



The North Park Way

Our mission is to promote development that supports arts, culture & entertainment while preserving the historic integrity of North Park.



August 2006

www.northparkmainstreet.com

Jennifer Crawford Selected as North Park Main Street's New Executive Director

Executive Assistant also hired

North Park Main Street is pleased to announce its new Executive Director, Jennifer Crawford. Formerly the Assistant Director, Jennifer was selected by the Board of Directors in June to serve as the Executive Director of the organization.

As many of you know, Jennifer has worked as an intern for Councilmember Toni Atkins and as Councilmember Michael Zucchet's Executive Assistant. Her experience in City government in addition to her commitment to North Park Main Street made her a well qualified candidate for the position.

In her time at North Park Main Street, Jennifer has raised \$50,000 in CDBG funds, raised more money in City TOT funds than ever for the Festival of the Arts, and effectively managed the organization since the resignation of the previous Executive Director.

In addition, a new Executive Assis-

tant was hired to replace Jude Thomas after he leaves at the end of August.

North Park Main Street is pleased to introduce Melinda Pederson as the new Executive Assistant.

Both Jude and Jennifer reviewed the applications of over 20 candidates and interviewed four people. Melinda Pederson was then selected to be the new Executive Assistant. She began work on July 24 and will be in training until Jude leaves.

Melinda is North Park resident who has volunteered at the Festival of the Arts for the past several years. She has a very strong administrative background and is currently a student at San Diego City College as an Anthropology major.

This last year has witnessed various changes in staff at North Park Main Street. We're excited as North Park Main Street enters a new era.

Ray at Night Celebrates Five Years

San Diego's premier monthly art walk will celebrate their fifth anniversary on September 9, 2006. Ray at Night started with a handful of businesses opening their galleries on Ray Street in September 2001. Since its inception, it has steadily grown as the number of visitors and galleries has grown with it.

Currently, over three-dozen businesses participate. Many are along the

one-block stretch of Ray Street between University and North Park Way. Others are nearby on University Avenue, North Park Way, and 30th Street. And it's not just art galleries that are participating in Ray at Night – coffee shops, an art school and various other stores also turn their space into galleries for the evening.

There is often entertainment at the event—everything from jazz, blues and cultural music to poetry readings and performances by dance groups.

Ray at Night is a centerpiece of North Park's arts, culture, and entertainment district. For more information call 619-546-9546.

Thank You and Best Wishes Jude Thomas!

If in the past five years you've called or visited the North Park Main Street office, you've most likely met Jude Thomas. North Park Main Street sadly announces that Jude Thomas will be leaving at the end of August to complete his degree in Music Composition at San Diego State University.

Jude began working at North Park Main Street in October of 2000. In his time at North Park Main Street he has become a staple in North Park daily life. Community members and business owners alike recognize him on the street and often stop him for a quick chat.

In addition to being a friend of the community Jude has become an integral asset to the North Park Main Street organization. As Executive Assistant Jude has assisted on a variety of projects from the conceptualization and completion of the North Park Parking Garage to the remodeling of the theatre.

A witness to the changes in personnel at North Park Main Street, Jude has been a constant presence in the office. We will miss him terribly. Thank you Jude Thomas for your commitment and dedication. We wish you the very best in your new endeavor! We know you'll be a great success!



North Park Main Street

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San Diego, CA 92104-3034
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BOARD OF DIRECTORS

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COMMITTEE CHAIRS

**Sasha Hopstock and
John Stewart McGaughy**
Design

Andy Hamilton
Economic Restructuring

Daniel Bess
Festival of the Arts

**Robin Kole and
Andy Hamilton**
Transportation

STAFF

Jennifer Crawford
Executive Director

Jude Thomas
Executive Assistant

Melinda Pederson
Executive Assistant

Downtown News

North Park Main Street Needs Your Help!

Although North Park Main Street has a small paid staff to handle daily operations, the heart and soul of North Park Main Street and all main street programs across the country is the volunteers. In North Park these volunteers are business owners and managers, residents, design professionals, and interested parties that have all committed their time to make North Park a better place to live, work, and shop.

Most of our volunteers serve on one of North Park Main Street's committees. Each of these committees serves a vital purpose in the revitalization and renaissance of downtown North Park.

Design: Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

Economic Restructuring: Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

Promotion: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

Festival of the Arts: Organizing the annual North Park Spring Festival. This Committee has transformed this event from a small block party to a five block celebration attracting over 40,000 people.

All of these committees play a crucial role in the rebirth of North Park. And each committee offers exciting volunteer opportunities from design review and planning to public art, to entertainment marketing.

If you are interested in volunteering or want more information about North Park Main Street, call us at (619) 294-2501 or visit our website: www.northparkmainstreet.com.



North Park Clean Up A Success!

North Park Main Street, along with the North Park Community Association and Councilmember Toni Atkins, organized a clean up day for North Park. Over 30 volunteers showed up to rid the streets of over fifty bags of trash.

The volunteers met at 8:30 a.m. at the corner 32nd & University. They then broke off into different groups and walked along University Avenue, Lincoln Avenue, and North Park Way collecting bag after bag of trash.

In addition to different groups gathering garbage two large dumpsters were available for people to drop off large items to be hauled away to the dump. Almost an entire dumpster was filled with wood, metal frames, furniture, and a variety of household debris and refuse. The other dumpster was filled with trash collected from the streets.

Besides the many people from the community that participated in the clean up, volunteers from Urban Corps and Pathfinders joined the efforts to rid North Park's streets of garbage.

Coffee for the event was provided by Starbucks and pastries were provided by Caffe Forte. Many thanks to all who came out and supported a clean North Park!



SOMETHING YOU'D LIKE TO INCLUDE?

If there's something you'd like to see in our monthly newsletter, please let us know! North Park Main Street would like to invite you to contribute to our newsletter by providing articles, information, or announcements.

Please contact the North Park Main Street office at (619)294-2501 or at npbid@northparkmainstreet.com

The North Park Way is distributed monthly to over 800 community and business owners. It is also available online at www.northparkmainstreet.com

Neighborhood Buzz

ONCE UPON A TIME IN NORTH PARK

THE LAST PICTURE SHOW AT
NORTH PARK'S
OTHER MOVIE THEATER
BY TOM SHESS

Although we lived in Golden Hill on 23rd St. between F&G; my parents would travel to North Park during the middle to late 50's to see second run movies at the Ramona Theater (now a 99 cent store on the alley between 30th & Ohio on University Ave.) The Ramona charged two adults fifty cents and kids were free. That was for a double feature. It was a bargain even by 50s standards. Needless to say, as an 8 year old, I got to see a lot of movies. We would drive rain or shine up Fern Street and around the bends in the road on Grape and at Upas.

On certain nights the Ramona management would have gimmicks. I remember my dad won \$5 playing Keno during intermission between movies. I very proudly went up to the stage to capture the family winnings. The Ramona did a thriving business on concessions-and Keno was a perfect way to keep the audience busy.

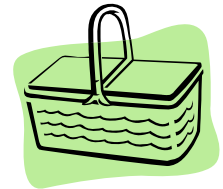
One of my last memories of the Ramona Theater was one ill-fated night when I was ten-years-old. Near tragedy struck the theater that evening. The theater was dark. Intermission had just ended and the credits for the second feature were rolling. I was eating buttered popcorn when suddenly an awful groaning was heard throughout the hushed movie house. It was a loud and mournful sound.

At first people were upset because the structural groaning was interrupting the flicks. But before anyone had a chance to investigate the loud noise-a loud snapping echoed through the building. The support cable must have snapped because the huge chandelier lighting fixture fell from the Ramona's tall ceiling (three stories) to the main aisle-midway between the screen and the front of the movie house. It slammed hard with a thunderous crash, landing no more than five seats away. I remember a piece of ceiling striking my shoulder. Luckily, no one was under the huge lighting fixture. If it had fallen during intermission many people would have been severely injured or possibly killed. Thinking we were experiencing an earthquake, my father ordered my mom and me out of our seats. He wanted us out of the theater fast, and we left quickly as did many others. Once safely outside I discovered that my buttered popcorn was filled with soot. That really made me mad.

Note: This article first appeared in the North Park Community Association Newsletter in May 1996. The building is still there and it is still a discount store.

North Park Telephone Resources

Balboa Park Management	619-235-1100
Block Party Permits	858-495-7863
Bus & Trolley Information	619-233-3004
Code Compliance	619-236-5500
Council District 3 Office	619-236-6633
County Supervisor Ron Roberts	619-531-5544
Graffiti Control Hotline	619-525-8522
Illegal Dumping	858-492-5010
Mayor's Office	619-236-6330
North Park Theatre Box Office	619-239-8836
Police Non-Emergency	619-531-2000
Police North Park Storefront	619-284-1122
Potholes	619-527-7500
Residential Refuse	858-492-5060
San Diego Board of Education	619-725-5550
San Diego City Attorney	619-236-6220
San Diego City Clerk	619-533-4000
San Diego City Hall	619-236-5555
San Diego County Clerk	619-237-0522
San Diego County Courthouse	619-694-3900
San Diego County Information	619-694-3900
Small Business Liaison	619-446-5211
Street Light Repair	619-527-7500
Street Sweeping	619-527-7500
Traffic Signal Out	619-527-7500
Tree Maintenance	619-527-5465



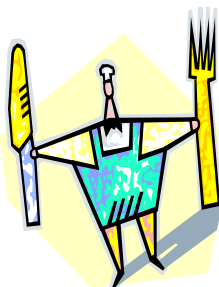
Advertise Your Business!

North Park Main Street is offering advertising space!

Reach over 800 community members and business owners by advertising in our monthly newsletter!

Ad space starts at only \$40!

Call North Park Main Street for more information!



Caffe Forte
3139 University Ave.
San Diego, 92104
(619) 295-1720

The Underground Gourmet

Whether you are trying to beat the morning rush hour or the blazing heat of the afternoon, Caffe Forte is a great place to begin or end your day. Conveniently located near the I-805 exit, Caffe Forte is a great spot to grab something to go, or enjoy a leisurely meal and catch up on the latest local news.

The menu consists of a variety of perfectly prepared entrees as well as fresh baked types scones and pastries along with great tasting coffee. I highly recommend their orange chocolate chip scone. For lunch, try any of their delicious sandwiches, salads or daily specials.

As an added feature, you can also enjoy the nice little art gallery, adjacent to the cafe while you wait for your order. If you haven't been to Caffe Forte, you don't know what you are missing.

Mon-Sat: 5:30 am – 7:00 pm

Sunday: 5:30 am – 4:00 pm

How to Get Involved

COMMITTEE	DAY	TIME	PLACE AND ADDRESS
Design	1st Tuesday	5:30 p.m.	North Park Main Street
Board of Directors	2nd Wednesday	7:30 a.m.	3076 University Ave.
Organization	Call For Schedule		3076 University Ave.
Promotion	1st Wednesday	6:30 p.m.	3076 University Ave.
Economic Restructuring	3rd Friday	9:00 a.m.	3076 University Ave.
North Park Festival of the ARTS	2nd Monday	6:30 p.m.	3076 University Ave.

All meeting dates and times are subject to change. Please call (619) 294-2501 for confirmation.

BECOME A MEMBER, VOLUNTEER OR JUST MAKE A DONATION TO NORTH PARK MAIN STREET:

Name

Address

Phone

Email

Tax deductible annual membership:
I'd like to make a tax deductible donation
to the following project(s):

\$50

Make annual membership payment and donations to:
BID Foundation – North Park

Sustaining grant for program operations
North Park Theatre restoration
Historic streetcar restoration project
Farmers' market development

Amount

\$ _____
\$ _____
\$ _____
\$ _____

Mail completed application and payment to:
North Park Main Street
3076 University Avenue
San Diego, CA 92104

TOTAL DONATION:

\$ _____



North Park Main Street
3076 University Avenue
San Diego, CA 92104

Postage
Required