Board. PVHM has benefitted from his steak and chicken monthly "Let's-Pick-Up BBQs." He has catered this Don/Doña event for the last 6 years. He has a year off from serving this year, but his fellow Lions have filled the void today.

JOANNE KENNEDY: Joanne's career in the medical libraries of *St. John's Medical Center* has led to her involvement in concerns for seniors. She is President of the *Camarillo Council on Aging*. She also is volunteering with the accessions team at PVHM, and in charge of the eBay book sales for the museum. Read about her impressive library career in the booklet.

CRAIG MASON: Again, we have a native Camarillan, part of a very active family giving service to the Community. Craig is the guru for farm management in Pleasant Valley and Ventura County having a career starting with *Berylwood Investment Company* and then forming the *AG Land Services, Inc.* He served on multiple farming and water boards. He is still very active with church programs.

JOHN MCCOY: John hit the ground running when he settled in Camarillo. AYSO, YMCA, PTA, AAUW for starts. But his involvement in the weekly *Camarillo Hospice's Farmers Market*, and the *Miracle League of the 805* occupy his hours now. He also is a substitute teacher in Ventura USD. He worked for the US Navy for 35 years in the Information Technology Center, retiring in 2009.

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2024 Dons and Doñas BIOS (Continued from Page 2)

LINDA REYNOLDS: A retired school teacher from PVSD, Linda had been involved with Somis School when her children attended. She has been involved since the beginning with the *No Room at the Inn* until it stopped. Birds, quilts and the Methodist Church library still keep her active.

RUFF SMITH: Again, we recognize a person who volunteered at their children's schools. Ruff volunteered at Mesa Union and Rio Mesa while her 2 children attended. She is honored for her years of service to the Camarillo Farmers Market as the manager for 12 years, and the years before as a volunteer. Livingston Memorial and Camarillo Hospice are grateful and benefited from her management of this weekly event.

LINDA THAYER-GABOURY: Coming from a family that honored Don George and Doña Betty Thayer in 1999, Linda saw the importance of community service from childhood. Now Linda continues with great involvement in the *Camarillo Kiwanis Club's* projects. Like her mother, Betty, she is a retired teacher from PVSD and led service projects for the Community while teaching at Las Colinas Middle School.

JUDY WILCOXSON: Another retired teacher, Judy taught Camarillo students in the PVSD for 27 years. Having a degree in Library Science, her heart led her to continue for years after retirement supporting the library at Dos Caminos. She is a member and treasurer of *Delta Kappa Gamma Society*. She has been a member and officer of PEO for, wait for it,,,,, 70 years!

2024 Dons and Doñas Biographies: Unabridged Versions

The 2024 Dons and Doñas Biographies in this issue of The Echo are abridged, and the full biography versions are contained in the 2024 Dons and Doñas Event Booklet. The booklet is available on the 'facebook.com' website; simply log into to the Facebook website and search for 'Pleasant Valley Historical Museum and Botanical Garden' and scroll then down the post entries for '2024 Don and Dona Program Booklet.' If you do not have a Facebook account you may use an internet browser, such as Google Chrome or Microsoft Edge, and search for 'facebook pleasant valley historical museum and botanical garden'. Upon the initial entering of the Facebook website, click on 'X' to bypass the initial login request.

Echo Sound Bites

- In 1891: Pleasant Valley Baptist Church purchased 4 acres of land for a cemetery across from their church. Because of lack of upkeep and becoming an eyesore, 1941-1943 saw the removal of close to 200 bodies from the cemetery to Ivy Lawn Cemetery, paid for by **Hazan Dizdar**. The land became known as Dizdar Park and is now owned by the City. It is currently undergoing renovation after the removal of the 1941 Fire Station and Community Center, and the 1962 former Camarillo Library building.
- In 1907: **Joe Lewis** purchased approximately 8,000 acres, making him one of the area's largest landowners. It was part of the Guadalupe Rancho. Lewis and his 3 sons ran the ranch themselves — it was not rented out to others. Besides a large portion for raising Lima beans, he diversified the other land for hay, grain, and cattle grazing.
- In 1911: The Norwegian Grade was opened to provide a "safer route" to Hueneme Wharf for farmers' wheat, barley and bales of hay. Members of the Norwegian Colony — now the site of Cal Lutheran U. — donated land and labor to build this shorter, non-hairpin route from Moorpark Road to Santa Rosa Road. Originally it was a one-lane road. Camarillan, **Gerry Olsen**, is the grandson of one of the original farmers, **Nils Olsen**.

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“SOMETHING IS HAPPENING AT THE MUSEUM SITE”



Above: A split view of the museum from the east. Left photo highlights the newly added attached expansion, and the right photo highlights the existing museum building (and the museum’s mural) and the newly added north tower.



Above: A view from the southeast of the newly added and attached expansion building.



Right: A view from the north of the newly added and attached north tower entrance.



Left: A view from the new north tower entrance of the museum’s interior.



Center: A view of the southeast corner in the newly added museum expansion.



Right: A view of the new Fulkerson Library location, at the southwest corner of the newly added expansion.

Donations Received June 20th through September 19th

MEMORIALS

Donation in memory of 2008 "Don" Larry Davis from: Noella Belvedere

Donation in memory of Eldon Waldon from: Fred Phipps & Cathy Trainer

TRIBUTES and HONORS

Tribute to Craig & Carol Johnson's – 50th Anniversary from: Fred Phipps & Cathy Trainer

Tribute to Ron & Janet Everett's – 55th Anniversary from: Fred Phipps & Cathy Trainer

Tribute to Dante & Ellen Honorico's – 55th Anniversary from: Fred Phipps & Cathy Trainer

Tribute to Dan & Pat Moretti's – 59th Anniversary from: Fred Phipps & Cathy Trainer

Tribute to Bill & Joy Todd's – 60th Anniversary from:

Anonymous, Bob & Olivia Fulkerson, Betty Jo McDonald, Beth Miller,

Bob & Joan Rust, Debra Thiessen

Honoring 2024 "Don" Al Fox from: Rev. Lee & Ruth Truman

Honoring all the 2024 Dons and Doñas from: Alan & Mary Goldberg

BUILDING and other DONATIONS

Amber's Light Lions Club

Karen Bulger

Mike & Charlotte Craven

Joan Farragher

E. J. Harrison & Sons

Hillary & Stella Ling

Beverly Pearson

Melanie Smith

Carol Spracklen

Barbara Barley

Camarillo Rotary Club

Gail DeWolfe

Alan Grizzard-Paul

Steven Hull

Linda Martin

Jane Pidduck

Gerald Smith

Sara Jane Underwood

Gail Brockett

Christi Clogston

Paul Dunham

Joanne & Larry Kennedy

Jonathan Light

Nobuko McClure

Donna Searcy

Clay & Ruff Smith

Helen Wax

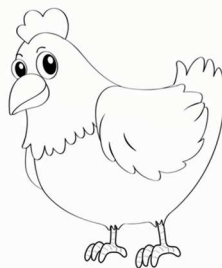
Let's Pick-up:

***Bruce's
BBQ***

October 15th, 2024

Support the Pleasant Valley Historical Museum & Garden
NEW MENU for Bruce's BBQ Pick-up

Still \$15



Grilled Chicken Breast
w/ Ginger Peach Glaze
German Cole Slaw
[no mayonnaise]
Vegetarian Beans
Garlic Bread
Ginger Cookies

NEXT:

October 15th [Tuesday]

5 p.m. to 5:45 p.m.

at

Camarillo Christian Church
1777 Arneill Road
[corner of Las Posas]

MUST RESERVE by previous Friday [10-11-24]

Call 805-482-3660, or email: pvhmag@gmail.com

Pay at pick-up with cash, check payable to PVHS; or PayPal [including CC] at PVHSONline.org

What's New About Old Town?

Starting at the NE corner of Ventura Blvd. and Arneill is the 1930 building now used by Chapel City Church. They chose this name because of the historic nickname given to the area in the early 1920s. Travelers going west down the grade noticed two steeples — St. Mary's Chapel, and the Pleasant Valley Baptist Church's bell tower. PVBC became Evangelical Free Church before changing its name to Chapel City.

The 1916 building now housing a State Farm office, and a rented storage space in the rear, was originally Knob Hill Garage, built by Joe F. Lewis for his farm equipment and cars. It still has the original corrugated roof. It was Tisdale's appliance store for a short while and in 1961, Bob Nunn bought the building and began Camarillo Plumbing & Paint. The City is now considering plans to demolish it and build a multi-story building for apartments and a variety of businesses on the ground floor.



Joe Lewis' 1916 structures include the original *Stein & Talley Department Store*, now housing the *Twisted Oak Tavern* and some other business. Upstairs, *the Loft* has offices and is lined with historic pictures of the area able to be viewed by going up the stairs accessible from the sidewalk.



On the south side of Ventura Blvd. where Arneill Road ends, is the 1946 building with the distinctive Mission Bell in its façade. Initially it was a furniture store and Max Riave Clothier. In 1949 the US Post Office occupied the eastern section which is currently *El Rey Cantina*. The remainder of the buildings on south side were constructed in the 1950s.



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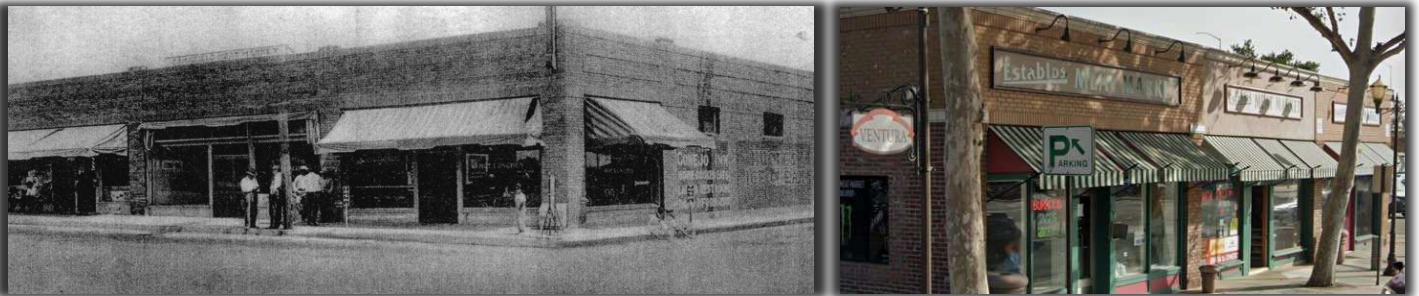
What's New About Old Town?

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Just east of the 101 onramp is a series of small buildings built in the early 1940s. They formerly housed a meat market, saddlery, etc. and now house *Malone's Metaphysical*, *Bone Deep Tattoos*, *TipTop Hair Cuts* and *Gabe's Barber Shop*. The interiors give clues to the historic construction.



At the corner of Lewis/Vent. Blvd is the "Cawelti Building." In early 1920s this brick building replaced a wooden structure. Over the years it has had numerous businesses including a city library, post office and saloon, but now the *Establos Meat Market* has maintained a reputation for meats and meals and expanded into the entire building.



Of course, the commanding structure, St. Mary Magdalen Chapel, has remained a landmark since its 1914 opening. The historic 1941 Fire Station and the 1962 City Library have recently been demolished to make "improvements" to Dizdar Park.



Ventura Blvd. east of Arneill has some of the oldest buildings still standing in Camarillo, and they have been used for a variety of businesses. This is just a sampling of the history of some of the buildings in Old Town. PVHM has archived hundreds of photos and stories about the changing of entire Ventura Blvd. "Old Conejo Road."

Echo Sound Bites

(Continued from Page 3)

- In 1912. The first successful well for commercial groves was dug by **Wendell P. Daily** to irrigate almost fifty acres of lemons on his acreage north of Los Posas Road. The well, pumping plant and distribution system reportedly cost him \$15,000.
- In 1913, April: In Camarillo, Sebastian’s Mercantile Store burned down in “undiscovered origin.”
- In 1914: The Patterson Ranch of 5,800 acres announced that it would subdivide its acreage to tracts of 30 to 50 acres, selling for \$350-\$400/acre. It is located west of Camarillo. It had a frontage of 3½ miles on the Pacific Ocean. **John Patterson** brought **Charles Jay “CJ” Daily** from Michigan in 1881 to eventually run the ranch as Foreman. The acreage had been successful in raising sugar beets, rotating with lima beans, for over a decade. There were 12 flowing artesian wells on the property.
- In 1914: The “Memorial Chapel” [St. Mary Magdalen Chapel] was dedicated. The 41’ x 108’ chapel and a 51’ x 30’ “Mission Room” ell, was given by **Juan E. Camarillo** in memory of his parents, Juan and Martina. The Room previously contained curios and mementos of Juan’s world travels. In earlier years, the Room was used for social and civic gatherings of the town.
- In 1977: Camarillo City Hall open on Carmen Drive. First major renovation has been happening this year.
- In 1988, November: Pleasant Valley Historical Society opened its museum at 720 Los Posas. Current construction is doubling its original size.
- In 1992: *The Western Foundation of Vertebrate Zoology* moved over 600 cabinets of bird eggs, nests, etc. to the Camarillo location — 439 Calle San Pablo. The Foundation was started in 1956 in Los Angeles by **Ed Harrison**. After countless donations, today the collections of eggs, nests and bird study skins is the largest collection of its kind in the world!

Museum Expansion Fundraising: Sponsoring a Personalized Brick

The Personalized Brick Fundraising Campaign is doing its part in the Museum Expansion Fundraising program. Since the Personalized Brick Campaign launch in July of 2021, and running through present, a total of 255 Bricks have already been ordered. The popularity of the Personalized Bricks has continued to escalate after the Expansion Building Groundbreaking Event in 2022, and popularity will continue through the construction project. Sponsoring a Personalized Brick today will ensure delivery with the first batch of bricks, and secure an early prime location for the displaying of your brick.

Sponsoring a personalized 4” x 8” brick, which will be located and displayed at the PVHM&G Museum outdoor location, is more than a \$200 donation to the PVHS Museum Expansion fund:

- 1) A brick can be personalized with your name, and/or your family’s name, allowing you to be part of the PVHS Museum history.
- 2) Or, a brick can be personalized to honor anyone, or anything, you want to be remembered.

The form to reserve and sponsor a personalized brick is displayed on the following page (Page 9).



PLEASANT VALLEY HISTORICAL SOCIETY

Museum Expansion Project

Personalized
Brick
Display
Patio



Buy your brick
with a click...



"Be a Part of History"

Reserve a place in PVHS Museum history by sponsoring a personalized brick to be installed on site as part of the project. You may sponsor a brick in your name or to honor anyone or anything you want to be remembered.

PLEASE PRINT, maximum 16 spaces per line, including blank spaces and punctuation. All inscriptions will be centered and capitalized. Filler in the engraved area will provide a permanent contrast and protect the quality of the engraving.

Enclosed is my \$200.00 contribution for a 4" x 8" paver with up to three lines of text.

Make checks payable to *Pleasant Valley Historical Society*; or to use PayPal (PayPal allows payment with a Credit Card), please visit our website at pvhsonline.org and use the PERSONALIZED BRICK button at the top of the webpage.

Your Name: _____ Phone #: _____

Address: _____ City/State/Zip: _____

Please mail this completed form to:

P.V.H.S.

PO Box 570, Camarillo, CA 93011-0570

The mission of the Pleasant Valley Historical Museum & Garden is to acquire, identify, restore and preserve artifacts, documents and photographs related to the Pleasant Valley community; to make the museum and garden a focal point for the dissemination of local history and education of the general public, and to recognize local residents who have provided outstanding service to the Pleasant Valley community.

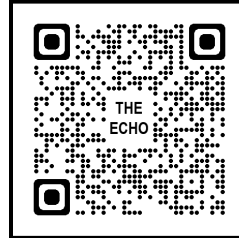
October 2024



PLEASANT VALLEY
HISTORICAL MUSEUM & GARDEN
 Established 1964




Location: 720 Las Posas Road, Camarillo
 (Presently closed for Construction)
 Mailing Address: PVHS, PO Box 570,
 Camarillo, CA 93011-0570
 Telephone: (805) 482-3660
 Email: pvhmag@gmail.com
 Website: pvhsonline.org
 Newsletter Editor: Manny Hatz

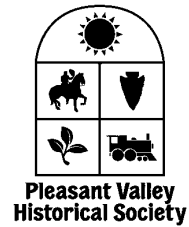
PVHM&G – The Echo



PVHM&G – Home Page



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