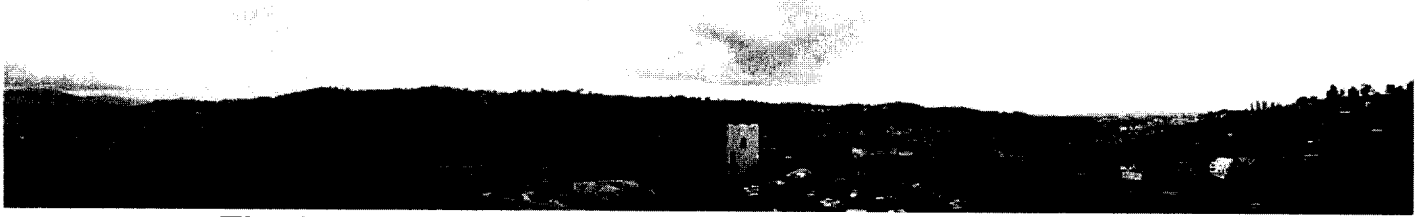


Chapter 2: Raiders of the Southwest Museum

A Report of the Friends of the Southwest Museum Coalition

Second in a series of flyers to Los Angeles Conservancy Members and Last Remaining Seats Patrons

View from ocean to mountains at the spectacular Southwest Museum Arroyo Seco site in the vibrant Highland Park area:



The Historic 1914 Southwest Museum Can Be Restored And Remain A Spectacular Exhibition Space For One Of America's Most Important Museum Collections!

The Voices of Los Angeles Conservancy Members and Friends must be heard NOW to Help
Stop The Gene Autry Museum from Raiding the Collection of the Southwest Museum and
Removing It To The Autry's "Lair" in Griffith Park

OPENING CREDITS AND RECAP:

At the end of last week's episode of *Charles Lummis and the Raiders of the Southwest Museum*, we learned that the Mayor's Office has directed the Human Relations Commission to sponsor five public Forums about the future of the Southwest Museum! (See other side for the details.) But inquiring minds may wonder: "Why is the City of Los Angeles conducting a public input process that logically should have been conducted by the Gene Autry Museum when it first merged with the Southwest Museum in 2003? Such input would inform decision making." Excellent question.

FLASHBACK IN OUR MOVIE:

Close-up: Jackie Autry, Widow of Singing Cowboy Gene Autry, inks the Merger Agreement with the Southwest Museum in April 2003. The Gene Autry Museum pays exactly ZERO DOLLARS (\$0.00) to merge with the Southwest Museum. That's right! Autry paid no money for the graceful Southwest Museum building, 13 acres of land with killer views from Catalina Island to Mount Baldy, and a 220,000-piece Collection of priceless artifacts and art. What Autry gave instead of money was its WORD to the former Southwest Museum Board and the California Attorney General. Autry PROMISED in the Merger Agreement to assume the "trust obligations" of the former Southwest Museum Board of Trustees. This means that Autry promised to continue to operate the Southwest Museum including raising the necessary endowment, filling the usual financial gap between revenues and operational expenses, caring for the Collection, and building up the strength of the Southwest Museum. This was the exact thing that any museum Board of Directors must do as part of its "trust obligation." This is because **Jackie Autry does not own the museum.** It is held in the public trust!

Close-up of the Merger Agreement lying on the table with portrait of Charles Lummis, visionary and founder of the Southwest Museum gazing down from above the mantel: One set of provisions in the Agreement committed the Autry to immediately commence a Master Planning process. Six months after the April 2003 merger, Autry committed to complete **an extensive planning and public input process** to help determine how the former Gene Autry Museum and Southwest Museum could operate and thrive under the umbrella organization of the new owner: something called the "Autry National Center." This promise was consistent with trust obligations to maintain the **separate identity and name** of the Southwest Museum; also promised in the merger.

(*Raiders of the Southwest Museum* continued on other side)

Close-up of Calendar on the Wall As Months Drop From the Calendar To Show The Passage of Time: Six months, eight months, one year, two years, three years and more drop away. To this day, three years and two months since the Gene Autry Museum merger with the Southwest Museum, the Autry has conducted no publicly reviewed Master Plan process as it PROMISED in the Merger Agreement. In violation of promises it made directly to Mayor Villaraigosa before he became Mayor, the Autry has also conducted no public input process with its constituencies, communities, or peers.

NEW FLASHBACK to March 2004: John Gray, CEO of the Autry, puts the finishing touches on his latest press release of news from the Autry National Center. The Autry announces that it has hired an outside consultant to prepare plans to add a 100,000 square foot addition to the old Gene Autry Museum in Griffith Park. But instead of reporting to the press that the Autry wants to use additional exhibition space in the new addition **to supplement** exhibitions of the Collection at the Southwest Museum campus, the Autry announces that **it will MOVE the entire Southwest Collection and the Name of the Southwest Museum from the historic Arroyo Seco campus to Griffith Park.** Also, instead of dedicating part of its \$100-150 million endowment fund raising campaign to the continued operation of both museums as PROMISED in the Merger Agreement, Autry announces that the endowment will only be dedicated to building and operating the Griffith Park addition.

Shot of Room at City Hall, Clock Ticking on the Wall: Friends of the Southwest Museum Coalition meet in private mediation with Autry representatives for 8 months. At the end of this process, Autry continues to deny it owes any obligation to continue operation of the Southwest Museum and begins publicly claiming the Southwest Museum will be converted into a "new cultural use." Suddenly, the Mayor announces the City will conduct a public input process. But for what purpose -- as Autry never used any public input process to inform and shape its corporate decision making?

Close-up of grave of Charles Lummis: Charles Lummis, founder of the Southwest Museum would not have been silent. We must speak for him, speak for maintaining a vibrant and updated museum use, and speak for maintaining the HISTORY of our City's oldest museum – when every study performed shows rehabilitation consistent with U.S. Secretary of Interior Standards and continued operation of the Southwest Museum is **feasible** within national museum norms.

PLEASE ATTEND ONE OR MORE OF THESE FORUMS AND BRING OTHERS WHO CARE:

(all meetings except Sat. 6/24 from 6:30 p.m. to 8:30 p.m.)

- June 8, 2006 – **Eagle Rock Community Center**, 2225 Colorado Blvd., in Eagle Rock
- June 14, 2006 – **Marvin Braude Constituent Center**, 6262 Van Nuys Blvd., in Van Nuys Civic Ctr.
- June 22, 2006 – **Plaza de la Raza**, 3540 N. Mission Rd., in Lincoln Heights
- June 24, 2006 – **African American Museum**, 600 State Drive in Exposition Park (Time TBA)
- June 29, 2006 – **Ramona Hall**, 4580 N. Figueroa Street, in Highland Park/Mount Washington

ONLINE RESOURCES TO LEARN MORE ABOUT THE GROWING CITY-WIDE OUTRAGE OVER THE REFUSAL OF AUTRY'S BOARD AND MANAGEMENT TO HONOR THEIR WORD:

Autry National Center – Recently, the website of the Southwest Museum disappeared from the internet. Contrary to the promises in the Merger Agreement of operating the two museums with separate identities, www.autrynationalcenter.org, www.southwestmuseum.org, or www.autry-museum.org, take you to the EXACT SAME WEBSITE CONTENT but different opening pictures.

Friends of the Southwest Museum Coalition – The Coalition has grown to 75 community-based organizations that are alarmed at the Autry's stewardship of the Southwest Museum.

www.friendsofthesouthwestmuseum.com **Volunteer your expertise:** swmcoalition@pacbell.net

Charles Lummis – Visionary man in LA History. www.charleslummis.com www.lummisday.com

Next week: Architect-Historian Brenda Levin tells CEO John Gray the SW Museum is feasible!