

MORE MESA PRESERVATION COALITION



MMPC e-Update

November 2014

You Can Help ...

Every issue of this newsletter goes out to 850 More Mesa supporters. We need to get the word out to an even wider audience in our community. In these days of electronic media, it's so much easier to do, infinitely easier than when we started in 2000.

Please forward your issue of our update to those in your circle of friends and neighbors who may also care deeply about what happens to our beloved resource. If any of these folks would like to help, please have them contact us at: mmpc@moremesa.org.

It's time to lock up More Mesa, forever!

Thanks so much!

Ask the President

Q. Is it true that More Mesa's Saudi owner is considering various development plans for More Mesa?

A. Yes there is no doubt that several development proposals are currently being evaluated by the owner.

In fact, as many as seven firms may have submitted proposals that could potentially bring bulldozers to More Mesa. As far as we know, the owner has not elected to go forward with any of these as yet, but a decision may be made in the near future. This intelligence has led us to launch the More Mesa Forever Campaign we reported in the [last issue](#) of this newsletter. And as we have said all along, our preferred option is the purchase of all of More Mesa.



*Valerie Olson
President, MMPC*

The only area that can legally be developed on More Mesa is shown in red.

[More Mesa Symposium on Line:](#)

Many supporters who were unable to attend the 2014 More Mesa Symposium have inquired about obtaining a video of the presentations. And many who did attend have been eager to review what they saw and heard. Now they can, because we recently hosted the entire 2014 Symposium on our website!



The six separate videos include, a brief introduction to the Symposium, four presentations from experts on More Mesa:

- Ecology - Wayne Ferren
- Raptors - John Storrer
- History - Valerie Olson
- Development - Dan Gira

and the panel discussion that ended the morning session. These talks may be found in the "Events" section of the More Mesa Preservation Coalition web site [here](#).

It is the mission of the More Mesa Preservation Coalition to preserve More Mesa, in its entirety, for all time. We've been at it since 2000.



Panel Discussion at the Symposium

We hope that all of you who care about More Mesa will find these important educational resources packed with useful and interesting information. From them we can take enormous pride in the intense desire of our community to preserve this unique and cherished part of our South Coast world.

[The Past: More's Landing Suffers a Severe Blow](#)

Continued from our last issue ...

In spring of 1889, disaster struck More's Landing, suddenly and violently, when a sou'easter wrecked most of the wharf. The storm also destroyed the warehouse, which at the time contained 9,000 lbs of lima beans. 500 sacks of corn. thousands of board feet of lumber and hundreds of tons of asphaltum

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 The decision to rebuild was difficult because the imminent opening of the railroad promised tough competition for the Landing. However, John More, brother of T. Wallace, decided to go forward with the rebuild. (We'll talk more about brother John in our next issue.)



*Spooning and Sparking on More's Landing
 (Photo by Francis Franklin)*

One of the reasons it was decided to go ahead was that the Landing could be used to ship the gold John More anticipated would be extracted during Santa Barbara's "gold rush". Gold rush? Yes! The Goleta Valley had its own little "rush" the winter before the Klondike had its big rush. A prospector filed a mineral claim in upper Smith Canyon, above Stowe Ranch. While extolling the virtue ... and value ... of his claim, he boasted that he could deliver high-grade ore to More's Landing at \$5 a ton. A few months later it was announced that the gold assayed out at \$49 a ton. Unhappily, it cost \$75 a ton to mine. Alas, no gold rush.

But while there was no bonanza to bring additional commerce to the area, More's Landing was a popular destination for fun and recreation. Groups came from Santa Barbara by boat and wagon and were allowed on the More property every day of the week but Sunday. They had picnics, sun bathed, frolicked in the ocean and enjoyed each other's company. Sound like Goleta Beach County Park? Lastly the story of More's Landing reminds us that the Santa Barbara community has been using the beach at More Mesa for at least 132 years.

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