

**NORTH PARK HISTORICAL SOCIETY
JUNE 2011 MEETING NOTES**

DATE: JUNE 16, 2011

TIME: 6:30 PM

The first part of this meeting was a Business Meeting of the North Park Historical Society (NPHS) Board of Directors, and the second part was the activities discussion for the organization. These notes include updates as of July 7, 2011.

1. WELCOME AND INTRODUCTIONS

The following members of the NPHS Board of Directors were present:

Patrick Edwards
Steve Hon
Katherine Hon
Ed Orozco
Vince Rivera
Louise Russell
Randy Sappenfield
Jody Surowiec
Liz Studebaker
Michael Thornhill
Sharon Turner
Bill Vivian
Paul Wade

The following members of the NPHS Board of Directors were absent:

George Franck
Hilda Yoder

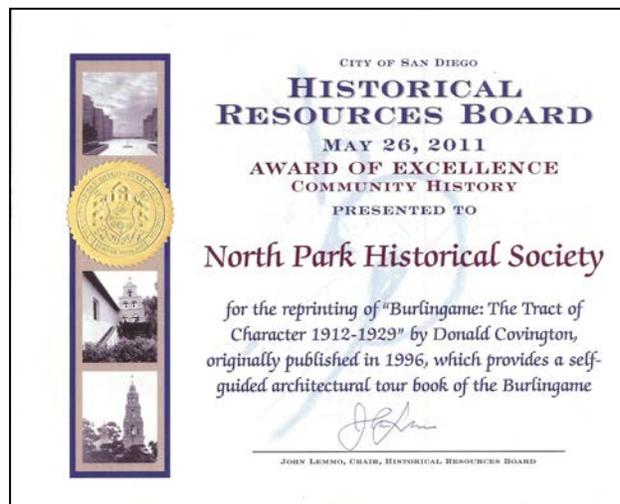
Members Paul and Bob also joined us. Special welcome to Al Kerendian and Chris Martin, members of the development team for the Woolworth Building on University Avenue in the heart of North Park's commercial core. We appreciate them coming to present the project to us!

2. AGENDA REVIEW AND ANNOUNCEMENTS

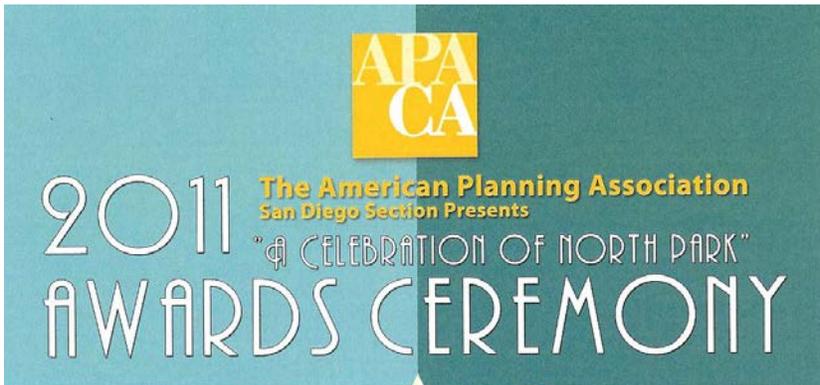
The June Agenda was accepted as proposed.

Katherine announced the awards that NPHS received in May. We were very happy to share the Award of Excellence in Community History from the City of San Diego Historical Resources Board for reprinting the Burlingame book with Pat Taylor, who initiated the project, Vince Rivera, who did the technical work, and the Burlingame Club, who wrote an update to the afterword.

NPHS also received a Community Recognition Award from the San Diego Section of the American Planning Association at their 2011 Awards Ceremony held in the North Park Theatre.



Michael Thornhill and George Franck led well-attended commercial walking tours for attendees in advance of the event, and George and Katherine accepted the award.



3. MINUTES ACCEPTANCE

The draft minutes from the May 19, 2011 NPHS meeting were accepted and have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials and Annual Report were sent to the Board in advance of the meeting. We had income from commercial walking tours and the sale of four North Park history books.

ACTIVITIES PORTION OF MEETING

5. WOOLWORTH BUILDING REDEVELOPMENT PRESENTATION

Al and Chris gave an informative presentation on the plans to redevelop the Woolworth building at 3067 University Avenue. The North Park Gateway LLC company has been active in North Park for the past seven years. They did the redevelopment of the "Cadillac Building" (the brick building near University and Arizona), and the "Sunshine Building" on 30th Street near University Avenue (location of Ranchos and Core Power Yoga). The plan for the currently vacant Woolworth building, which North Park Gateway LLC now owns, is for mixed use, with slightly more than 6,000 square feet available for undetermined commercial use on the first floor and six 2-bedroom residential units on the second floor. The building has been nominated for designation as a historical structure by the developers. They assured us they plan to preserve the terrazzo at the doorways and in the flooring inside the building. We look forward to revitalization of this historically important commercial building in conformance with the Secretary of Interior Standards.

6. GUSTAV STICKLEY EXHIBITION

On June 25 at 10:00 am, Hilda will meet all interested participants in front of the San Diego Museum of Art in Balboa Park to lead us on a tour of the Gustav Stickley exhibit. **Update:** Hilda gave an excellent tour, telling fascinating stories about the man who invented the word "Craftsman" (really) and developed an entire lifestyle for his customers based on the American Arts and Crafts Movement. The exhibit is at the museum through September 11 only. It includes furniture, metalware and textiles that are from private collections and normally not in public view. Definitely worth seeing! Thank you, Hilda, for a wonderful guided tour!

7. DRYDEN DISTRICT UPDATE

At the time of this NPHS meeting, we were anxiously awaiting the final hearing for approval of the district. **Update:** We are happy to report that after four years of City processing and three public hearings, the North Park Dryden Historic District was approved by the Historical Resources Board (HRB) on June 23, 2011. Benefits to homeowners in the District include home value enhancement, preservation of neighborhood character, protection from zoning changes and density increases, and qualification of contributing homes for Mills Act contracts and potential reductions in property taxes. More than 100 homes in the district were determined by the HRB to be contributing and eligible to apply for the Mills Act program. The district's period of significance extends from 1912 to 1941, so homes in the Craftsman style as well as Mission and Spanish Revival, and pre-World War II Minimal Traditional and early Ranch are contributors to the historic character of the district.



The HRB also approved adding Edward F. Bryans to the City's list of recognized Master Builders, an action that could have preservation benefits far beyond the district boundaries. Bryans was a prolific and versatile builder from his arrival in San Diego in 1912 to his retirement in the early 1940s. He built 16 homes in the Dryden District.

8. CAR SHOW PLANNING

We have arranged to rent the parking lot behind the North Park Theatre for the car show. Save the date of September 10, 2011. We decided not to close North Park Way between 29th and Granada. We will keep the event similar to last year, but incorporate some of our lessons learned. We will rent portapotties for the convenience of our attendees (and volunteers!). We need to have sponsors designated by mid-July so Vince can finish the poster by August 1. We will allow up to 50 cars on the lot (we had 40 last year). Randy, Bill, Michael, Bob, Sharon, Steve and Katherine will meet next week to plan details.

9. OLD HOUSE FAIR

A separate update has been distributed on this event, which is always fun and successful for us to participate in. Thank you to everyone who helped at the booth: Michael, Steve, Katherine, Randy, Jody, Hilda, Sharon, and Ed! We get a lot more people stopping by the booth with the stellar posters Vince has done, so special thanks to Vince for his work.

10. WATER TOWER DESIGNATION PROJECT

George continues to coordinate with Alex Bevil, the local historian who has volunteered his time and expertise to conduct research and prepare the application. Alex obtained this 1949 photo from a friend who grew up to work at the City helping to maintain the water system. Notice the smaller water tower on the left.



11. COUNTY GRANT APPLICATION

We submitted our report on using last year's grant of \$1,500 to purchase photos for the next book from the San Diego History Center. We are waiting for notification on the current application, which was a request for \$2,700 to help pay for costs associated with the car show, and to obtain consultation and software to enhance our NorthParkHistory.org website to be more user-friendly and to highlight our projects, including books, walking tours, educational outreach to schoolchildren, and historical designation for neighborhoods and landmarks.

12. LIABILITY INSURANCE FOR NPHS

As a Public Benefit Corporation, NPHS must make good faith efforts to obtain liability insurance for the corporation. This is especially important as we continue to have events such as the car show and walking tours. We contacted the insurance broker who represents North Park Main Street and works with a lot of non-profits, and he has provided us with an example policy geared for non-profits that would provide general liability coverage and additional volunteer accident coverage. Board members received files providing the language of the policies in an email on June 6. The broker also recommends non-owned and hired auto coverage, and to obtain that we must have procedures in place to get signed waivers/statements from car show exhibitors that they have personal car insurance, and a general statement from Board members that they do also. The cost for this described corporate insurance would be about \$1,050 per year.

Liz noted that she has worked with this insurance broker for about 6 years and he deals with many local nonprofits. The Board agreed it is important to protect the organization and all our volunteers, including Board members. Jody moved and Sharon seconded that we acquire the insurance. The action was approved unanimously.

13. CALENDAR PROJECT

Paul provided the plan for the 2012 NPHS Calendar:

- That, for the 2012 calendar, we will not take photos in the North Park subdivision of Burlingame (to show sensitivity to Burlingame's proposed centennial calendar project)
- That due to calendar printing quality, we suggest that we maintain our printing arrangement with CafePress.
- That calendar sales will avoid direct competition with those of the Burlingame calendar (for example, not be sold at The Grove bookstore).
- That we will only print the number of calendars that we best estimate WILL sell (both internally and retail) so that we won't have freebies to hand out.
- We sold 145 (2010) Calendars -- and 113 (2011) Calendars. Based on these figures, we propose ordering 120 calendars this year.
- That we will have a list of retail outlets to target -- and that the calendar committee need only internally handle distribution and accounting for these retail calendar sales.
- That the calendar committee will arrange for other sales tactics well beforehand (including these possibilities: preparation of sales racks; posters; handouts; canvassing; providing calendar order forms at the NPHS booth and other locations; promoting and managing website-based sales; and sales to home residents featured in the calendars).
- That any secondary order amounts from CafePress (after all original order have sold) will be approved by the board at the time we decide to order more, if necessary.
- That, now that we have been granted a permanent "premium shop" on CafePress, we arrange for multiple-calendar styles being offered at one time (up to four styles) -- to include the current year's style -- as well as the three previous year's styles.
- That we have the same calendar mark-up that we've had in the past for the retail locations

- That Board members can purchase the calendars (for their own use only) at cost.
- That non-board member photographers whose work is featured in the calendar will receive, as thanks from our group, 2 NPHS calendars gratis.
- That it is understood that the NPHS calendar, while not a money-making venture at the present, is still an important "visibility project" for the North Park Historical Society.

In the subsequent discussion, Katherine raised her concerns about the difficulties in marketing a product that has a narrow window for viable sales (November-January), the need for intense project attention right at the holidays, and the declining general demand for paper calendars. Everyone agreed we cannot afford to have leftover paper calendars that must be given away, which is what happened for the 2011 calendar because we overestimated how many would sell and ordered too many. Vince expressed openness to exploring different products. Liz noted that organizations need to be clear about the purpose of every program/project that is conducted. Louise said she favors keeping the project going because it enhances our visibility as an organization.

Paul moved and Patrick seconded that we continue the calendar project, but purchase from CafePress only the number of paper calendars that people order and pay for in advance. Other purchases would be through the Internet. The motion was approved by 10 board members; 2 were opposed and 1 abstained.

NEXT MEETING

The next meeting will be **THURSDAY** July 21, 2011 at 6:30 pm in the second floor conference room of the Masonic Lodge.