

October 8, 1979

MEMORANDUM

To: James A. Kern

From: Mike McReynolds

On Thursday evening, October 4, 1979, the San Francisco Opening Day Committee met at The North Face in Berkeley. Names of those attending are at the end of this Memorandum and will be sent copies.

I have broken the topics discussed throughout the entire meeting into several categories for simplicity.

1. PROMOTION AND PUBLICITY

Dr. Seaborg's slide presentation led off the discussion with suggestions made that he present them in their entirety or selected slides at various meetings of outdoor organizations or gatherings. It was pointed out that the Serremonte Showcase (Serremonte is a large regional shopping center south of San Francisco), an important event held yearly to promote scouting was coming up Feb.9, and would be an excellent place to promote the Hikanation. This could be done by way of a booth, short slide show with tape commentary (utilizing the Seaborg slides with others from across the nation), literature and AHS members answering question. Planning should start now.

Other promotional events were discussed such as the Outdoor Show in the Cow Palace, boating shows, Whole Earth-type ecological shows and events, etc. These events could be handled by "hitch-hiking" along in a commercial booth with a company that would give us some space. San Francisco radio station KNEW also gives free promos on the air.

Special promotional material will be needed and displayed everywhere outdoor people shop or gather. It was also suggested that Boy's Life and Sunset magazines would be prime targets for promotional stories. Dr. Seaborg said he knew Sunset publisher L.W. Lane, Jr., and would submit to an interview. Could the same type of squib or story appear in the "Viewpoint" section of the Spring-Summer REI catalog? (Louise Marshall??)

On the subject of promotion and publicity on college campuses, both from the national as well as the local standpoints), the need of a contact in virtually every major (1st) and minor (2nd) college in the country no matter how far away from the Hikanation route is essential. As a start, the AHS membership list could be checked looking for members in specific college town along or near the route and then elsewhere asking if they could spread their campuses with our promotional material as well as in specific outdoors stores. This could be started by an initial look at the list of members who have expressed interest in the Hikanation. Also was brought up was the need for T-shirts for promo purposes and to be sold on Opening Day.

II. LOGISTICS

Discussed and mentioned here briefly were major problems to be encountered and solved such as: parking, First Aid, Cleanup crews, Monitors, Getting people back to their cars at end of Opening Day and Bridge Day, Should we approach the Red Cross for help...Sierra Club?...Also what about asking Headquarters, Fifth U.S. Army at the Presidio for volunteer off-duty M.P.'s for crowd control, and use of walkie talkies. Also discussed were problems of blanket insurance coverage for accidents, trampled lawns and flower beds in the Sea Cliff section, vandalism, etc....who is liable for law suits, AHS or individual organizers if someone gets hurt.

III. ON-SITE AND CEREMONY OPENING DAY

It was agreed by all to have the Opening Day Ceremonies moved from the beach and its attendant problems, to the Polo Grounds in Golden Gate Park...a very large field with a track around it. After the ceremony, everyone would hike to the beach (1/2 mile or so to the West) and then continue along the designated route to Land's End, Presido, Golden Gate Bridge and Ft. Mason. For this group of activities we will need (to begin with) a bond posted for Golden Gate Park. Then, at the Polo Grounds, a First Aid Station (?), trash containers, additional chemical toilets and water supplies, 5 to 10 tables for registration along with volun-

teers to work the tables, hand out registration forms, answer questions, etc., sound equipment, podium and stage with backdrop and a non-political "celebraty" M.C. to host the show (Colin Fletcher?), short entertainments between speeches (songs and/or mime) to keep the kids awake through the speechifying. Since we have found out we can sell things to help meet expenses in Golden Gate Park, we should have some system of money collection and sales audit. What about commercial booths on the grounds?

Once the hike begins, there should be chemical toilets at the Palace of the Legion of Honor (Land's End), supplementary toilets at Ft. Point underneath the Golden Gate Bridge and at Ft. Mason (as well as the following day at Yueba Buena Island in the middle of the Bay and at the Toll Plaza as well as Aquatic Park). Bus transportation should be planned to take participants back to their cars on both days.

No Private Causes: We will want to make sure that this is our day and trying not to have other groups (Clamshell, Greenpeace, Boycott Lettace, etc.) from using our event to publicize their own causes. San Francisco Police will also have to be coordinated within the entire scheme of things to standby if needed for any emergency.

We all agreed that Opening Day problems fall into 4 distinct headings. Therefore, sub-committees should be formed to work specifically within each heading. They are:

1. Logistics (which will be headed up by Bob Cottrell.)
2. On Site and Hiking
3. Ceremony
4. Publicity and Promotion

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Norman Gee has agreed to work on permits for Golden Gate Park and Ft. Mason. Bob Chapman will co-ordinate on Boy Scout's Council Level with Bob ~~Cottrill~~ Cottrill aiding on troop level. Dr. Seaborg will devote his time to getting permits for overnight camping sites from Berkeley to the Nevada border, and I will start working on both houses of the State Legislature to pass a bill closing off 2 lanes (hopefully on the top deck) of the Bay Bridge.

We also need to enlarge our committee! Therefore, Jim, could you send us a list of names of AHS members who have expressed interest in the Hikanation and who live in the immediate Bay Area. We will send out a personal letter to each asking for their help. Also, we will need a fairly large supply of AHS literature concerning both the AHS and the Hikanation to hand to people explaining who we are as well as establishing our credentials (not just a bunch of nuts...California and Florida varieties).

This coming Sunday, October 14, we plan on hiking the new Opening Day route from the Polo Grounds to Ft. Mason. We will meet at the South-west corner of the Polo Grounds at 11 AM. This hike will give us a better understanding of the problems to be encountered on this route, and, hopefully, some solutions.

Best regards,



Mike McReynolds

MM/

cc: Bet Muth
Norman Gee
Bob Cottrill
Dr. Glen and Helen Seaborg
Bob Chapman
Jeannie Harmon
Joe & Betty Goldstein