

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

DATE: July 24, 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 AUGUST 28 AT 6:30 PM.**

***These notes contain updates as of the date of preparation (August 3).**

1. WELCOME AND INTRODUCTIONS

Steve welcomed our continuing members Michael, Ruth, George, Karon, and Philip, new member Bill, and first-timers Vince and Carl. Thank you, Liz, for hosting us at North Park Main Street. It is a very convenient location.

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 June 26, 2007 meeting were accepted.

4. WALKING TOURS

Organizing several walking tours is our next major goal as the History Committee. Now that the book is finished, we want to get people out to see the historical resources in North Park, so the community will become engaged in protecting and preserving these buildings.

The History Committee is cooperating with Main Street on developing a commercial walking tour. The History Committee is also developing a residential walking tour, focusing on the proposed Dryden District along 28th Street and Pershing Avenue as a first one. The tour(s) could be offered quarterly. There are about 30 buildings in the commercial tour and 30 in the residential Dryden tour that would be of interest. George is working on the text for the tour guidebook(s). We will also do a general flyer to promote the tour(s).

Ruth noted it is typical for people to pay to go on the guided tour, and have the guidebook included in the price. If we wanted the guidebook to also serve for a self-guided tour, we could charge a lower price for that. The University Heights Historical Society walking tour guidebook is self-guided.

The tour working group currently consists of Liz, Bill, George, and Steve. Carl and Katherine will join them at the next planning meeting on July 30. Vince may also come.

He is interested in researching the commercial buildings. Michael is interested in being a tour guide.

The South Park Walkabout is kind of like Ray at Night, with businesses open, but no formal structure or guides. We want to do something different.

Costs associated with this activity would include the guidebook and flyer. Carl can do a layout from George's material to see how many pages the guidebook would be, so we can estimate the printing costs. If we use photos from the San Diego Historical Society, the costs would vary depending on if we need the rights and the photo itself (\$50), or just the rights because we already have the photo from using it in the book (\$25). Photos and rights that we already have but didn't use in the book could be applied to the guidebook if the History Committee agrees.

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, appeared correctly in the June/July 2007 newsletter. Possible topics for future articles include the PSA plane crash at Dwight and Nile, and the Frisbee golf course. Update: Katherine wrote an article about Batchelder and Claycraft fireplace tiles, based on a book that Marcella had let her borrow, for the August/September newsletter.

6. BOOK SALES UPDATE

As of July 23, we have sold directly or placed on consignment for near-term sale a total of 590 books, leaving us about 140 books from our first printing of 730 copies. In August and September we have several concerts and then the Burlingame and Altadena block parties for our "event" direct sales. We were invited to sell books at both the Burlingame and Altadena block parties, which we very much appreciate. Also, Main Street is selling the books for us at the Farmers Market and their office, and Lost Your Marbles Too continues to sell several every day. Because of our book sponsors "fronting" the money for the first 400 copies, there is about \$5,000 available for the History Committee to reinvest in more books.

George moved, and Michael seconded, that the History Committee order 500 to 700 more copies of the book from the printer (depending on the price and what we can afford). This motion was approved unanimously. ***Katherine will coordinate with the printer to get the cost estimate and place the order.***

Here is an update on books being placed by Sunbelt, our wholesale distributor: as of July 30, they have sold all but 7 of their 120 copies. The Grove, near Burlingame, just requested several copies, the Historical Society Museum Store has re-ordered multiple times, and the books have also been placed at the Barnes & Noble (or B. Dalton) in Grossmont Center, Horton Plaza, and Hazard Center. North Park Provisions continues to sell copies regularly, and Vintage Religion has expressed interest as well. Sunbelt requested 40 more books from us, which were delivered to them on August 2.

Regarding books being “gifted” to organizations, Joan Campbell donated a book to the San Diego Downtown Library California Room.

Regarding press, the book made the Top of the Tank in the August *North Park News*! Jennifer McEntee, a freelance writer, did an excellent job capturing the importance of the book, and we couldn’t be happier with the placement in the paper. There was a definite increase in sales at Main Street and Lost Your Marbles Too with this article. Many thanks to Christy, Terence, and Jennifer at the *North Park News* for the coverage! Check out the Our Projects page on the History Committee website www.northparkhistory.org for the article and a very snazzy new presentation of the book info (thank you, Carl!)

Roger Showley with the *Union Tribune* interviewed Karon Covington on July 27, and is in the process of preparing his book review article, which will come out either August 19 or 26. The theme is community histories. He is also reviewing an Arcadia book about Fallbrook’s history, and a book on Imperial Beach in the same article. But ours is the most comprehensive book of the three.

7. NORTH PARK DRYDEN HISTORICAL DISTRICT

The City Historical Resources Board (HRB) approved designation of two historical districts in Mission Hills on July 16. Katherine and George attended the meeting, and Katherine spoke as an individual in favor of the designation, which the Mission Hills folks appreciated. Topics important to the HRB were classifications of the individual homes (contributing or not), the fiscal impact of homeowners having their property taxes reduced via the Mills Act (though some argued this should not be a consideration for the Board), and the level of public outreach. One Board member commented he wanted to hear from the actual homeowners, which is something for us to think about when the Dryden District comes forward.

8. OTHER FUTURE PROJECTS

Bookmarks

The Hillcrest group did a very attractive bookmark to advertise their centennial that had a development timeline on one side and a list of events on the other. They did the design themselves, and had 10,000 printed, full color front and back, for about \$350. The bookmarks were done by onlineprinthouse.com. The committee agreed it was very nice and we should consider doing something similar as a promotion.

9. OTHER BUSINESS

September is the 6th Anniversary of Ray at Night. There will be a display of urban design concepts for North Park done by students of Mike Stepner at the New School of Architecture at Studio 3060 (located at 3060 University Avenue) on September 5 and September 8. Look for announcements soon.

10. NEXT MEETING

The next meeting will be on **TUESDAY** August 28, 2007 at 6:30 pm. Call Katherine at 619-294-8990 or e-mail us at info@northparkhistory.org for the meeting location.