

*Friends of*



# MOUNTAIN VIEW C E M E T E R Y

WHAT'S INSIDE: From the Friends of Mountain View Cemetery • Upcoming Events • Special Events • New Developments: Future Plot 82 • Craig's Corner – Ground Maintenance • Remembering George Vukasin • How You Can Help

FALL 2016





*Life is not measured by the number of years one has spent on earth,  
but by the number of lives that person has touched...*

~ Anonymous

For over 150 years, Mountain View Cemetery has been an important fixture of the East Bay community, providing joy and comfort to families of all faiths in a serene, park-like setting filled with fountains, lush gardens, and panoramic views of the water.

As part of our efforts to deepen our commitment to customer service and better accommodate the needs of our families, we are now able to provide all funeral, cremation, and celebratory services in one location. The expansion of our business to include direct funeral and cremation services is vital to Mountain View Cemetery's long-term preservation and mission.

We're also gearing up for the holiday season and hope you'll join us for a number of free, family-friendly special events, including our annual Pumpkin Festival, Holiday Circle of Lights and Remembrance Trees, photos with Santa, and more!

Family services counselors are available at all of our community events to talk with you about burial estate planning and to answer any questions you may have about our services. If you can't make it to any of our events, you're always welcome to call or stop by our office for a chat and a tour of our historic grounds.

*The Friends of Mountain View Cemetery is a not-for-profit 501(c)3 organization.  
Your donation is tax-deductible.*



## UPCOMING EVENTS

At Mountain View Cemetery, we offer family-friendly events and activities year-round. Each of our free, docent-led tours meets in front of the administrative office and lasts about two hours. Many tours involve walking up hills.\*

\*Please note: scheduled tours and events are subject to change. Visit our website for the most up-to-date information and details: [www.mountainviewcemetery.org](http://www.mountainviewcemetery.org).

Sat., 10/22/16  
10 a.m.

Sat., 10/29/16  
Noon to 3 p.m.

November

Sat., 11/12/16  
10 a.m.

Thurs., 11/24/16

Sat., 11/26/16  
10 a.m.

Thurs., 12/1/16  
through Sun., 1/1/17  
5 p.m. to 9 p.m.

Sun., 12/4/16  
Noon to 3 p.m.



### Mayors Tour

*Free docent-led by Dennis Evanosky and Michael Cobruno.*

### Eleventh Annual Pumpkin Festival

*Celebrate Halloween at our fun-filled pumpkin patch meadow, with free pumpkins, activities, onsite food trucks, animal show and live music!*

### Fall Foliage Display

*Stop by and admire the colorful leaves of our redwood and oak trees.*

### Exploring Mountain View Cemetery

*Free docent-led tour by Jane Leroe, highlighting the people, architecture, beauty and history of Mountain View Cemetery.*

### Thanksgiving

### Symbolism

*Free docent-led by Sandy Rauch.*

### Tenth Annual Holiday Circle of Lights

*Enjoy our magical holiday light display every evening in December through New Year's Day.*

### Free Photos with Santa

*Come have your picture taken with Santa Claus in Mountain View Cemetery's Tower Chapel.*

## Free Photos with Santa

**Sunday, December 4 from 12 p.m. to 3 p.m.**

Stop by the Tower Chapel for an afternoon of Christmas music, complimentary refreshments...and a photo with Santa! 📷

Sun., 12/4/16  
3 p.m. to 5 p.m.

Sat., 12/10/16  
10 a.m.

Sun., 12/18/16  
2 p.m.

Sat., 12/24/16  
10 a.m.

### Holiday Remembrance Gathering & Tree Decorating

*Honor someone close to you with a commemorative ornament.*

### Exploring Mountain View Cemetery

*Free docent-led tour highlighting the people, architecture, beauty and history of the cemetery.*

### Special Holiday Concert with Laura & Anton

*Free concert in the Tower Chapel, with guitar, violin and voice duet.*

**Founder's Day** *A special free docent-led tour by Dennis Evanosky, Michael Cobruno and Stafford Buckley.*

## UPCOMING EVENTS (CONTINUED)

- Sat., 1/14/17  
10 a.m.  
**Exploring Mountain View Cemetery**  
*Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.*
- Sat., 1/28/17  
10 a.m.  
**Specialty Tour of Mountain View Cemetery**  
*Free docent-led tour.*
- Sat., 2/11/17  
10 a.m.  
**Exploring Mountain View Cemetery**  
*Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.*
- Sat., 2/25/17  
10 a.m.  
**Black History Month Tour**  
*Free docent-led tour highlights the lives of community leaders such as; Captain Wm. Shorey, Alonzo & Jennie Prentics, and Lydia Flord Jackson.*
- Sat., 3/11/17  
10 a.m.  
**Exploring Mountain View Cemetery**  
*Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.*
- Fri., 3/24/17 through  
Sun., 3/26/17  
10 a.m. to 4 p.m.  
**Twelfth Annual Tower Chapel Tulip Exhibition**  
*Walk amidst spectacular floral arrangements created by Bay Area florists, garden clubs, and local floral design classes. It's free!*
- Sat., 3/25/17  
10 a.m.  
**Women's History Tour**  
*Free docent tour led by Jane Leroe & Michael Colbruno.*
- April  
**Tulip Extravaganza**  
*Stop by and admire thousands of Dutch tulips in bloom!*
- Sat., 4/1/17  
through  
Sun., 4/2/17  
**Ching Ming Festival (Remembrance of Ancestors)**  
*Enjoy complimentary refreshments all weekend long as we observe this annual Chinese tradition. Observed date is April 4.*
- Sat., 4/8/17  
10 a.m.  
**Exploring Mountain View Cemetery**  
*Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.*
- Sat., 4/15/17  
12 noon to 3 p.m.  
Sun., 4/16/17  
**Free Photos with the Easter Bunny**  
*Tower Chapel.*  
**Easter**
- Sat., 4/22/17  
10 a.m.  
**Specialty Tour of Mountain View Cemetery**  
*Free docent-led tour.*
- Sun., 4/23/17  
8 a.m.  
**2nd Annual Run Through History**  
*Your entire family is welcome to join in this 5K run/walk as you wind through the cemetery race trail.*
- Sat., 5/13/17  
10 a.m.  
**Exploring Mountain View Cemetery**  
*Free docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*
- Mon., 5/29/17  
10 a.m.  
**96th Annual Memorial Day Commemoration**  
*Presentation of colors, salute to the fallen, and guest speakers.*
- Mon., 5/29/17  
11:30 a.m.  
**Memorial Day Civil War Plot Tour** (led by Dennis Evanosky)  
*Dennis, who has also led tours at the Pardee Home and Oakland's Preservation Park, gives a general tour with special emphasis on the Civil War and the role Californians played in the conflict.*

## 11th Annual Pumpkin Festival

Saturday, October 29, 12 p.m. to 3 p.m.

Celebrate Halloween at our fun-filled pumpkin patch meadow, with free pumpkins, fun activities, and treats for the kids. Our long-standing Halloween tradition continues this year and immediately follows the Piedmont Avenue Merchants Association's annual Halloween parade, which is a daylong celebration that includes trick-or-treating at participating stores on the avenue. To join in the fun, head down to the end of Piedmont Avenue after the parade and proceed into the cemetery to the pumpkin patch meadow. Children can choose a free pumpkin (one per child and quantities are limited) and enjoy lots of other activities, including: five bouncy fun-houses to jump around in, hay-bale tunnel, balloon artist, face painting, animal show, and a craft area to decorate pumpkins, masks, and treat bags. Food truck vendors will be available on site for your family eats. Live music from "Shades of Gray" will be here to entertain everyone. Put on your dancing shoes and enjoy the afternoon at the cemetery. *Parents must accompany their children to this event* 🍂



*Mountain View Cemetery's annual pumpkin festival is one of our most popular events—come see why over 1,000 people attend every year! Photo by Lynn Chung-Tran.*



*We bring the North Pole to you with our popular holiday light exhibition.*

## 10th Annual Holiday Circle of Lights Dec. 1 through New Year's Day, 5 p.m. to 9 p.m.

Enjoy our month-long holiday light exhibition featuring scenes from Santa's workshop and other holiday-inspired themes! A giant Nutcracker soldier awaits your arrival, then our magical storyland of lights will continue to delight you. Our whimsical display, which begins at entrance to around the front fountain features Santa's workshop scene, reindeer sled. And train of toys, snowmen, skaters, candy canes, bells, poinsettias, playful penguins, carriage scene, horse and sleigh, and a holiday arch of lights. Hundreds of tiny bright lights

outlining our buildings and trees provide the perfect backdrop for this enchanting exhibition. Join another Mountain View Cemetery tradition. There is no charge; just drop by between 5 PM - 9 PM, Dec. 1 through New Year's Day, and enjoy the sights of the season! 🍂

## Decorate Our Remembrance Tree and Pay Tribute to Family and Friends Sunday, December 4 from 3 p.m. to 5 p.m.

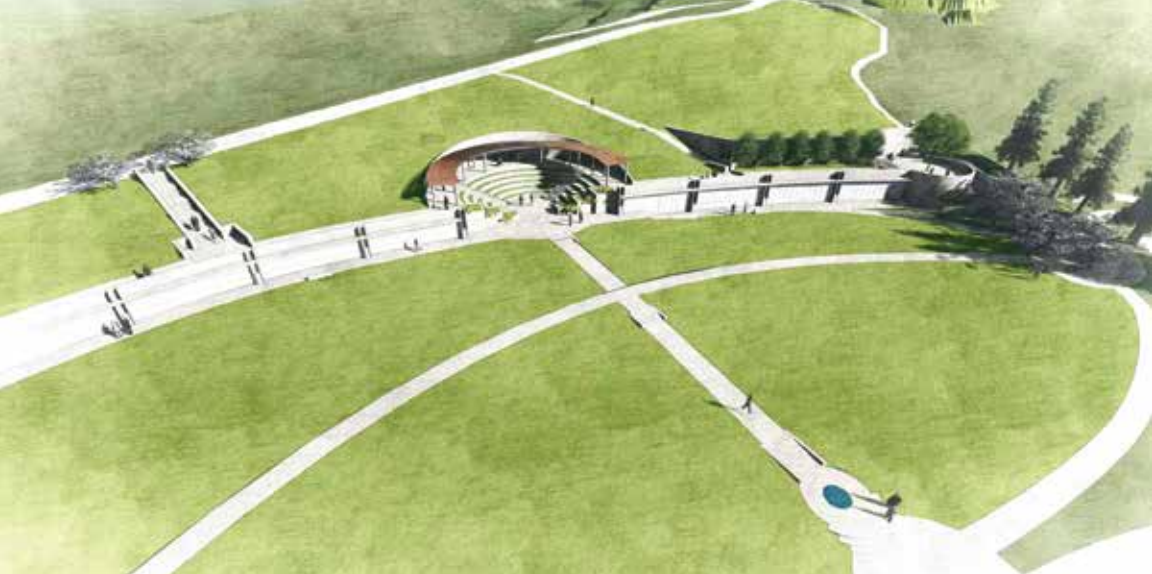
Honor someone close to you with a commemorative ornament. Stop by to decorate our holiday remembrance trees and honor the memory of family members and friends who are no longer with us. We'll have a crafts area where you can insert photos or personal notes into clear ornaments or write on to colored ornaments. At 5 PM, a minister will say a special blessing...then we'll light our beautiful trees.

Enjoy holiday refreshments, listen to festive holiday music, and warm yourself by our crackling fire as you reflect on treasured memories during this special time of year. 🍂



*Choose an ornament to hang on our remembrance tree to honor family and friends who are no longer with us. If you're unable to attend, we're happy to hang an ornament on your behalf.*





## “Good Intentions, Long-Term Essentials” By Jeff Lindeman

Our Fall, 2016 newsletter cover renders an artistic concept for the Cemetery’s future Plot 82, an expansion of the landscape themes developed in our Golden Lotus Mountain and Flowering Pear Garden sections.

This beautiful concept includes an outdoor amphitheater for services, outstanding views of the Bay, outdoor mausoleum and niche spaces integrated with landscape topography in a layout of the infinity symbol. Many choose Mountain View Cemetery for its panoramic views. Today, the Cemetery has very few plots remaining that enjoy those views. This project intends to provide several thousand burial sites for our community in keeping with the attributes that have made the Cemetery a beautiful destination for the living and the deceased for over 150 years. The future sales of this expansion are vital to the long-term growth of our Endowment Care Fund, which is what will maintain the Cemetery for perpetuity.

**The Process:** The City of Oakland zones the Cemetery for residential development. To develop new sites at the Cemetery, we are required to obtain zoning variances and perform an Environmental Impact Report (EIR), despite having operated as a Cemetery since 1865. After a lengthy period of time, the City published a “draft” EIR and the public comments period concluded this summer.

**EIR Comments:** The most common critical comments received were regarding the need to remove trees, especially oak trees. Critics combined with local media have made comments alleging that the Cemetery is cutting down “hundreds” of “heritage” oak trees and that these trees are “thousands” of years old.

**Analysis:** Within the project approximate grading boundary the Cemetery needs to remove 192 trees. This mix of trees include 49 oak trees having an 18” or greater diameter (Oakland has no definition of a “heritage” oak tree, but some cities do with the definitions ranging from 18” in Marin to 50” or 60” in other cities; for our analysis we have chosen the more conservative figure of 18”); 75 oak trees having less than an 18” diameter; 34 “other” trees that are not oaks but do require a permit to remove; and 34 trees, such as eucalyptus or Monterey pine, for which no permit is required to remove. In summary, we need to remove 158 trees that require a permit to remove. We reviewed the arborist’s assessments of the oak trees and found that only 18, including all sizes of oaks, were rated as “high” or “good”. Most are rated as “moderate”. Numerically similar, about 18 are rated as “poor”.

Regarding habitat, it is worth noting that the existing conditions include an almost three acre abandoned parking lot, most of which would be converted to landscape. The larger oaks are not thousands of years old, but according to a Cemetery arborist, Brian Fenske. The larger trees are likely in the range of about 70 to 90 years old.

**Context:** The Cemetery values trees. During the past five years the Cemetery has planted about



1,300 saplings (oak, maple, cedar, redwood) of which about 689 have survived the drought. We planted 471 15-gallon redwood trees to re-establish a former screen of trees on the northern boundary of the Cemetery. We also planted 14 48”box deodar cedars and as well as 66 24” to 60” box trees that are a mix of oak, sycamore, maple and other species. In the previous five years, plantings included the cherry trees enjoyed about the main circle as well as the many Italian cypress trees seen throughout the Cemetery. The Cemetery has made, and will continue to make, substantial investments in trees and their care.

**New Tree Plan and Mitigation:** The new tree planting plan for the project includes 328 new trees. Those trees include a mix of oaks, redwoods, bay laurel, cedars, madrone and others. A public criticism of the plan is that it should include all or a disproportionate majority of oak trees. We believe that oaks are important to the plan and so we do include a substantial number of new oaks. We also believe that the health and vitality of the long term plan will benefit from species diversity. If we overly rely on oaks and a blight, such as sudden oak syndrome strikes, we would become vulnerable to the loss of many trees. We conclude the site is more sustainable if risk is diversified. Also, it is difficult to predict what tree species will grow well in the micro-climates of the project. So diversity, again, provides us with a long-term opportunity to learn and to cultivate which species prefer which micro-climates within the project.

**Short-Term versus Long-Term Use:** Some critical comments of the project appear to advocate that the existing oaks will live in perpetuity if they remain in place. The project site is zoned for residential development. If opponents were to block the development of cemetery land for cemetery use, it is unlikely the cemetery would retain such land in perpetuity. The most likely alternative to cemetery use, given the shortage of housing and given the residential zoning of the land, is residential development. It is obvious that alternatives to cemetery land use include significantly larger urban and carbon footprints. Ironically, approving this land for cemetery use ensures that it will remain landscape topography – in perpetuity.

**Additional Mitigation:** Yes, we do need to remove a significant number of trees. But, we also have a history of planting trees and propose a significant tree planting initiative for this project. We studied whether to transplant trees. Arborist Brian Fenske, who has substantial experience transplanting trees, identified only 8 trees suitable for transplant. Fenske said the cost to transplant an oak greater than 18” is between \$100,000 and \$150,000 and transplants have a risk of not surviving the transplant. We note that several of the 8 trees cleared by Fenske for transplant could be saved in place, which is a safer course of mitigation. In addition to saving these trees in place, we propose purchasing several new oaks of box sizes equal to 60”, which will add immediate size to the canopy. Our mitigation plan plants more trees than we remove, includes diversity in keeping with the City’s approved replacement list, and includes new large box size trees.



**Conclusion:** This project is vital to the long-term needs of our community and to the long-term health of the Cemetery. The Cemetery is private property that receives no City or similar funding. Yet, the Cemetery daily hosts hundreds of visitors and spends a significant budget each year hosting public events, such as the annual tulip festival, the summer guitar series, the fall pumpkin patch and our holiday lights. Thousands of east bay residents enjoy these activities. The Cemetery charges no fee for these events. Many of these visitors also shop or find a bite to eat on Piedmont Avenue and so economically support the local area. The Cemetery wants to have a good relationship with the community and believes that by hosting positive experiences during the lives of future residents, that in times of grief the Cemetery will continue to offer a familiar source of solace. To continue doing that, the Cemetery needs to develop this project and it will mitigate that development with a generous tree plan.

**What Can You Do?** Soon, the EIR and project will come again before the Planning Commission. If you would like to support the Cemetery, please contact Doreen Herbruger at our office at 510-658-2588. Doreen will collect your name, phone number and email address, and we will keep you informed and let you how and when you may be able to help the Cemetery earn approval for this vital project.

Please see project information and exhibits at [www.mountainviewcemetery.org](http://www.mountainviewcemetery.org). 

## FREE CEMETERY TOURS EVERY SECOND SATURDAY

Want to learn more about the legendary leaders of industry, government, education, and art at Mountain View Cemetery? Join one of our free, docent-led, Mountain View Cemetery overview tours. They begin at 10 a.m. on the *second Saturday of every month*.

## FREE SPECIAL TOPIC TOURS EVERY FOURTH SATURDAY

Every **fourth Saturday of the month**, we'll be featuring a free tour that focuses in on more specialized topics. Join our enthusiastic and knowledgeable docent tour leaders for a closer look at the fascinating people of Mountain View Cemetery, as well as other intriguing aspects of the cemetery.

*Each of our tours lasts approximately two hours. No RSVP is necessary; simply meet in front of the administrative office and wear comfortable walking shoes. For more information about our docent-led tours, or to arrange a special group tour (including wheelchair-accessible tours), visit [www.mountainviewcemetery.org](http://www.mountainviewcemetery.org) or contact the cemetery office at 510.658.2588.*



## FREE, SELF-GUIDED CEMETERY TOUR MAP

A free map showing plots, listing points of interest, and identifying graves of notable persons is available at the cemetery office or online at [www.mountainviewcemetery.org](http://www.mountainviewcemetery.org).





Recently, the entrance circle of the cemetery has become quite the point of interest. Many people frequenting the property have become intrigued by a certain plant blooming in the flower beds. I have been asked on numerous occasions, “What is the pretty plant with the white and pink flowers”?



Ladies and gentleman, I present Anemone x hybrid ‘Whirlwind’ (white) and ‘Serenade’ (pink), or commonly known as, Japanese Anemone. This Fall-blooming perennial brightens any late season garden by bringing a refined and elegant touch of beauty. The white and pink blossoms burst open atop the plant’s long stems to illuminate any shaded area.

Although the plants may take 1-2 years to become established, anemones form a handsome 12”-16” tall ground cover than can spread quickly when planted

in humus-rich soil. They flourish in light to partial shade, but will tolerate full sun as long as there is sufficient moisture. However, water-saturated soil should be avoided.

As mentioned above, soil types will determine how quickly a plant spreads, anemones spread more easily in a light, moist soil than in a heavy, dry soil. Anemones can quickly become invasive in many garden beds if not tended to. Plants begin to sprout in May, and they should be removed if there is any cause for concern to other plants.

Anemones don’t require deadheading to prolong flowering, but cutting spent flowers can keep things looking tidier. Once a good frost hits, the foliage will blacken, and become unsightly, so it is often removed in late fall. However, leaving the foliage will act as winter protection.

Good luck with your gardening! 🍀

## Advance Planning with Piedmont Funeral Services and Mountain View Cemetery. By Ray Ortner



We are entering into our second full year of Piedmont Funeral Services, and it is amazing how many people are taking advantage of our Advanced Planning service. Families are embracing the fact that they can arrange their mortuary services in advance, and give their children peace of mind when they pass away. Having the opportunity to select services and merchandise in advance, ensures that your services are planned to your satisfaction and desires. Most people are taking advantage of our price guarantee option which guarantees that you pay today’s prices for services and merchandise you will use in the future. So not only are you taking care of your arrangements, but saving money by using our price guarantee option. If you would like additional information, please feel free to

stop by the office and ask a Family Service Counselor for a copy of our Advanced Planning Guide. This is a booklet that takes you through the process of what you will need to do and the decisions you need to make when someone passes away. 🍀



## Longtime Pillar of the Oakland/East Bay Community and Member of the Board of Trustees for Mountain View Cemetery Association, **George Vukasin** dies at age 82.

George J. Vukasin passed away peacefully in his home in Alamo on Monday, Feb. 15, just a few weeks short of his 83rd birthday. Mr. Vukasin served as a Mountain View Cemetery Trustee holding several positions from 2002 until his death in 2016.

Mr. Vukasin was a dedicated public servant in his beloved home city where he worked and served the community in many ways including as a former Oakland City Councilman, Vice Mayor, Port Commissioner, and President of the Oakland-Alameda County Coliseum Board of Directors.

As CEO of Peerless Coffee and Tea, the pioneering Oakland coffee roaster that made craft roasting popular long before Peet's and Starbucks were born, Mr. Vukasin was an early force in the Specialty Coffee Association. He served several effective terms as the President of the National Coffee Association. During that time, he was awarded the country of Colombia's highest honor, the Manuel Meija Award, named after the father of the Colombian coffee industry, for the work he did to elevate Colombian farmers out of poverty.

Born on April 18, 1933 at Merritt Hospital in Oakland, George was the son of John P. Vukasin, who founded Peerless Coffee in 1924, and his wife Natalie. His only sibling, U.S. District Court Judge John P. Vukasin Jr., died in 1993.

During the early years of his coffee career, he met a beautiful stewardess for Pan Am named Sonja Halvorsen. It was love at first sight and for the next 50 years they were partners in both life and in the thriving coffee business.

Branching out into the community, Mr. Vukasin served as Chairman of the Alameda County March of Dimes President of the Oakland Chamber of Commerce; board member of Summit Hospital, St. Mary's College and the Oakland Boys' Club; member of the Board of Trustees of Mountain View Cemetery Association; and President of the Oakland Port Commission, where he supervised the construction of Oakland International Airport and brought the Japanese container program to the Port of Oakland.

With all his accomplishments, if you asked George what he was most proud of, he would simply say his family. George and Sonja built a life together that was surrounded by fun, friends and family. They enjoyed travelling the world together, exploring exotic locales and building many strong relationships throughout the world that continue on today into the next generation.

Family was the center of his life and nothing made him happier than spending time in Alamo, Lake Tahoe and Los Cabos with his children, (Kristina, Michelle and George Jr.) and grandchildren. He would attend every school activity, sports game and social event he could just to support his grandkids. If there was ever an example of a great father and grandfather, he was it.

The private interment service for Mr. Vukasin was a spectacular tribute of military pageantry, love and respect. A truly memorable event, for a deserving public icon, who served so many for so long. 🕯



## HOW YOU CAN HELP

☒ **YES**, I'd like to make a tax-deductible donation to the Friends of Mountain View Cemetery to help restore, preserve, and enhance the beauty of the Mountain View Cemetery grounds.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone (optional): \_\_\_\_\_

Please accept my donation in the amount of:

☐ \$10   ☐ \$50   ☐ \$100   ☐ \$250   ☐ \$500   ☐ \$ \_\_\_\_\_

Please use my donation for (check one):

☐ To plant a tree in the cemetery (to plant a tree with a permanent memorial plaque, please call our office and we'll be pleased to assist you)

☐ Main Mausoleum Stained Glass Restoration Fund

☐ Preservation and Restoration Fund   ☐ Wherever my donation is needed most

Form of payment (check one):

☐ Check enclosed (please make your check payable to  
*Friends of Mountain View Cemetery*)



Credit card:   ☐ Visa®   ☐ MasterCard®

Credit card no.: \_\_\_\_\_

Exp. date: \_\_\_\_\_ / \_\_\_\_\_

Tax-deductible donations may be mailed to:



**MOUNTAIN VIEW**  
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5000 Piedmont Avenue • Oakland, CA 94611

### *Thanks to Our Contributors*

*Our special thanks to those who have recently contributed \$50 or more to support our ongoing preservation and restoration efforts: S. Anderson • Jocelyne Birren • Donald Craig • Paul D. Lane • May Lin Lang • John Stock • Kathie Long*

*About Mountain View Cemetery: The Mountain View Cemetery Association, established in 1863, is a community nonprofit corporation dedicated to providing comfort to families of all faiths in a setting of great beauty. We are a private organization and receive no public funding. While much of our cemetery grounds are maintained through an endowment fund, we rely on your generous, tax-deductible support to continue our historically critical preservation efforts.*

Phone: 510.658.2588 • Fax: 510.652.2726 • [www.mountainviewcemetery.org](http://www.mountainviewcemetery.org)

**Grounds open:** 7 a.m.–sunset daily (entrance gates close a half hour before sunset)

**Office hours:** Weekdays 8:30 a.m.–4:30 p.m., weekends and holidays 10 a.m.–4 p.m.

**Mausoleum hours:** Weekdays 8 a.m.–4 p.m., weekends and holidays 9 a.m.–4 p.m.

*Friends of*



**MOUNTAIN VIEW**  
C E M E T E R Y

5000 Piedmont Avenue, Oakland, CA 94611  
founded 1863 • a not-for-profit association