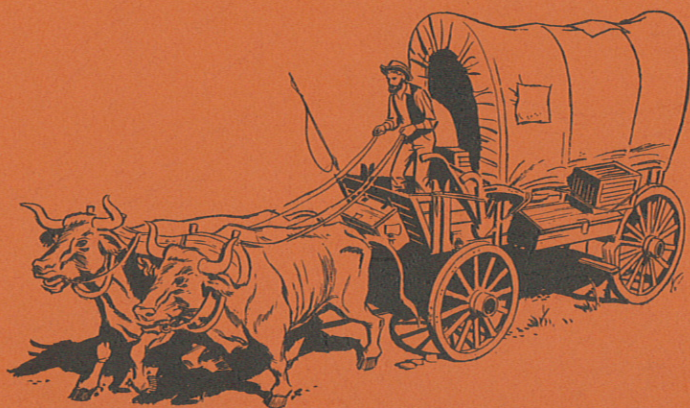


HISTORY OF THE SOUTH SAN DIEGO BAY CITIES BOARD OF REALTORS



Compiled 1972

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OF THE

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FOREWARD

The information contained herein was compiled after extensive research into all available records. It is hoped the data and events noted will give new members the background of the Board and broaden their interest in participating in Board activities. The memories of those who devoted their time, energies and dauntless spirit to the Board effort will be refreshed.

As a beginning, it is only fitting to present in chronological order the names under which the Board has been known since its inception in 1928:

1928 - 1949	National City Realty Board
1949 - 1955	National City-Chula Vista Realty Board
1955 - 1964	National City-Chula Vista Board of Realtors
1964 to date	South San Diego Bay Cities Board of Realtors

The Historical Committee extends its sincere appreciation to everyone who contributed and assisted with the preparation of this manuscript.

A. W. Stephens, Chairman

Vesta DeWolfe, Vice Chairman

The City of National City was incorporated in 1887, 41 years before a group of real estate men and women banned together to discuss the possibility and feasibility of forming a "Realty Board".

The first discussion took place on Monday, January 9, 1928, in the offices of Mortz & Saunders, 733 National Avenue.

When it was learned that Stephen Barnson, Deputy State Real Estate Commissioner, had offered to meet with real estate brokers and salesmen to talk about organized real estate, it was agreed a luncheon meeting would be arranged to which all real estate brokers, salesmen and the general public would be invited. Approximately 100 attended the luncheon which was held on Friday, January 20, 1928, at the Kiwanis Club House. Deputy Barnson explained the responsibilities of a Realtor, as viewed by his office, and emphasized the obligation of Realtors and their inherent duty to abide by the strict Code of Ethics of the National Association.

With alacrity and eagerness, an organizational meeting was arranged for Thursday evening, January 26, 1928. In attendance were H. A. Barnes, C. W. Cory, Mrs. Ora L. Curtis, O. H. Kimball, W. A. Mordhorst, Mrs. Marie Schuerman, Mrs. Margaret Schinkel, H. P. Schuerman, Willard L. Kimball, Thomas Hicks, Ernest Kimball, H. P. Parry, Mrs. Cola Kimball, William F. Schneider, Mr. and Mrs. G. E. Clancy, all of National City; Charles E. Anderson, Deputy Real Estate Commissioner, San Diego; Ray Bleifuss, San Diego Realty Board; Odell Barnson, Deputy Real Estate Commissioner; E. A. Walsh, Vice President, California Real Estate Association; Miss Grace Thompson, Assistant Secretary, San Diego Realty Board.

Roy F. Bleifuss prophesied this night would be the beginning of a new era. By a motion made by Ernest Kimball, seconded by Willard L. Kimball and unanimously carried, the National City Realty Board came into being. Accepted as the twelve charter members were: W.A. Wordhorst, Willard L. Kimball, H.P. Parry, Mrs. Marie Schuerman, William F. Schneider, Mrs. Cola Kimball, Willis C. Cory, O.H. Kimball, Mrs. Ora L. Curtis, Ernest Kimball, Herbert A. Barnes and H.P. Schuerman.

1928

On Thursday, February 2, 1928, H.P. Schuerman was elected the first President of the National City Realty Board; Willard L. Kimball was elected Secretary and Vern E. Hawkins, Treasurer.

During the February 13, 1928, meeting, the Constitution and By-Laws of the San Diego Realty Board were adopted with appropriate revisions for the National City Realty Board. Board dues and membership fees were established: \$7.00 for Active members, \$8.00 for the National Association, \$10.00 for the State Association, or a total amount of \$25.00. Annual Associate dues were set at \$3.00.

Monthly evening Board meetings began on February 13, 1928, and on March 12, 1928, the first Board of Directors was elected and "permanent" committees formed.

On November 12, 1928, Board members heard letters to and from city officials concerning placement of street signs and requesting adequate storm protection for Paradise Valley streets. During the same meeting, there was discussion of the tidelands of National City and a resolution adopted to inform State Assemblyman C.D. Eddy that the National City Realty Board had ratified the legislative program of the State Association which amended portions of the State Real Estate Department Act.

(It is interesting to note here that the "procuring cause" was as much a matter of concern in 1928 as it is today, as evidenced by references to comments at Board meetings.)

1929

On January 14, 1929, H.P. Schuerman and Willard L. Kimball were re-elected President and Secretary. In his comments, the President alerted Board members to the proposed Eighth Street Pier, the need for telegraph, gas and electric offices in National City and the problem created by dumping San Diego sewage into the Bay.

For the February 21, 1929, meeting Mr. G.W. Anderson chose as his subject, "The Bay Development". He clearly stated San Diego Bay would be active commercially only through a greater demand for shipping. By dredging a channel opposite National City, a 400-foot wide strip could be filled from Eighth Street to the bulk headline. The cost for leveling the land and paving a road would approximate \$6,000. The harbor could be developed by a private corporation or a Port District comprised of San Diego municipalities adjoining the bay.

To pursue harbor development, a committee was formed to work with the Chamber of Commerce and on April 1, 1929, the following resolution was unanimously adopted:

"Resolved that the National City Realty Board recognizes the valuable asset we have in our bay front and regret that there is no better approach.

"We, therefore, endorse the grading, paving and sidewalk of Eighth Street from First Avenue (Roosevelt) to the Bay and urge the City Board of Trustees to proceed with the improvement as rapidly as possible."

An Airport Committee appointed to seek a suitable site for a landing field reported the purchase of a 31-acre tract from the San Diego Chamber of Commerce Industrial Lands Committee for \$100.00 per acre on June 4, 1929, and on September 9, 1929, the Airport Committee advised a fine landing field could be created south of the city limits on the bay front by dredging and with proper dyking.

1930

In January, 1930, H.P. Schuerman was again elected President. The elected Secretary was Harold P. Requa. For this year, census records indicate National City had a population of 7,301.

Prior to 1930, brochures on methods to grow avocados

been developed and distributed to the general public. In February, 1930, a committee was appointed to compile and develop material for a completely new pamphlet about avocados.

During the March 4, 1930, meeting, Major T.C. Macaulay, Executive Secretary of the Chamber of Commerce, related the effective results of reasonable planning and zoning in Coronado and Chula Vista. He discussed the attributes of realistic planning and zoning and urged National City to develop a plan for the future which would provide a district for single dwellings, another for apartments and flats and still another for business.

In April, 1930, H.P. Requa resigned and Mrs. Ora L. Curtis was elected Board Secretary. In May, Board members were informed about the discovery of oil at Otay Mesa and the possibility of pier paving.

1931

H. Philip Schuerman was elected 1931 Board President and Mrs. O.W. Requa, Secretary. 1930 books were audited and showed a balance on hand of 60¢.

In mid-January, 1931, letters were sent to State Assemblyman A.R. Hanvold and State Senator William E. Harpers to urge support for tax relief measures recommended by the California Real Estate Association. President Schuerman sent a telegram to Governor Rolph recommending the current Deputy, Mr. Anderson, for State Real Estate Commissioner.

Beginning with the January 20, 1931, meeting, the first attempts to "professionalize" the real estate industry are reflected in the minutes. In February, the Honorable Stephen Barnson stressed the importance of cooperation at the local Board level, the urgency for high standards of practice and an effective campaign to combat political influences which tended to lower those standards. He indicated legislation was being proposed as to the use of the term "Realtor".

As a guest speaker, John D. Griffiths, Secretary of the San Diego Realty Board, reviewed the need to study principles of real estate appraisal, the importance of proposed legislation affecting taxation, sales methods, property briefs, accuracy of listings, selling homes versus houses, and the advantages of maintaining a local realty board. President Schuerman asked V.E. Hawkins to assist him in determining the advisability and feasibility of a board for the entire South Bay area.

On July 21, 1931, in accord with a request from the State County Parks and Beaches Association, a letter was sent to the County Board of Supervisors urging them to purchase the Silver Strand.

1932

In December, 1931, H.P. Schuerman and Mrs. O.W. Requa were elected 1932 President and Secretary, respectively.

Records from 1932 through 1949 are missing and only a smattering of minutes during these years is available. The activities recorded are, however, incorporated herein.

1933

On December 30, 1932, H.P. Schuerman was again elected President. Mr. D.P. Guy was chosen Secretary. During the meeting, a motion was unanimously carried that 1933 dues would be the actual membership in the National and State Associations, or \$20.00 for Realtors and \$5.00 for Associates. This amount was established subject to any change in National or State regulations. A subsequent motion to establish annual affiliate dues at \$1.00 was passed, in the hope that all Realtors and Associates could, through this means, maintain membership status in the Board.

1934-1943

During these years H.P. Schuerman served as President and D.P. Guy as Secretary.

During an October, 1937, meeting there was discussion of regular meetings and enrollment of new members. The minutes of a January 20, 1939, meeting indicate a round-table discussion on various subjects followed by letters and reports from State and National Associations.

It must be remembered that the years for which there is no record was the most crucial era in the history of the United States up to that time. This era incorporated the infamous "Depression Years". Every man, woman and child in the nation was affected in some way. Many lost hope and suicide was rampant. Bread-lines were long; hunger was boundless. People were desperate and despair led to fear. A sense of utter defeat permeated the air and the outlook for recovery was bleak. Business as a whole came to a standstill and associations barely existed.

But the depression did wane and hope was rekindled. A nation rose from its knees to recapture its pride. Industries and professions took heart and activity blossomed.

Throughout this period the Board dissipated and no letters, minutes or other writings can be found. Actual recorded minutes were not kept until January, 1948, although it is recalled by older members that the Board was reactivated in 1944.

1944

Serving as President from 1944 through 1947 was Charles E. Anderson. D.P. Guy was Secretary in 1944 and there is correspondence indicating total Board membership was 12. Victor Ivie served as Secretary from 1945 to 1947.

Correspondence and extraneous files perpetuated by D.P. Guy reflect a 14-member Board in October, 1945, with a drop

to 9 members by December 31, 1945. There is a handwritten portion of minutes for a meeting in September, 1945, which authorized the President to send telegrams to the President of the United States and members of Congress opposing building restrictions imposed by the OPA under Act L41.

A recap of Board membership for the ten-year period 1935-1945 is as follows:

1935 - 3	1939 - 5	1943 - 4
1936 - 3	1940 - 5	1944 - 12
1937 - 4	1941 - 3	1945 - 12
1938 - 6	1942 - 4	

Payment of dues through these years changed from an annual to semi-annual to a quarterly basis. The rosters for 1946 and 1947 denote a membership of 29 and 34 respectively.

1948

On January 12, 1948, Victor C. Ivie was installed as President by Fred Mitchell, CREA President. The position of Secretary was filled by Milo Foster.

A "hot" issue on the November ballot, Proposition 14, was discussed by CREA President Fred Mitchell when he spoke to 52 members of the Board in October.

During the November, 1948, meetings consideration was given to a Multiple Listing system and it was proposed that Chula Vista be incorporated in the Board name, that the Board be incorporated, raise dues, charge an initiation fee and adopt the Multiple Listing system.

1949

In early December, B.E. Ellis was elected 1949 President and Paul Miller was elected Secretary.

A special meeting was held on December 16, 1948, and Board members unanimously agreed that the Board be incorporated. Annual dues for Active members were raised to \$24.00 and Associate dues were increased to \$12.00 annually. Initiation fees were established at \$25.00 for Active members and \$12.50 for Associates. During the same meeting, the Multiple Listing system was adopted with the mandate the Brokers and Salesmen working in the offices of Active members must apply for Board membership by May 1, 1949. The regular meeting on the same day resulted in the appointment of a committee to arrange for Board incorporation.

President Ivie called another special meeting for December 18, 1949, to discuss a letter to be sent to the San Diego Board defining the jurisdictional boundaries of the National City Board which were Division Street on the Northeast to Sweetwater Road; West to the Pacific Ocean and South to the Mexican Border, excepting Coronado and Paradise Hills. Copies of the letter were mailed to CREA and NAREB with notification that the name had been changed to National City-Chula Vista Board of Realtors.

1949

Early in 1949, Veda Baker was hired as the first Executive Officer of the Board.

President Ellis announced a policy had been adopted that an inspection party be conducted each Thursday morning at 9:00 AM. The inspection parties became known as caravans.

On May 17, 1949, Mr. Stephens was given authorization to have the new By-Laws printed. Effective September 1, 1949, the initiation fee for Active members was raised to \$50.00. Fees for Associates remained the same.

1950

On December 6, 1949, A.W. Stephens was duly elected

Board President and Donald Gilliland, Secretary, for 1950.

Early in 1950, Veda Baker's title was changed to Executive Secretary.

By this time National City had grown to 21,199, and Chula Vista's population had leaped from the 5,138 in 1940 to 16,505. Membership in the Board totaled 104. Because business activity was on the up-swing, use of the Multiple Listing system increased.

Civically, the Board was successful in obtaining appointment of Roger Lindholm to the National City Planning Committee and George DeWolfe to the Chula Vista Council. A.W. Stephens was named Chairman of the National City Redevelopment Agency.

As a whole, the Board took over the Business Section for the Red Cross Campaign and went over the top in contributions.

Charles Anderson was appointed CREA Regional Vice President for the 24th District.

On February 16, 1950, the first suggestion that the Board have its own building was presented. At this meeting were guests Mr. Gallagher, Deputy Coroner of San Diego County; Mr. Winters, Deputy Real Estate Commissioner; Mayor Clint Matthews of National City; Chula Vista Mayor Lorenz Kolster; Messrs. Eckhart and Lister, Chula Vista Branch, and Mr. Dyster, National City Branch of the Bank of America.

During the March 3, 1950, meeting the Board of Directors instructed the Secretary to write letters to the National City and Chula Vista City Councils and Planning Commissions suggesting that a member of the Board be appointed when the next vacancy occurred. Another letter was directed to the same governmental bodies indicating the Board's opposition to any spot zoning variance in either city.

On June 2, 1950, the Board of Directors considered paying dues to CREA for associates in the amount of \$3.00 per member.

This matter was tabled for further study.

In the course of business at the July 28th meeting, it was agreed letters would be sent to the City Councils requesting that a system be established to permit payment of commissions to Realtors selling property.

On October 27th, the Board voiced its support for Proposition 10 and in December \$200.00 was donated to the National City Boys Club.

It is evident that during the 1950s the Board began its involvement in local community and statewide political issues, a trend which became stronger as the years passed.

1951

William Villella was 1951 President; W.E. McClendon served as Secretary. The Executive Secretary was Veda Baker and membership reached 124.

It was announced on January 30, 1951, that May Burns had been appointed Chairman of CREA's Women's Division. During this meeting, discussion was again held concerning membership of salesmen in CREA and agreement reached that this matter would be presented to the entire membership for consideration. The initiation fee for Active members was raised to \$100.00 and \$25.00 for Associates, and on February 27th, the Board of Directors concurred in a motion that Associates be given membership in CREA.

The Secretary, on June 14, 1951, was given authority to endorse and accept listings from the title companies and banks, such listings to be recognized as Board listings.

In August, 1951, May B. Burns was appointed Chairman of the "Home Town Speech Contest".

On November 23rd, there was discussion of a new location

for the Board office and Charles W. Brown, Buford E. Ellis and Paul Miller were appointed to investigate potential locations. As a result, a building on 24th and Highland in National City was discussed.

In November, the Directors agreed to transfer \$3,000 from the checking account into a savings account.

1952

Mark H. Money was elected 1952 President and C.R. Narciso, Secretary. Membership was now 131. On January 25, 1952, correspondence from Buford E. Ellis indicated consideration was given to the feasibility of consolidating with San Diego.

During the February 7th meeting, the Board of Directors agreed to purchase a building at 1531 Highland Avenue in National City for \$8,500.00, a deposit of \$500.00 to accompany the signed offer to purchase. It was agreed the total cash down payment would be \$3,000.00 and the balance financed with a maximum first loan. The owner was to accept a second trust deed for the remainder payable at 1% or more per month at 6% interest. The offer was contingent upon approval of the members of the National City-Chula Vista Realty Board within fifteen days and possession within sixty days from close of escrow. On February 27th, a resolution prepared by the Title Company to give the President and Secretary authority to sign the necessary papers to purchase the property was unanimously adopted.

From the minutes on file, it appears the office was moved to the 1531 Highland Street address sometime in March or early April of 1952.

May Burns was appointed Chairman of a committee to gather information concerning a multiple listing exhibit at the 1953 County Fair. Members of her committee were Lee Hemberger and C.R. Narciso. On May 26th, the resignation of Veda Baker, Executive Secretary, was accepted and Mrs. Lillian Beam was employed to serve in this capacity. Her salary of \$60.00

was based on a 40-hour work week.

On June 26th, the Board of Directors agreed to draw \$500.00 from the checking account and apply it to the principal on the Board's building mortgage.

The Board, during its August 18th meeting, authorized expenditures of \$90.00 and \$110.00 respectively for matches and display advertising for the "Get Out to Vote" movement and the suggestion presented that all realty offices remain open and offer assistance to citizens wanting to get to the polls.

During 1952, William Drew was appointed to the Planning Board of Chula Vista and George DeWolfe was elected to the Chula Vista City Council.

1953

The year 1953 began with a membership of 163. Paul Miller was elected President and William Villella, Secretary. Lillian Beam remained Executive Secretary.

Though 1953 was a quiet year as far as stimulating Board activity was concerned, membership and Board of Directors meetings were held regularly and were well-attended.

During the September meeting, Directors authorized the withdrawal of \$750.00 from the treasury which was used to reduce the amount of the trust deed on the Board building.

In December, the Board accepted a trophy from Security Title Insurance Company which was to be presented to the "Outstanding Realtor of the Year 1953". The President agreed to select a committee to recommend nominees to the membership. William Villella was awarded this trophy.

1954

Leading the 175 members in 1954 was W.E. McClendon,

President. Robert Bell served as Secretary.

On February 12th, the By-Laws were amended to authorize the appointment of an Assistant Secretary.

On April 16th, the Board agreed to join the San Diego Realty Board to honor CREA President, L.I. McLellan, at a luncheon meeting on May 19th at the Grant Hotel.

It was agreed during the August 20th Board of Directors meeting that every member spend his or her own funds to attend State or National conventions. However, at the September 21st meeting, the Directors concurred in a recommendation that Board Presidents be allocated a maximum of \$175.00 for conventions in San Francisco and \$125.00 for those held in Los Angeles.

1955

Board activity speeded up in 1955. Membership was 170 and C.C. Alley was President. Dalton Baker was elected Secretary. Veda Baker served as temporary Executive Secretary until Dolores Robida was appointed to this position on June 24th, after a two-week trial period.

1955 saw the reactivation of interest and participation in civic affairs. George DeWolfe was re-elected to the City Council and C.C. Alley became President of the Chula Vista Chamber of Commerce. As a first step to become civically involved, the Board joined the National City and Chula Vista Chambers of Commerce in January, 1955.

A joint meeting was held with the San Diego Realty Board to honor CREA President Floyd Lowe. On February 11th, it was agreed to move the Board headquarters to the larger office and rent the smaller, currently occupied, office for \$45.00 a month. During this same meeting, the Trader's Group was permitted to process listings through the Board office and to pay for such service.

On February 25th, Robert Bell was appointed to attend the March meeting of the Chula Vista Chamber of Commerce to discuss placement of a board plaque at the entrances to the city. The Board of Directors approved such placement during its March 4th meeting.

On March 18th, President Alley agreed to appoint one member to the newly-established Highway Committee and asked that Charles Brown and Robert Bell each appoint two members.

On March 31, 1955, the Board name was changed to National City-Chula Vista Board of Realtors.

On April 22nd, Charles E. Anderson, Charles E. Brown, Paul Miller and C.C. Alley were assigned to meet with the Chula Vista City Administrator to discuss disposal of housing units on National Avenue in Chula Vista. Tom Trent was unanimously recommended to serve on the State Arbitration Committee. James Rush, District Superintendent of Schools, submitted a letter of appreciation to the Board for the award presented to him on April 16th.

The Board of Directors unanimously adopted a resolution on June 24th favoring the close and removal of Hilltop Housing by December 31, 1955. The resolution was submitted to Bob Wilson who indicated his concurrence with the Board on August 12, 1955.

On the same day, announcement was made that NAREB had officially approved the name change to National City-Chula Vista Board of Realtors.

An order was sent to NAREB for the plaques to be placed at the entrances of the cities on July 8th, and on August 26th, May Burns was nominated for an Honorary Director for Life of CREA position.

President Alley reported on September 23rd that the Board had been asked to sit in on a meeting of the Chula Vista Planning Committee concerning rezoning of certain portions of Chula

Vista and five members were selected to meet with this group. In addition, President Alley stated he would contact the proper officials concerning similar problems in National City.

On October 28th, Charles Brown, James Jenkins and Robert Bell were appointed to study the annexation of various areas for Board jurisdiction which would include a section beyond Division Street in National City and which was annexed by National City. On November 25th, Mr. Brown reported that this section annexed by National City in its corporate limits had been relinquished by the San Diego Realty Board in 1948 and it would be impossible to bulletinize the proposed annexation to the members and on the ballot by December 1st. The Directors agreed to submit a special ballot containing a map noting the present boundaries and proposed areas to be annexed by the Board at the first meeting in January, 1956. This permitted the committee time to re-word the proposed amendment pertaining to the jurisdiction of the Board and bulletinize it to the members.

On November 11th, the Directors agreed to pay off the note of \$1,804.74 on the Board building on Monday, November 15, 1955.

1956

Membership in 1956 reached 223 when Robert Bell was President and Delores Miller Secretary. One of the prime highlights was the selection of May B. Burns as "Realtor of the Year".

The City of Imperial Beach was incorporated and registered a population of 11,287.

In January, the Traders Group, headed by Dalton Baker, was approved as a committee of the Board and it was agreed that in future years, the Chairman would be appointed by the President.

Vesta DeWolfe was authorized to form the first Women's Division in CREA's 24th District within the National City-Chula

Vista Board of Realtors.

Fred Peterman was instructed to have entrance signs in National City placed in the positions selected by the Directors and to arrange for an extension of Board insurance to cover them.

It was agreed a representative group should attend the installation ceremonies of the San Diego Health Board since many San Diego Board members were present for this Board's inauguration.

In March, 1956, the Board became a member of the South Bay Chamber of Commerce.

A copy of the Multiple Listing brochure prepared by the Executive Secretary was given to the San Diego Realty Board which was considering the establishment of a Multiple System.

On April 12th, the Board of Directors voted to donate \$200.00 to CREA for a float in the Rose Parade, but it was stipulated the donation would be forthcoming when this project became a reality and CREA was assured the other Boards in the state would cooperate and participate.

The Sweetwater High School District included the essay contest in its September curriculum schedule.

On May 10th, \$200.00 was allocated for the purchase of library books as a capital investment.

Vesta DeWolfe was appointed to attend Achievement Committee meetings in Fresno during the CREA quarterly convention and May Burns was appointed to the 1956 CREA Nominating Committee in June.

Tickets for the August 8th production of "The California Story", a Fiesta del Pacifico pageant, were sold at the Board office during June of 1956. This evening was designated "Realtors Night".

Based upon prior contributions to the National City Boys Club, the Directors, on June 14th, authorized a \$200.00 donation to the Chula Vista Boys Club.

The need for and purposes of a San Diego County Council of Real Estate Boards were discussed during the July 30th Special Board Meeting. Vesta DeWolfe was nominated for CREA Director-at-Large and May Burns was proposed for Honorary Director for Life of CREA.

Secretaries of the Chambers of Commerce were invited to attend one of the regular Board meetings to review services provided to their Realtor members and to potential members.

On August 23rd, the Board took the steps necessary to become a member of the San Diego County Council of Real Estate Boards.

In November, the Property Committee was asked to study Board facilities and make recommendations concerning possible expansion of the present office, estimated cost of relocation, etc.

On December 13th, following detailed review of NAREB and CREA correspondence, Constitution and By-Laws, the Board of Directors concluded that since Non-resident members must be Active members of other Boards, the dues paid by them would be retained by this Board and not remitted to CREA and NAREB.

On December 27th, funds were earmarked for a Building Fund and the transfer of funds to the appropriate account was completed.

1957

Membership had reached 259 when Charles Brown became 1957 President and Fred Peterman, Secretary. J.D. Stark was named "Realtor of the Year".

During the January 10, 1957, meeting a Location Committee was appointed to study and make recommendations concerning relocation of the Board office, and on January 24th, Location Committee Chairman Mark Money's report contained information from NAREB indicating only 33 Boards throughout the United States and Canada owned their own buildings, 14 of which were in California. This Board luckily and wisely had paid the least amount for any property acquired for a Board office.

In February, C. Brown, Robert Bell and C.C. Alley were appointed representatives to the San Diego County Council of Real Estate Boards.

There are notations throughout 1957 records that reports from key committees were attached to the minutes; these reports, however, could not be found and this has caused lapses in continuity of Board recommendations, actions and activities.

A special meeting of the Directors was conducted on March 1st to inspect the property at 598 L Street, Chula Vista, as a possible site for the new Board office. Present at this meeting were Charles Brown, Vesta DeWolfe, J.H. McMurray, Delores Miller, James Patten, Fred Peterman, J.D. Start, A.W. Stephens and Tom Trent.

Mark Money, Chairman, presented the Location Committee's recommendation that this site be purchased, subject to zoning clearance and terms, for \$19,500.00. By unanimous vote the Directors concurred in this recommendation and agreed to present it to the entire membership for approval.

During the March 15th meeting, the Directors concurred in a recommendation to make a counter-offer of \$25,000 for the entire parcel, as shown on the plot map, with possession in 90 days and proper zoning in 90 days. The terms would be \$12,500.00 cash, subject to borrowing \$6,500.00 on the property and the balance payable on or before one year from the closing date of escrow. It was further stipulated that a tax accountant and/or attorney be asked to present an opinion as to the steps necessary to take title to the property.

The Convention Committee recommendation to allocate \$100.00 to the winner of the local Home Town Speech Contest for expenses to attend and compete in the State contest in Los Angeles was approved.

On March 28th, the officers were authorized to take whatever steps were necessary to complete the purchase of the property at 598 L Street, Chula Vista, and the 1533 Highland Avenue, National City, property was not to be put up for sale until the Chula Vista property transaction was consummated.

During the April 11th meeting, the Directors learned Imperial Beach brokers had met to discuss the formation of their own organization. The officers, directors and membership committee were asked to attend the next meeting of these brokers.

The Directors discussed Sunday Closing at the April 25th meeting and agreed this should be an agenda item for the following meeting. This subject was brought before the Directors on May 9th at which time there was agreement the decision to stay closed on Sunday must be left to the discretion of individual offices.

On May 24th, the Directors donated \$100.00 to the Second Aqueduct Bond Election Committee and the Finance and Budget Committee was instructed to study and make recommendations concerning a donation of additional monies.

The Secretary, on June 13th, was authorized to sign a Multiple Listing for the sale of the 1533 Highland Avenue, National City, property for \$14,000.00, such action contingent upon the proper officers' authorization granted in the original resolution.

Another special meeting of the Directors was held on July 19th to accept or reject an offer for the 1533 Highland Avenue property. Since Secretary Fred Peterman was acting as the agent, he relinquished his voting rights and presented a cash offer of \$13,000 which was accepted, subject to membership ratification.

President Brown appointed a Property Committee to prepare the 598 L Street, Chula Vista, property for Board occupancy.

A letter from Jack Perrine concerning a change in Board name was read at the July 25th meeting.

During the September 5th meeting, the Board authorized the President and Secretary to pay off the note to Frank Whittington when the escrow closed on the Highland Avenue property.

May Burns sent a letter of appreciation to the Board for her nomination as Honorary Director-at-Large for Life.

On November 14th, the Directors adopted a resolution for submission to the City Councils of Chula Vista and National City and the South Bay Irrigation District stating the Board of Realtors questioned the feasibility of the purchase of the water company by the municipalities.

The Directors heard letters of appreciation on December 30th from the Chula Vista City Council for the Board's resolution to continue work on the tidelands and from the Chula Vista Elementary School District for the resolution endorsing the School Bond election.

1958

A membership of 264 was achieved by 1958. J.D. Stark served as President and Fred C. Peterman was Secretary. Delores Robida was Executive Secretary.

During 1958 C.F. Allen was elected to the National City Council and Vesta DeWolfe was named "Realtor of the Year".

On January 22nd, the Directors approved an Education Committee recommendation that the Board sponsor the CREA Essay Contest in the Sweetwater Union High School District and award \$100.00 in U.S. Savings Bonds as prizes. Permission

was granted to bulletinize the "Jobs for Youth" project to the membership.

A special meeting of the Board of Directors was held on February 6th to discuss problems of beach erosion in the City of Imperial Beach. The Directors agreed to write letters to the Imperial Beach City Council and Chamber of Commerce endorsing the small boat harbor plan and stating the Board would support the City in any way possible. The President was authorized to call Congressman Bob Wilson to urge him to use his influence wherever possible to correct the beach erosion problem through Federal funds.

A proposal to cut postage and envelope expense and still maintain "First Class" delivery was presented during the May 22nd meeting, but was tabled until further information could be compiled.

The Directors nominated Vesta DeWolfe for CREA Director-at-Large at the September 11th meeting. On September 25th, President Stark appointed a special committee to study and make recommendations for a change in Board name.

During the November 21st meeting, a letter from Mayor Dail of San Diego was read which expressed gratitude for the support given to the sea water conversion plant project.

As in 1957, meeting minutes contain many references to numerous committee reports which were accepted or approved, but which were not outlined in any detail. A true account of Board activity cannot be related.

1959

Membership totaled 301 in 1959. Tom Trent was Board President and James C. Patten was elected Secretary and Nancy Wright served as Executive Secretary. Charles Brown became President of the Chula Vista Chamber of Commerce and was named "Realtor of the Year".

Again, committees were numerous and working, although there apparently was little civic activity.

During the July 28th Directors meeting, \$100.00 was allocated for the Home Town Speech Contest with provision that at least four contestants compete and the winner compete at the CREA convention.

Dr. Nelson and Mr. Gosch of the Chamber of Commerce appeared at the August 13th meeting to relate efforts to encourage industries to locate in Chula Vista and to enlist support from the Board. The Chamber's request was bulletinized to the membership.

Board Name Committee Chairman Mark Money gave a verbal report to the Directors on September 10th. The committee was reactivated and requested to make a report to the Directors on or before October 31st. On September 24th, the committee presented its report which was returned with the request that CREA be contacted for approval of the proposed name and that consideration be given to two alternative name suggestions.

A resolution endorsing the \$1¼ million bond issue for the Chula Vista tideland development was approved on October 13th.

The Board Name Committee report was received and letter of request granted with the thanks of the Directors on December 10th. (Copies of the letter and report cannot be found and it must be assumed the change in name was also approved. It is not known, however, what that name was.)

1960

National City's population in 1960 was 32,771; Chula Vista, 42,034 and Imperial Beach, 11,287. President Phil Creaser served with Secretary Jacqueline Dunning. Nancy Wright remained Executive Secretary.

Highlights of this year included the election of Charles

Brown as CREA Regional Vice President for District 30; the election of Kyle Morgan to the National City Council and the appointment of Lester Dodd to the National City Planning Commission. Fred Peterman was named "Realtor of the Year".

At its first meeting on January 5th, the Directors requested the 1960 Property Committee to look into and make recommendations concerning the outside appearance of the Board office.

The Directors, on January 28th, authorized the President to attend the meeting of district Board Presidents to discuss and make recommendations for Regional Vice President of the new CREA 30th District.

On February 11th, the Directors agreed to recommend the appointment of Charles E. Brown as Regional Vice President for the 30th District to the CREA Directors.

During the March 24th meeting, it was agreed to direct a letter to the CREA Membership Committee urging a change in the rule requiring Realtors to pay NAREB and CREA dues to every Board to which they belonged. (It is interesting to note that CREA, in 1972, modified its rules regarding Realtor dues payment to more than one Board, but that NAREB still clings to its original regulation.)

On April 28th, the Directors instructed the Secretary to write the minutes more descriptively and definitively.

The San Diego County Water Authority acknowledged the support of the Board on July 14th.

The Directors were notified of a pending hearing on the removal of Oliverwood Terrace Public Housing and on August 11th, this subject was referred to the Community Planning and Development Committee for recommendation. In accordance with this committee's recommendation, the Directors, on August 25th, forwarded a letter to the National City Council stating the Board favored the orderly removal of this public housing.

On September 8th, May Burns was appointed the Board's delegate to the NAREB Convention in Dallas.

During the same meeting, the President appointed a committee to investigate the possibility of purchasing the adjoining property and on October 27th, the Board approved a recommendation to the membership that this property be purchased.

The President then appointed a committee to review the feasibility of reincorporating the Board in order that stock might be issued.

On November 10th, the Directors agreed to postpone any action concerning the adjacent property until after January 1, 1961.

During the December 22nd meeting, the Directors suggested to the 1961 Constitution and By-Laws Committee that provision be made for members who could not attend the Board election luncheon to cast their ballots at the Board office during specified hours.

1961

B.W. Keyes, Jr., was elected 1961 President, but passed away before the completion of his term. Upon recommendation of the Advisory Committee, First Vice President James C. Patten, served as Acting President from October through December. In 1962, he became President.

Membership rose to 312 in 1961. Emma Greenwell served as Secretary and Nancy Wright continued on as the Executive Officer. During this year, Buford Ellis was appointed to the National City Planning Commission and Philip Creaser was named "Realtor of the Year". Lester Dodd and Cecil Sparling were re-appointed, but Paul Miller was unable to accept assignment to, the County Council.

From the beginning of 1961 until the June election, Board

members illustrated concern and interest in pending legislation by their vocal and active participation on committees to oppose Assembly Bill 801. In accord with a CREA request, Assemblymen Schrade and Hegland were notified of the Board's opposition to Assembly Bill 801 and all members were sent a brief statement outlining all of its aspects. Unfortunately, the minutes do not reflect the specifics of the Bill, but there is definite connotation this was a "hot" issue. Neither is there an indication whether or not this Bill passed or was defeated.

In May, the Board expressed strong opposition to a U.S. Treasury proposal that gains from real estate sales, to the extent of depreciation taken, be taxed at ordinary income tax rates. Letters and telegrams were sent to Congressmen Wilson and Utt and Senators Engle and Kuchel.

Following a recap of CREA recommendations, the Board of Trustees of the Southwestern Junior College were notified the Board was interested in and was willing to assist with the establishment of classes for prospective real estate licensees. A three-man committee was appointed to meet with the Trustees to insure the classes were taught by qualified people and the course content applicable.

In July, the Building Committee was requested to reopen its study of a Board building and ascertain the estimated cost for a set of building plans.

During the August 10th meeting, the Directors adopted a Resolution to support a bay crossing to Coronado. A September 4th Resolution endorsed and supported efforts of the City of Chula Vista to acquire Brown Field for a general aviation facility.

May B. Burns was nominated a CREA Director in 1962 and on September 28th, Victor Lundy was endorsed for CREA Director-at-Large-for-Life.

On November 9th, the Directors approved an architect's plans for a Board building. Messrs. Westenberg and Schuller and President Patten were appointed to investigate and make arrange-

ments for financing. The President was authorized to sign a contract with the architect when funds were available. Later, on November 22nd, Mr. Patten was authorized to pay the preliminary fee, the total of which was not to exceed \$2,400, and to withdraw necessary funds from the savings account.

During a special Board of Directors meeting on November 30th, the Acting President was authorized to place the westerly 100' x 290' of Board property on the market for \$35,000, at 6% commission, the Board to reserve the right to occupy the existing building until completion of the new one and to approve the use of the property. Terms were to be cash or cash to a new loan acquired by the buyer.

On December 28th, the Directors appropriated \$200 to establish a library of real estate publications at Southwestern Junior College. Frank Whittington and Phil Creaser were appointed Chairman and Co-Chairman, and Charles E. Brown, Vesta DeWolfe and A.W. Stephens members of a committee to administer this fund.

1962

In 1962, membership dropped to 292. Theo Anderson was Secretary and Nancy Wright, Executive Secretary. Cecil Allen was re-elected to the National City Council. Phil Creaser became CREA Regional Vice President of District 30 and Cecil Sparling was named "Realtor of the Year".

A brief report from the Board Building Committee was read at the March 22nd meeting and April 12th, the President was authorized to purchase two sets of plans and pay appropriate fees to the Chula Vista Building Department.

The sale price of the Board property was reduced to \$29,500 on April 26th, and the Directors agreed to secure bids for the installation of curbs and gutters on "L" Street and completion of the blacktop. The President was authorized to accept the lowest bid, provided it did not exceed \$500. The Directors

deferred further action on the new building until the for sale portion of Board property was sold, but on May 24th, the Board authorized the President to accept a bid of \$2.04 per foot for installation of curbs on the Board property. Architect Victor Wulff notified the Directors the contractor had withdrawn his low bid on the Board building.

On May 31st, the Directors counter-offered a C.F. Kliffe & Associates' offer by agreeing to give C.F. Kliffe the westerly 100' x 290' of Board property free and clear plus \$16,400 to construct a Board building in accordance with plans and specifications prepared by the architect.

Another offer was presented on June 14th and was counter-offered with provision that the Directors would accept the \$25,000 figure with \$6,000 down and give the building contract to Mr. McMillin at the \$42,000 figure, if Mr. McMillin and the architect were in complete agreement on the modifications of the specifications proposed.

Additional offers were presented and considered throughout November, but on December 20th, the Directors agreed to take the Board property off the market until such time as an acceptable offer was forthcoming. Earlier, in June, the Directors were advised of the formation of a committee to adopt the Unified Port Bill.

1963

In 1963, membership reached 269. Lester Dodd was elected President and H.E. Been, Secretary. Nancy Wright remained as Executive Secretary. "Realtor of the Year" was B.E. Ellis.

During its first meeting on January 9th, the Board of Directors agreed to support existing state laws which required a two-thirds vote to pass bond issues and to oppose any legislation tending to change this majority.

In February, the Directors voiced strong opposition to an

Assembly Bill which would exclude Coronado from the Unified Port District, and in March, CREA was supported in its opposition to legislation which would repeal the right of voters to determine whether or not there was to be public housing. The Directors lent support to a measure requiring that a copy of the tax bill be sent to purchasers of property when taxes were included in the house payment.

On March 28th, the Directors received an offer of \$25,000 for the easterly half of the Board property and the prospective buyer was given thirty days to erase all contingencies.

On April 18th, an offer from E.J. Powell was accepted with the provision that a fence be installed along the western border of the property being purchased and that the Board receive \$3,000 out of the progress payments. On May 23rd, the escrow instructions on the eastern half of the Board property were approved subject to removal of contingencies. The President, Secretary and a Director, appointed by the President, were authorized to study the proposed collateral pledge agreement prior to final action, to include an amendment in the instructions providing that the Board hold excess amounts paid in normal monthly payments, to declare this a Multiple Listing with the established service fee due the Board, to require correction of the legal description and to require that existing title policies on notes and trust deeds be endorsed in favor of the Board. On June 13th, Mr. Powell's offer of \$25,000 cash was accepted.

A resolution was adopted in July that monies received from the sale of the property, less payment of encumbrances and taxes, would be placed in a savings account and used only for construction or purchase of a new building or alterations to the present facilities. Any other use of these funds was subject to majority vote of Realtor members.

During the July 11th meeting, the Directors initiated a resolution for presentation to the City Council of National City urging a vote on a proposed civic center.

The Board endorsed the candidacy of Art Leitch of San Diego for 1964 CREA President on July 25th.

During the November 14th meeting, the President was authorized to appoint a committee to study and recommend a new name for the Board of Realtors, acceptable to CREA, and which would more accurately designate the Board's jurisdiction.

The Directors sent a commendation resolution to the three television networks for the coverage of events following President John F. Kennedy's assassination. A letter of understanding was written to the Dallas Board of Realtors.

Two recommendations to change the Board name to Bay Cities Board of Realtors and its insignia were approved for submission to the membership on December 12th and on January 9, 1964, the Board Name Committee was instructed to accomplish the name change and mail sample letterheads to the membership. The proposed name "San Diego Bay Cities Board of Realtors" was submitted to the membership for vote. The membership ratified the name on March 12th and approval was requested at the state level. It was not until May 26th that the revised name "South San Diego Bay Cities Board of Realtors" was approved.

1964

Theodore R. Anderson was 1964 President and H.E. Been, Secretary. Membership was 248 and Nancy Wright was retained as Executive Secretary. During 1964 Kyle Morgan was re-elected to the National City Council; James Patten was CREA Regional Vice President for District 30 and was named "Realtor of the Year".

On May 28th, the Building Committee was directed to proceed with the construction of a building within the \$40,000 building maximum and \$10,000 for blacktopping, furnishings and landscaping.

The CREA Executive Vice President and John Cotton, Executive Committee member, were officially notified of the vote on the proposed Board name on July 11th.

Payment of the architect's statement covering redesign costs and fee to the City of Chula Vista, as well as payment of the sewer assessment on the Board property, were authorized on August 13th. On August 27th, the President and Secretary were authorized to sign the construction contract and negotiate and sign the loan as recommended by the Finance and Budget Committee.

On December 10th, the Directors complimented the City Councils of National City and Chula Vista for amicable settlement of long-standing differences over City boundaries.

Concerted efforts were made in 1964 to clear the way for the Board building. Many obstacles confronted the Building and the Directors, but construction deadlines were met.

1965

Jerry Harris became President in 1965 and Jeanne Campbell was elected Secretary. Membership was 242 and James Leadingham was named "Realtor of the Year".

On January 28, 1965, the Directors inspected the new building. It was agreed the existing building would be demolished and plans made for blacktopping, landscaping as well as painting the garage to match the new building. In March the building was formally opened.

Board representatives were asked to attend a meeting of the Citizens Interracial Committee and two members of the Equal Rights Committee accepted the invitation.

In April, a \$50.00 book scholarship was awarded to a Southwestern College student, Dorothy Reed, who was majoring in real estate. In May, a report was submitted indicating the Education Advisory Committee was providing books to Southwestern College from the Keyes Memorial Fund, the current balance being \$200.00.

The Board supported the Pony League World Series by purchasing a \$100 advertisement in the official program.

On June 11th, the Directors accepted the resignation of Nancy Wright, Executive Secretary, and the Secretary-Manager position was awarded to David C. Moser.

1966

In 1966 membership was 264. Vesta DeWolfe was President and O. Paul Ballard, Secretary. Kyle Morgan was elected Mayor of National City. Jerry Harris was elected to the National City Council and was named "Realtor of the Year".

President DeWolfe stated in her opening address that the Board was the most important group in the real estate industry and that the livelihood of its members was dependent upon the good judgment of and fair decisions by the Board of Directors.

In February, two \$50.00 scholarships were released to Southwestern College. Late in the year, the College was advised scholarships would be made only to students who were taking courses in real estate.

In March, the Executive Officer's title was changed back to Executive Secretary and in August, Marjorie Winner acted in this capacity.

In 1965, 66 and 67, there was a great deal of Board activity but there was not much emphasis on community or civic involvement.

1967

Frank Whittington served as 1967 President when membership totaled 264. J.D. Stark was elected Secretary and Kyle Morgan was designated "Realtor of the Year".

In March \$50.00 scholarships were awarded to two Southwestern College students and in October, two other scholarships were granted.

On October 26th, the Directors passed a resolution supporting the development of a residential marina in the City of Imperial Beach.

In November, \$100 was donated to the Hilltop Band for its appearance in the Rose Parade.

1968

James S. Leadingham was President in 1968 and Aida Vill-ella, Secretary. Marjorie Winner was retained as Executive Secretary. Vesta DeWolfe was elected CREA Regional Vice President for District 30.

In February, Military Publishers offered the Board two pages in its publication free of charge and shown thereon was a list of Active members and the "Code of Practices".

The Board forwarded a letter to the San Diego Board in April offering assistance with the CREA meeting in June and on May 23rd, a report was received that Room 730 of the Travelator Hotel would be used as a Hospitality Room. Arrangements were completed for refreshments. In late June, a report was given that the Hospitality Room was most successful and that all of the out-of-town guests were very pleased and grateful. Those participating were offered the special thanks of the Board.

Earlier in June, the loan on the Board property was paid in full, including interest and reconveyance fee. This amounted to \$12,878.25.

The San Ysidro Teen Club received \$160 in donations from the Board members to purchase a pool table.

By August 8th, 28 Board members had signed up as Deputy Registrars of Voters.

On August 22nd, Jeanne Campbell and Calista Jacquot were appointed to make plans for a \$350 "Mortgage Burning" party which was held on October 18th. The prior amount approved for the party was increased to \$500, with the provision that not more than \$225 be spent for liquor.

On October 24th a Resolution was passed that since there was a substantial profit for the year from the Multiple Listing System, all the expenses for the first nine issues of the ML Book and the first Cumulative Listing Book would be borne by the Board in order to give a small bonus to the members.

On October 23rd, scholarships were awarded to two Southwestern College students.

1969

Paul Ballard was elected 1969 President and was named "Realtor of the Year". H.E. Been was Secretary and Marjorie Winner remained as Executive Secretary. Membership totaled 350.

On March 13th, the Board concurred in a San Diego request that May Burns be granted Senior Associate Membership.

Scholarships of \$50.00 were awarded two Southwestern College students and the College was again notified future scholarships would be granted only to students who were majoring in real estate. In June, the Board agreed to consider presenting scholarships to students who were residing within the Board's jurisdiction and majoring in real estate.

On November 20th, Southwestern College presented a tentative schedule of real estate classes which included Fundamentals or Principles of Real Estate, Real Estate Practices, Real Estate Finance and Real Estate Appraisal. Another class was scheduled for Saturday mornings and it was announced Realtor Bill Calhoun would be teaching some of these classes.

1970

In 1970, membership reached 428. James P. Jenkins was President and R.J. Kinsella, Secretary. Marjorie Winner served as Executive Secretary. "Realtor of the Year" was Glenn Miller and Kyle Morgan was re-elected Mayor of National City.

Census records for the South Bay revealed the following population figures:

National City	43,184
Chula Vista	67,901
Imperial Beach	20,224

According to Charles Sexton, County Registrar of Voters, the area covered by the Board reflected a population of 200,121.

On March 12th, the Directors agreed to set a date for a panel discussion on Teenage Drug Abuse the first part of Realtor Week. 2,000 brochures were ordered at an approximate cost of \$200. In addition, Dave Snyder of the San Diego Board was asked to be a guest speaker at one of the regular membership meetings in conjunction with the Political Affairs Committee.

During the same meeting, 2,500 copies of the "Help the Police Help You Protect Your Home" were authorized for distribution to Active and Associate members, the balance to be made available to them at cost as a listing aid.

On October 29th, a check for \$68.00 was sent to the Chula Vista Junior Women's Club for the Penny Pines Plantation project. This amount was used to replant one acre.

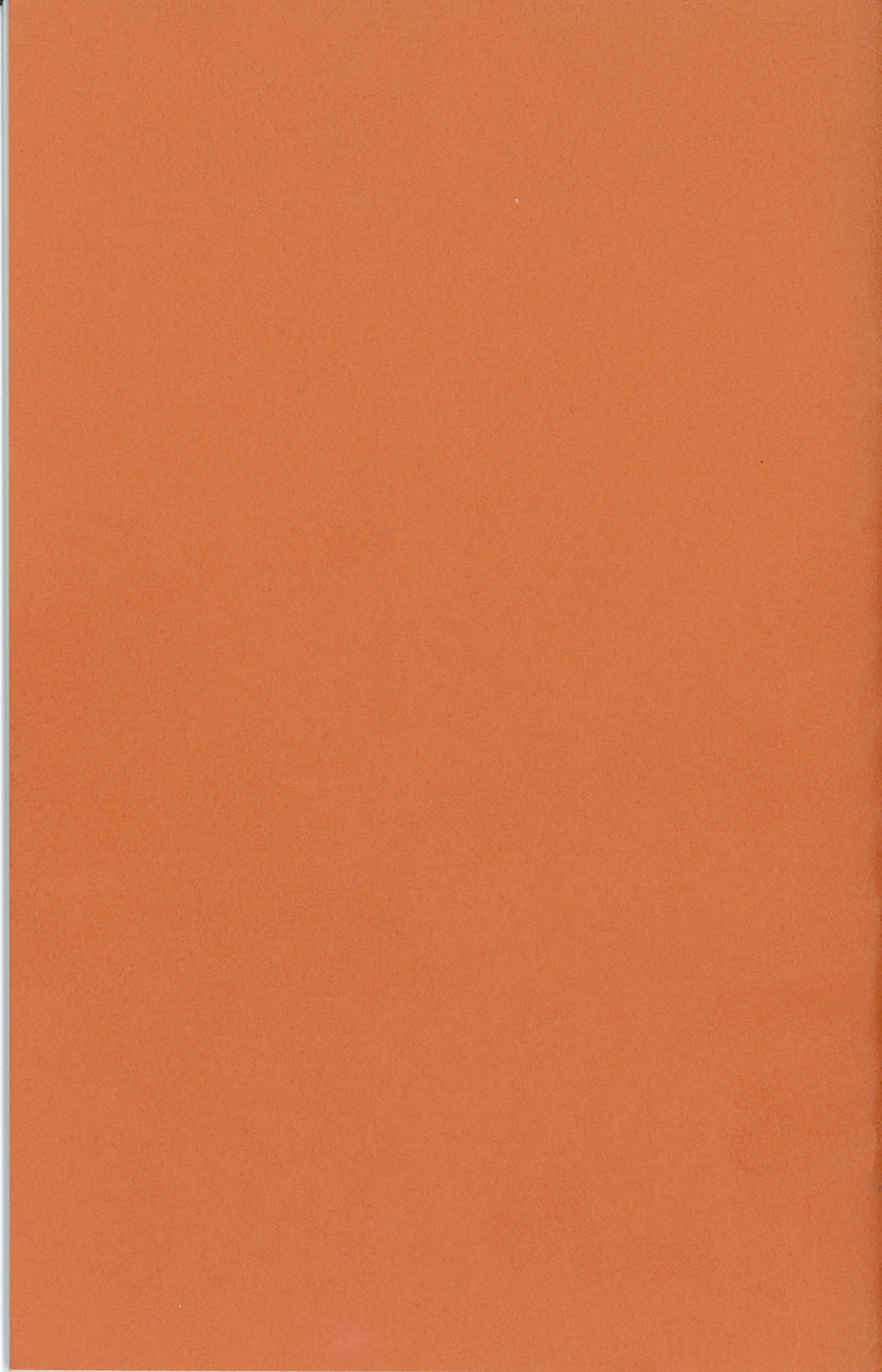
A \$50.00 scholarship was awarded to John Cryan, a real estate major. In December, a set of CREA books was purchased and presented to the Southwestern College library.

Minutes for the past five years reflect an abundance of Board activity in many projects and areas, but not too much in civic activity.

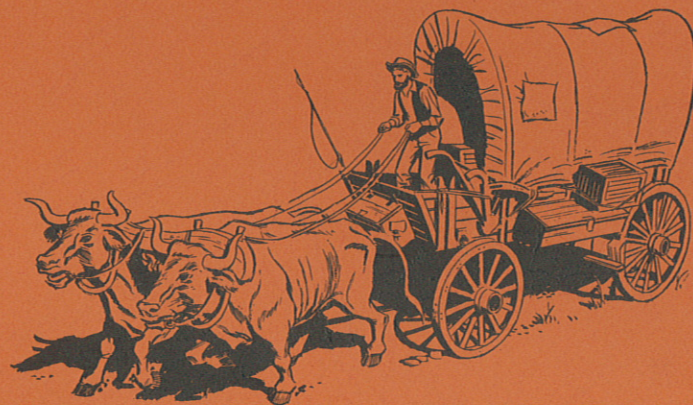
On March 11, 1971, your Historical Committee was appointed by President Jeanne Campbell to compile a Board History encompassing 1928 through 1970. This responsibility has reached its conclusion. It is hoped the chronicle presented is an indication of the dedicated effort and dauntless belief in unity of purpose by those who created an organization of stature, dignity and integrity whose prime objective was professionalism in the real estate industry. To the founders and to those who have carried the banner of achievement is this history gratefully acknowledged and attributed.

- NOTES -

- NOTES -



**HISTORY
OF THE
SOUTH SAN DIEGO BAY CITIES
BOARD OF REALTORS**



Compiled 1972