

**NORTH PARK HISTORICAL SOCIETY  
APRIL 2017 MEETING NOTES**

**DATE:           APRIL 20, 2017**

**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 May 6, 2017.

The next meeting will be **THURSDAY** May 18, 2017 at 6:30 pm in the second floor Fellowship Room at Grace Lutheran Church, 3967 Park Boulevard for a special (and free) lecture by Elsa Sevilla, creator and host of the KPBS TV show "San Diego's Historic Places." Everyone is welcome, so please join us!

**1.       WELCOME AND INTRODUCTIONS**

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

Steve Hon	Katherine Hon
Michael Thornhill	Paul Spears
Jody Surowiec	Claudia Watts
Judy Ciampoli	Bob Bauer
Randy Sappenfield	

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

George Franck	Hilda Yoder
Sharon Turner	

Member Kate and visitors Robert and Michael also joined us. Welcome!

**2.       AGENDA REVIEW AND ANNOUNCEMENTS**

We congratulated Kate for being elected to the North Park Planning Committee. She announced that the SONO Neighborhood Alliance is holding a forum on how North Park residents can assert their rights to help preserve North Park's authentic historical character on Wednesday, May 17 at 6:00 pm at the Lafayette Hotel.

Steve announced that another NPHS member, Tim Taylor, was also elected to the North Park Planning Committee. Information from South Bay Historical Society and the latest Pacific Beach Historical Society Newsletter were circulated for viewing. Katherine shared her latest PastMatters column in *Uptown News* (see the end of these notes). Her article was about Elsa Sevilla, who will be our featured speaker on May 18.

**3.       MINUTES ACCEPTANCE**

The minutes from the March 16, 2017 NPHS meeting have been posted on the website.

**BUSINESS PORTION OF MEETING**

**4.       TREASURER'S REPORT**

The financials for the period of March 15 to April 19, 2017 were sent to Board Members in advance of the meeting. During this period, we gained one new member household (welcome, Kevin and Tony!). Amazon paid us for one North Park history book. Expenses in this time period consisted of approximately \$264 for two years of continued hosting of our website on GoDaddy.

## **ACTIVITIES PORTION OF MEETING**

### **5a. WATER TOWER PUBLIC ART PROJECT**

As discussed previously, the focus of the art proposal will be the approximately 100-foot-long expanse of fence along the top of the concrete reservoir facing Howard Avenue eastward from Oregon Avenue. Also, the current plan is for the art to be displayed for up to 5 years. Paul noted we need to be clear in the agreement with the selected artist about who will own the art at the end of the display period and who will be responsible for removing it from the fence. Katherine shared some other art events and their marketing materials: an open call for regional artists for "Gallery in the Street" at the Festival of the Arts, and a request for public participation to build a mosaic mural at Roosevelt Middle School. It is interesting to see what other organizations are doing as they pursue various art projects.

**Update:** A selection committee has been formed mostly from interested NPHS Board members to review information about six artists and narrow them to three Finalists and then choose one Selected Artist under the guidance of our art consultant, Gail Goldman.

### **5b. WATER TOWER BRONZE PLAQUE UPDATE**

Katherine contacted the Seaman-Poe Monument Company, who was suggested by the City for a boulder installation of our bronze plaque designating the Water Tower as a Local Historic Civil Engineering Landmark. This company can prepare a proposal and cost estimate if we provide information including measurements of the plaque, area available for the installation, and photos of the site. Interestingly, the color of the boulder affects the cost. We will continue to explore this project. There is no rush as the plaque would not be installed until the seismic retrofit of the Water Tower is done, and that may be another year or two. Meanwhile, the bronze plaque is being safely stored in the NPHS Secretary's office, where she can keep her eye on it.

### **6. WOOLWORTH BUILDING ART IDEA**

One of our members who has connections in the art world has an idea to commission an artist he knows who specializes in "trompe l'oeil" ("trick of the eye" or two-dimensional painting that appears to be three-dimensional) to re-create the horizontal Woolworth signage across the facade of the now vacant former Woolworth building (see photo from our Arcadia book).

Civic San Diego is the organization controlling the building now, and they are open to considering a proposal. Our member with the idea will let NPHS know if this becomes more than just an idea and if NPHS involvement would be helpful to make it happen.



### **7. NPHS SPECIAL PRESENTATION BY ELSA SEVILLA**

Elsa Sevilla, who hosts "San Diego's Historic Places" on KPBS, will give a lecture at our special history presentation evening on May 18 at 6:30 pm at Grace Lutheran Church. The lecture will be free and open to all. The flyer has been circulated and an article in *Uptown News* appeared in the early April issue (see the end of these notes for both).

## 8. ANNUAL EVENTS

The annual events NPHS is participating in or organizing include the following:

- Table at San Diego History Center Free Tuesday: April 11, 2017. Steve literally manned the NPHS table and shared our activities with visitors to the San Diego History Center.
- NPHS Special Presentation by Elsa Sevilla: May 18, 2017. Elsa Sevilla, who presents "San Diego's Historic Places" on KPBS TV, has agreed to give a lecture at our special history presentation evening on May 18 at 6:30 pm at Grace Lutheran Church. The lecture will be free and open to all. There may even be cookies!
- North Park Festival of the Arts: May 20, 2017. We are getting our booth fee waived in exchange for George conducting a commercial walking tour for North Park business owners and staff on a day and time to be arranged by Angie at North Park Main Street. Our booth space will be near 31st Street. Steve and Katherine are looking for help with set up around 8:00 am, booth staffing from 9:00 am to 5:00 pm, and take down at 5:00 pm. George, Jody and Bob have volunteered, but we need more people for all three time frames. Contact Katherine at [info@northparkhistory.org](mailto:info@northparkhistory.org) or 619-294-8990 if you can help.
- North Park Car Show: September 9, 2017. The Balboa Tennis Club has agreed to host us for our 8th Annual Car Show, and Steve has already obtained the permit from the City to use the parking lot. **SAVE THE DATE** and get your car ready!
- Old House Fair - This event is scheduled for Saturday, June 17. All potential vendors had to apply online for the opportunity to have a booth. We are waiting to hear if we have been accepted.
- Toyland Parade: December 2, 2017. We expect the parade to be held the first Saturday in December like last year. This year, Steve and Katherine will not be in town on parade day, so we will be looking for other volunteer(s) to coordinate participants and delivery of the water tower to the parade site if Victor is inspired to dance again as the most popular entry in the parade. **Update:** Michael may be able to provide transport.



## NEXT MEETING

The next meeting will be **THURSDAY** May 18, 2017 at 6:30 pm in the second floor Fellowship Room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park and Lincoln Avenue. Everyone is welcome to come for a free presentation by Elsa Sevilla.

Prepared by

*Katherine Hon*

Katherine Hon  
Secretary, North Park Historical Society

# KPBS host to speak to historical society

**PastMatters**  
Katherine Hon

May is National Preservation Month and the North Park Historical Society will celebrate with a free lecture by award-winning journalist Elsa Sevilla.

The event will take place on Thursday, May 18, at Grace Lutheran Church in North Park.

You may know this North Park resident as the host of "San Diego's Historic Places" on KPBS-TV since 2008. The fascinating series created by Sevilla details the history of San Diego and surrounding areas. The show is produced by Sevilla Productions, the company Elsa started in 1998 with her husband Guillermo, who is director of photogra-

that cover things that viewers will find interesting and that they might not know about . . . a lot of times people can't go into a place that TV crews have access to so we wanted to take advantage of that."

A recent series of "San Diego's Historic Places" highlighted the 1915 Panama-California Exposition. This has been Elsa's favorite series since the show's inception. She told Palmer, "It was the first time we did a whole series on one topic and what I didn't know is that there was so much information about what happened. There were photos I'd never seen before, black and white film from that period, it was so cool to see it and share it with San Diego viewers. Our crew got to go into the archives and see where these historic items are stored, and heard stories



Elsa Sevilla is creator, producer and host of "San Diego's Historic Places" on KPBS. (Courtesy of Elsa Sevilla)

phy for their TV show. Sevilla Productions also provides broadcast quality, start-to-finish video projects for small businesses, nonprofit organizations and large corporations.

In 2010, Elsa and Guillermo won an Excellence in Historic Preservation Award in Community History from the city of San Diego's Historic Resources Board for "San Diego's Historic Places."

A three-time Emmy Award nominee, Elsa has also received the San Diego Union-Tribune's Business of the Year Award for her business and production skills.

The Sevillas were featured in the Sept. 25, 2015 issue of San Diego Uptown News in an article by Margie M. Palmer (bit.ly/2otVazJ). Elsa told Palmer that she loves history and historic places, "anything old and the older the better. . . . we try to come up with stories

that no one has ever heard before."

Coming up on the KPBS show on May 1, viewers will learn about the origins and history of San Diego State University (SDSU). Did you know that SDSU started in University Heights at Park and El Cajon boulevards in a building designed by the Hebbard and Gill architectural firm?

So set your DVRs or watch "San Diego's Historic Places" on KPBS in real time, and save the date of May 18 for Elsa Sevilla's lecture hosted by the North Park Historical Society. She will talk about her show and what she has learned about San Diego's history.

—Katherine Hon is the secretary of the North Park Historical Society. Reach her at [info@northparkhistory.org](mailto:info@northparkhistory.org) or 619-294-8390.

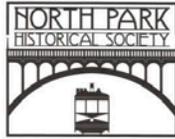
## Elsa Sevilla lecture

North Park Historical Society  
6:30-7:30 p.m. Thursday, May 18

Grace Lutheran Church  
3967 Park Blvd.

Free parking at the back of church  
accessed from Lincoln Avenue

**FREE — EVERYONE IS WELCOME  
NO TICKETS REQUIRED**



### **SPECIAL PRESENTATION**

*Sponsored by the North Park Historical Society  
TO CELEBRATE NATIONAL PRESERVATION MONTH*

## ***An Evening with Elsa Sevilla***

« Elsa Sevilla is a three-time Emmy nominated, Multi-Award Winning Journalist. Elsa established Sevilla Productions in 1998 with her husband and business partner, Guillermo Sevilla. In 2008, Elsa and Guillermo created "San Diego's Historic Places" for KPBS-TV. For nine years, "San Diego's Historic Places" has been producing great stories on the history of San Diego County as well as Baja California. Elsa has been given a Historic Preservation Award by the City of San Diego's Historic Resources Board for her contributions to local history.»



**FREE!**

**EVERYONE IS  
WELCOME!**

#### DATE AND TIME

**Thursday, May 18, 2017  
6:30 pm-7:30 pm**

#### LOCATION

**Grace Lutheran Church  
Fellowship Room, 2nd Floor  
3967 Park Boulevard**

Free parking at back of church.  
Enter through the small gate and  
come up the stairs or elevator.

NorthParkHistory.org

619-294-8990

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