

Happy Anniversary HPHT!

This year marks the 30-year anniversary of the Highland Park Heritage Trust. For many years, the Trust has worked hand-in-hand with friends and neighbors as an all-volunteer community organization, to recognize and promote the treasures and significance of our neighborhoods. As we celebrate our milestone anniversary, we reflect on our past accomplishments and seek to continue to preserve, strengthen, and promote our neighborhoods by embracing our volunteer efforts. Through strategic planning, the Trust will continue to enhance its efforts to engage the people around us, as we have many talents and skills within our membership, and many more out there in the community. Creating local and regional relationships that are cultivated and sustained by the power of our cornerstone values adds energy to the Trust, and allows us to accomplish our mission more effectively.

The Trust has always strived to create an organizational culture that stimulates the inner-motivation of each volunteer. While we can continue to celebrate all of our amazing accomplishments over the past 30 years, we also begin to enter a time where we have the ability to reach out to a greater segment of our diverse community, including and especially our youth, our business community, our visitors, and other community organizations. One thing we don't lack in this community is human capital. We are rich in skills, creativity, knowledge, and dedication. Collaborating with these assets in mind allows us the opportunity to continue strong

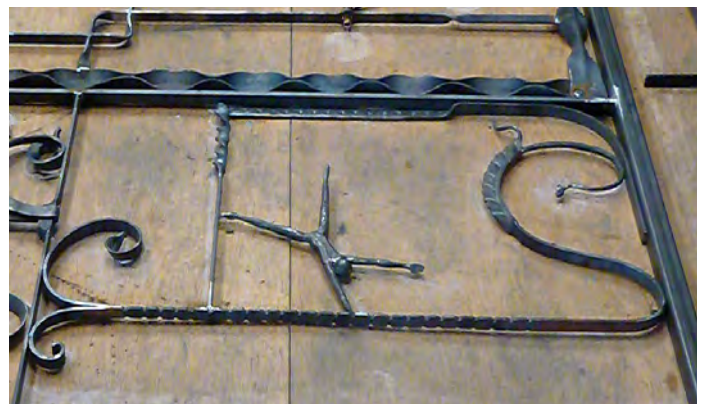
as a mission-driven organization.

Over the next few months, the Board of Directors will be focusing on a volunteer campaign to enlist more of our members into existing and new activities. We recognize that volunteers play a vital role in the success of the Trust and through the generosity of like-minded individuals, we are able to accomplish even more for our communities. Many members have spent countless hours as docents for our walking tours, assisting at community events, creating promotional material, administering our membership contacts, and so many other activities. I would like to personally thank the kind spirit of all our wonderful volunteers for their time and energy.

The Trust will continue to engage our members through the quarterly *Our Cornerstone* newsletter, social media, including the use of periodic email blasts, Facebook, the Historic Highland Park blog, and our website. Speaking of which, we are getting ready to launch our new and improved website.

Stay tuned.

—Antonio Castillo
HPHT President



Look for a feature about Heather McLarty in the Winter Issue of *Our Cornerstone*.

We will be interviewing this dynamic local artisan and getting a peek at an exciting new iron work commission she has in the works for Occidental College.

**October is Membership Renewal Month
renew online at www.hpht.org or by using
the form in this newsletter. Your member-
ship insures that Highland Park Heritage
Trust will continue to be the leader in pres-
ervation in the Arroyo Communities as it
has been for the last 30 years.**

Community Garden at the Southwest Museum

On Monday, September 10, 2012, the Highland Park Heritage Trust Board of Directors welcomed Barbara Arvi, Program Director of the American Indian Families Partnership, located on North Figueroa Street in Highland Park, who presented an overview of a community based program that she is managing in the garden area of the Southwest Museum.

Barbara spent many, many years as Education Director at the Southwest Museum. She knew that the garden was not being cared for and had the potential for educating Urban Indian families about healthy alternatives in food selection and preparation. She was able to establish a Memorandum of Understanding with the Autry National Center, for an area of the garden at the top of the Hopi Trail in order to grow vegetables and educate families in response to obesity, diabetes and health problems prevalent in the Indian community.

Two days a week, Wednesday mornings from 10AM to noon and Saturdays from 11 AM to 12:30 PM, with the assistance of UCLA students and a few volunteers from the community organizations in the Arroyo Seco, planting, cultivating and harvesting of crops grown in the garden that Barbara knows so well, is being done.

"So, show up to help", introduce yourself to Barbara and the families and others with whom she is working, show that there is community support for activities at the Southwest Museum, and enjoy!

Information: Barbara Arvi, (323) 274-1070, American Indian Families Partnership, 5809 N. Figueroa Street, Los Angeles, CA 90042
barvi@indiancenter.org



2012 Officers

President: **Antonio Castillo**
info@hpht.org
Vice President: **Robert Spira**
Secretary: **Justine Leong**
Treasurer: **Charly Kemp**
Membership Chair:
Anne Marie Wozniak

Board of Directors

Susan Adams
Steve Crouch
Carmela Gomes
Charles Fisher
Linda Miller
John Nese
Linda Phelps
Nicole Possert
Louisa Van Leer
Ann Walnum

Our Cornerstone is the official newsletter of the Highland Park Heritage Trust, a non-profit community organization.

Editor: Carmela Gomes
Layout: Future Studio
Distribution: Dedicated member committee

Email articles to: Info@hpht.org

Mail to:
HPHT
P.O. Box 50894
Los Angeles, CA 90050-0894

HPHT message line: (323) 908-4127
www.hpht.org

Advertisement Policy:

Advertisements will be accepted for this publication from advertisers who are in keeping with the intention and goals of this organization. Contact Charly Kemp for submission info and rates.



Picnic Potluck to Celebrate HIGHLAND PARK HERITAGE TRUST'S 30th Anniversary Celebration & Member Appreciation

Saturday, October 20, 2012 • 12:00 - 3:30 pm

Sycamore Grove Park • 4702 N. Figueroa St.

(Tables near the Figueroa Street crosswalk—Look for our signs!)

Bring your favorite picnic item to share for potluck
HPHT will provide drinks and main course



HPHT was founded in October of 1982 and has contributed to the historic preservation and revitalization of the Arroyo Seco communities of Northeast LA for 30 years, making us one of the oldest historic preservation groups in LA.

Entertainment, Creative Performance and Tourism: the City of LA – Cultural Institutions along the Arroyo Seco Parkway

By Marta Soligo

My thesis followed an internship I did last year for Highland Park Heritage Trust, during which I collected data for 40 distinct places of tourist interest located along the Arroyo Seco Parkway for the US Service Scenic Byway Grant. In my thesis I described the Arroyo Seco Parkway not only as an important link between tourist attractions like museums, galleries and restaurants, but also as the tourist attraction itself.

Taking as a starting point the fact that modern tourists look for new types of experiences, I analyzed how a drive along one of the oldest parkways in the United States, surrounded by beautiful landscapes and historic buildings, can perfectly meet their need to be involved with their experiences. Next I explained how, from a tourist's point of view, another important distinction of the Arroyo Seco Parkway leads to a variety of the destinations along it. Starting from either the well known Downtown LA scene or Old Town Pasadena, Highland Park, can be considered as part of an element in the beginning of a new "tourist life cycle."

We are not speaking about mass tourism, but sustainable tourism, involving travelers who are interested in natural and cultural resources. Many different studies in the last few years have demonstrated how from an "entertainment tourist destination", known almost exclusively for the movie industry, the city of Los Angeles is becoming a growing arts and cultural destination with the opening of new, successful sites. In this perspective Highland Park has a very good potential, considering the many cultural activities and events that take place in the area during the year that can be promoted not only to the community but to the tourist market, as well.

Based on the concept of tourists who seeks new experiences, I used the last portion of my thesis to create scenarios for five different themed itineraries along the Arroyo Seco Parkway, history, modern art, sport, nature, and movie locations in order to reach different tourist targets. Considering that the base of the construction of itineraries stands in the creation of connections between different attractions, I enlightened the ability of Highland Park to generate "cultural networks," like MOTA (Museums of the Arroyo Day), and, consequently, to offer something more than the classical "LA tourist cliché."

In the last chapter of the thesis I described how, with good connections between the attractions, the foundation of an interpretive center that can be an information office too, and maybe a model of sustainable hospitality, Highland Park will have the right credentials to become part of a real tourist system that "sends" tourists who choose Olvera Street as an L.A. history destination at the beginning of the day are directed to "continue their experience" by taking the Gold Line from historic Union Station to Heritage Square, Lummis Home, the Figueroa corridor for lunch, and on to South Pasadena, or Old Town Pasadena, for supper and shopping.



EDITOR'S NOTE: Marta Soligo, who graduated from the Università degli Studi di Bergamo with a Master Degree in Planning and Management of Tourist Systems based her thesis, *Entertainment, Creative Performance and Tourism: the City of LA – Cultural Institutions along the Arroyo Seco Parkway*, was written after she spent a month living and visiting our Arroyo communities. We are excited to include this article that tells how her internship and "experiential tourism" contributed to the completion of her thesis. Many of you will remember that Marta sent her first email to me in March of 2010 inquiring about our region of Los Angeles because she reviewed the HPHT website. I exchanged many excited and informative email messages for a year before I was able to assist Marta in obtaining the blessing of her advisor to come as the HPHT Summer Intern in June of 2011.

—CARMELA GOMES

HIGHLAND PARK HERITAGE TRUST—MEMBERSHIP REGISTRATION/RENEWAL

You may join or renew online at www.hpht.org or by sending your tax deductible check to:
 Highland Park Heritage Trust • Attn: Membership • PO Box 50894 • Los Angeles CA 90050-0894

- | | |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Family/Couple \$30 | <input type="checkbox"/> Renewal |
| <input type="checkbox"/> Individual \$20 | <input type="checkbox"/> New Member |
| <input type="checkbox"/> Student \$5 | |
| <input type="checkbox"/> Sponsor \$50 | <input type="checkbox"/> My employer or my spouse's employer matches gifts to non-profits. HPHT is a 501c3 Non-Profit Corporation, Tax ID #95-4034485 |
| <input type="checkbox"/> Benefactor (\$51 to \$150) _____ | <input type="checkbox"/> Please contact me about creating an endowment |
| <input type="checkbox"/> Angel (over \$150) _____ | |

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

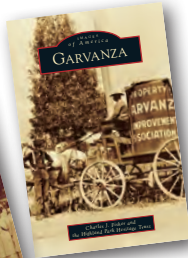
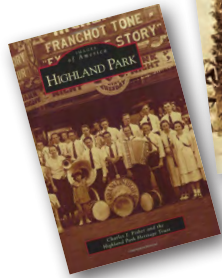
I am interested in working on the following activities:

- | | | | | | |
|-----------------------------------------------|------------------------------------------------------|--------------------------------------------|------------------------------------------------|------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Walking Tours | <input type="checkbox"/> Docent | <input type="checkbox"/> Reception | <input type="checkbox"/> Archiving | <input type="checkbox"/> Awards Ceremony | <input type="checkbox"/> Mailing Assistance |
| <input type="checkbox"/> Oral History | <input type="checkbox"/> Email | <input type="checkbox"/> Fund Raising | <input type="checkbox"/> Marketing & Publicity | <input type="checkbox"/> Restoration Workshops | |
| <input type="checkbox"/> Cornerstone Articles | <input type="checkbox"/> School & Education Programs | <input type="checkbox"/> Membership Events | <input type="checkbox"/> Operation Save | | |

HPHT Kiosk

Video

ALMOST SOLD-OUT!
 • *The Lure & Legacy of the Lower Arroyo Seco* (\$19.95)



Books

- *Images of America: Garvanza* by Charles J. Fisher and HPHT (\$21.95)
- *Images of America: Highland Park* by Charles J. Fisher and HPHT (\$21.95)
- *The Five Friendly Valleys: The Story of Greater Highland Park* (\$5.95)

please add 9.75% LA sales tax and \$4.95 for shipping (each additional item, add \$2.00)



Highland Park Heritage Trust • PO Box 50894 • Los Angeles CA 90050-0894

The 20th Annual Discovery Tour

Happens Sunday, Nov. 18 • 9:30 am–5 pm

Tickets & info: arroyoartscollective.org



Tour Preview Party: Sat. Nov. 10 • 7 to 10 pm
 Future Studio Gallery • 5558 N. Figueroa St.



Calendar of Upcoming HPHT & Community Events

HPHT meets the 2nd Monday of each month, 7 to 9 pm, at Hathaway-Sycamores Family Resource Center, 840 N. Avenue 66, in Highland Park. 10/8, 11/12 Elections*, 12/10 Annual Christmas Party (location TBA)

Saturday, October 6, 2 to 11 pm: 14th Annual Eagle Rock Music Festival, on Colorado Boulevard between Eagle Rock Boulevard and Townsend

Thursday, October 11, 2012 through January 10, 2013: ArtCard at the Arroyo Seco Library, an exhibition featuring the work of children and families who participated in an activity during the Lummis Day 7 Festival, June 3, 2012

Saturday, October 13: NELA Neighborhood Councils elections, various locations, 10 am to 4 pm www.empower.la.org for information

Saturday, October 13, 7 to 10 pm: NELA Art Second Saturday Gallery Night, www.nelaart.com for map

Saturday, October 20: 30th Anniversary Pot Luck Picnic in Sycamore Grove Park, 12 to 3:30 pm (see enclosed announcement)

Saturday, October 27: Sycamore Grove Bi-Monthly Walking Tour, 10 am to 12:30 pm; reservations by Thursday, October 25, online at www.hpht.org, by phone 323-908-4127; HPHT and LAC members \$5, non-members \$10

Saturday, October 27: *LA as Subject*—the 6th Annual Los Angeles Archives Bazaar, 9 am to 5 pm, Doheny Memorial Library, USC University Park Campus, Free but register for information and parking instructions http://www.laassubject.org/index.php/archives_bazaar

Sunday, November 11: 1 pm, Veteran's Day Parade, Eagle Rock Blvd.

*Monday, November 12: 7 to 9 pm, Annual Membership Meeting and Board of Directors elections, Hathaway-Sycamores Family Resource Center, 840 N. Avenue 66, Highland Park, 90042

Saturday and Sunday, December 1 and 2: Lamplight Event at Heritage Square Museum, www.heritagesquare.org or (323) 225-2700 for reservations

Sunday, December 2: 1 pm, NELA Annual Holiday Parade, Figueroa Street, join the HPHT as a participant or cheer our entry, info@hpht.org or (323) 908-4127

Sunday, December 10: HPHT Annual Christmas Pot Luck, 7 to 10 pm, location to be announced

Saturday, December 15: Sycamore Grove Bi-Monthly (same as October 27)

For information about affiliated heritage organizations see LA Heritage Alliance, <http://www.laheritage.blogspot.com/> and use the large member organization button to become informed



PO Box 50894
Los Angeles CA 90050-0894
www.hpht.org

RETURN SERVICE REQUESTED

Look for our HPHT
ad in



our media sponsor

follow **highland park heritage trust** on

facebook