

**NORTH PARK HISTORICAL SOCIETY
NOVEMBER 2013 MEETING NOTES**

DATE: NOVEMBER 21, 2013

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 December 9, 2013.

The next meeting will be **THURSDAY** January 16, 2014 at 6:30 pm in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard. **WE WILL NOT MEET IN DECEMBER. HAPPY HOLIDAYS, EVERYONE!**

1. WELCOME AND INTRODUCTIONS

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

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

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

Vince Rivera	Jody Surowiec
Patrick Edwards	Bill Vivian
Ed Orozco	

Members Paul, Valerie, Leah, Janie, and Maura also joined us. Special guest Sara Morrison, Membership Director of the San Diego History Center, attended and made an informative presentation that is summarized in Item 5, with handouts at the end of these notes. Welcome!

Priscilla, Luz, and Renee, three San Diego State University students, "audited" our meeting. They are attending the meetings of various community groups as part of a project to understand how a community views itself and identify the patterns of influence. Priscilla later sent us this message of thanks: "My classmates and I attended your last North Park Historical Society meeting and I wanted to thank you and your group for your kindness and openness in sharing with us and welcoming us to your meeting." Thank you for your interest!

2. AGENDA REVIEW AND ANNOUNCEMENTS

A presentation by Sara Morrison was added to the agenda after the email distribution.

3. MINUTES ACCEPTANCE

The draft minutes from the October 17, 2013 NPHS meeting were accepted and have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials were sent to the Board in advance of the meeting. Between mid-October and mid-November 2013 we recorded income of approximately \$268 from \$120 in memberships, \$15 in donations, and sale of ten North Park history books. We had expenses of \$255 in this time period, including \$118 for scans of historical photos from the San Diego History Center, and \$137 for five more years of our domain names through NameSecure.

ACTIVITIES PORTION OF MEETING

5. PRESENTATION BY SARA MORRISON OF THE SAN DIEGO HISTORY CENTER

Sara is the new Membership Director of the San Diego History Center (SDHC, formerly the San Diego Historical Society). She is a North Park resident, a member of the North Park Main Street Board, and helps plan and implement the North Park Festival of the Arts. The information handouts she provided at our meeting are at the end of these notes. She noted SDHC is developing new exhibits, has redesigned their newsletter ("Times") and has a new Visitors Guide.

Sara is coordinating a new program called "Memories of Our Community" that they are going to be offering on the second Tuesday of each month, which is when SDHC is open to San Diego County residents at no fee. This program will be dedicated to local community or cultural groups, who will be provided space and a table within the SDHC Atrium to showcase their materials and share their information with the public. The exhibiting groups will not be able to sell items at their table, but can display photographs and other informational items. We are very pleased that Sara offered space to the North Park Historical Society at the first event, which will be **January 14 from about 10 am to 4 pm**. Our posters and other display materials will be perfect for this event. Steve and Katherine will bring our materials and staff the table. ***Please contact Katherine at info@northparkhistory.org or 619-294-8990 if you are also interested in helping to staff the table for a few hours.***

Sara mentioned SDHC is considering developing an Association level membership for perhaps about \$100 per year, where an organization could have more days available for displays in the Atrium on free Tuesdays and the opportunity to use their space for an organization-specific event once per year. We were very interested in that potential program, and Sara will keep us informed.

6. ARCADIA BOOK PROJECT

Update: A small subgroup held the 11th and 12th working meetings of the Arcadia Book Group on November 14 and December 5 to develop the detailed book layout. A binder with a draft mock-up of the first three chapters developed at the November 14 meeting was passed around at this Board meeting. Comments on the photographs, organization, and flow were favorable. These chapters were refined at the December 5 book meeting. Because the process of developing the detailed layout is a bit mind-numbing and requires more focus than could be achieved in a large meeting, the small subgroup will continue to meet until we have a draft of the remaining chapters. We think this will take another month or two. We will continue to bring the updated book mock-up to Board meetings. We also will be contacting our writers for new captions as photographs are selected.

7. TOYLAND PARADE

The 50th Anniversary of the Toyland Parade was Saturday, December 7, 2013 at 11 am. Happily, it did not rain on our parade. Michael, Sharon, Louise, Don, Katherine, Steve, and Victor marched. Ed and Robert helped us get ready. We are deeply grateful to Robert, who coordinated the re-creation of the water tower, so our beloved icon could reappear. Rory Murphy, long-time lead crafts person in the Old Globe's prop shop volunteered his time to re-create the tower (complete with rusty roof) from fabric, foam, and wood. Thank you, Robert and Rory!! George moved and Bob seconded that we prepare a letter thanking Rory; the action was approved unanimously. In a later email action, the Board approved reimbursing Robert for the cost of materials and giving Rory a copy of our North Park history book in appreciation for his time and skill. Many thanks also to our volunteers who offered to store the tower. Don and Pat kept it temporarily and brought it to the parade, and Victor will keep it until next year.



The skies threatened, but the rain held off until after the parade. (Photo courtesy of Steve Hon.)



Thanks to everyone who represented NPHS in the Toyland Parade. Michael's letterman jacket and Don's leisure suit are the real deal. (Photos courtesy of Louise Russell.)



The crowd favorite was definitely the water tower! Thank you Victor, for another stellar performance. (Photo courtesy of Louise Russell.)

8. WINKS NEON SIGN

George made a presentation about the "Winks" Shoe Repair neon sign on the building housing Chitos Shoe Repair at 2911 University Avenue. The sign was built in 1949 and moved to the University Avenue site from downtown about 1960. It is a City of San Diego designated historical resource based on its historic association with the North Park business community and because it is a rare example of the technology and craftsmanship of neon sign making in the 1940s and 1950s. Chitos is moving to Lincoln Avenue near 30th Street. The building owners offered to fix the sign so it could be moved to the new business location. We did not propose action as a group, but concerns were expressed about the sign being moved, even though we definitely supported repair of the sign to working order. We wondered if the building owner would be open to incorporating the sign into the building rehabilitation, and asked if George would continue to work with North Park Main Street and invite the building owner to a future NPHS meeting. We would like to hear them discuss their plans and their previous projects, which include the excellent restoration of the Ranchos/Core Power Yoga facade on 30th Street. George later reported that the building owner may indeed be open to keeping the sign in place, and George will continue to monitor this issue.



9. WALKING TOURS

George and Valerie continue to work on the booklet for the "Streetcar Suburb" tour of the Hamilton-Villa Terrace area, which features many lovely bungalow courts. George has conducted early coordination with North Park Main Street to develop tours with some eating opportunities at nearby restaurants; he will continue to explore this concept next year.

10. PROPOSAL TO ENGAGE ELEMENTARY SCHOOLS

Janie, who recently retired as Principal of Washington Elementary School, has strong connections with the principals at Jefferson and McKinley elementary schools. She plans to meet with them to see what kinds of community history presentations and activities they would be interested in for their students. It could be activities such as additional PowerPoint presentations like the one we made to McKinley 5th graders, or child-friendly walking tours, which would help the students develop a sense of belonging and pride in their community. We look forward to Janie's help in making these connections and expanding our interactions with the elementary schools. Thank you, Janie!

NEXT MEETING

The next meeting will be **THURSDAY** January 16, 2014 at 6:30 pm at Grace Lutheran Church, 3967 Park Boulevard, corner of Park Boulevard and Lincoln Avenue. Park in the lot behind the church, off of Lincoln Avenue, and enter through the back of the building. We will be on the second floor in either the Chamber Room or the Fellowship Hall. There are stairs and an elevator. Be aware that construction along Park Boulevard may still be going on between University and Lincoln avenues into 2014.

45

Million Documents

2.5

Million Historic Photos

1,500

Oral Histories

300

Films

15,000

Historic Artifacts

7,000

Historic Clothing Collection

1,500

San Diego Artwork Collection

About

Founded

The San Diego History Center was established in 1928 by George W. Marston, noted business man, philanthropist, preservationist and civic leader. Marston built the Junípero Serra Museum to house the newly founded Historical Society and to build its collections.

Mission

The San Diego History Center tells the diverse story of our region – past, present and future – educating and enriching our community, preserving our history and fostering civic pride.

Facilities

The History Center operates facilities in two National Historic Districts:

- The San Diego History Center museum, in Balboa Park
- The Research Library and Archives, also in Balboa Park
- The Junípero Serra Museum, in Presidio Park

Staff

32 full and part-time staff paid employees.

Volunteers

More than 100 volunteers assist with research, archiving, collections, education, exhibitions, membership and events, contributing nearly 2,000 hours annually.

Board

The History Center has a 25-member Board of Trustees and a 14-person Advisory Board.

Membership

1,400 members

Budget

The FY 14 operating budget is \$2.6 million.

Funding

The San Diego History Center is a 501(c)3 non-profit organization. Its operations are supported by earned income from admissions, memberships, store and photo sales and facility rentals; donations and grants from individuals, foundations and corporations, as well as county, state and federal grants; annual operating support from the City of San Diego Commission for Arts and Culture.

Publications

- The *Journal of San Diego History*, published continuously since 1955
- The *TIMES*, members' quarterly newsletter
- *History NOW!*, monthly e-bulletin

Education

The History Center serves over 11,000 K-12 schoolchildren annually through School in the Park and related programs. It also offers annually more than 100 public programs on San Diego history and current topics for adults, children and families.

Exhibitions

The History Center offers dynamic changing exhibitions with interactive features that appeal to a broad audience. Recent examples include exhibitions on the Tuna Industry, the Craft Brew culture, Comic-Con, the Showley Candy Factory, Depression-era Art by San Diego Artists, Landscapes by Contemporary Regional Artists. 2014 exhibitions include the U.S. Military in San Diego and the Stingaree/Gaslamp Quarter.

UPCOMING EXHIBITIONS



New Exhibition
PRESIDIO TO PACIFIC POWERHOUSE
Opening April 2014

Join San Diego History Center as we salute the relationship between San Diego, its residents, and the U.S. Military

Future Exhibitions

- *Sin Diego: Stingaree's Transformation from Vice to Nice (opening April 2014)*
- *San Diego Invites the World: The 1915 Exposition (opening in 2015)*



FEATURED PROGRAMS AND EVENTS

Information and reservations at (619) 232-6203 • www.sandiegohistory.org/calendar

Sunday, November 24	Father Serra's 300 th Birthday Bash, Junípero Serra Museum
Saturday, November 30	Holiday Shopping Preview and Member Appreciation Event
Wednesday, December 4	Wyatt Earp in San Diego: Life After Tombstone! with historian, Garner Palenske
Every Thursday at 11am	Balboa Park History Stroll
Every Wednesday in December at 11am	The Progress of Man: The 1935 Exposition Walking Tour

San Diego History Center MEMBERSHIP BENEFITS BY LEVEL

Director's Circle | \$1,000 \$825 Deductible

Receives all benefits of lower levels plus:

- 1 Historic Photo Print (11x14)
- 10 Guest Passes
- 2 Membership Cards

Curator's Circle | \$500 \$391 Deductible

Receives all benefits of lower levels plus:

- 2 complimentary tickets to one History Happy Hour event
- Behind-the-scenes tour conducted by SDHC staff
- 8 Guest Passes
- 2 Membership Cards

Scholar's Circle | \$250 \$157 Deductible

Receives all benefits of lower levels plus:

- 50% off member's price to all History Happy Hours
- 6 Guest Passes
- 2 Membership Cards

Associate | \$100 \$53 Deductible

Receives all benefits of lower levels plus:

- Reciprocal benefits at hundreds of museums
- 4 Guest Passes
- 2 Membership Cards

Family/Household | \$60 \$29 Deductible

Receives all general benefits plus:

- Subscription to the *Journal of San Diego History*
- 2 Guest Passes
- 2 Membership Cards

Basic | \$45 Fully deductible

- General benefits
- 1 Membership Card

General Membership Benefits

- Free admission to San Diego History Center in Balboa Park and Serra Museum in Presidio Park
- Complimentary use of the Research Library
- Invites to members-only events and exhibition previews
- Free or discounted access to public programming
- 15% off at The History Store
- 10% off facility rentals at SDHC and the Serra Museum
- Subscription to *The Times*
- Entitled to use the services at the Balboa Art Conservation Center
- Discounts to several local San Diego businesses

For more information, visit www.sandiegohistory.org/benefits



Memories of Our Community

Residents Free Tuesday Program

Share your stories and memories with San Diego History Center visitors on a Residents Free Tuesday in Balboa Park.

The San Diego History Center is open to San Diego County residents at no fee on the second Tuesday of each month.

Beginning January 2014, San Diego History Center's Residents Free Tuesdays will be dedicated to local community or cultural groups celebrating your group's history and heritage in San Diego.

Guidelines

As a participant, you will be provided space within the San Diego History Center Atrium to showcase your history and share your stories with the community.

Each participating organization will be provided:

- One 6' table, two chairs and a tablecloth
- A total area of 10' by 8' will be available for displays

Participants will be responsible for bringing all display items, photographs, artifacts, etc. San Diego History Center artifacts and museum pieces will not be available for use.

Participants will not be able to sell items at the booth.

Since there are hundreds of associations and groups in San Diego as well as limited space in our Atrium, any given group will only be able to participate in this program once a year.

We strongly encourage you to invite members of your community on this special day so they too, can share their stories.

Benefits

The San Diego History Center is proud to provide this platform while seeking to:

- Connect the San Diego History Center to the community
- Give visibility to smaller associations and cultural groups
- Provide a wider-audience with a scope of San Diego's diverse community
- Strengthen memories for visitors who may be elderly or have Alzheimer's

Possible Monthly Themes for 2014

The San Diego History Center hopes to center each program on a central theme or cultural celebration. Below are possible themes and celebrations we may use to schedule groups.

January 14	Uptown Neighborhood Communities
February 11	Black History Month
March 11	Women's History Month Irish History Month
April 8	East County Communities
May 13	Asian Pacific Month Older American Month Jewish American Heritage Month Mother's Day
June 10	Gay Lesbian Pride Month Portuguese Heritage Month Father's Day
July 8	North County Communities
August 12	San Diego Beach Communities
September 9	San Diego Back Country Communities
October 14	Hispanic Heritage Month LGBT History Month Arts/Humanities Month
November 11	American Indian Heritage Month
December 9	Family Histories and Memories

Questions?

Contact Sara Morrison at smorrison@sandiegohistory.org or 619-232-6203 X121