

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

DATE: June 26, 2007

TIME: 6:30 PM

NOTE: To help members remember their commitments; action items are noted in *bold italics* in these meeting notes. **SEE YOU JULY 24 AT 6:30 PM.**

***These notes contain updates as of the date of preparation (July 9).**

1. WELCOME AND INTRODUCTIONS

Steve welcomed our continuing members Michael, Ruth, Bertha, Karon, and Philip, and first-timers Bill and Hilda. Thank you, 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 and e-mail it to Beth for posting on the website. Katherine will distribute it to the committee.*

3. MINUTES ACCEPTANCE

The minutes from the May 22, 2007 meeting were accepted.

4. WALKING TOURS

There are a number of different types of tours that could be organized. These include:

- The commercial area along University from Utah to 32nd Street, which was the “Magical History Tour” in the past.
- The Dryden District, like in 1994. We could start and end at a willing resident’s house, or at the 28th Street Portal.
- Along El Cajon Boulevard, like the tour in 2003.
- Burlingame, although tours of that area are already being given by others.
- Shirley Ann Place, a designated historical district which has two Klicka Bungalows.
- Bungalow Courts, including the Klicka Studio Bungalows, which would require driving.
- Individual Historic North Park residential tracts, for example, Pauly’s Addition, West End, or Blair’s Highlands.
- Morley Field, including the Velodrome, Frisbee Golf Course, and tennis courts.

North Park Main Street is interested in coordinating on a commercial walking tour. They have arranged a meeting with a Walkabout representative on July 10 at 4:30 to talk about how they do things. The Main Street focus is on 30th and University, with perhaps the North Park Theatre as a beginning and ending point. They would like to have a “dry run” tour in September and a “real” tour in October. There is a Walkabout of South Park scheduled for July 20; they will meet at 30th and Juniper at 6:00 pm, if anyone wants to check it out.

Steve suggested we coordinate with the Masonic Lodge and the North Park Theatre to arrange to go inside these buildings on the tour, perhaps in small groups if the number of attendees is large. We should also coordinate with the City to go to the top floor of the parking structure, which is a great vantage point.

Patricia Ferris does walking tours in South Park. She would be a good contact. ***Steve will call Patricia.***

The residential tours would be an effort of the History Committee, as Main Street is only focused on the commercial district. A tour can be just the outside of houses. Home tours where people go inside the residence take a lot of coordination, although that would also add a lot of interest. For example, Bungalow Haven tours in Pasadena are attended by people from all over. Michael is very interested in leading a residential tour. He has experience leading tours in the Gaslamp.

For any tour, a good guidebook is important. La Jolla Historical Society charges \$5 for their booklet. University Heights Historical Society charges \$10 for their guidebook, which was developed in coordination with the Save Our Heritage Organisation (SOHO), but they include a copy if you join the University Heights Historical Society. With the North Park history book completed, we now have a lot of information to compile good guidebooks for either the commercial area or residential areas. We need to develop a budget for this activity.

5. ONCE UPON A TIME ARTICLE

Katherine's article about Pauly's Addition, the tract that is from Arizona to Alabama and University to Upas, will be in the next newsletter.

6. BOOK SALES UPDATE

As of July 8, we have sold a total of **288 copies** of the book in direct "neighbor to neighbor" sales where we are charging \$20 per book and we will pay the sales tax from profits. In addition to 115 copies sold in our first few days of availability, that current sales total includes 6 copies to Lions Club members after Katherine gave a lunch presentation, 5 copies at the second NPCA Mixer, 15 copies at the Pershing First Friday (thank you, Carl for those sales!), 16 copies at the Old House Fair, 25 copies at the first Bird Park Concert, and 19 copies at the second Bird Park concert.

In addition, Main Street has sold **29 copies** for us at \$20 per book.

Richard Miller at Lost Your Marbles Too on Ray Street has sold **19 copies** for us at retail, and he is generously giving \$20 per book to the History Committee, while paying the sales tax and any credit card fees himself. Everyone should go buy something at Lost Your Marbles Too, to thank Richard for supporting us!

These sales total 336 books at \$20 each.

Our wholesale distributor, Sunbelt Publications, has sold **57 copies**, including sales to the following retailers:

- San Diego Historical Society Gift Store - 3 copies
- SOHO - 10 copies
- North Park Provisions (formerly Market on Myrtle) - 36 copies (thank you, Ian!)
- Via Sunbelt website at www.Sunbeltbooks.com - 5 copies

Our printer, Wholesale Reprographics in El Cajon, had an additional 330 covers offset printed when we ordered our first 400 copies. With the success of our first month's sales, we ordered 330 more books be printed and perfect bound. These copies were finished on June 25, 2007 and are being stored by the Hons. Sunbelt ordered 60 more copies from us for their sales, and these copies were delivered to Sunbelt on June 25. Main Street took 10 more copies on consignment, in addition to their previous total of 30 copies. Lost Your Marbles Too took 10 more copies on consignment, in addition to the previous total of 34. The status of our profit and loss with a total of 336 copies sold for cash deposited into the History Committee's part of the NPCA bank account is summarized in the following table. Note that our Book Sponsors, who donated a total of \$2,708 to fund printing the first 400 copies, are not asking to be reimbursed, but the net income information includes what the total profit would be without those donations, just to keep things in perspective. Profit margins are slim on books!

As of Date	7/8/2007
INCOME	
Revenue from Book Sales	6,720
Donations from Book Sponsors	2,708
\$ from History Comm Account	1,000
Total Income	\$10,428.00
EXPENSE	
Printing 400 copies	3,708
Printing 330 copies	2,559.62
Sales Tax	490.12
Total Expense	\$6,757.74
NET INCOME	
Total Income - Total Expense	3,670.26
Net if Reimbursed Sponsors	962.26
Net Profit (if Reimbursed History Comm Account)	-\$37.74

Regarding books being "gifted" to organizations, George Franck gave a copy of the book to San Diego State University Library, as Don was a professor at SDSU for many years.

A copy of their thank-you letter was passed around, and a copy was given to Karon. Also, the Hons donated a copy of the book to the San Diego Historical Society. The letter from SDHS acknowledging the book and the "Deed of Gift" form was passed around. Karon also received a copy of this letter.

Regarding press, Katherine took a complimentary copy of the book (donated by the Hons) to Roger Showley with the *Union Tribune* on May 22, and e-mailed him a press release. He said he would do an article, but it has not happened yet. Christy Scannell with *North Park News* also has received a press release and said they would do an article. Jennifer McEntee, a freelance writer for the *North Park News*, interviewed Katherine on July 2, and we look forward to an article in the next issue. Tom Shess said he would put a description and shot of the book cover in the August issue of *San Diego Magazine*. Look for that soon! Other ideas we have for outreach and sales are:

- Bird Park concerts (continuing)
- Saint Augustine School and Alumni
- North Park Farmer's Market
- Burlingame block party in September (we have been invited to sell books there)
- Realtors meeting
- Churches like Saint Patricks
- North Park Theatre
- Dryden District Open House when we have news from the City
- Walking tours

7. NORTH PARK DRYDEN HISTORICAL DISTRICT

You heard last month's **BIG NEWS** from the Dryden District Working Group - we hand-delivered the application for designation of the historical district to City staff on May 25, 2007. The City Historical Resources Board (HRB) is still working on the Mission Hills submittals, but we have received favorable feedback from the City on the quality of the Dryden application, and are hopeful our district will receive consideration this year. Attendees brought up the idea of a sign for the historical district.

8. MEETING WITH UNIVERSITY HEIGHTS HISTORICAL SOCIETY

Steve and Katherine were invited and attended a meeting of the Uptown Historic Preservation Coalition on June 14. The Coalition is composed of SOHO, Uptown Planners, Hillcrest History Guild, Mission Hills Heritage, University Heights Historical Society, and other preservation and planning groups in the Uptown area. The Coalition is very concerned about the City's HRB staff proposal to use the results of the Reconnaissance Level Survey (a drive-along, or "windshield" type of survey) of Uptown to exempt almost 7,000 potentially historic properties from the City's discretionary 45-year review process, and clear those properties for demolition if requested by the landowner. Spot checking of the survey results has revealed that there are errors. The Coalition has been formed to jointly discuss "strategies for preserving our significant heritage." We will continue to discuss how the History Committee should interact with the Coalition. We also need to be watchful regarding how the North Park Survey is applied by HRB.

9. OTHER FUTURE PROJECTS

In addition to the walking tours and the potential for other historical districts, we discussed the following ideas:

Historical Building Preservation

Main Street wants to coordinate with the History Committee on enhancing protection for historical buildings in the commercial area. Redevelopment is happening and many owners want to do the right thing, but aren't sure what to do. For example, the owners of the Ramona Theater are supportive of preservation. Ideas for actions were:

- Establish an Historical District
- Start walking tours to get support from owners
- Develop an outreach program to educate individual owners on the history of their building, using the North Park history book as an initial source
- Ask Cathy Winterrowd, Senior Planner with the City and coordinator of HRB staff, to make a presentation and educate us

Second Book

Ideas for a second book that would discuss North Park's more recent past were discussed. One concept is a similar format to the current book, with the story told in groups of years. Another idea is a "then and now" kind of photo book. Or there could be a book with photos and essays about North Park memories by well-known residents and "just plain folks." We will keep discussing ideas.

North Park Historical Society

We would have enhanced stature and influence as a stand-alone historical society, like La Jolla, University Heights, La Mesa, and many other communities. The proposed North Park Historical Society would be a separate non-profit, tax exempt organization called a 501(c)(3), which could accept donations that would be tax deductible for the donors. We would be able to qualify for grants with this kind of status. Karon noted more people would be willing to donate money if they could have a tax deduction. We are just starting to consider this possible activity. Questions from attendees included:

- Would the proposed historical society be competing for the same donations as other North Park organizations?
- What would happen to the NPCA History Committee?
- Who will maintain the historical society?
- How can we get legal advice regarding set up and issues to consider?

10. OTHER BUSINESS

We had no other business.

11. MEETING LOCATION

Call 619-574-6463 for the location of our next meeting.

12. NEXT MEETING

The next meeting will be on **TUESDAY**, July 24, 2007 at 6:30 pm.