

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

DATE: SEPTEMBER 18, 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 October 5, 2014.

The next meeting will be **THURSDAY** October 16, 2014 at 6:30 pm in the large second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard. The meeting will be devoted to a presentation about the new Arcadia book and book sales to individuals. This will be a joint event shared with the University Heights Historical Society.

1. WELCOME AND INTRODUCTIONS

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

George Franck	Katherine Hon
Steve Hon	Sharon Turner
Robert Bauer	Randy Sappenfield
Ed Orozco	Jody Surowiec

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

Michael Thornhill	Bill Vivian
Louise Russell	Hilda Yoder

Angela Landsburg from North Park Main Street and members Paul, Charles, Juliet, and Maura also joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

Maura announced that planning by an independent group for a spring weekend in Balboa Park to celebrate the centennial of the 1915 Exposition is continuing. April 11 and 12 is the weekend when activities such as dancers, magicians, music, and booths with historic information are to take place. Reproductions of the wicker carts ("electricquettes") popular at the 1915 Exposition may also be at the event. NPHS may have a booth along with other organizations. Maura also reported that additional events may occur on October 3 and 4 next year. We appreciate Maura keeping us up to date.

Katherine announced that the Toyland Parade will happen this year on Saturday, December 6. NPHS has sent their entry application with \$25 fee. So save the date to march with us! All of our members and friends are welcome to walk behind our banner.

3. MINUTES ACCEPTANCE

The draft minutes from the August 21, 2014 NPHS meeting 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 August 18 to September 14, 2014, 9 original North Park history books, 20 new Arcadia books, and 13 guidebooks were sold. We also gained 2 new members (welcome Claudia and Jackie!), 4 renewed members (two of whom also donated an additional \$80 each), and 31 more car show entries. The total income in this time period was \$1,163.64. Expenses totaled \$133.70 for a new microphone and cord to accompany the new portable amplification system purchased last month (both debuted with success at the car show).

As reported at the May 2014 meeting, Sharon would like to retire from Treasurer duties by the end of the year. She has held the checkbook and issued checks as directed by the Board of Directors, files the bank statements, and maintains our financial records in Quickbooks.

She also produces monthly reports for the Board as recorded in our monthly meeting notes. According to NPHS bylaws, the Treasurer may "cause to be prepared" financial statements if the duty of recording transactions in Quickbooks and preparing financial reports is delegated to another person more experienced in accounting. As Secretary, Katherine is willing to take over the accounting duties, which she conducted originally when NPHS first began in 2008. George nominated and Jody seconded the nomination of Board Member Randy Sappenfield to be Treasurer, hold the checkbook, and provide review/oversight of financial activities. The nomination was approved unanimously by all Board members present. Thank you, Randy!

ACTIVITIES PORTION OF MEETING

5. ARCADIA BOOK PROJECT

The new Arcadia book is available for sale at Pigment, North Park Hardware, The Grove, San Diego History Center (SDHC), and SOHO. The book launch event at SDHC will be September 23, a Tuesday evening, featuring book sales at the SDHC Museum lobby in Balboa Park and a PowerPoint presentation in the SDHC theater. Also, George will conduct a morning commercial walking tour highlighting photos in the Arcadia book on Saturday October 4 at 9:30 am. The SDHC will advertise and coordinate registration for both events. Sharon, Jody, and Juliet have volunteered to be helpers at the October 4 walking tour.

Update: The book launch event on September 23 was well attended by an attentive audience of more than 30 people, including many of our dozen book co-authors. SDHC sold 17 books at the event, and the PowerPoint presentation delivered by Katherine was well received. Also, the October 4 walking tour was well attended by about a dozen people, which was especially good considering it was a very hot Saturday morning. Thank you George, for an outstanding job as guide! Also thanks to Sharon and Juliet for showing photos to the group, and Jody, Katherine and Steve for "herding." We sold 7 Arcadia books at the walking tour.

On September 8, 2014, via email discussion and voting, the NPHS Board established two special book rates. The first special rate is that current active members of the North Park Historical Society be allowed to purchase copies at a 15% discount rate. With a 15% discount the cost would be \$18.69 per book plus sales tax of \$1.50 for a total cost of \$20.19 per book. The second rate is a special "benefactor" rate for two Board members to buy a limited number of books at cost to give to the few families that provided a large number of photos used in the Arcadia book. At cost the book would cost \$10.78 per book plus tax of \$0.86 for a total cost of \$11.64 per book. The member rate was approved by 9 Board members, with 3 Board members not responding. The benefactor rate was approved by 7 Board members, with 2 Board members abstaining and 3 Board members not responding. Therefore, both special rates were approved by a majority of the 12-member Board.

To buy books directly from the North Park Historical Society, call 619-294-8990 or email info@northparkhistory.org. Regular cost is \$23.75 with tax. As noted above, we will offer a 15% discount off the book retail price for NPHS members who are current on their dues. The October 16 meeting of the NPHS will be devoted to a repeat of the PowerPoint presentation and sales to individuals. This will be a joint event shared with the University Heights Historical Society. See the flyer at the end of these notes.

6. NORTH PARK CAR SHOW FOLLOW UP

We had a total of 52 cars and a bunch of motorcycles, plus a concept model car created in 1958. There were three drive-ups on the day of the event. Steve reported on the financial outcome of the 5th Annual North Park Car Show. Costs approximated \$650 (\$294 for the City permit, and \$356 for the portapotties). Revenue totaled \$1,560 (\$500 from a County grant, \$500 from cash sponsors, and \$560 in entry fees). Issues to improve on include broader notification that the parking lot (which also serves as a through road in Morley Field) will be closed starting in the early morning to allow us to safely set up. We are also still addressing the best way to create a winner's circle of past year's trophy winners such that those cars are appropriately recognized but the People's Choice voting system is fair to all. Otherwise we know the same few cars would win every year, they are that fabulous.

7. UPCOMING WALKING TOURS

Angie with North Park Main Street shared that she has learned many people have not come to the North Park business district centered at University Avenue and 30th Street for a while, and she would like to re-introduce the area to them. Also, she learned that local business owners would like their employees to have a better understanding of the history of the area and the buildings they are working in. The local businesses would like to sponsor their employees to have an educational tour of the commercial area on a quarterly basis for a group of about 20 people each time. North Park Main Street would handle the marketing and sign-ups, and they would like North Park Historical Society to conduct the tours. We agreed it is a great idea for employees to learn more about the history of the buildings they are working in, especially so they can share accurate information with customers. We tentatively identified November 15 of this year and March 14 of 2015 for two tour dates. George and Katherine will coordinate further with Angie on these proposed walking tours.

Needless to say, we are eager to train more guides in any of our tours. Also, we always appreciate helpers. We are partnering with various organizations to provide the following tours in October, November, and December:

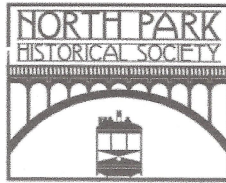
- ✓ **October 11, 9:00 a.m. to 10:30 a.m. and 11:00 a.m. to 12:30 p.m.** Dryden Historic District with SOHO
Guides: George, Katherine
Helpers: Paul (9:00), Claudia and Jody (11:00) (We could use a few more helpers.)
Tour begins at the Portal at 28th and Upas Streets
Cost: \$15
For information go to the SOHO website at SOHOsandiego.org for Archtoerfest tours.
- ✓ **November 15, 9:00 a.m. to 10:30 a.m.** Commercial Area with North Park Main Street
Guide: George
Helpers: To be determined
Tour begins at the North Park Theatre
Cost: To be determined
Tour is under development with North Park Main Street
- ✓ **December 2, 4, 9 and 11, 9:00 a.m. to 10:30 a.m.** Dryden Historic District for Rediscovering San Diego, a class for seniors as part of the San Diego Community College Continuing Education Emeritus Program
Guides: George, Katherine, plus new guides
Helpers: To be determined (we need about four each day)
Tour begins at the Portal at 28th and Upas Streets

8. PLANNING ISSUES

As part of the North Park Community Plan Update process, the City identified several areas where they proposed rezoning to create larger lots that would allow bigger mixed use projects. Paul and George continue to meet to discuss in detail concerns about continued risk to our irreplaceable Craftsman structures adjacent to commercial areas. They will prepare a letter for consideration by the NPHS Board establishing a position about the proposed zoning changes and CPIOZ areas. The letter would be sent to City staff.

NEXT MEETING

The next meeting will be **THURSDAY** October 16, 2014 at 6:30 pm in the large second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park and Lincoln Avenue. The meeting will be devoted to a PowerPoint presentation about the new Arcadia book and book sales to individuals. This will be a joint event shared with the University Heights Historical Society. Please see the flyer on the next page.



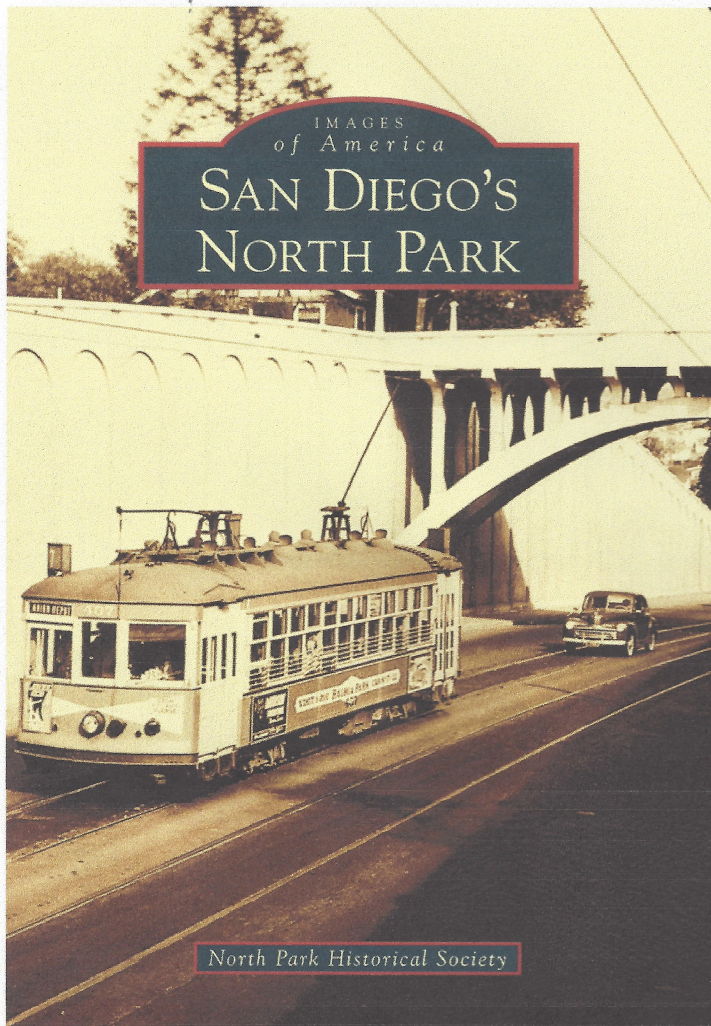
IT'S HERE!

NORTH PARK'S STORY FROM 1900 TO NOW

Images of America: San Diego's North Park **by the North Park Historical Society**

LECTURE AND BOOK SIGNING

A Joint Event with the North Park Historical Society and University Heights Historical Society



Thursday, October 16, 2014

6:30 pm-7:30 pm

Grace Lutheran Church

Fellowship Room, 2nd Floor

3967 Park Boulevard

Lecture is free

Book cost is \$23.75 with tax

This pictorial history features photographs from throughout the Greater North Park Community Planning Area and is one of the latest in the prestigious Arcadia Images of America series. The North Park area was initially populated by scattered farms and citrus ranches. In the early 1900s, streetcars brought investors, residents, and shopkeepers, creating San Diego's slice of Bungalow Heaven. Decades of decline followed the exciting 1950s, when North Park was a regional shopping destination and the Toyland Parade attracted 300,000 spectators. The community is flourishing again in a renaissance initiated by restoration of the elegant North Park Theatre in 2005.