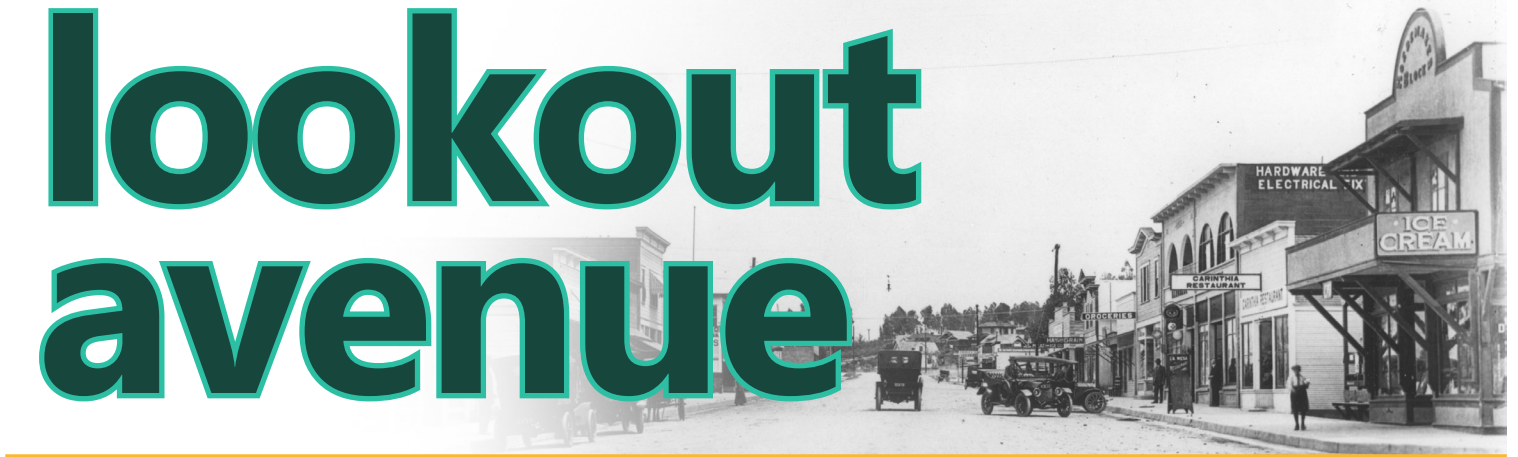


Spring-Summer 2022

# lookout avenue



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The NEWSLETTER of the LA MESA HISTORY CENTER

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**VERONICA MARTZAH**  
VICE PRESIDENT

**SHARON SMITH**  
SECRETARY

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HISTORIC PRESERVATION

**JAMES NEWLAND**  
2022 HOME TOUR

**TRACEY STOTZ**  
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**VERONICA MARTZAH**  
MCKINNEY HOUSE

**MICHELE GREENBERG-MCCLUNG**  
MEMBERSHIP EVENTS

**DAVID CLINE**  
ORAL HISTORY

PUBLISHER

**LA MESA HISTORY CENTER**

NEWSLETTER DESIGN

**esencia**  
creative

# CALENDAR OF EVENTS

May 14 (1 pm - 4 pm)

**Meet Me at the McKinney House**



June 4

**La Mesa Flag Day Parade**



June 12 (2 pm - 4 pm)

**Society Annual Meeting at the  
McKinney House Property**



November 5

**La Mesa History Center Home Tour**



# PRESIDENT'S ADDRESS

## End of Era and Beginning of Another!

It seems like yesterday that I took over as President for the second time four years ago. Certainly, it has been an unprecedented time dealing with a pandemic, civil unrest, and challenges to many conventions and expectations of our, and our community's, lives. However, as I term out again in this position I have great confidence in incoming President Veronica Martzahl, our slate of officers and board members, dedicated volunteers, members, and the Greater La Mesa community.

Much has been accomplished in these challenging four years. Successful events, greater acknowledgement of the value of our Research Archives, and implementation of a major landscape renovation of the Museum grounds, all in spite of the challenges due to our public health emergency and its fallout. Thanks, of course, to all who have supported us as we reopened our Museum and Archives last year and worked to schedule, and re-schedule, our programming.

### **La Mesa History Center: New Name, Same Mission**

As discussed for several years and detailed initially in our Fall 2020 Lookout Avenue newsletter article, the Board of Directors recognized the need to properly re-brand our organization. This was done to fulfill the overall goal to clearly identify the purpose, programs, and resources that our institution

provides to the Greater La Mesa community (GLMC)—including the historically associated adjacent communities of Grossmont/Mt. Helix, Fletcher Hills, Casa de Oro, Rancho San Diego/Sweetwater, San Carlos/Del Cerro and the College Neighborhoods.

Although the official name of our non-profit corporation is the La Mesa Historical Society, we have formally created a new dba ("doing business as") name as the **La Mesa History Center**. We feel that this name better explains and brands our institution's purpose, services, and community value.

You will be seeing this re-branding transition over the Spring and Summer, at both our McKinney House property and online. We appreciate your support in making this essential branding effort a success for the organization. Be assured we are still committed to our mission of supporting and serving our membership and the GLMC as we have in the past—with a new focus, and moniker, for the future.

### **Landscape Restoration Continues**

A major project success continues to be our McKinney House Landscape Project. The Rose Garden and most of the plantings are installed. We currently await final permits to install our new "monument" sign and are beginning to work

*"President's Address" Continued on Page 4*

*"President's Address"* Continued from Page 3

on coming interpretive elements. Keep an eye out on all the improvements that these funds will help us move forward this Summer and Fall.

The new landscape also continues to meet its goals for enhanced use of our property. In addition to our regular Saturday 1 to 4pm hours for the museum and research archives, we have been trying special monthly "Meet Me at the McKinney House" events spearheaded by our incoming Board Member Samantha Alberts. If you interested in becoming a McKinney docent or programming volunteer, please contact us at [info@lamesahistory.com](mailto:info@lamesahistory.com).

The Research Archives also continues to be busy. Many researchers visiting the archives or taking advantage of our fee-based research services. I look forward to focusing my efforts with my new role as Past President on these "history" projects.

### **Annual Meeting: June 12th, 2pm**

We will be re-instituting our in-person **Annual Meeting**. Don't miss the opportunity to help official vote in our new Board of Directors and Officer slate on **Sunday June 12th at 2pm**. We will be meeting at the McKinney House, and this year's event will feature a special "ice cream" truck—a fun nod back to the old Society "Ice Cream Social" events. Come see the new landscape, visit with other members, and help vote in the incoming Board.

Also hold the date of our next **LMHS Home Tour for Saturday November 5, 2022**. We will be returning to the Grossmont/Brier neighborhoods for this in-person tour. Keep an eye out on our Facebook, Instagram and websites for the latest as the event planning comes together.

### **Thanks to Outgoing Board Members**

You can see the proposed slate for the 2022/23 Board of Directors and officers in this newsletter. Welcome to our new Board Members Sam Alberts and John Richardson. Thanks again to outgoing Board members Melody Andrews and Don Cary.

### **It has Been A Privilege and An Honor**

As I term out as President once again, I just want to thank everyone for all the support. It truly has been a privilege and honor to serve this institution. No matter what rumors you may hear, just be certain that I am committed to both the La Mesa History Center, and the Greater La Mesa community's history. So, feel free to contact us at [info@lamesahistory.com](mailto:info@lamesahistory.com).

Take care of yourselves, your families and our community.

*Jim Newland*

Jim Newland

LMHS President (2018-2022)



# LA MESA HISTORY CENTER

## Proposed Slate for 2022/23

### Board Officers and Directors

#### **Board Officers (thru 2023)**

President – Veronica Martzahl  
Vice President – Tracey Stotz  
Membership VP – Kristine Alessio  
Secretary – Sharon Smith  
Treasurer – Jeremy Martinson  
Past President – Jim Newland

#### **Board of Directors (thru 2024)**

Samantha Alberts  
Donna Bloomer  
Sheryl Castro  
Steven Churchill  
Michele Greenberg-McClung  
John Richardson

#### **Board of Directors (thru 2023)**

David Cline  
Kari Dodson

## SAVE THE DATE!

### 16th La Mesa History Center Home Tour

### November 5, 2022

The LMHC Board is committed to re-instating our traditional in-person Home Tour this year. We already have several homes locked in the Grossmont/Brier Tract neighborhoods. LMHC looks forward to continuing our tradition of highlighting the amazing and breathtaking architecture, period décor and inspiring landscapes that make our Home Tours' so popular.

Continue to keep in touch via our website, Facebook page and Instagram account for updates on tour information, theme and tickets.



LMHS Home Tour Heritage slide from 2020 Virtual Tour:  
You can still watch the Virtual Tour on the LMHS YouTube site.



**LA MESA HISTORICAL SOCIETY  
INTRODUCING**

# **LA MESA HISTORY CENTER**

For several years the Board of the Historical Society has been concerned that the name “La Mesa Historical Society” does not properly describe the purpose, programs, and resources that the organization provides to the Greater La Mesa community (GLMC).

**NEW NAME:**

One of the issues identified is how many in the community perceive the organization due to our name. The name “Historical Society” has a connotation of a group that just “meets socially to discuss the old times,” but does not invoke or infer the range of services and values we provide to the whole community as a public history institution.

Therefore, the Board has now moved forward with a new “doing business as” (DBA) name for our facility and services: **La Mesa History Center**. We feel that this name better reflects our geographic scope, and the services we currently provide.

**NEW LOGO:**

One of our first actions is to update our organization’s logo. We feel that this logo is both important to spreading the word on our new name and reflects a more Mid-Century aesthetic that is a growing period of interest in the GLMC’s history. (See above for logo).

*“La Mesa History Center” Continued on Page 7*

**BRANDING GOALS:**

The new name and logo will be key to meeting our current messaging needs/goals:

- We have a Research Archives & Our Collections include the “Greater La Mesa” area
- We practice and support the discipline of History—for all GLMC members/groups
- We support Historic Preservation efforts throughout the GLMC
- Our Museum and Archives are an active, community asset
- Our Membership reflects the GLMC’s diverse community and its interests
- Our Programming is current and relevant

**ACTIONS COMING, YOUR SUPPORT NEEDED:**

We recognize that our dedicated members, supporters, and partners understand our values and mission. We also know that we need all your support to continue and expand our constituents and services—and can count on you to help us. Be assured that we are still committed to pursuing our mission and supporting and serving our membership and the whole of the GLMC.

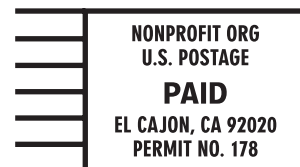
**LMHS HISTORICAL BACKGROUND:**

Established in 1975 during the national rise in local history inspired by the U.S. Bicentennial, the Society was formed by mostly pioneering local family members who had connections with early La Mesa. Similar to other historical organizations, they acquired a historical property (McKinney House) and established a “house museum” in the 1980s. As the membership evolved over the decades in the early 2000s the Society moved toward a focus promoting historic preservation, historical presentations (Roundtable Programs) and expanding the archives. The now popular Home Tours started in 2006 and quickly gained more attention, becoming the organization’s main annual fund raiser. The City’s Centennial Celebration in 2012 and subsequent interest in the research archives reset the priorities to a broader focus of the organization’s role in the history and preservation of far more than the early City—including the associated adjacent communities of Grossmont/Mt Helix, Fletcher Hills, Casa de Oro, Rancho San Diego/Sweetwater, San Carlos/Del Cerro and the College Neighborhoods (of which we collectively identify as the Greater La Mesa area).



McKINNEY HOUSE MUSEUM  
AND HISTORY CENTER  
ARCHIVES RESEARCH FACILITY

8369 University Avenue  
La Mesa, CA 91941



LMHC MAILING ADDRESS

P.O. Box 882  
La Mesa, CA 91944



[lamesahistory.com](http://lamesahistory.com)



[LaMesaHistoryCenter](https://www.facebook.com/LaMesaHistoryCenter)



619.466.0197



[@LaMesaHistoryCenter](https://www.instagram.com/LaMesaHistoryCenter)

The La Mesa History Center is an all-volunteer non-profit 501c3 corporation charged with preserving the history of the greater La Mesa area. The La Mesa History Center operates the Rev. Henry A. McKinney House, a 1908 House Museum and the History Center Archives Research Facility located at 8369 University Avenue in La Mesa, California.

The ***Lookout Avenue*** is the official quarterly publication of the La Mesa History Center. Closing dates for submitting contributions are the 1st of every March, June, September, and December. Word document and jpeg image files preferred.

**Submit contributions via email, or email the Editor at [info@lamesahistory.com](mailto:info@lamesahistory.com)**