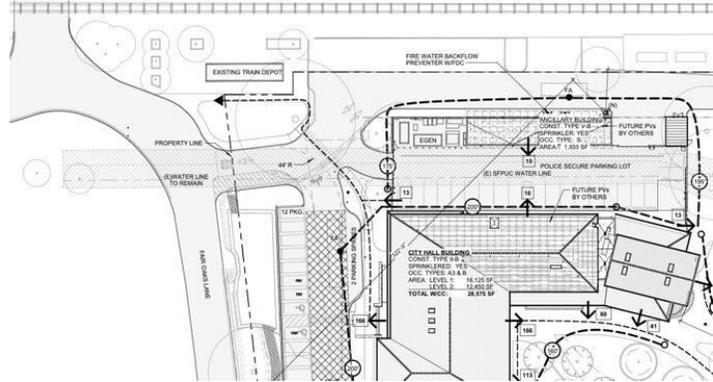## Summary Report from Ad Hoc Subcommittee - Legends of Atherton

The City Council Ad Hoc Subcommittee on the Legends Concept met to further refine the Legends of Atherton concept and a follow-up report to the Council. The Subcommittee was tasked with preparing a concept to recognize those in the community (past and present) that have made significant contributions locally, nationally, or even internationally. Those recognized would be "Legends of Atherton". With feedback from the Council, the Subcommittee developed the following.

Train Station Exhibit Proposal

The goal of the Historic Train Station Exhibit is to create a public location in the new Town Center campus to celebrate Atherton history and to recognize past (and possibly present) Atherton residents who have made significant contributions locally, nationally, or internationally. The concept is to create an indoor/outdoor place where visitors can stroll, sit and view displays. Within the historic train station, there will be displays of Atherton's train station history, the founding of Atherton and the Legends of Atherton display which celebrates our innovative residents.

Tentative Exhibits:

History of the Atherton Train Station
The Founding of Atherton (e.g. Faxon Atherton)

The Legends of Atherton categories:

Sports- (e.g. Willy Mays, Joe Montana, Jerry Rice)
Business & Industry- (e.g. Charles Schwab)
Arts (e.g. Robert Weir Grateful Dead, Shirly Temple)
Political (TBD)
Historical (TBD)

The Town Center Campus

The proposed location for the Legends Exhibit is the Historic Train Station and, possibly, a second exhibit in the large public room at the Historic Town Hall.

The station could be renovated to accommodate secured display cases, plaques, and an audio visual display that could be part of a rotating collection of selected Legends. The Town is responsible for the integration of the Station into the Atherton Town Center; but Caltrain does retain approval authority over specific renovations, so they will need to be consulted at some point in the project.

The Station would need to be structurally improved and any display areas would need to be weatherized against the elements, as well as secured to prevent theft.

Staff does not anticipate that Caltrain would object to improvements designed to renovate the Station building into a Legend's Exhibit.

Program Implementation

The development of the Legends Exhibit will require the renovation of the train station and surrounding landscaping, development of the display content and display technologies.

Renovation of train station

Renovations to the Historic Train Station would require that staff engage an architect and construction contractor. This would involve an RFP that would be publicly bid. The staff would put together a request for proposal for architectural and design services to begin the process of creating a design for the Legend's Display.

The train station is located in a highly visible position and will draw attention to the Atherton Town Center. Parking is immediately available.

The concept is to create an indoor/outdoor place where visitors can stroll, sit and view displays. Within the historic train station, we envision displays of Atherton's train station history, the founding of Atherton and the individuals who are included in the Atherton Legends. The train station will be outfitted with video and secure display cases and benches.

The original station structure will be preserved as much as possible. The entrance will be flipped to the opposite side to face the Town Center instead of the train tracks. This can be done with little change to the building. It is a mirror structure so the sides may be changed by reusing the same material and moving them to the other side. The building will need to be weatherized and secured to assure public safety standards and secure the displays. Security cameras will allow the police to remotely monitor the space.

On the outside there will be benches and seating areas and a walkway leading to the Town Center. This will be integrated with the look and feel of the Town Center and landscaping and will serve to draw foot traffic to the center.

Content

We will assemble content in two ways. Historical content on the founding of the town and the train station will be assembled by collaborating with the Heritage Association and using the town's collections. The Heritage Association has many historical photos and some limited memorabilia. These images will be selected and digitized to create short videos. We will also consult with the Redwood city museum and search for any country or state resources.

To identify the "Legends", we will engage the Atherton Community in the nomination of individuals for consideration as a Legend of Atherton. We would advertise to the community the opportunity to nominate through our website, e-bulletin and the Athertonian. Those nominated would be presented to the City Council for acceptance. [This process requires more discussion]

Display content for the Legends would then be developed (i.e. memorabilia, artifacts, storyboard ideas, etc.) and integrated into the displays in the pavilion. These can be permanent or rotate.

Display technologies

Interactive video displays will be developed and projected onto screens where users can select the content they wish to see. Audio will be streamed to the visitors iphone or played though the exhibit speakers or headsets. The existing train schedule display case may be retrofitted to house displays.

Selection of Legends

The first step in identifying "Legends" is to determine criteria that will be used in the course of such assessment. We recommend that the Legends Subcommittee make recommendations to the Council and that the Council approve a set of criteria. An alternative would be to delegate this decision to a committee that might be established to recommend to the Council who the Legends are (see below). In either case, criteria needs to be approved by the Council for who is included as a Legend. For example how many years must someone live in Atherton to be considered for the Atherton Legends. [this requires more discussion]

The second step is to determine who the Legends are. This could be done by a Council-appointed Citizen's Committee (Brown Act) to take on the task of reviewing nominations from the Atherton community; or the Council could delegate this task to an existing community group (non-Brown Act) who would take over a nomination process. An assignment of roles and responsibilities is needed.

Next steps

1. The council should provide feedback and approval to the Legends subcommittee on the current proposal and discuss the assignment of tasks.
2. The Legend subcommittee will establish a relationship with the Heritage Association and secure permission to work with the collection and make contact with other local sources of public historical information.
3. A design/ architectural firm will be engaged (via public bid) for the building modifications and landscaping and a budget created for both the building and the creation of displays. A separate bid will go out for a design firm to create the display content and installation of display technology.
4. The Council needs to decide how to determine the criteria and the mechanism for recommending residents to be included as a "Legend of Atherton".

Notable people

- Mohamed Atalla, Egyptian-American engineer, inventor of MOSFET transistor, founder of Atalla Corporation
- Gertrude Atherton, American author
- CiCi Bellis, tennis player
- Lindsey Buckingham, of Fleetwood Mac[33]
- Cheryl Burke, *Dancing with the Stars* professional dancer
- Sir Nick Clegg, Facebook executive and former Deputy Prime Minister of the United Kingdom, and his wife; Miriam González Durántez, lawyer[34]
- Ty Cobb, Hall of Fame Major League Baseball player
- Stephen Curry, NBA star moved to Atherton when the Golden State Warriors moved to San Francisco in 2019
- Timothy C. Draper, venture capitalist and founder of Draper Fisher Jurvetson[35]
- Clay Dreslough, game designer, raised in Atherton
- Douglas Engelbart, computer engineer
- Drew Fuller, actor, known for role on *Charmed* and *Army Wives*
- Ron Johnson, former senior executive at Apple
- Guy Kawasaki, venture capitalist
- Bobbie Kelsey,
- Stanford University women's basketball assistant coach
- Andy Kessler, author of books on business, technology, and the health field
- Charlie Kubal, music producer, created 2010's Mashup Album of the Year, *the notorious xx*, grew up in Atherton
- Douglas Leone (born 1957), billionaire venture capitalist[36]
- Andy W. Mattes, CEO of Diebold.[37]
- Willie Mays, Hall of Fame Major League Baseball player[38]
- Rajeev Motwani, professor, computer science, Stanford University[39]
- Farzad Nazem, former chief technology officer of Yahoo! and one of its longest-serving executives, now an angel investor
- J. B. Pritzker, Governor of Illinois and co-founder of the Pritzker Group
- Tom Proulx, co-founder of Intuit[40]
- Vivek Ranadive, Chairman, CEO and Founder of TIBCO Software[41]
- Jerry Rice, Hall of Fame football player[42]
- Ted Robinson, San Francisco 49ers play-by-play announcer
- Maureen Kennedy Salaman, author and proponent of alternative medicine
- Sheryl Sandberg, Chief Operating Officer of Facebook
- Eric Schmidt, Executive Chairman and former CEO of Google; 138th-richest person in the world in 2012[43]
- Charles R. Schwab, founder and CEO of the Charles Schwab Corporation[44]
- Shirley Temple, child movie star and diplomat
- Y.A. Tittle, 49ers & Giants QB, NFL HOFer, resident until his death in 2017
- Bob Weir, of the Grateful Dead and Ratdog raised in Atherton[45]
- Steve Westly, former State Controller of California, major Democratic Party fundraiser, and venture capitalist.[46]
- Trip Hawkins, Founder Electronic Arts
- Paul Allen, co founder Microsoft

- Gary Lauder
- James Clark, including Silicon Graphics, Inc., Netscape Communications Corporation, myCFO, and Healtheon
- Meg Whitman, former president and CEO of Hewlett-Packard, former CEO of eBay[47]
- Dennis Woodside, president of Impossible Foods, former COO of Dropbox
- Chamath Palihapitiya, CEO of Social Capital, and board member of the Golden State Warriors.
- George R. Roberts, cofounder of Kohlberg Kravis Roberts
- Jan Koum, co founder of WhatsApp
- Marc Andreessen
- Ben Hororwitiz
- Alan Salzman
- **Bruce Dunlevie, Benchmark**
- **Ron Conway**
- **Getty?**
- **Faxon Atherton**
- **Levi Strauss?**
- **Commodore James Watkins, Captain of the Pacific Mail Steamship Company**

Display technologies

https://prodisplay.com/museum-display-technology-visual-effects/

https://www.expoexhibitionstands.com/7-types-of-technologies-to-enhance-exhibition-stand-interactivity/

https://ideum.com

https://www.audiofetch.com/?keyword=audiofetch%20express&gclid=Cj0KCQjwvr6EBhDOARIsAPpqUPGhZWC9a2AkOO34wFkvH3FZ3csKPuN58xb0_LjpEzAIILQJmsknIxkaAmBHEALw_wcB