

Reflections

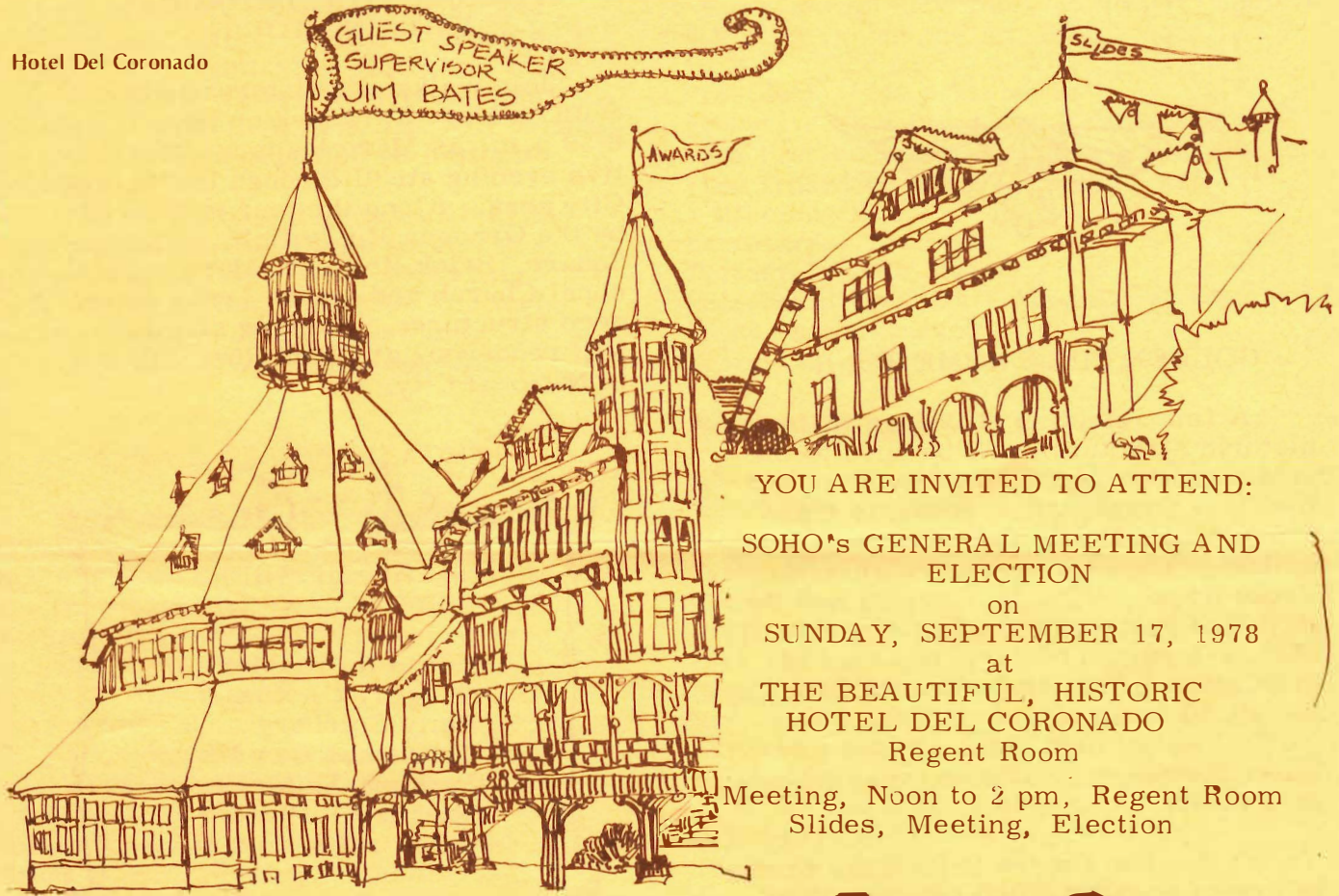
Newsletter of Save Our Heritage Organisation

SEPT. 1978

vol. X no. 9



Hotel Del Coronado



YOU ARE INVITED TO ATTEND:

SOHO's GENERAL MEETING AND ELECTION

on

SUNDAY, SEPTEMBER 17, 1978

at

THE BEAUTIFUL, HISTORIC HOTEL DEL CORONADO
Regent Room

Meeting, Noon to 2 pm, Regent Room
Slides, Meeting, Election

Matt Potter

GENERAL MEETING



OPTIONAL

Brunch, 11 am to Noon, Crown Room

Please call the Hotel Del Coronado at 435-6611 for your brunch reservations. Cost of the brunch is \$7.75 including tax and tip.

LETTER FROM THE EDITOR

SOHO's September election invites the stirring of fresh ideas and renewed vigor in its upcoming year of activities. With Reflections acquiring a new editorial staff this October, I anticipate an expanding array of articles and format for SOHO readers. Relinquishing my editorship of Reflections, I thank you all for your support in this monthly publication--particularly the hitherto unsung efforts of co-workers Mary Ann Courtenay, Ted Foley, Marc Tarasuck, Keith Evans, Joe Jones, Jim & Kathleen Kelly Markham, Harry Evans, Sally Johns and Bruce Kamerling.

It's been a pleasure for us to serve!

Cathy Grigsby



GOLDEN HILLS HOME TOUR

A fine selection of Golden Hills historic structures will be open to the public on Nov. 4, 1978 when Save Our Heritage Organisation presents the Golden Hills Home Tour. Among those buildings open for viewing will be the Frost House, Villa Montezuma and the Hayward Patterson House. There will also be a guided historic bus tour of the Golden Hills area. Deadline for the \$6.50 reservations is Oct. 25th.

See the next issue of your newsletter for more details on this outstanding event.

P.S. The Golden Hills Tour Committee is seeking SOHO volunteers to serve as hostesses on the Tour. Please call 232-1997 to volunteer.

CALENDAR OF EVENTS

September 17, 1978

SOHO General Meeting & Elections,
Hotel Del Coronado at 11 AM.

September 21, 1978

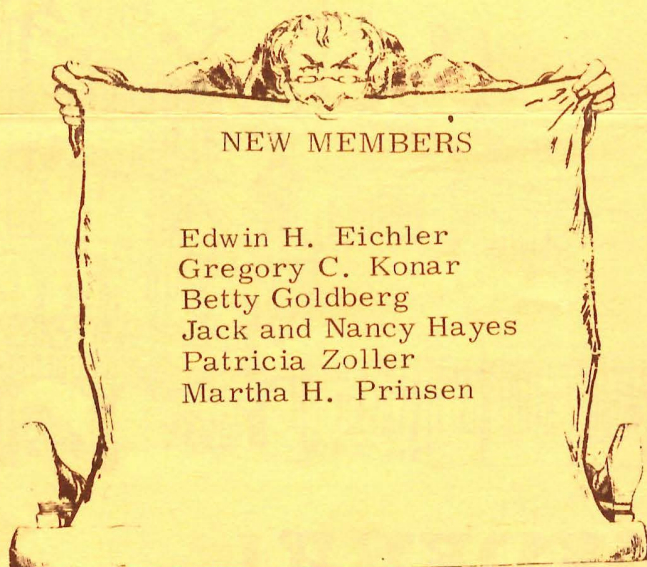
National City Historic Walking Tour
with Walkabouts International.
Marc Tarasuck will lead this evening stroll which begins at 6:30 PM at 9th & A in National City. Call 223-WALK for more information.

November 4, 1978

SOHO Golden Hill Tour

NATIONAL CITY HISTORICAL WALKING TOUR

Join Walkabouts International and SOHO's Marc Tarasuck on Sept. 21 at 6:30 p.m. as Marc leads an informative evening stroll through the National City area. Along the tour route will be the Granger Music Hall, Heritage Square, Brick Row, St. Mark's Episcopal Church and a wide array of art deco structures. Evening strollers will rendezvous at Brick Row, 9th & A, in National City.



NEW MEMBERS

Edwin H. Eichler
Gregory C. Konar
Betty Goldberg
Jack and Nancy Hayes
Patricia Zoller
Martha H. Prinsen

SOHO FINANCIAL REPORT
Fiscal year 7/1/77 to 6/30/78

Checking account - General

Beginning Balance	\$ 1,089.61
Receipts:	
Memberships	3,928.69
Special Events	
C. P. A. Conference	1,080.00
Membership Party	
(door receipts)	828.01
Misc. train tour receipts	70.50
Total	<u>1,978.51</u>
Donations	303.52
Transfer from Tour acct	500.00
Transfer from Savings	2,000.00
National Trust Grant	1,000.00
Sale Items	154.13
Misc. Senlis Cot. Donations	307.04
Total	<u>10,171.89</u>
Disbursements:	
Telephone	284.55
Answering service	348.80
Electricity	151.76
Postage	548.78
Printing	1,653.56
Mailing service	531.35
Public relations	191.01
P. O. Box rent	34.00
Office Supplies	133.43
Insurance	211.00
Memberships, other organiz.	60.00
Storage rental	98.00
Office refurbishing costs	699.84
Office rent	2,000.00
Sales tax	18.21
Special events expenses	2,169.74
Senlis cottage expenses	234.72
Misc.	86.66
Total	<u>9,455.41</u>
Ending balance	\$ 1,806.09

Tour account

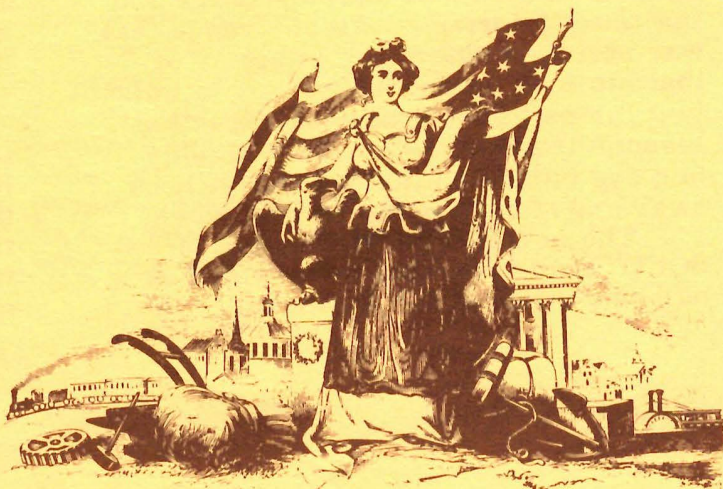
Beginning balance	413.95
Receipts:	
La Jolla Tour	\$ 3,880.50
Train Tour	1,816.50
Sale of Tour Books	18.00
Total Receipts	<u>5,715.00</u>
Disbursements:	
Printing	148.19
Supplies(Postage, Printing)	25.00
La Jolla Tour	2,617.59
Train Tour	1,802.97
Dep. to Checking	500.00
Printing, Long-Waterman	75.00
Service charge	1.83
	<u>5,180.58</u>
Ending balance	\$ 952.03

Heritage Park Account

Beginning Balance	\$ 789.09
Receipts:	
Heritage Park donation box	668.55
Interest	68.76
Senlis Cottage fund drive	3,672.60
Total receipts	<u>4,409.91</u>
Disbursements:	
1/2 paym't Senlis move	3,125.00
Reimburse checking acct.	
(printing, etc.)	180.04
Total disb.	<u>3,305.04</u>
Ending balance	\$ 1,893.06

Savings account

Beginning Balance	\$ 26,835.88
Receipts	
Interest	1,120.35
Disbursements	
Transfer to checking acct.	2,000.00
Donation to Aerospace Mus.	500.00
Partial paym't of National	
Trust Conf. Expense	250.00
	<u>2,570.00</u>
Ending balance	\$ 25,206.23



PRESIDENT'S CORNER

By Marc Tarasuck

THE MAGIC OF S.O.H.O. -- IT'S STILL THERE!

The clock is running out - my year as President is coming to a close - there's so much left to do - so much undone

I'm sure every President before me has felt the same way - there is always more that should, or could, have been done during their term.

Still not in the position to be able to reflect upon this last year because of all the ongoing projects, I hope that it will be viewed as a year of healthy growth for our organization.

Why does anyone volunteer their time and energy to serve on the Board of Directors or be an officer in SOHO? Carol Lindemulder, President years ago called it... "the magic of SOHO!" SOHO attracts alive, active, concerned individuals that care about the preservation of our heritage. Of course, we can also attract individuals who want to ride the crest of SOHO's popularity and good name and use the organization for personal gain. Fortunately the latter fall by the wayside leaving those that have the "magic" remaining active year after year.

Last September I vowed that we would "Be in the Arena." Naturally we did not always come out the winner. We lost the carousel at Belmont Park and the fine Victorian on First Avenue that was so important to the integrity of that historic neighborhood. It is important for us to use these instances as lessons learned, to grieve with only one eye closed so that we can still be aware of what is going on around us.

The people with the "magic of SOHO" made possible the opening of our own office at 6th & Market in the

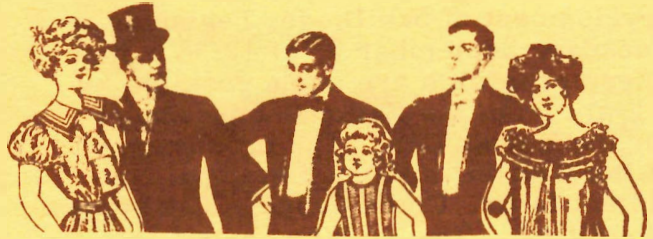
"THE MAGIC OF S.O.H.O.

Historic Gaslamp Quarter. Many lessons were learned during that long process of rehabilitation. Ted Foley and Joe Jones could probably write a book on "Thirty-one excuses why I can't show up to help!" Heading the list could be "I just got my nails done" or "I don't like the color, so I won't help paint." But somehow, those with the "magic" showed up and finished the office into the showplace it is today.

The moving of the Senlis Cottage to Heritage Park will be remembered by me as the project that received the most support of hundreds of concerned individuals throughout the community. The moving of the Cottage, which will serve as the SOHO Restoration Library and Office, is a perfect example of what SOHO is all about. Mary Ward as Housemoving Chairman organized her volunteers to meet the goal of raising over \$6500.00 for the move! Beta Sigma Phi Sorority pushed us over the top with their donation of \$2200.00. The "magic of SOHO" was there! With Sally Johns as publicity chairman for the event, we showed the community that "SOHO Saves". Each one of you who donated to this move should feel proud to be a part of saving our heritage. Every time I look at the cottage, sitting on blocks at Heritage Park, I feel the presence of the "magic" that made that move possible.

During the year the Gaslamp Quarter Project Area Committee became a leading force in the rehabilitation of that historic area. Ray Cadena continues to play an active role representing SOHO. Matt Potter kept his finger on the pulse of San Diego's governmen-

LONG MAY IT LIVE!"



tal affairs and has emerged as a leader in the fight for preservation and rehabilitation of our heritage. Horton Plaza is springing back to life again after a fight that began with Bruce Kamerling and Mike Jones convincing the city to save the plaza.

Doc Evans held classes on restoration and rehabilitation--educating others to help preserve. Doc has helped make this year easier for me by always volunteering for those unglamorous jobs that have to be done to keep an organization moving. SOHO Board members Joan Easley and Pat Schaelchlin participated on the Historic Site Board, and Cia Barron was active on the Cultural Heritage Committee which allowed us to be in decision-making areas on many vital projects.

We received our first grant from the National Trust for Historic Preservation for an economic feasibility study of the Klauber House headed by Dick Reed. The Aerospace Museum was given \$500.00. I traveled to Galveston, Texas for a week-long community preservation workshop, the La Jolla Tour and the Long-Waterman Party were huge successes, we convinced the National City City Council to fully restore the Granger Music Hall, the Friends of Gill came into being under the wing of SOHO, Lynne Richards did a six projector, 3 screen slide presentation on SOHO, our newsletter became a viable publication under the direction of Cathy Grigsby, and we traveled to Los Angeles by train to learn more about preservation efforts outside of San Diego.

The "magic of SOHO" extended far and wide--from the City Council Cham-

bers, to the Board of Supervisors' Office and to the State and Federal levels.

Throughout the year those with the "magic" continued to give all their energy--Pat Minnich running tours, Cia Barron writing checks, Donna Regan answering hundreds of telephone calls, Nick Fintzelberg leading the house-moving parade with his car bearing SOHO plates.

As Executive Vice President, Pat Schaelchlin made it possible for me to get a few hours sleep each night. She has been active in every area of SOHO's involvement during the last year to the point of being able to fill in for me at a moment's notice. Without Pat, SOHO would not have been as effective and dynamic during this past year. Her "magic" shows through, even after countless hours on the telephone soothing ruffled feathers and coordinating the various committees and their activities.

These people, and so many of you out there have the "magic" of SOHO. As Claire Kaplan (one of the top magicians) often says, "We need all of you, from the corporate presidents to each and every cookie-baker." You are all important to the success of SOHO. Thank you for helping to make this year one I will always remember -- a year of growth for SOHO and a year of growth for myself. Even to those who tried to break the "magic", thank you, for I feel stronger than ever that SOHO people are strong and special. I believe there is a "magic of SOHO -- long may it live!"

SAN DIEGO HISTORY SERIES
 BEGINS IN SEPTEMBER

KPBS-FM will be presenting a series of programs on the history and development of San Diego, beginning Tuesday, September 5, at 12:30 p. m. These programs are made possible by a grant from the National Endowment for the Humanities. The producer is Peter Hamlin, and the historical consultant is Dr. Clare Crane. The series is entitled, "Twelve Who Shaped San Diego."

Who are these twelve? After all, hundreds of thousands of people helped to shape San Diego. We have a rich heritage from the many cultures that have flourished here: Indian, Spanish, Mexican, and a multi-ethnic American culture enriched by immigrants from all over the globe, without whose aggregate activities our city would not have developed as it did.

To dramatize the development of San Diego, we have selected twelve men and women as subjects for this series of twelve hour-long programs. Each of these individuals has had a special impact on San Diego. Their lives, and their effect upon the city, will be discussed by a variety of people who were interviewed by Mr. Hamlin and Dr. Crane. The guest-participants on these programs are all experts in their fields, which include archeology, history, literature, horticulture, and urban planning.

The names of the twelve we selected are: Juan Rodriguez Cabrillo, Father Junipero Serra, Henry Delano Fitch, Jose Antonio Estudillo, Louis Rose, Alonzo Horton, John D. Spreckels, Kate Sessions, Ellen Browning Scripps, William Kettner, Edward Fletcher, and George Marston.

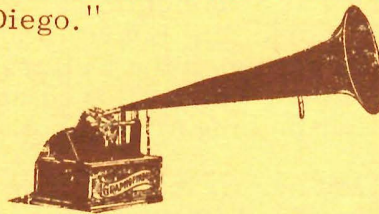
These twelve people have been chosen as subjects for this series of weekly programs about San Diego history, not because they were the only important individuals, but because they are representative of the courage and compassion, the imagination and the diligence of all those whose contributions have made our city what it is today. Each of them made contributions of enduring value, which helped in various ways to shape and to beautify the city. They left their mark on San Diego in very tangible ways, and you are pro-

ably familiar with their names already, through landmarks such as Cabrillo Monument, Horton Plaza, Kettner Boulevard, Spreckels Theatre, Rose Canyon, Scripps Institution of Oceanography, Fletcher Parkway.

Each program includes a short biographical sketch of the subject and then broadens out into other areas for discussion, dealing with what life was like in San Diego during that time, and how those people and events influenced the shaping of the city as we know it today. The past is an integral part of the present, and our city reflects the actions and decisions of men and women such as these.

The programs will be broadcast weekly on KPBS-FM (89.5 on your FM dial) on Tuesdays at 12:30 p. m., beginning September 5. They will be repeated on Wednesdays at 8:00 p. m., beginning September 6. Join us for a fascinating exploration of San Diego's past, and meet "Twelve Who Shaped San Diego."

KPBS FM



"TWELVE WHO SHAPED SAN DIEGO"

Radio biographies of twelve men and women who left their mark on San Diego.

Sept. 5, 6	Juan Rodriguez Cabrillo
Sept. 12, 13	Father Junipero Serra
Sept. 19, 20	Henry Delano Fitch
Sept. 26, 27	Jose Antonio Estudillo
Oct. 3, 4	Louis Rose
Oct. 10, 11	Alonzo Horton
Oct. 17, 18	John D. Spreckels
Oct. 24, 25	Kate Sessions
Oct. 31, Nov. 1	Ellen Browning Scripps
Nov. 7, 8	William Kettner
Nov. 14, 15	Edward Fletcher
Nov. 21, 22	George Marston
Nov. 28, 29	Panel Discussion (TBA)

Each program airs Tuesday afternoon at 12:30, with a repeat broadcast Wednesday evening at 8:00. KPBS radio is located at 89.5 on the FM dial. For more information, please call 286-6431.

U. S. GRANTS \$43,000 FOR GASLAMP STUDY

Historical, cultural and architectural information about the Gaslamp Quarter, a 16-block area in downtown San Diego scheduled for redevelopment, will be assembled by a team of USD students under a federal grant.

Ray Brandes of USD announced the \$43,000, 2-1/2 month grant. It provides for a Regional Employment Training Consortium contract through the Comprehensive Employment and Training Act. Seventeen students will participate.

The research will provide a basis for informal decision-making regarding the disposition of buildings deserving of preservation.

One research group will examine sites for possible use as a business history museum, streetcar depot and oldtime post office. Another group will compile an inventory of historical material bearing on future projects. A third group will document data that will permit structures to be certified as historic landmarks.

The final student group will write a history of the San Diego streetcar system dating from 1886, gathering data on car styles, uniforms and technical aspects of trolley systems.

--from San Diego Union

WHERE ARE WE HEADED?

What should be the objectives of preservation? To whom are preservationists talking and how persuasively are they doing it? Who will finance preservation projects? Are professional standards needed for preservation? In short, where is preservation headed?

Those questions, and more, will be addressed at a series of five symposia entitled "Future Directions" to be held in Chicago during the National Trust annual meeting in October.

The National Trust Board of Trustees requested a review of the historic preservation movement in the private sector and these symposia form part of that review. They are designed to prepare for a smaller national meeting in early 1979 that will assess American preservation and its future.

The five symposia will cover Economics; Objectives, Roles and Organizational Structure; Communications; Standards, Practices and Professionalism; and New Directions. The National Trust is hoping for the broadest possible participation in these symposia, according to Russell V. Keune, AIA, vice president, Office of Preservation Services, and coordinator of the symposia. The symposia are open to all attending the annual meeting.



Nominating Committee Selects Slate

Pat Minnich, Chairman of the Nominating Committee, along with her members Harry Evans, Bruce Kamerling, Claire Kaplan, Carol Lindemulder and Marc Tarasuck propose the following slate for Officers and Members of the Board of Directors, Membership Chairman, and Historian for the upcoming year.

President - Pat Schaelchlin
Executive Vice President - Harry Evans
Vice President for Education - Donna Regan
Vice President for Governmental Affairs -
Mike Jones
Secretary - Ted Foley
Treasurer - Cia Barron
Membership Chairman - Alice Crittenden
(Non-Board Member)
Historian - Mary Ward

Board of Directors

Rae Berry
Joan Easley
Nicholas Fintzelberg
Cathy Grigsby
Claire Kaplan
Matt Potter
Dick Reed
Marc Tarasuck
Mary Ward

Alternates

(1) Joe Jones
(2) Gordon Johnson
(3) Julie Johnson

This slate will be voted upon at the September 17, General Meeting. The Nominating Committee felt it is composed of dynamic, dedicated individuals that could best lead the membership in achieving SOHO's goals and objectives.

MEMBERSHIP IN SOHO

SOHO depends upon membership dues, contributions, and fund raising activities to support our restoration/preservation expenses. Members receive the monthly SOHO Newsletter and invitations to special events. Gift memberships are available and we will send the recipient a card in your name announcing the gift. Memberships and donations are tax deductible. Please join us!

Membership categories:

_____	Benefactor	\$1,000
_____	Patron	100
_____	Corporate	50
_____	Professional	25
_____	Family	12
_____	Single	8
_____	Donation Only	_____

Your mailing label indicates the month and year in which you first became a member of SOHO. Your dues will be payable each year during the month shown on your label.

If a renewal is delinquent for more than three months your name will automatically be deleted from the mailing list.

If your newsletter is returned to us for lack of a forwarding address your name will also be deleted.

Please complete and return this membership form to:
 Save Our Heritage Organisation
 Post Office Box 3571
 San Diego, California 92103

New _____ Renewal _____ Date _____

NAME _____

ADDRESS _____

CITY _____ ZIP _____

TELEPHONE (home) _____

(business) _____

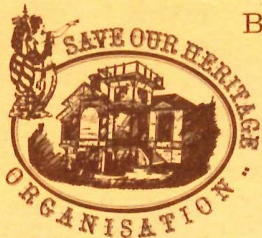
REFERRED BY _____

ADD MY NAME TO YOUR VOLUNTEER

LIST _____ I PREFER THE FOLLOWING

TYPES OF ACTIVITIES _____

TAX EXEMPT STATUS
 SOHO is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code and has been classified by the IRS as a charitable, educational organization.



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