

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

DATE: August 28, 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 SEPTEMBER 25 AT 6:30 PM.**

***These notes contain updates as of the date of preparation (September 12, 2007).**

1. WELCOME AND INTRODUCTIONS

Steve welcomed our continuing members Bill, Hilda, Bertha, Michael, Karon, and George. 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. Katherine will distribute it to the committee and to Beth for posting on the website.*

3. MINUTES ACCEPTANCE

The minutes from the July 24, 2007 meeting were accepted.

4. BOOK SALES UPDATE

Balance Sheet: The book sales status and balance sheet chart as of 8/22/07 was passed out to the committee. See the table below.

INCOME

Number Sold 525

Book sales income \$10,492.50

BOOK SEED MONEY

Sponsors (future liability) \$2,752.00

NPCA Account \$1,490.00

Total Seed Money \$4,242.00

EXPENSE

Printing 400 copies \$3,708.00

Printing 330 copies \$2,560.00

Printing 500 copies \$4,683.00

Sales Tax on books sold \$621.00

Subtotal Book Expense \$11,572.00

Future Payment of Seed

Money Sponsors \$2,752.00

Total Book Expense \$14,324.00

CURRENT INCOME

MINUS EXPENSE -\$3,831.50

Although our net is negative right now, maintaining the book seed money in the NPCA checking account for the History Committee has enabled us to produce copies of the book as the demand occurs. As of 8/22/07, besides the 525 sold directly, an additional 200 books are on consignment and payment is pending.

As of this meeting, we have sold directly or placed on consignment for near-term sale basically all of the 730 books of our First Printing. This includes 160 books sold by Sunbelt Publications, our wholesale distributor. We have purchased and have in hand 500 additional copies, the first installment of our official "Second Printing." Of these, 400 are perfect bound like the first printing (the "coffee table binding"), and 100 are coil bound (the "researcher's binding"), for people who want to be able to fold the pages back completely, or carry the book around open to a certain place. The 500 copies cost \$4,683, and the History Committee has approximately \$2,152 left in the NPCA account. The printer had an additional 500 covers offset printed at no cost to us, so the next 500 copies of the book will be slightly cheaper.

Sales Update: As of September 12, 2007, we have sold 61 copies of the second printing. Sunbelt, our wholesale distributor, has taken 140 books of our second printing. They will only carry the perfect bound ("coffee table binding") type, so the History Committee and Main Street will be the only sources of the coil bound version. We have about 200 perfect bound copies and 75 coil bound copies of the second printing remaining.

Michael moved and George seconded that the History Committee support printing of an additional 500 books to bring the Second Printing to a total of 1,000 books. The vote was unanimous for approval.

Lost Your Marbles Too: Richard Miller at Lost Your Marbles Too sold 124 books for the History Committee, giving us \$20 from the sale of each book. The committee agreed that Richard has made a wonderful contribution to the community by donating all proceeds from his sales to the History Committee. We have told him to get more books from Sunbelt, our wholesale distributor, so he can sell them for a profit. Thank you, Richard! Everyone should do some Christmas shopping at his great store, **Lost Your Marbles Too**, at 3819 Ray Street to show our appreciation.

Book Donations: We received a very nice thank you letter from the Central Library for Joan Campbell's donation of a book to the California Room.

Publicity: Roger Showley's article in the Union Tribune highlighting the book came out earlier than expected – on August 12. Karon's photo and a photo of the book were on the front page of the Home section (page D-1), and Katherine was quoted. We got a boost in sales.

Sales Tracking Process: The sales tracking process is detailed and double-checked to make sure revenue matches inventory and the record of sales. When books are sold or placed on consignment, the seller writes up a receipt, where the yellow copy goes to the recipient and the History Committee Secretary takes the original. The History Committee

Secretary and the NPCA Treasurer verify that the receipts match the money when the Treasurer takes the cash and checks for depositing in the NPCA bank account. Revenue from the book sales is tracked for the History Committee, and the Treasurer keeps the original book sales receipts. The History Committee Secretary has Xerox copies of each receipt, and the Secretary and the History Committee Chair verify remaining inventory after each sales “event.” As the book publisher and the person that the Covington family entrusted with finalizing the book, Katherine (History Committee Secretary) wants to assure the committee that maintaining the quality of the book every time it is produced is her highest priority. Also, the History Committee leadership is committed to maintaining a process that is documented, transparent, and open for verification.

5. WALKING TOURS

George showed a very rough draft of the guidebook for the commercial and Dryden District tours. We plan to include the guidebook in the price of a tour, and also sell the guidebook separately. Richard Miller at Lost Your Marbles Too, who manages the Sierra Club Bookstore on Ray Street, said he would carry the guidebook at the Sierra Club Bookstore.

Bertha suggested we arrange for a “host house” on the Dryden tour for an initial gathering spot and for refreshments at the end. We could also show a Powerpoint presentation at the beginning of the tour. Hilda suggested we set up the audio of the tour such that it could be downloaded to people’s iPods via iTunes. What a great idea! Thank you, Hilda!

The tour working group currently consists of Liz, Bill, George, Steve, Carl, Katherine, and Vince. Christian Michaels with Immedia is going to take photos of the commercial buildings for the guidebook. The next walking tour planning meeting will be September 18 at 4:00 at the Main Street office.

6. ONCE UPON A TIME ARTICLE

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. Copies were distributed to the group. Who else is interested in writing an article and having their byline in the NPCA Newsletter? Michael may do an article on Laird Plumbly tiles in Encinitas.

7. NORTH PARK DRYDEN HISTORICAL DISTRICT

The City is working on their HRB processes, and is short-staffed at this time. They expect to start reviewing the Dryden application early next year. But they may be able to review the boundaries of the district by December, so that if they want changes we could be working on that.

8. ACTIVITIES AND BUDGET

We have several near-term projects that have budgets defined, and longer-term projects that do not have an estimated budget at this time.

Walking Tours: This is a near-term project. The History Committee proposes to contribute \$400 to production of the guidebook and announcement flyers. Main Street is coordinating the guidebook and flyer production, and is seeking donations from businesses. The History Committee may also do other tours, such as a bungalow court tour that Vince is developing, and a Morley Field tour that Steve is developing. These smaller tours would have simpler guide materials that would be less expensive to produce.

Bookmarks

This is another near-term project, with an estimated budget of \$350. The bookmark would be a give-away item, similar to the bookmark produced by the Hillquest group to advertise their centennial. Their bookmarks were done by www.onlineprinthouse.com. Michael suggested we could list landmarks or other North Park places to visit on one side of the bookmark, with the timeline of North Park's development on the other. *We would like to get a working group together to develop this concept and design the bookmark.*

A Second Book

We discussed several ideas for a second book. It could be a comparison type, with historical and current photos. It could be organized by decade, or separated into different books for each decade, starting with the late 1940s and through the 1950s. George and Michael liked this concept. It could be a scrapbook, with photos and "essays" from residents. The oral histories that the History Committee conducted would be a good start for this. The oral interview tapes were donated to the San Diego Historical Society for transcription in late 2004. *Katherine will call the San Diego Historical Society Research Library to find out the status.*

Bertha mentioned George Kehler as a long-time resident who would be interesting to interview. *Bertha will get his address.*

George moved and Michael seconded that the History Committee support the above activities and estimated budgets. The vote was unanimous for approval.

9. OTHER BUSINESS

Bertha announced that she has a petition to get rid of smoke shops selling drug paraphernalia in North Park.

Bill mentioned the wall mural in Fallbrook that was a replica of a historical photograph. George noted that the panels on the parking garage would be a good place for that kind of art. There are many potential historical scenes of North Park that would make a good mural. The mural on the University Heights Library is a nice example.

10. NEXT MEETING

The next meeting will be on **TUESDAY** September 25, 2007 at 6:30 pm. Call Katherine at 619-294-8990 or e-mail us at info@northparkhistory.org for the meeting location.