

Guide to the Gay Alliance of the Genesee Valley Ephemera Collection 2017.023

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English

Describing Archives: A Content Standard

Local History & Genealogy Division

115 South Ave.

Rochester 14604

585-428-8370

lochistref@libraryweb.org

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Summary Information

Repository:	Local History & Genealogy Division
Source:	Gay Alliance of Genesee Valley
Title:	Gay Alliance of the Genesee Valley ephemera collection
ID:	2017.023
Date [inclusive]:	1991-1998, 2007
Physical Description:	2.0 Cubic Feet 3 boxes
Language of the Material:	English
Realia [box]:	1-3
Abstract:	This collection consists of ephemera collected by Rochester Custom Leathers and the Gay Alliance of the Genesee Valley. The materials date between 1991 and 2007, with a bulk of the materials dated between 1991 and 1997. The materials consist of t-shirts, awards, trophies, and thank you letters.

Preferred Citation

Gay Alliance of the Genesee Valley Ephemera Collection, [Item description]. Local History and Genealogy Divison, Central Library of Rochester and Monroe County N.Y.

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Administrative History

Gay Alliance of the Genesee Valley

The Gay Alliance of the Genesee Valley began in 1970, on the campus of the University of Rochester as the Rochester chapter of the Gay Liberation Front. The Rochester Gay Liberation Front was started by Bob Osborn and Larry Fine. The Gay Liberation Front was started in New York City after the Stonewall Riots of 1969.

By 1972, the Rochester Gay Liberation Front had left the University of Rochester because most of the members were non-students and formed the Gay Alliance of the Genesee Valley. The GAGV met in the Bull's Head Plaza. They then moved to a space in the Genesee Co-Op building, where they stayed

until 1990. In 1990, the GAGV purchased a building at 179 Atlantic Avenue and served as the first community center owned by the Gay Alliance. The Gay Alliance was incorporated in 1973, with the idea that the Alliance would serve as an umbrella organization for gay groups.

In the early years, the Gay Alliance published the newsletter *The Empty Closet*, improved relationships with the police department, held rallies and demonstrations, and hired staff for the first time. During the 1980's, the Gay Alliance focused on grassroots efforts regarding the HIV/AIDS epidemic. They created support services, confronted pharmaceutical companies, and created AIDS Rochester. The first Gay Pride Parade started in March of 1986. In the late 1980's the Gay Alliance began to be seen as a service organization or human services organization. They also began working with LGBT youth that previously had no support. In the 1990's, the Gay Alliance transitioned to a human services organization. The Gay Alliance became a non-profit organization in 1994, after a winning a lawsuit with the City of Rochester. Due to becoming a non-profit though, the Gay Alliance had to focus on social and cultural work and had to do its political work in a different way. The new mission statement made it clear that the agency was dedicated to empowering individuals and dealing with heterosexism and homophobia through education, support groups, and advocating for an end to discrimination.

The Gay Alliance has grown over the years and strives to meet the needs of everyone from teenagers to hate crime victims to families to elders. Trainings, InQueery events and Speakers Bureau presentations send their message throughout greater Rochester, to mainstream businesses, colleges, churches and service providers, as well as to LGBT individuals who need information, support and connection to their community. On October 11, 2017 the Gay Alliance changed its name to the Out Alliance. The Out Alliances envisions a future where all members of the greater Rochester LBGTQ communities, at all stages of their lives, are free to be fully participating citizens, celebrating their lives in which they are safe, stable and fully respected.

Rochester Custom Leather

In 1989 Chuck Antonelli and Walter Dyer decided there was a real need in Rochester for a store selling leather goods. At that time people had to travel to New York or Toronto for leather outfits, which Walt and Chuck also did. When Walt and Chuck got outfitted, they went to Toronto and spent over \$1200 on the basic things. Within six months they started having problems with the clothes, seams ripping out, and so on. They decided that they could do better. On July 29, 1989 Rochester Custom Leathers (RCL), a store specializing in leather apparel and some adult/fetish merchandise, came into existence taking up residence at Village Gate. John and Walt did a lot of the work themselves, but they also had to two full-time employees, two part time, and three people on call. Chuck and Walt also operated the MultiCom 4 computer bulletin board.

From 1997 to 1998, Rochester Custom Leathers introduced a Coffee Bar into the store. Then in December of 1999 Chuck Antonelli and Walter Dyer sold Rochester Custom Leathers to Paul Pape. When Paul became the owner he changed the store's name to OUTlandish Videos and Gifts which has remained its name. He replaced the fetish/leather theme of the store with more of an LGBT interest. OUTlandish's focus included LGBT mainstream and adult films as well as pride merchandise.

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Scope and Contents

This collection consists of awards, thank you letters, and plaques given to the Rochester Custom Leathers store. The materials date between 1991 and 1998. The collection also contains photographs, bumper sticker, and other ephemera. The Shirt series consists of seven t-shirts related to the Gay Alliance of the Genesee Valley. The materials document the role that Rochester Custom Leathers played in the Rochester LBGTQ community.

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Arrangement

This collection consists of three boxes divided into two series:

Series I: Rochester Custom Leather, 1991-1998

Series II: Shirts, 2007

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Administrative Information

Publication Statement

Local History & Genealogy Division

115 South Ave.
Rochester 14604
585-428-8370

lochistref@libraryweb.org

Immediate Source of Acquisition

This collection was donated by the Gay Alliance of the Genesee Valley on August 11, 2016 [Acquisition numbers 2017.023 and 2017.024].

Conditions Governing Access

There are no restriction regarding access to or use of this collection.

Conditions Governing Use

Permission to publish, reproduce, distribute, or use in any current or future manifestations must be obtained in writing from the Rochester Public Library Local History and Genealogy Division.

Processing Information

This project was made possible by a grant from the Documentary Heritage Program of the New York State Archives, a program of the State Education Department.

Processing Information

The archivist removed all certificates and/or awards from glass picture frames and placed them in a folder. Some of the picture frames had broken glass. The t-shirts were removed from the original box and placed into an archival grade storage box with each shirt wrapped in tissue paper.

Processing Information

According to deed of gift, any duplicates or items found unsuitable to the RPL collections and not retained should be returned to the donor. Gay Alliance of the Genesee Valley, 100 College Ave., Suite 100, Rochester, New York 14607.

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Controlled Access Headings

- Gay culture
- Gay business enterprises
- Gay Alliance of Genesee Valley

Bibliography

Bailey, Evelyn. "Outlandish is Outlandish." *Shoulders to Stand On: Documenting the History of the LGBT Community in Rochester, NY*. September 10, 2009. Accessed October 3, 2017. http://womenwopinions.typepad.com/shoulders_to_stand_on/2009/09/outlandish-is-outlandish.html.

“About Us-History.” *Out Alliance*.2017. Accessed October 24, 2017. <http://www.gayalliance.org/about/history/>.

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Collection Inventory

Series I: Rochester Custom Leathers, 1991-1998		box 1-2	
Title/Description	Instances		
South Avenue Recreation Softball trophy, 1995	box 2	item 1	
Rochester Rangers plaque, 1996	box 1	item 1	
Utica Tri's MC participation plaque, 1991	box 1	item 2	
Western Leather Weekend, Rochester Rams plaque, 1991	box 1	item 3	
Larry Gazelli MUNYL plaque, 1996	box 1	item 4	
Rochester Custom Leathers photo, Undated	box 1	item 5	
Utica Tri's MC plaque, 1998	box 1	item 6	
American Brotherhood Weekend plaque, 1997	box 1	item 7	
Certifications removed from frames, 1995-1998	box 1	folder 1	
Photographs, Undated	box 1	folder 2	
Miscellaneous, 1991-1997	box 1	folder 3	

Scope and Contents

This folder contains:

- Newspaper review
- Bumpersticker
- Centaur MC placard, 1996
- City Newspaper Award, 1995
- GAGV Bid from the Heart Thank you, 1994
- Community Health Network, Mr. Safer Thank you, 1993
- Centaur MC Certificate, 1997
- Pantheon of Leather award, 1997
- Ottawa Knights, Mr. Leather Ottawa Hull Thank you, 1995

Ottawa Knights, Mr. Leather Ottawa Hull certificate, 1996

Ottawa Knights, Mr. Leather Ottawa Hull certificate, 1993

Community Health Network, Bowling, thank you, 1994

Utica Tri's MC thank you, 1993

AIDS Rochester thank you, 1997

Utica Tri's MC thank you, 1995

Hartford Colts certificate, 1991

Ottawa Knights, Mr. Leather Ottawa Hull thank you, 1994

United Cerebral Palsy thank you, 1993

Community Health Network solicitation for donation, 1994

Community Health Network thank you, 1993

Open Arms Metropolitan Community Church thank you 1993

UR Names Project, AIDS Memorial Quilt thank you, 1994

AIDS Rochester thank you, 1993

International S/M Leather Fetish Celebration thank you, 1994

Ottawa Knights, Mr. Leather Ottawa Hull thank you, 1995

PFLAG thank you, 1994

Bijou Video award, Undated

Rochester Rangers certificate, 1997

Arc of Monroe County thank you, 1995

West Irondequoit School District thank you, 1994

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Series II: Shirts, 2007, undated		box 3	
Title/Description	Instances		
"One Body Take Care" t-shirt and postcard, Undated	box 3	item 1-2	
GAGV Youth, lilac color, "I have the right" t-shirt, Undated	box 3	item 3-5	
GAGV Youth t-shirt, 2007	box 3	item 6	
"Day of Silence" black t-shirt, Undated	box 3	item 7-8	
"Day of Silence" red t-shirt, Undated	box 3	item 9	

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