

California Area re:Generations Meeting  
April 17, 2024

Meeting was called to order by Chairperson, Rosemary Capanna.

In attendance were: Rosemary Capanna, Pamela Chiedor, Karen Swartz, Lisa Buday, Frank Kurtik, and Christopher Sepesy.

### **Viola's Plaque**

Two weeks ago, Rose had a Zoom meeting with Tony Mauro (Associate Vice President, University Development and California Campus Administrator) and Sheleta Camarda-Webb (chief DEI officer) from PennWest (CALU). It was very productive. They are enthused about the possibility of placing the Viola Liuzzo plaque on campus and having a nice ceremony and other events in conjunction with it. They understand her place in the Civil Rights movement and her connection to the passage of the Voting Rights Act and were surprised to learn she was born here. Here are some things they discussed:

- Tony said the event would have to take place while school was in session, so perhaps it could happen next April, close to the 100th anniversary of her birth.
- Viola's mother (Eva) an aunt and we believe an uncle graduated from the Normal School. Rose explained that she found the yearbooks and had spoken with someone at the university who found them in the alumni lists. Tony searched while they were talking and found Eva's last known address which was in Florida, which I knew and was able to confirm. He's going to do more checking. They were intrigued about a connection to the university.
- Plaque placement near the Manderino Library. Rose suggested the possibility of having students in the art department create an art installation near the plaque to make a nice space and presentation. She pointed out that one of CARE's missions is education, and they really appreciated that. She asked that we create some sort of synergy with the school district, perhaps essay writing. They were happy about this request and are onboard with it.
- Perhaps having showings of "Home of the Brave" (the Viola Liuzzo documentary) and "Selma," and inquire into having "Selma's" director, Ava Duvernay, appear.

These are the highlights and of course whatever is decided is contingent upon whatever permissions we might get to proceed.

Rose noted that her childhood friend and high school classmate Brenda Tencer DePaoli suggested she contact Tony. Brenda has personally donated to this project and the Hollywood Ticket Booth restoration. We'll make sure she receives a thank you note for her help with this.

### **Pop-up Memories**

Rose crunched the numbers for the Pop-up Memories events. Approximately \$400 has been raised for this. Here are some numbers she crunched for six events.

Napkins: \$2.50

Paper plates: \$1

Pop-up paper(?) banner (idea is to hang a banner across the side windows of a car, something that can be put up and taken down quickly).

All giveaways will easily and quickly be handed out from a car trunk. The whole idea of pop-ups is quick! Give notice, set a limit, first come, first served. Should be fun!

Giveaways

Menia's: Bag of Swedish fish

Paper penny candy bags: \$9

Candy: \$22 (24 giveaways)

Shake n Dog (Rite Aid): Hot dogs (40 giveaways)

Hot dogs: \$10

Buns: \$7.50

Ketchup mustard relish: \$6

Alfano's (DQ): Pizza (24 giveaways)

Lil Joeys full sheet: \$25

(If the DQ isn't keen on this—and I can understand why they might not be, perhaps the Methodist Church will let us set up there)

TikTok: ice cream sandwiches (36 giveaways)

\$20

Abramson's, Taylor's, Perry's etc.

"Downtown" commemorative button 1x1" (75 giveaways, may do larger buttons with fewer giveaways)

\$20

Ice rink: freeze pops (80 giveaways)

We may need to get permission from the university or perhaps the school district since the Charter School is now based at Phillipsburg School.

\$5

Santa Claus Lane: 30 bag giveaways in total, which include:

An ornament-36, 3" full-color ceramic: \$84

30 2x2" keychains: \$58

50 magnets: \$17

40 1.5x1.5" lapel pins: \$61

48 Gift bags: \$32

The extra swag can go to Lisa and/or Brianne to giveaway.

That totals ~\$383 for all this.

Kelly Krahmer has given us permission to hold a pop-up at Menia's and Brianne has given us permission to set up in front of the flower shop for the "downtown" pop-up.

The Pop-ups will be announced on social media with a link to our website that tells the history of where we're going to be, gives the start time and how many giveaways there are, and the address. We'll give folks enough of a heads up so that they can plan a bit.

Lisa made a motion to adjourn.

Respectfully Submitted,  
Karen Swartz, Secretary