

**NORTH PARK HISTORICAL SOCIETY
JANUARY 2012 MEETING NOTES**

DATE: JANUARY 19, 2012

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 January 25, 2012.

1. WELCOME AND INTRODUCTIONS

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

Robert Bauer
George Franck
Steve Hon
Katherine Hon
Ed Orozco
Vince Rivera
Louise Russell
Randy Sappenfield
Jody Surowiec
Sharon Turner
Paul Wade
Hilda Yoder

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

Patrick Edwards
Michael Thornhill
Bill Vivian

Members Paul, Ginnie, Sheldon and Leah joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

A discussion item for the Calendar Project was added to the January Agenda upon the request of Paul Wade.

3. MINUTES ACCEPTANCE

The draft minutes from the November 17, 2011 NPHS meeting were accepted and have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The end-of-year financials were sent to the Board in advance of the meeting. Sharon reported that we had an excellent year, with more income and fewer expenses than anticipated in the budget planning at the beginning of 2011. We were privileged to receive a second County grant for \$1,500 in 2011. Part of this grant was spent on providing port-a-potties at the Car Show last September (maybe not glamorous, but definitely important). Approximately \$1,200 of the grant is slated for consultation on improving the website, as discussed in a separate item below.

We generated nearly \$2,000 of our revenue from book sales (103 *North Park, A San Diego Urban Village, 1896-1946* books and 45 *Burlingame, The Tract of Character* books). We appreciate the retail outlets that carry these books. Vintage Religion sold 21 North Park books

and 11 Burlingame books, The Grove sold 25 North Park books and 14 Burlingame books, the San Diego History Center (formerly San Diego Historical Society) sold 12 North Park books and 9 Burlingame books, North Park Main Street sold 3 North Park books, and Amazon sold 25 North Park books. At events where NPHS had a table or booth, we sold 17 North Park books and 11 Burlingame books. SOHO did not ask for more books this year, but George will check to see if they need any for their gift shops.

We also received more than \$700 in membership dues from new and renewing members. We are very grateful to everyone who supports our mission by joining NPHS!

Update: Supplemental Administrative Activities Report

In addition to the information reported at the meeting, we want our friends and members to know what administrative activities we accomplished behind the scenes in 2011 (which are not glamorous but important, kind of like the port-a-potties at the car show). These activities are separate from project work:

- President Steve Hon made 36 bank deposits (including member dues, donations, invoice payments, walking tour fees and car show registrations), prepared the 2010 County Grant documentation report and prepared the 2011 County Grant application. Steve also conducted regular website maintenance, doing monthly back-up, posting meeting notes, agendas and articles, and updating information about our activities.
- Treasurer Sharon Turner kept strict accounting in QuickBooks of all our revenue and expenses, prepared the sales tax report and submitted the appropriate payment to the Board of Equalization, and prepared and submitted our tax-exempt report to the IRS.
- Secretary Katherine Hon made 19 book deliveries to our local retail outlets and took 12 packages of books to the post office for delivery to Amazon. As the person behind info@northparkhistory.org, Katherine also responded to 26 email questions, including one from the American Planning Association requesting assistance with their event at the North Park Theatre, which, with help from Vice-President George Franck and Board Member Michael Thornhill, resulted in a Community Recognition Award for NPHS.

5. WEBSITE CONSULTANT

At the November 2011 meeting, Steve introduced the project for updating the website, to accomplish the following list of actions:

1. Redesign homepage to make it more consistent with the style of the other pages in the website and make it more inviting and attractive.
2. Improve functionality of the homepage to make it easier for users to explore the website
3. Make it easier to post photos of NPHS activities and events
4. Make it easier to link to documents and notices from the homepage
5. Add a calendar function for NPHS related activities and events
6. Review other pages to see if they should be subdivided

As documented in the November 2011 meeting notes, Board members requested an alternative to the first consultant proposed to be hired using 2011 County Grant funds. Local organizations such as North Park Main Street have used Jim Tinsky, a web designer who lives on Arizona Street at Myrtle and who is a member of NPHS. After the holidays, Board members were sent Jim's resume in preparation for the discussion at the January 2012 meeting summarized below.

Jody asked if the website is visited enough to warrant this endeavor. Katherine noted that many people are contacting info@northparkhistory.org through the website, and local newspapers like *Uptown News* and *North Park News* look through the articles posted for story ideas. One of our guests at the November meeting found us through the website. Attendees agreed the project is worthwhile.

Louise asked how Jim compares to the consultant suggested in November. Steve noted that Jim is also well qualified and would charge us a reduced rate of \$50 per hour because we are a non-profit organization. Attendees agreed getting twice the consulting hours for our limited budget (\$1,200) would be beneficial.

Using the analogy of restoring a car, Paul said he is confident Jim is a good person to do the "engine work" on the website, but there may be a need to have specialized design work done to enhance the appearance. He suggested some of the funds be dedicated to a design consultant. Katherine emphasized that this initial project is focused on developing and implementing the best approach to improving the website, especially in terms of functionality, and that effort will likely consume the limited budget of \$1,200. Steve noted that the proposed 2012 County Grant request that will be discussed later includes a request for funds to allow continued website redesign and for rights to historical photos to be used on the website to enhance its appearance.

George moved and Sharon seconded that NPHS hire Jim Tinsky to refine the website within the constraints of the County grant. This motion was unanimously approved.

Update: As NPHS President and Project Manager for the County Grant that is funding the work, Steve will be the manager of the website update project. Jim's hours will need to be carefully tracked for the County Grant documentation report. Our first step is developing a contract, and then getting Jim familiar with our website so he can recommend an approach to updating our site that is appropriate for our organization and website.

6. NPHS BUDGET 2012

The proposed budget with estimated income and expenses in 2012 was distributed to the Board members in advance of the meeting. Steve reviewed the items. He clarified that the agency grant line item of \$1,250 under contributed support in 2012 is the money remaining from the 2011 County grant that NPHS has in-hand and will be dedicated to the website project as approved above. Louise wondered if the proposed budget could show proposed funding, like a future grant. Both Sharon and Steve emphasized that our budgets are always based on funds in-hand, not funding that we might get in the future.

Our biggest expenditure in 2012 is projected to be reprinting the perfect-bound North Park history book, as we now have fewer than 80 copies left. We are also now budgeting the \$1,100 expenditure of purchasing insurance. We have put in a placeholder of \$100 for possibly making more tee shirts. If we decide to produce more tee shirts with our very cool NPHS logo, the expense would be balanced by revenue from selling them at cost to our members. The attendees thought more tee shirts would be good to have.

Louise noted that in the future, we could consider developing a scholarship for local students going to community college, and that perhaps some of the car show revenue could be devoted to that. She will look into what is involved in creating a scholarship fund.

George moved that the NPHS proposed 2012 budget be approved. Hilda seconded. The motion was unanimously approved.

Calendar Project. In accordance with the Board's decision at the June 16, 2011 meeting, the 2012 calendar was made available online only because there were no advance orders. Paul noted that a total of 18 calendars have been sold online, and he did not feel it was worth the

work of taking photographs and creating the calendar for such limited sales. He noted that unless the Board is willing to accept the financial risk of producing paper inventory, the project should be retired. Sharon commented that many groups send out free calendars, which limits the desirability of the NPHS calendar, which costs \$15. Vince commented that he is running out of things to photograph. Paul moved that the calendar project be a dormant project. Louise seconded. The motion was unanimously approved.

7. COUNTY GRANT APPLICATION 2012-13

For 2012, we are requesting a total of \$3,025 to provide support for the car show, fund continued consultation to redesign the website, purchase rights to use 15 historical photos from the San Diego History Center (previously the San Diego Historical Society) on the updated website, and provide support for a public education meeting, including a portable projection screen. Sharon moved that we approve the proposed 2012 County Grant application budget. Randy seconded. The motion was unanimously approved.

ACTIVITIES PORTION OF MEETING

8. WATER TOWER DESIGNATION PROJECT

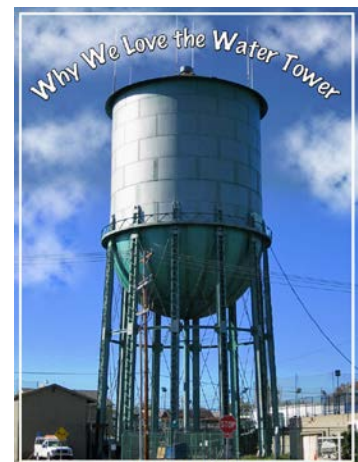
Alex Bevil continues to prepare the designation application for federal and state historic landmark status. He successfully followed this process for the Georgia Street Bridge and the Normal School building on Park Boulevard. The state/federal process doesn't involve an application fee. However, designation at the local level may require an application fee. We have a donation from Bob Hoy (who initiated the water tower designation project before he passed away last year), that will be used specifically for the local permit application fee. The designations should help us with fundraising in the future for an educational plaque at the water tower site. Katherine passed around comments that were posted on Facebook in answer to the El Cajon Boulevard site asking their FB friends what they think about the water tower. Here are some of the comments:

- "I believe the water tower is one of North Park's distinguishing features."
- "Love the water tower. It has a quirky steam-punk charm that somehow reminds me of the Tin Man in the Wizard of Oz."
- "This is a landmark and reminds me of happy childhood memories!"
- "I can tell you 10 people off the top of my head with it tattooed on them."

9. LIBRARY PRESENTATION PROJECT

We have a set date of February 23 at 10 am at the North Park Library to present a version of our PowerPoint on "North Park Now and Then" that is geared toward educating schoolchildren about what history is and why preservation is important. The PowerPoint includes pictures of landmarks like the Georgia Street Bridge and water tower as well as commercial and residential buildings. During the month of February, the North Park Library will display the illustrated essays McKinley fifth graders wrote, and a poster of the water tower that Vince just prepared.

Update: It looks like our class will be the 5th/6th graders from McKinley who wrote the essays, which is perfect! We appreciate NPHS member Pat Taylor telling them about the presentation.



10. KLIKA SCHOLARSHIP

Louise is managing the scholarship coordination effort, which is a \$2,000 scholarship for a North Park student residing in the Greater North Park Community Planning area (or zip code 92104). The scholarship is made available through the Klicka Foundation. Jody and Hilda are also on the selection committee. Louise will write an article about our previous scholarship winners, which Katherine will try to get placed in the *Uptown News* for publicity. Louise will send the updated application forms to Katherine, who will create pdf files for Steve to put on the website.

11. BOOK PROJECT

The group will meet in February to select topics.

12. EVENTS IN 2012

Some of the events we are planning or going to participate in are highlighted below.

On March 2 and 3, the Congress of History will hold their annual conference. This year the conference is at University of San Diego. NPHS usually has a table at this conference, and having a table will cost \$20 this year. George moved that we have a table. Sharon seconded. The motion was unanimously approved. Steve and Katherine will attend and staff the table.

On May 19 we are planning a Burlingame Walking Tour as a way to help publicize the ongoing Burlingame Centennial celebration this year. Our walking tour will be exteriors only, like the tour we did last year.

On June 2, the Burlingame Club and homeowner's organization are conducting a Home Tour of six homes built in 1912, the first year of the tract. The Burlingame event in June will allow participants inside the featured homes. We will have a table at their event and sell the North Park and Burlingame books.

September 8 is the planned date for our Car Show. We are coordinating with the Balboa Tennis Club to hold the event in the Morley Field parking lot between the tennis club building and swimming pool.

We also plan to participate in the North Park Festival of the Arts on May 20 and the Old House Fair in mid-June.

13. OTHER BUSINESS

Should we apply to SOHO for a People in Preservation Award under the category of Organizational Achievement for designation of the North Park Dryden Historic District? The attendees agreed this would be a good idea. Katherine will prepare the application.

NEXT MEETING

The next meeting will be **THURSDAY** February 16, 2012 at 6:30 pm in the second floor conference room of the Masonic Lodge, corner of Utah Street and North Park Way.