



ART KAMANGAR CENTER
AT THE MERCED THEATRE

Merced Theatre Foundation Newsletter

Volume 8, Issue 3

October 2011

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Doris Gonella
Grey Roberts
Craig Scott

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Jim Cunningham
Bill Foster
Tom Frazier
Skip George
Vince Griffiths
Dan Holmes
Art Kamangar
Neil Morse
Wendell Olson
L. Carmen Ramirez
Lorraine Murphy Wenrich

Closed for Construction

The Theatre is currently closed for renovations and not available for rent. For more information on the Merced Theatre restoration, visit our website at www.mercedtheatre.org.

Merced Theatre Foundation
P.O. Box 716, Merced, CA
95341 - (209) 722-3266

MERCED, CALIF. 95341

Theatre Update

The restoration of the historic Merced Theatre is nearing completion. The contractor, Lewis C. Nelson & Sons, is on schedule and will be wrapping up the construction

by the end of the year. The roof is finished, the castle facades & proscenium arch in the auditorium have been completed, and most of the scaffolding has been taken down. The

contractor is currently working on all of the finishes including paint, tile & wood. The construction timeline for the remainder of the year includes: historical light fixtures installed (Oct.), seats installed (Nov.), theatrical equipment (Nov.), stage finished (Dec.) and carpet installed (Dec.).

The City of Merced has been working on the budget and getting quotes for items that are still needed to make the building operational for opening day. There are a few large ticket items that need to be purchased for the theatre and are not included in the project funding. These items include: marquee \$120,000, stage curtains \$50,000, lighting controls

\$175,000 and movie speakers \$10,000. Additional funding is needed because of several issues that were discovered when construction started



Photo courtesy of Tom Frazier

including mold, asbestos and sewage. These types of abatement issues are unknown factors in an older building until construction has actually begun.

The largest expense was a mold problem in the balcony section, caused by years of spilled coffee, beverages, etc., that added an additional \$300,000 to the budget. Other items that are needed to open the building but were not originally included, such as the audio/visual system,

have been added to the budget. We are hoping that there are benefactors who will go above and beyond to make these purchases for the theatre.

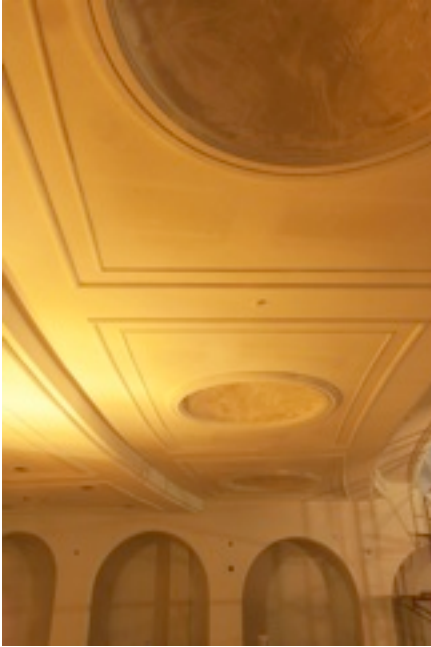


Photo courtesy of Tom Frazier

The Theatre Foundation is working on future operations of the building and has filled the position of Managing Director for the theatre. Paul Fountaine brings lots of experience to the Merced Theatre, and should have our “new” theatre off to a great start in the New Year.

Pick A Brick and Take A Seat Update

The bricks for the sidewalk next to the Theatre have been ordered and should be installed by the end of October. These special bricks were purchased by Merced Theatre supporters and will have personalized messages engraved on them. Engraved brass plates, purchased by donors, will be attached to seat backs inside the

auditorium before the Theatre re-opens. Both bricks and seats will still be available after the building is open, but only installed periodically. This important fundraising campaign provides much needed funds for the building. Forms for both can be found online at www.mercedtheatre.org, or call the Foundation office at (209) 722-3266.

New Managing Director

Paul Fountaine has been hired as the new Managing Director of the Merced Theatre. Paul was raised in Fresno, CA, and has worked in some area of the music industry since graduation from high school. He has both historic theatre management and marketing experience, as well as sales experience both regionally and nationally in the larger concert industry.

His background includes eight years at Pollstar Magazine as Director of Advertising/Sales, and two years with ShoWare selling ticketing systems to venues across the country. Most recently, Paul worked as General Manager at the Warnors Theatre in Fresno, during their transition from private ownership to a 501 (c)3 non-profit organization. During this time he gained five years of theatre management and entertainment booking experience.

He is currently updating the Theatre’s website, looking into upcoming events, ticketing systems, updating rental information, working on a marketing/

Memorials

Dr. Greg Meyer

Dr. Lawrence Blazina & Doris Gonella

Mr. John Minetti

Doris M. Gonella & Family



development plan and meeting with other local arts groups. We are pleased to have Paul join our crew and welcome him aboard.

Donations

The Perezchica Family recently made a donation of \$2,550.00 to the Merced Theatre Foundation for the Theatre’s restoration. The Perezchica Family has been contributing to the quality of life in Merced since 1929 and has been recognized for: community leadership in the 30’s; The Empire Market, an early grocery business on 16th Street; active involvement in the early days of the Downtown Redevelopment Agency; contributions to the Aplegate Park Rose Garden and Toni Perezchica was even an Usherette in her teens.

Additional Donations:

Kirby Manufacturing, Inc.
\$1,000.00

Col. & Mrs. William H. Foster
\$5,000.00

Our sincere thanks to the Merced Theatre’s many donors!

Save Mart S.H.A.R.E.S.

Last payment: \$425.20. Total donations to date: \$7,225.28

Raley's Quality of Life

Last payment: \$224.96. Total donations to date: \$1,097.41

We are grateful to everyone who has been supporting the Merced Theatre through these programs. If you would like either a Save Mart S.H.A.R.E.S. or Raley's Quality of Life card sent to you, call the Foundation at 722-3266 or email ajstoddard@sbcglobal.net.

Board of Directors

Neil Morse has recently joined the Merced Theatre Foundation Board of Directors roster. Neil is an attorney at the firm of Morse, Morse & Morse. Neil has also been a long time member of the Merced County Historical Society Board and is someone who seeks to preserve, explain and expand our Merced history. Neil has volunteered with the Merced Theatre work crew and we are grateful for his support of the

Theatre project.

A fond farewell to outgoing Board member Michael Huhn. We thank him for his hours of service and commitment, and wish him well.

The Theatre is Now on Facebook

Check out the Theatre's brand new Facebook page at www.facebook.com/mercedtheatre. "Like" the page and invite your friends to do the same. We will be posting event information, along with early-bird ticket discounts on certain shows for our Facebook fans. Please share your thoughts and ideas, tell us what you would like to see on the stage, tell us what you think about ticket price range and offer up any suggestions you may have.

Calling All Volunteers

We are building a volunteer crew that will help with theatre events. These wonderful people will enjoy getting to know our audience,

and will receive some great benefits including complimentary tickets to some of our future shows. Please email paul@mercedtheatre.org or call Paul at 559.790.0700 and let him know that you are interested, and when you might be most available to help.

Merced Theatre Tile Mural

You are invited to participate in the creation of the Merced Theatre tile mural for the G Street undercrossing pedestrian panels. Artist Monika Modest will be installing ten tile murals representing the "Faces of Merced," and the Merced Theatre will be one of the featured murals. Tile glazing sessions are free of charge and scheduled at the following locations: Merced Multicultural Art Center (645 W. Main St.): Every Monday in October, 4:00-8:00 p.m. Gallery on the Square (Main & Canal St.): Oct. 19, 6:00-8:00 p.m. Merced County Courthouse Museum: Oct. 22, 10:00 a.m.-2:00 p.m. Additional glazing sessions are available at other dates/times and locations if requested by groups of 10 or more. For more information email: monikamodest@gmail.com.

Café Coming Soon

Coffee Bandits is set to open at the end of this month. Their offerings will include coffee, espresso drinks, a wide variety of teas as well as some bottled sodas and juices. In addition, they will be serving an assortment of pastries including pies, cookies,

Upcoming Events

October 27 5:30 p.m.

Merced Theatre Foundation members-only preview of the Theatre. A special event for our Foundation members. Take a tour of the Theatre and view the construction progress first-hand. Light refreshments will be served. RSVP by Oct. 24 by calling 722-3266 or email ajstoddard@sbcglobal.net.

April 21, 2012 Save the Date

Grand Re-Opening Gala at the Theatre. Hors d'oeuvres, cocktails, dessert bar & entertainment with a Spanish flair. Look for more details on this evening that you won't want to miss coming soon.

turnovers and breads. A number of sandwiches and fresh fruits round out the menu. Coffee Bandits is located at 309 Main St., and can be found online at coffeebanditscafe.com. Hours of operation are 6 AM until 11 PM.

Forté Frozen Yogurt

Current Flavors: New York Cheesecake, S'mores, Original Tart, Mango Tart, Vanilla, Toffee Bar, Hershey's Kiss Chocolate, Hawaiian Lemonade, Pomegranate Raspberry, Yellow Cake, Sour Apple and Island Banana.

Every Tues: Open mic night
 Every Fri: Karoke Fridays
 319 W. Main Street
 Merced, CA 95340
www.forteyogurt.com

Fun Facts: Merced Theatre History

Throughout the Great Depression, World War II, and post-World War II years, the Merced Theatre was the cultural and social center for the Merced community. The City's population was 7,066 persons at the time the Theatre was constructed; yet 2,600 persons attended the October 31, 1931 grand opening. Throughout the period from 1931 until becoming a movie four-plex in 1978, the Theatre's stage was the site of live concerts, dramatic performances, dance recitals, talent shows, cooking demonstrations, and at least one wedding ceremony. High school graduation ceremonies were held at the Merced

Theatre until the 1950's. Established during the Depression era, the Merced Theatre was more than a source of entertainment; it was a local gathering spot and the center of downtown night life. The Merced Theatre affected the community's cultural and social development, creating an opportunity for Mercedians to experience performances commonly found in larger cities over 50 miles away.

News reels shown before the main attraction kept Merced's audiences informed on current events. Film of the 1932 Summer Olympics and the controversial February 1940 Joe Louis versus Arturo Godoy fight could be seen at the Merced Theatre.



Photo courtesy of Shirley & Myron Brandon, Circa 1937

*Thank you to all Merced Theatre friends & supporters.
 Special thanks to the following major donors:*

- Dr. Art Kamangar*
- Bud & Liz Wallace*
- Gus Drumm*
- Dan & Danna Holmes*
- Merced Sun-Star*
- Don & Betty Stewart Family*
- County Bank*
- Elmo M. Giampaoli Revocable Trust*
- Merced Mall*
- A. E. & Sarah Montgomery Family*
- Mel & Arlene Maxwell*
- Grey Roberts & Bette Woolstenhulme*
- Merced County Historical Society*
- Jim & Carlene Cunningham*
- Doris Gonella*
- Robert & Yvonne Ayers*
- Bill & Shirley Kirby*
- Michael & Lori Gallo*
- Dr. Lawrence Blazina*
- Wendell & Nancy Olson*
- Ralph & Bunny Busby*
- Community Foundation of Merced County*
- John Minetti*
- T. C. Williams*
- Chi Chi & Roger Wood*
- Soroptimist International of Merced*
- Janet McCulloch*
- Brookfield Land*

During World War II, war bonds could be purchased at the Theatre along with an admissions ticket. The Merced Theatre provided an experience otherwise beyond reach to its patrons. Its technology was cutting edge; the Mag-niscope screen and vitaphone features enhanced the viewing experience for audiences only recently introduced to motion pictures with sound. Only one other building in town – the Hotel Tioga – was air-conditioned. The Merced Theatre was the first in the region to offer atmospheric embellishments; the Castle facades and clouds across a ceiling painted with stars remain in the collective memory of Mercedians.

Narrative by Patti Dossetti

Current Memberships October 2011

INDIVIDUAL

Anderson, Bea
 Bean, Ann Cooper
 Brawley, Nancy
 Caligiuri, Kathleen M.
 Camino, Mike
 Carson, Ann
 Christianson, Nels
 Costa, Janice M.
 Crookham, Marie
 Dal Porto, Lillian
 Darby, Sharon L.
 DeLong, Dr. Donald
 Dueñas, Christopher
 Dunham, Carol
 Ellett, Donna
 Evans, Helen B.
 Fields, Jean
 Fisher, Leah
 Garrett, Marsha
 George, Lyn
 Gonella, Margaret
 Gorman, David C.
 Harner, Carol O'Leary
 Hart, Sylvia E.
 Henderson, Earleen
 Holmes, Nancy B.
 Houbein, Patti
 Hughes, Brenda
 Jamison, Barbara
 Janvier, Miriam Schottky
 Jimenez, Lois Ethel
 Lightwood, Maurine
 Livesey, Gloria J.
 Lobdell, Lydia
 Lund, Theresa
 Machado, Diane
 Margaretic, Steven
 Marvulli, Patrice
 Miles, Suzanne
 Miller, R. Bruce
 Minetti, John
 Morrison, Rick
 Morrison, Lynn
 Murphy, Denise
 Muth, Bob
 Pillsbury, Fred
 Polzine, Cherie
 Randolph, Margaret
 Reese, Marilyn M.
 Robinson, Barbara
 Stubbs, Sue
 Trost, Neal
 Wallace, Marilyn
 Weller, Eileen
 Wenrich, David
 Wilburn, Biddie M.
 Wyman, Kathy
 Young, Elizabeth

FAMILY

Allan, Ted & Patti

Ayers, Bob & Yvonne
 Baker, Dennis & Kathryn
 Barnett, Cheryl
 Berry, Charmaine
 Boese, Sr., Dr. & Mrs. Lee R.
 Brandon, Shirley & Myron
 Brown, Geri & Richard
 Bultena, David & Maureen
 Chapman, Jerry & Kay
 Clendenin, William & Edna
 Combs, Homer & Lillian
 Conley, Eric & Sue
 Cota, Fred & Pat
 Crane, Bert & Nancy
 Crawford, Robert & Doreen
 Dahlstrom, Pat M. & Thomas
 V. Schmidt
 Dal Porto, Robert & Antoinette
 Davey, Karen & Erwin
 Del Real, Steve & Sandy
 Denno, Jeff & Betty
 Diele, Sam & Lucille
 Faretta, Bob & Peggy
 Ferrario, Paul & Julie
 Flanagan, Hugh & Norma
 Fluetsch, Peter & Catherine
 Freeman, Joy
 Freitas, Clarence & Nini
 Gaestel, Robert & Bette
 Gallery, Chris & Lucy Snyder
 Giampaoli, Gilda, Richard &
 Julie
 Giampedraglia, Arturo & Margie
 Gipson, Rich & Sharon Spiniardi
 Gonzales, Judy & Victor
 Greene, Marianne M.
 Haas, Kenneth & Joyce
 Hall, Jerry & Jackie
 Hammond, Pearle
 Harmon, Beverly & Glen
 Harmony Valley Chapter -
 Sweet Adelines Intl.
 Jacobson, Les & Nellie
 Jefferies, John & Marie
 Johnston, Ron
 Kidd, Tony & Rita
 Leap, Ken & Leola
 Lennox, John & Joanna
 Levey, Arnie & Barbara
 Lu, Lourdes
 Maher, Tom & Iris



Courtesy of Monika Modest

Martinelli, Leonard & Linda
 Maxwell, Mel & Arlene
 McInerney, Judge & Mrs. John
 Merced Breakfast Lions Club
 Meredith, Lynne
 Morford, Ed & Virginia
 Morse, Neil & Teresa
 Morse, Brian & Beverly
 Mueller, Al & Jacqueline
 Muratore, Frank & Jeanette
 Nelson, Curtis & Patrice
 Stribling Nelson
 Newvine, Steve & Vaune
 O'Neill, Tim & Marilyn
 Palsgaard, Jeff & Denise
 Perezchica, Andy
 Persak, Celine & Liz
 Ramirez, L. Carmen & Salvador Garcia
 Rich, Leonard & Patricia
 Roberts, Kent & Suzanne
 Rosa, James & Janet
 Runner, Brian & Kaye
 Sansoni, Ezio & Eleanor
 Seifert, Butch & Julie
 Shaw, Tim & Pat
 Siefkin, Randy - Modesto Film
 Society
 Silva, Ed & Nancy
 Slater, Ed & Nancy
 Sorge, Larry & Jan
 Stone, Roy & Agnes
 Tatum, Linda & Bob Davis
 Terry, David & Sharon
 Webster, Rod & Rena
 Wheeler, John & Lora
 Wittenbrock, David & Shirley
 Zacharias, David & Holly
 Zierenberg, Ken & Betty

CHARTER

Abbate Family
 Albright, Rick & Karen
 Altomare, Mike & Janice
 Andersen, Lee & Ann
 Arthur, Jesse & Judi
 Benes, Ed & Susan
 Blazina, Dr. Lawrence & Doris
 M. Gonella
 Bragonier, Don & Kenra
 Buchan, Robert & Geraldine
 Busby, Ralph & Bunny
 Carlisle, John & Veronica
 Chastain, Galen &
 Karen
 Choate, James &
 Marie
 Coddling, Connie
 Collins, Lynn
 Crookham, Kathleen
 Cunningham, Jim &
 Carlene
 Davis, Dean E. &
 Barbara
 Descalso-Del Nero,
 Nettie & Tom Pollicita
 Ewing, Durell
 Fluetsch & Busby
 Insurance

Foster, Col. & Mrs. William H.
 Foster Farms
 Frazier, Tom & Leslie
 Gallo, Michael & Lori
 George, Skip & Michelle
 Giampaoli, Ray & Maria
 Giampaoli, Dario & Josephine
 Gomes, Steve & Victoria
 Griffiths, Vince
 Haden, Robert & Betty Dawson
 Hagerman, Jim & Marlene
 Hale, Steven & Barbara
 Hall, Lloyd & Donna
 Hambley, Hal & Joyce
 Hansen, Ron & Kathy
 Haygood, Mary Edwards
 Heppner, Clark & Rosalie
 Hofmann, John & Mary
 Holck, Cecil & Trudy
 Holmes, Dan & Danna
 James, Cliff & Yvonne
 Jones, M. Stephen
 Kamangar, Art
 Kirby, William & Shirley
 Leap, Carpenter, Kemps Insurance
 Linneman, Jim & Carol
 Marchini, Joe & Julie
 McAuley, Barry & Jeanne
 Merced School Employees
 Federal Credit Union
 Meyer, Gregory & Paula
 Meyer, Chuck & Annetta
 Meyer, Kellee & Doug Brown
 Morgan, Ret., Lt. Col. Leonard
 Nahas, Edith & Tony Laverdure
 Norton Insurance Agency,
 Diane
 Olson, Wendell J. & Nancy
 Parley, Patrick J.
 Raggio, John & Beverly
 Razzari Auto Centers
 Roberts, Grey
 Robinson, Carol L.
 Rodrigues, Patricia & Andre
 Eoff
 Rossi, In Memory of Susie
 Sabo, Rose & Joe
 Saling, Roberta J.
 Scheuerman, Bob
 Scott, Craig & Loree
 Silva, Norman & Carol
 Spendlove-Gallo, Sherrie
 Stewart, Don & Betty
 Traina, Sam and Dena
 Wagner, Dr. & Mrs. Mark
 Wainwright, Stephen &
 Sharon
 Wallace, Joel & Elizabeth
 Ward, Tom & Barbara
 Way, Evelyn B.
 Weidenmiller, Maj USAF Ret.,
 Nancy
 Wenrich, Lorraine Murphy
 Wood, Roger & ChiChi
 Young, Raymond & Rhae

Merced Theatre Foundation

Membership Form 2011

Name _____ Phone _____

Address _____ City _____ State _____

Zip code _____ Email address _____

Charter membership \$200.00

Family membership \$50.00

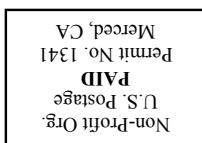
Individual membership \$35.00

I would like to contribute an additional \$ _____ donation to the Merced Theatre.

Please contact me. I would like to discuss a more substantial donation to the restoration of the Theatre.

*Enclosed is my check for _____. Please make checks payable to the **Merced Theatre Foundation**. Memberships are tax-deductible donations.*

Send your membership form to: Merced Theatre Foundation, P.O. Box 716, Merced, CA 95341



Return Service Requested
Merced, CA 95341
P.O. Box 716

