

**NORTH PARK HISTORICAL SOCIETY  
MAY 2014 MEETING NOTES**

**DATE: MAY 15, 2014**

**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 June 5, 2014.

The next meeting will be **THURSDAY** June 19, 2014 at 6:30 pm in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard.

**1. WELCOME AND INTRODUCTIONS**

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

Robert Bauer	Katherine Hon
George Franck	Sharon Turner
Steve Hon	Randy Sappenfield
Michael Thornhill	Louise Russell

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

Hilda Yoder	Jody Surowiec
Ed Orozco	Bill Vivian

Members Paul, Janie, and Robert also joined us. Welcome!

**2. AGENDA REVIEW AND ANNOUNCEMENTS**

Katherine announced that the engineering firm of V&A Consulting Engineers conducted a ground-level assessment of the water tower on May 15. Their specialist from Oakland took paint samples to determine the condition of the existing coating on the tower legs, and to see if there is lead in the existing coating. Anthony Bernal with District 3 Councilmember Todd Gloria's office attended, as well as several City Public Works Department staff members. We expect to have V&A's report with findings and recommendations this month.

**3. MINUTES ACCEPTANCE**

The draft NPHS summary for April 2014 has been posted on the website. The April meeting was cancelled because Grace Lutheran Church was holding a special service at the same time as our meeting, but the summary includes all the information we intended to share.

**BUSINESS PORTION OF MEETING**

**4. TREASURER'S REPORT**

The financials were sent to the Board in advance of the meeting. In the period from April 14 to May 11, 2014, 26 North Park history books and 11 Burlingame books were sold and two members joined/renewed with additional donations for total income of \$537. We had total expenses of \$3,005 from \$480 for printing 150 Hamilton tour guidebooks, and \$2,525 for purchasing rights to use 101 photos from the San Diego History Center in the Arcadia book. As noted last month, the expenditure for photo rights was anticipated in the Annual Budget already approved by the Board, and some of the expenditure will qualify for being paid out of County Grant funds.

**NEED FOR A NEW TREASURER**

Steve regretfully announced that Sharon, our stalwart Treasurer, would like to transition out of treasurer duties by the end of this year. Handling the financial side of NPHS is a collaborative effort among the officers. All cash and checks for NPHS are received by President Steve Hon and Secretary Katherine Hon. Steve prepares deposit slips, takes money to the bank, and

delivers books to the Post Office and retailers. Katherine receives requests for books from Amazon and retailers, packages books to be mailed to Amazon, notifies Sharon of payments, tracks inventory, and sends receipt letters to new/renewing members. Sharon keeps the Quickbooks accounting of revenue and expenses, prepares invoices for retailers (which are typically emailed), produces the monthly financial reports and the summary of activity for the Board, holds the checkbook, and writes checks as needed. She also files the annual tax report online. Sharon's knowledge of accounting and care with the accuracy of our finances have been invaluable. If you have a working knowledge of accounting, experience with Quickbooks, are detail oriented and collaborative, and would like to get (more) involved with NPHS, please contact Katherine at 619-294-8990, or [info@northparkhistory.org](mailto:info@northparkhistory.org). We can be flexible regarding how the financial tasks are divided among the officers.

## 5. CREDIT CARD SALES AND BOOK PRICING CREDIT CARDS THROUGH SQUARE

In email communication, the Board considered trying a mobile phone credit card service through Square so we can sell our books to people who don't have checks or cash with them, but do have plastic. The fee is 2.75% of the sale price. In an email vote, the motion to obtain Square services was approved by all nine Board members who responded, and none opposed. Steve signed up NPHS for the service, and obtained the "appliance" for his I-phone. The Square service credits the NPHS checking account with the net sales transaction and sends a confirmation email. Several walking tour guidebooks, a Burlingame book, and a tee shirt have been purchased through Square. Thank you, Robert, for being our test case!

## BOOK PRICING

The retail price of our original history book, *North Park: A San Diego Urban Village, 1896-1946* charged by stores like Vintage Religion and The Grove is \$22.95 plus tax (currently 8%, or \$1.84), which is a total of \$24.78. Ever since publishing the book in 2007, NPHS has been selling it for an even \$20 at events to make things easy for us, and we pay sales tax out of this total. But over the years some things have changed. The price of printing the book has increased several dollars. Also, the new Arcadia book, which is physically smaller, will retail for \$21.99, a price that has been set by the publisher, who is Arcadia, and not NPHS. Philip at Vintage Religion had suggested to Steve that we start selling the original history book for \$25 to be more consistent with retailers and allow recovery of the cost of sales tax. George moved and Michael seconded that we immediately begin charging \$25 (including sales tax) when we sell the original history book at events. This motion was approved unanimously.

## ACTIVITIES PORTION OF MEETING

### 6. ARCADIA BOOK PROJECT

Arcadia has notified us that they intend to publish the book the **week of September 8**. This is great timing for holiday sales. We are anticipating that SOHO, the San Diego History Center, and Vintage Religion will host book launch events. The book marketing group strategized on a mini-flyer we can hand out at Festival of the Arts, SOHO weekend, Old House Fair, and the car show. Katherine has printed a bunch, which are set four per page and hand-trimmed.



**COMING THIS  
SEPTEMBER!**

***San Diego's North Park***  
An Arcadia Images of America Book  
By the North Park Historical Society

Retail Price: \$21.99

North Park's story from 1900 to now  
More than 200 vintage photographs

To be available at NPHS events, SOHO,  
San Diego History Center, Lafayette  
Hotel, Vintage Religion, and Arcadia

e-mail: [info@northparkhistory.org](mailto:info@northparkhistory.org) website: [www.NorthParkHistory.org](http://www.NorthParkHistory.org)

Janie suggested the guidebooks for the walking tours on the SOHO weekend be stuffed with a mini-flyer so all tour attendees get one. Thanks for the excellent suggestion, Janie! Katherine has done that.

Steve handed out a summary of the total costs for developing the Arcadia book, and the net cost to NPHS after the offset of funds from several County Grants. The total cost of \$5,042 was mostly related to the purchase of photo scans and rights from the San Diego History Center. The total revenue from the 2010-11 and 2013-14 County Grants allotted toward offsetting Arcadia book costs was \$2,625. Therefore, the net cost to NPHS for the Arcadia book compilation was \$2,417. Louise wondered how close the actual cost was compared to the estimate when we initiated the project. We initially thought the cost would be about \$5,000, using an estimate of \$50 for 100 photos from the San Diego History Center, so that was about right.

### **7. SOHO AWARD FOR WATER TOWER DESIGNATION**

On June 6, North Park Historical Society, Alex Bevil, University Heights Historical Society, and McKinley Elementary School will receive a People in Preservation (PIP) "Towering Achievement" Award from Save Our Heritage Organisation (SOHO) for the successful designation of the water tower and surrounding water supply facilities on the National Register of Historic Places! The *North Park News* featured the group photo on the front page of their June 2014 issue.

### **8. SOHO ANNUAL EVENT AND NPHS COLLABORATION**

This year SOHO has chosen North Park as the focus of their annual Historic Home Tour Weekend, which will be held on June 6, 7 and 8. Tickets are available through SOHO's website, SOHOsandiego.org, or call SOHO at 619-297-9327. The People in Preservation Awards event is now sold out. There are still a few spots for the Saturday, June 7 walking tours. Katherine showed the new color guidebook George compiled for the Hamilton streetcar suburb tour with graphics expertise from Valerie and Sande, and many photos courtesy of Christian Michaels. Volunteers assisting at each of the tours are listed on the last page of these notes.



On Sunday, June 8, six selected historic homes will be open to ticket-holders. Homes built by Master Builders David O. Dryden, Edward F. Bryans, and Alexander Schreiber are represented. But you have to buy a ticket for the Sunday event to find out which ones!

### **9. BURLINGAME WALKING TOURS FOLLOW-UP**

The walking tours of the Burlingame neighborhood that were part of the "Rediscovering San Diego" Social Studies 503 class in the San Diego Community College Continuing Education Program were highly successful. Consequently, we will be conducting tours of Morley Field on

July 15 and 17 for the summer school series. George, Don, and Hilda have trained with Steve to give this tour. We are really happy to expand our group of tour guides! If you want to be trained in this tour, contact Katherine at [info@northparkhistory.org](mailto:info@northparkhistory.org) and we will schedule a session.

Janie mentioned there is a catalog of classes for seniors at the Macy's in Mission Valley, and maybe they would be interested in a North Park presentation that could serve to recruit tour attendees. She will research this "Oasis" program more and report back at a future meeting.

## 10. SIGN UP TO HELP AT UPCOMING EVENTS

We appreciate everyone who helped at the Festival of the Arts, including Robert, Sharon, Judy, Paul, Bob, Sherry, Katherine and Steve. We sold several books and handed out all our mini-flyers for the new book. Toni Atkins, the new Speaker of the California Assembly, stopped by to say hi and have her photo taken with us!



*From left: Steve, Toni, Paul, Robert      From left: Judy and Steve      From left: Sherry, Sharon, and Bob  
(All photos courtesy of Katherine Hon)*

We have good participation for this Saturday's walking tours as part of the SOHO Historic Home tour weekend. We could still use more volunteers for the Old House Fair, Saturday, June 21, especially in the afternoon. Please see the sign-up sheet on the next page, and email [info@northparkhistory.org](mailto:info@northparkhistory.org) with any commitments you can make.

## 11. JEFFERSON SCHOOL EVENT

Janie invited NPHS to make a presentation of "North Park Now and Then" at the Jefferson Elementary School centennial celebration on May 28th, organized by the Friends of Jefferson. This new group consists of families in North Park who are working to recruit new families to enroll their children in Jefferson. Also, Randy, an alumnus of Jefferson, was interviewed by fourth and fifth grade students, who presented their findings at the celebration. Happy birthday to Jefferson Elementary! Katherine made the presentation, and we enjoyed sharing a little of North Park's history, and presented the Principal with a copy of our original history book. We hope to expand this contact into a pilot program to help teach community history to Jefferson students, including possibly a Dryden District walking tour. If you are interested in helping to develop this kind of outreach program, email [info@northparkhistory.org](mailto:info@northparkhistory.org).

## 12. 2014 CAR SHOW

We have a registration flyer ready and are encouraging sponsors and car exhibitors for our Fifth Annual North Park Car Show, which will be held September 6 (the first Saturday after Labor Day) from 10 a.m. to 2 p.m. in the parking lot along the tennis courts at Morley Field. We are happy to be hosted by the Balboa Tennis Club again. More good news, the restaurant Cardamom Cafe and Bakery just opened an auxiliary cafe at the tennis club, replacing Babycakes.

## NEXT MEETING

The next meeting will be **THURSDAY** June 19, 2014 at 6:30 pm at Grace Lutheran Church, 3967 Park Boulevard, corner of Park Boulevard and Lincoln Avenue.

## SIGN UP TO HELP AT OUR UPCOMING EVENTS!

### SOHO WEEKEND WALKING TOURS SATURDAY, JUNE 7, AT 9 AM, 11 AM AND 1 PM

TIME	Hamilton Streetcar Suburb Tour with George Franck	Morley Field Tour with Steve Hon and Don Taylor	Dryden District Tour with Michael Thornhill and Katherine Hon
9 AM	Sharon	Robert	Randy
	Hilda		Paul
11 AM	Jody	Maura	Randy
	Robert		Paul
1 PM	Paul	Ed	Sharon
	Hilda	Bob	Maura

### OLD HOUSE FAIR BOOTH SATURDAY, JUNE 21, FROM 9 AM TO 4 PM

<i>Set Up at 9 AM</i>	<i>10 AM to Noon</i>	<i>Noon to 2 PM</i>	<i>2 PM to 4 PM</i>
Sharon	Randy	Jody	Eva
Michael			