

**NORTH PARK COMMUNITY ASSOCIATION
HISTORY COMMITTEE
NOVEMBER 2007 MEETING NOTES***

DATE: November 27, 2007 **TIME:** 6:30 PM

NOTE: To help members remember their commitments; action items are noted in *bold italics* in these meeting notes. **NO MEETING IN DECEMBER. HAPPY HOLIDAYS TO ALL! SEE YOU JANUARY 22, 2008 AT 6:30 PM. CONTACT KATHERINE FOR THE SPECIAL MEETING LOCATION.**

*These notes contain updates as of the date of preparation (December 4, 2007).

1. WELCOME AND INTRODUCTIONS

Steve welcomed our continuing members Bill, Vince, Ed, Philip, Michael, and George. Welcome to Kent from the Dryden District! We continue to appreciate Liz for hosting us at North Park Main Street.

2. AGENDA REVIEW AND ANNOUNCEMENTS

Steve reviewed the agenda; there were no changes suggested. *Steve will develop the next agenda. Katherine will distribute it to the committee and to Beth for posting on the website.*

3. MINUTES ACCEPTANCE

The minutes from the October 23, 2007 meeting were accepted.

4. MEMBER COMMENTS

Vince said he spoke with a long-time North Park resident who was sure the original North Park sign was black and white. The original color and when the shape of the sign changed from rectangular to scalloped edges continue to be mysteries worthy of additional research. Maybe there was a news story in 1949 in association with the removal of the trolley? Vince also had some interesting photos he took from the top floor of the parking garage. There are some big neon letters spelling "West Coast" sitting on the roof of the North Park Theatre. Are these part of the original sign on the back of the theatre?

Liz would like to know if the Committee would give the "North Park Past and Present" Powerpoint presentation to her Merchants Mixer, which will be held next year at a date to be determined. Steve and Michael would be glad to do it.

5. TOYLAND PARADE

According to the list in the North Park News, we are in Division 1 (behind the Vanguard) in the parade. Thanks to Liz at Main Street, Pam and Barbara at The Costume Shop on North Park Way will dress us, as well as Main Street parade participants, who will be right behind us. Pam is the costume designer for the Lyric Opera, so you know we are going to look great (hope it doesn't rain on everyone's parade!) The time frame we are focusing on is the early part of North Park's development (1896 to the 1920s).

Participants and dress concepts are: Vince and Michael (1890s citrus farmers – see page 12 of the book); Ed, Jeff, Teresa, and Katherine (1912 group from Arizona to promote Burlingame – see page 61 of the book); and Steve (early store proprietor – see page 71 of the book). Main Street participants are representing the later years in the book, like the 1940s (see page 242 for a great photo of elegant folks in the Imig Manor/Lafayette Hotel lobby).

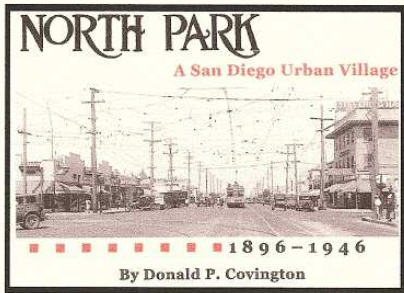
We will have a fitting with The Costume Shop at 2960 North Park Way (parking garage retail shops, south side) the week of Dec. 3.

Around 8:00 on the morning of the parade (this Saturday, Dec. 8), participants should come to The Costume Shop for final dressing. Pam said she would do ladies hair and make-up. We are to be at the parade staging area at Lincoln and Utah at 10:00 am. Liz made copies of the map for Vince and Ed.

The announcer’s script that we sent to Jody says, “Here comes the NPCA History Committee. The Committee just published a beautiful book on the history of North Park, starting more than one hundred years ago. The book is available at many locations throughout San Diego, including Barnes and Noble. Their car is provided and driven by Broker Bill Vivian, and they are dressed in historic clothing from The Costume Shop on North Park Way.”

Katherine e-mailed Jody on November 1 to ask if it would be OK to hand out flyers along the parade route. She didn’t think it would be a problem. Katherine used Bill’s “coupon” idea to create small flyers about the size of an index card. See below

GIVE THE GIFT OF HAPPY MEMORIES!



NORTH PARK
A San Diego Urban Village
1896-1946
By Donald P. Covington

Purchase Locations
Museum of San Diego History
North Park Main Street
Lost Your Marbles Too
North Park Provisions
Vintage Religion
Barnes & Noble
www.Sunbeltbooks.com

Suggested Retail Price: \$19.95

Produced by the NPCA History Committee
www.northparkhistory.org

These are on ivory colored 67 lb cover stock. Katherine will make about 150 for our “walkers” (Vince, Michael and Steve) to hand out. Note that if it rains, we will all be walking because Bill can’t drive his convertible in the rain. We can always use our mini-flyer for other purposes. The flyers are being done at no cost to NPCA.

The vinyl signs for Bill's car came out very nice. They have the cover of the book with "NPCA History Committee" in red letters below the cover picture. The cost was \$27.19. Steve gave the invoice from Fastsigns to the NPCA Treasurer for payment from the part of the NPCA account with funds designated for the History Committee.

6. BOOK UPDATE

On November 13, the committee gave \$1,340 to the NPCA Treasurer for deposit into the account. This amount is from the sale of 94 books, 53 of which were sold by Sunbelt. We donated a coil bound version to Olympic Café for display at their counter. Main Street sold 25 books, and 12 books were sold at the University Heights Historical Society event. Amazon has sold one book and asked for three more. Because the Amazon deal is a money loser, Hon Consulting, Inc. is paying for the books and the mailing costs to supply them.

Vince posted the 8 ½ x 11 flyers with a photo of the book at Starbucks, Marie's Café, Café Calabria, and Claire de Lune. He also gave flyers to Urban Body and Heaven Sent Desserts. Thank you, Vince!

Bill has 600 coupons he will distribute to his "farm" that offers a \$5 rebate to the first 100 people who buy a book at Main Street. Thank you, Bill! An excellent promotion!

We had a major printer error in the most recent batch of 500 books, and the printer is re-doing the order at no cost to us (the last two chapters and the index were missing). Unfortunately, 18 copies of the defective perfect bound version were sold by Sunbelt and our North Park stores who get the books from them, and 8 of the defective coil bound books were sold at the University Heights event. Many thanks to Richard Miller at Lost Your Marbles Too, who notified us immediately when a customer brought back a defective book. Also thanks to Michael, who was careful to write the full buyer's name and what type of book they bought on the receipts at the University Heights event. We were able to get everyone's phone number from the University Heights group, and Steve and Katherine drove to their homes to exchange the books the weekend after Thanksgiving. We are coordinating with the stores and will bring replacement books to them when they call. We also placed a notice in the recent NPCA website update for anyone who bought a book between Halloween and Thanksgiving to check that it ends on page 254. If the book ends on page 212, we are asking people to call Katherine at 619-294-8990 or e-mail at info@northparkhistory.org to arrange for a replacement. Needless to say, we are instituting more rigorous QA/QC inspections of the new order, which we should have in hand on December 7. The printer still has no idea how it happened or why they didn't catch it on their end.

7. WALKING TOURS

We did a dry run of the commercial area walking tour on Saturday December 1. It was a little drizzly but we got to go on the top floor of the parking garage, and got a great overview. Liz, Bruce, Philip, George, Jack, Steve, and Katherine were there. We found

that traffic noise will be a concern, and a commercial walking tour would probably be best to complete before 10 am when the area starts to get really busy.

7. ONCE UPON A TIME ARTICLE

Ed's article about his "cottage" on Utah Street was in the October/November newsletter. Thank you, Ed! It looks great. He said people stop at his house now and point to it. George said SOHO would be interested in more information about the families that lived in the house, which Ed has.

George wrote an article about neon signs in North Park for the next newsletter.

Bill is interested in writing an article about the Richardson house at 3425 31st Street, which is one of the oldest houses in North Park, as it was a farm house near Hartley's North Park (see page 14 of the book for a photo). He got information about other very old homes and found several that pre-date 1905. That could be the topic for another article.

8. NORTH PARK DRYDEN HISTORICAL DISTRICT

The City expects to start reviewing the Dryden application early next year. This upcoming meeting of the Historic Resources Board, they are having the second hearing for designating the Burlingame District a Traditional District (versus a voluntary district). So city staff have been busy. *George will contact Donna to see if she can help us send an e-mail update to the residents. Katherine will contact Cathy at the City to ask about the planned schedule for the staff to address the Dryden application.*

9. OTHER BUSINESS

The NPCA Renaissance Awards Committee welcomed History Committee participation in judging the Best Historic Restoration category. Saint Augustine's wrote a very nice thank you letter for their special award. See the end of these notes for the letter.

10. NEXT MEETING

The next meeting will be on **TUESDAY** January 22, 2008 at 6:30 pm. Call Katherine at 619-294-8990 or e-mail us at info@northparkhistory.org for the **SPECIAL** meeting location.



St. Augustine High School

Catholic Education for Young Men Since 1922

November 13, 2007

Mr. Steve Hon
Historic Committee Chair
North Park Community Association
PO Box 4488
San Diego CA 92164-4488

Dear Steve, Historic Committee Members and NPCA Renaissance Awards Committee:

St. Augustine High School has proudly been North Park's high school since 1922. We are also proud of the fact that the Saints Marching Band has been a participant in the North Park Toyland Parade every year since its inception and will of course be marching in this year's parade.

Receiving the 2007 Renaissance Award for Best Historic Improvement is a decidedly momentous honor for St. Augustine's as it reflects the mission of the school to serve the community of God and the community of man. As integral members of the greater North Park community, we accepted the responsibility to be transparent and inclusive during our advance planning for the recently completed Phase I project of our campus-rebuilding. As a result, the project reflects many of the design contributions offered by the public.

The NPCA Renaissance Award for 2007 validates the continuing partnership between St. Augustine and the North Park community. Everyone has lived up to the promises made during the planning stages. We look forward to working with the association and the community as we move to the next phases in our Building New Saints project.

See you at the Parade!

Sincerely yours,

Edwin J. Hearn
President

UNITAS

VERITAS

CARITAS