

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

DATE: FEBRUARY 20, 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 March 1, 2014.

The next meeting will be **THURSDAY** March 20, 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	Louise Russell
George Franck	Jody Surowiec
Steve Hon	Sharon Turner
Katherine Hon	Ed Orozco
Hilda Yoder	

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

Randy Sappenfield	Bill Vivian
Vince Rivera	Michael Thornhill

Members Paul, Valerie, Rhea, Tera, and guest Kim also joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

Katherine announced that Vince is resigning from the North Park Historical Society Board and from membership in the organization due to his other commitments in City Heights. He will continue to create the annual poster for the car show, however, which we sincerely appreciate. We still have 12 board members, which is well above our quorum of 5.

Jody shared newsletters from the San Diego Electric Railway Association.

Katherine announced that the Save Our Heritage Organisation (SOHO) is calling for nominations for their 2014 People in Preservation Awards. She asked if NPHS should consider submitting a nomination for our achievement of getting the water tower listed on the National Register of Historic Places. George moved and Jody seconded that we do this, and the motion passed unanimously. Katherine will prepare the nomination application, which is due March 21, 2014.

3. MINUTES ACCEPTANCE

The draft minutes from the January 16, 2014 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. In the period from January 1 to February 17, 2014, four members renewed and one made an additional donation with his membership, which is most appreciated. Nine North Park history books were sold (four to Amazon and five to The Grove). We had expenses of \$345 for photographs for the Arcadia book, \$68 in postage, and a write off of \$56 for four slightly damaged books that were removed from inventory. These may become demonstration books or donations to businesses for display.

Not showing as an expense because they become inventory is the cost of \$2,350 for 200 perfect-bound North Park history books. These have been received and are available for sale.

Steve noted that the request for a County Grant of \$1,700 has been submitted and confirmed as received by the County. Funding for support for the car show was requested, in addition to funding for purchasing a portable scanner, digital projector, and portable PA system.

ACTIVITIES PORTION OF MEETING

5. ARCADIA BOOK PROJECT

The small group consisting of Valerie, Jody, Ed, Steve, and Katherine met on January 22 and February 5, 2014. We deeply appreciate Philip Shirk with Vintage Religion allowing us to use the classroom space at his store for these working meetings. At the January meeting the group finalized the Toyland Parade chapter, selected photos to use for the PSA plane crash, and laid out much of the last chapter on "Community Life." At the February book meeting, the group reviewed 32 photos for book cover candidates. We eliminated photos that did not represent an important place or event in North Park, images that did not spread across the cover space well, and images that seemed fuzzy or too cluttered. We ended up with ten photos, which were displayed at this February 20 Board meeting. We were able to submit five of the photos to Arcadia in advance of the Board meeting, from which Arcadia created four cover mock-ups. At the Board meeting, Katherine and Ed showed prints of the four cover mock-ups. Everyone attending the Board meeting got a blue sticky to put on their favorite photo before they saw the cover mock-ups, and everyone was allowed time to adjust their selection after seeing the mock-ups. The photo with the most "votes" (6 of 14) was of the Number 7 Streetcar at the Georgia Street Bridge. A photo of the Toyland Parade at the North Park sign received the next largest number (5 of 14). Arcadia has told us that they typically take about 6 months to produce a book after they receive acceptable materials. If we want to be sure the book will be ready in time for Christmas ordering by book vendors, we should try to submit everything in April rather than our deadline of May, and should download as many photographs as possible to Arcadia for advance review. The binder with the book in progress was available for review at the Board meeting.

Update: The remaining five cover candidate photos were sent to Arcadia on February 21, and they made two additional mock-ups. The six mock-ups will be circulated via email to the Board and other book group participants to narrow to the top pick. The rest of the book is nearing completion, with layout nearly finalized, most photos obtained, and all but a few captions written.

6. IRVING GILL CHAPEL AT ST. LUKE'S EPISCOPAL CHURCH

Bob and Steve provided updates on the continuing deterioration of the little chapel on 30th Street next to St. Luke's Church. A North Park resident who has a rental house on Alabama Street has expressed a willingness to move the chapel to that location, but the expense of building a foundation (which has to occur after the structure is on the site), may make this infeasible. North Park Planning and North Park Main Street have also met about the structure. It was noted that Heritage Park in Old Town, which is County Supervisor Ron Robert's district, may be a potential location.

7. WALKING TOURS

Our next walking tour will be of the Burlingame neighborhood. It will be part of the "Rediscover San Diego" class in the San Diego Continuing Education Emeritus (Adult Education) Program. Two classes will be held: on April 8 and April 10, each from 9:00 am to noon. George, Michael, and Steve Fobes will be tour guides. We expect up to 55 people in each class. Paul, Jody, and Sharon can be helpers. ***Please contact Katherine at 619-294-8990 or info@northparkhistory.org if you can assist on either or both of those days.*** We will set up our booth and need to develop some educational materials for attendees to fill all of the class time when they are not walking with the guides.

8. KLIKA SCHOLARSHIP

Louise has learned that the Klicka family will not support the North Park Klicka Scholarship any longer. The Klicka Foundation will only support their 4-year scholarship, which NPHS does not coordinate. At the January Board meeting, Louise had proposed developing a sponsorship program to fund a supplemental NPHS scholarship for runner-up student(s). The value of this award would have been matched to the amount of funding raised by Louise and anyone helping her. However, now there is not a basic Klicka Scholarship, and Louise asked for a discussion of the Board's opinion about sponsoring our own scholarship. Comments include the following:

- Sponsoring a scholarship is not in our organization mission.
- Fundraising is a lot of work.
- Fundraising for a scholarship every year would be a distraction.
- What if we don't raise enough money for a scholarship?
- It will be hard to raise sufficient money every year.
- The North Park Klicka Scholarship did not receive many applicants, even for \$2,000.
- Using profits from the car show was suggested, but it was noted that our net from this event is usually about \$500, which is not sufficient for a meaningful scholarship. Steve also noted that this profit happens because of several members contributing \$100 each, including himself, and he does not support the idea of an organization scholarship.
- Katherine stated concerns that annual fundraising is not how scholarships are responsibly established and operated. First an endowment is funded so that the annual expenditure of the scholarship comes from interest and not the principle. She also cited a recent news article (see end of these meeting notes) about an organization that sponsored scholarships, lost their annual funding because donors lost their jobs and could not contribute, and had to terminate the scholarships. The organization is now facing possible legal action from a parent who feels the organization is responsible for fulfilling the scholarship awards. That is not a situation NPHS ever wants to be in.

The discussion then broadened to questions about where we are going as an organization and what activities do we want to support with income we do generate, and should we develop a 5-year plan. Katherine noted it is a sign of our maturity as an organization, having been an independent 501C3 for more than six years, to have that kind of discussion, but we should announce that will be the meeting's focus in advance. Bob moved and Sharon seconded that we table the discussion about a scholarship and long-range goals and activities for a meeting later in the year. This motion was approved unanimously.

Update: As background for a future discussion, since forming in 2008 accomplishments of NPHS include the following:

- Local designation of the six-block North Park Dryden Historic District
- Listing of the Water Tower and surrounding area of past and present water facilities on the National Register of Historic Places
- Reprinting *Burlingame; the Tract of Character* by Donald Covington (162 copies sold)
- Compilation of a soon-to-be-published Arcadia Images of America book on *San Diego's North Park*
- Conducting numerous walking tours and displaying at community events each year
- Holding four successful annual car shows, our signature NPHS event
- Winning community awards from San Diego Historical Resources Board, SOHO, and the American Planning Association
- Continued successful marketing of our first book, *North Park: A San Diego Urban Village, 1896-1946* by Donald Covington, published in 2007.

Conclusion: We have done a lot in six years!

NEXT MEETING

The next meeting will be **THURSDAY** March 20, 2014 at 6:30 pm at Grace Lutheran Church, 3967 Park Boulevard, corner of Park Boulevard and Lincoln Avenue.

STUDENTS WHO WON SCHOLARSHIPS TOLD MONEY HAS RUN OUT

KAREN KUCHER • U-T

Ten local students who were promised a total of at least \$176,000 in scholarships after winning a rigorous competition have learned that most of the money won't be coming because coordinators said they ran into financial difficulties.

The group STOP 2011, in conjunction with the nonprofit Heartland Coalition, offered a college scholarship program for the 2011-12 and 2012-13 academic years. Those partner organizations, both based in San Diego, chose five winners each year.

The first-year winners were promised
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a combined \$128,000 over four years, according to the now-defunct STOP 2011 contest website. The most recent winners were told they would share at least \$48,000, although that was reduced to an unspecified amount as the organizers encountered fundraising troubles.

In September, the students began learning that they wouldn't receive any further aid beyond what was already paid. On Wednesday, the attorney who ran the scholarship competition said \$38,000 had been distributed before the funding stopped.

"I feel really angry, I feel exploited, almost like betrayed. ... And there wasn't even a proper reason," said Miranda Ceja, who graduated from Mission Hills High School in San Marcos last year and is now a freshman majoring in journalism at California State University Long Beach. Ceja said she has received \$1,500 but had expected \$14,000 for her second-place finish in the 2012-13 competition.

"It was a very rigorous process. I probably spent two to four hours every day, working and working and working," she said. Ceja added that she worked with a tutor to write and practice her speech and prepare for a debate, which were parts of the four-stage competition.

Attorney Jim Hester, who coordinated the scholarship program, has apologized for the unfulfilled pledges.

"I regret to inform you that there is no money to pay out for the scholarships," Hester wrote in an email to the winners. "This is the biggest disappointment, failure and embarrassment of my life and words cannot convey my feelings."

In an interview Wednesday, Hester, who now lives in Florida, said the program's collapse came after donors backed out and a planned 5K fundraising walk tanked.

"Virtually nobody reg-

istered. I hired a band, got dumpsters, food vendors ... ultimately, we canceled it. And then we had the pledgers withdraw their pledges," he said.

"It has been implied that we scammed these kids. I put in \$15,000 of my own money. I didn't want this to happen," Hester added. "I'm embarrassed kids got hurt. I've talked to parents. I don't know what else to do."

The donors were lawyers who had worked with Hester but lost their jobs when their firm downsized, said Mark Hanson, president of the Heartland Coalition. He added that he had donated some of his own money to make partial payments on the scholarships.

Hanson also said his organization served as a fiscal sponsor, meaning that it handled funds raised for the scholarships and provided donors a tax write-off. He also said he hopes to collect more money to make good on the scholarship promises.

News of the scholarship woes was first reported by the Del Mar Times.

The STOP 2011 program sought to increase public awareness about how the nation's federal debt disproportionately affects young people. STOP stands for Stop Taxing Our Pupils.

Each year, the program's judges winnowed the applicant pool to five winners based on scores for a written essay, a letter to the editor, a speech and a debate.

About 150 students signed up for the 2012-13 competition. The top winners, in descending order, were Jack Conway of Canyon Crest Academy in Carmel Valley, Ceja, Rory Jacobson of La Costa Canyon High School in Carlsbad, David Greif of Torrey Pines High School and Madison Phillips of The Rock Academy in Point Loma.

Names for the first-year winners weren't available Wednesday.

Greif, who is majoring in mechanical engineering at the University of Arizona, said he doesn't regret seeking the scholarship because he learned a lot and enjoyed the competition. He said he has received \$750 out of an expected \$7,500.

"I knew going into it that I hadn't really heard of STOP 2011, and no one really had. But looking at the website and the winners the year prior was really exciting," Greif said.

He started to worry about the program's funding when he saw that the 5K walk was poorly planned. "I know they still want to give us the money when they can," he said. "It's not something that I'll hold my breath on. It would just be a pleasant surprise."

In September, a check for \$1,250 was sent to UC Berkeley on behalf of Jacobson — out of the \$10,000 he had expected for his third-place finish, said his mother, Kara Jacobson.

"Hiring a lawyer — we don't have that kind of money," she said Wednesday. "We were happy about the scholarship."

At least one parent is considering legal action in response to the situation. Bruce Michael, Conway's stepfather, said he has been in contact with Hanson and believes the Heartland Coalition is responsible for fulfilling the scholarship awards. He noted that pictures of the scholarship competition are still featured on the nonprofit group's website, and that the \$2,000 check sent to Vassar College on behalf of his stepson last fall was drawn on Heartland's bank and signed by Hanson.

"I feel like this has been pretty heartbreaking for these kids," Michael said. "They had to go through so much effort to win a pretty significant scholarship and ... (then) they receive a letter that says they are just kidding. It's just hard."