

BIRD ROCK NEWSLETTER

DECEMBER 2020 &
JANUARY 2021



**BRCC
PRESIDENT
JOHN
NEWSAM**

PRESIDENT'S COLUMN

I find it hard to separate the special stresses and strains associated with the impact of the COVID-19 pandemic (and our personal and community responses to it) from other factors that cause tension or conflict. Now that treatments for those COVID-19 patients with other than mild symptoms have improved and tantalizing results are emerging from vaccine trials, I have the hope that we will be able to enjoy a more relaxed holiday season. And look to a protracted period of healing in 2021.

The past nine months have forced many professionals to learn new ways of doing business. In my own work, I have come to appreciate being able to work effectively from home, avoiding a substantial commute. Our business has certainly suffered, from an inability to attend shows and conferences, and to visit with clients and contacts. We been adapted, though, and I think well, to making full use of video calls. We have also worked to have more of a social media presence, in the case of our business, on LinkedIn. Using Zoom has also made it easier for neighbors to participate in our monthly Bird Rock community meetings. Video calls, though, are not a medium for conducting business for Bird Rock's special merchants on the Boulevard, our retail stores, restaurants, coffee shops and health & wellness enterprises. These have all faced particular challenges and are hugely appreciative of community support.

Continued on page 5.



**HAPPY
HOLIDAYS**

**from the
BIRD ROCK
COMMUNITY
COUNCIL**

**BRCC
Annual
Membership
Renewal Time
is now.
Please join.**

BRCC Membership Form (Jan. 1 - Dec. 31) is on Page 13

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- 20-23** BIRD ROCK COMMUNITY NOVEMBER MEETING &
BIRD ROCK ANNUAL NOVEMBER MAD MEETING



Bird Rock Animal Hospital
858-459-3279

What's New at Bird Rock Animal Hospital?



Introducing Dr. Kären Marsden to our Bird Rock team!

- Holistic Veterinarian of the Year, North America 2019.
- Integrative Medicine: Acupuncture to compliment allopathic treatments.
- Custom Nutritional Plans created for each patient.
- She is a Bird Rock Resident.

We are continuing Curbside Concierge service.

Due to Covid constraints, please call to set up appointments and when you have arrived outside in the parking lot. We will come out to you and your pets. We appreciate your patience, as we've been extremely busy.

We have a New Mosaic Tile Bird Rock Animal Hospital sign!

Thank you Jane Wheeler for doing an amazing job, it looks perfect and very Bird Rockian! Come by to check it out and get a free treat (joint support) for your furry family member.



Craig, Savannah, Dr. Marsden, Emily, Dr. Singer & Alex
(not pictured: Dr. Lopez, Rosa & Lindsey)



Craig Bender, Jane Wheeler & Dr. Marlin Grosz

Thanks for supporting local, we appreciate your business!

Sincerely, Your Bird Rock Animal Hospital Family



State Monitoring Metrics



LIVE WELL
SAN DIEGO

[San Diego County] Currently in Tier # 1 (Purple)

Case Rate and Testing Positivity Percentage Thresholds

Date Updated	Dates of Interest for Analyses	Unadjusted Case Rate per 100,000 (7-day daily average with a 7-day lag)	Adjusted Case Rate per 100,000 (7-day daily average with a 7-day lag)	Testing Positivity Percentage (7-day average with a 7-day lag)	Health Equity Testing Positivity Percentage	Testing Rate per 100,000 (7-day average with a 7-day lag)
10/27/2020	10/11 - 10/17	7.4	6.5	3.5%	5.1%	309.3
11/4/2020	10/18 - 10/24	8.7	7.4	3.2%	5.3%	308.4
11/10/2020	10/25 - 10/31	10.0	8.9	2.6%	6.5%	334.9
11/16/2020	11/4 - 11/10 (4-day lag)	12.1 (4-day lag)	10.7 (4-day lag)	4.3% (4-day lag)	7.2%* (7-day lag)	334.9 (from 11/10)

Tier	Case Rate (per 100,000)	Testing Positivity Percentage	Health Equity Testing Positivity Percentage
------	-------------------------	-------------------------------	---

1 (Purple) >7.0 >8.0% >8.0%

2 (Red) 4.0-7.0 5.0-8.0% ≤8.0%

3 (Orange) 1.0-3.9 2.0-4.9% ≤5.2%

4 (Yellow) <1.0 <2.0% ≤2.1%

Data are preliminary and subject to change; case rate from California Department of Public Health and calculated using California Department of Finance 2020 Projection Population Estimate for San Diego County to be 3,370,418; 11/16: health equity metric calculated with County data using a 7-day lag
Prepared by County of San Diego, Emergency Operations Center, 11/21/2020



IN ESCROW

Historic Beach Chic

7865 El Paseo Grande | \$3,495,000



NEW LISTING

Luxury Townhome

3148 Emerson #A | \$975,000



IN ESCROW

Panoramic Ocean View Estate

7712 Moonridge Place | \$5,490,000



NEW LISTING

Charming Mt. Helix Ranch

10814 Calavo Drive | \$749,000

When you buy or sell with me in 2020-2021, I will donate 10% of my commission to the school or charity of your choice upon request. In the past years, I have been able to donate over \$100,000.



Michelle Dykstra

858.344.SOLD (7653)
michelle@michelledykstra.com
michelledykstra.com
DRE 01141195



COMPASS



PRESIDENT'S COLUMN *(continued from page 1)*

The Bird Rock community website, www.birdrockcc.org, provides a wealth of useful information, including the current opening status of our merchants. The Bird Rock Instagram account ([birdrock_communitycouncil](https://www.instagram.com/birdrock_communitycouncil/)) and the Bird Rock Community Council Facebook group (<https://www.facebook.com/BirdrockCC/>) provide updates (whilst the Bird Rock Community Council LinkedIn site could benefit from a larger cadre of followers, as well as postings). The Bird Rock Merchants group has established a Facebook group dedicated to all merchants in Bird Rock (<https://www.facebook.com/groups/289851058916444/>). The group highlights the attractions of our various Bird Rock merchants, provides information on their various offerings, and even provides virtual tours of stores and introductions to business owners. Please do check out these various feeds, and contribute your own perspectives.

We have traditionally replaced our community meeting in December by a holiday party [canceled this year]; we do not schedule a community meeting in January given proximity to the New Year. Our next community meeting will be on Tuesday February 2, 2021. It will be via video call. If you have requests or suggestions as community issues to put on the agenda or guests we might invite (such as representatives of local and state government or city departments), please let us know by email to info@birdrockcc.org. I hope you will be able to participate in the meeting. A lot, no doubt, will happen in the meantime, so please do keep closely in touch through the above social media channels and email. I wish you a healthy, safe and memorable holiday season.

BRCC Board officers recently elected for 2021-2022 are David Dunbar, John Newsam, Lake Price, and Joe Terry.

VISION BIRD ROCK SURVEY

Vision Bird Rock has created a survey to learn from Bird Rock residents, visitors and merchants their preferences for a Bird Rock of tomorrow. COVID has kept this volunteer Bird Rock Working Group from convening group meetings for stakeholders, but Vision Bird Rock hopes to begin to capture your wishes and opinions with a brief survey at <http://www.surveymonkey.com/r/GT5M7P6>.

The survey will close on December 20, 2020 so don't delay, click today! The Committee will compile results to share and discuss with you in early 2021.

**BIRD ROCK MAINTENANCE
ASSESSMENT DISTRICT
(MAD)**

To report problems, ask questions, send MAD-focused information, and provide feedback, comments, or requests, please send an email directly to the Bird Rock MAD manager, Matt Mangano, at admin@manganiconsulting.com

San Diego County is back in the most **restrictive PURPLE tier** as of 11/14/20. Gyms, fitness studios, restaurants, drinking establishments, museums, movie theaters, and places of worship are allowed to be **OPEN OUTDOORS ONLY** and are **CLOSED for indoor activities**. Retail stores can be open at 25% capacity; grocery stores can be open at 50% capacity. Masks and social distancing (6 ft) are required. San Diego County will be in the purple tier for at least 3 weeks and must post a case rate below 7 case per 100,000 residents for two weeks in a row before it can move back to the **less restrictive red tier**.

Due to evolving San Diego City, San Diego County, and California COVID-19 regulations, the status of businesses is subject to change. Please check with each merchant or service provider about its current status. PLEASE SUPPORT LOCAL BUSINESSES and SERVICE PROVIDERS.

Wear your mask and abide by social distancing rules and occupancy limits.



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Fay Avenue Extension Bike Path Clean Up on October 23, 24, and 27

The Fay Avenue extension Bike Path clean up was a great community effort utilizing the expertise of Glen Rasmussen and Debbie Adams. Three large EDCO dumpsters and an additional 60 large trash bags were filled. A lot of hard work made it happen. Special thanks to La Jolla Golf Carts and EDCO whose donations greatly benefitted the volunteer efforts. Additional thanks to La Jolla Kiwanas for its initial grant and expertise and to all of the individual donors whose contributions helped pay for a service that tackled the more difficult clean up work. Volunteers removed trash, weeds, dry brush, and dead vegetation under unusual conditions necessitated by the COVID-19 pandemic. Safety protocols were followed; masks and gloves were worn, and social distancing was practiced as much as possible.

Thanks to all 90+ volunteers including neighbors and members of service groups such as National Charity League (Seaside Chapter), National League of Young Men (classes of 2022 and 2024), Lion's Heart (teen volunteers), and Kiwanas for making a difference in our community. The result is a cleaner, safer, trash-free bike path.



Volunteers checking in



Service group members at Starkey Mini Park



Volunteers work to clear a narrow path section



One of 60 bags being loaded with trash, dead vegetation, and debris



Topping off the dumpster



Preparing to carry debris to an EDCO dumpster



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EYE EXAMS AVAILABLE



CONGRATULATIONS to LJ CRAFTED WINES,

Winner of the City of San Diego 2020 Business Waste Reduction & Recycling Award

"Each year, the City's Environmental Services Department (ESD) recognizes businesses and organizations located within the city of San Diego that have implemented or expanded innovative and successful waste reduction and recycling programs" during the previous year. On November 13, San Diego Mayor Kevin Faulconer announced the Waste Reduction and Recycling Award Winners. The award to LJ Crafted Wines notes that: "Motivated by their commitment to reduce their environmental impact, a delivery system was designed that would enable wine to be served directly from the barrel.



Wine membership utilizes reusable bottles with swing tops that are returned and exchanged for a sanitized bottle. This avoids single-use bottles, corks, cartons and foils. Each year about 240 barrels of wine are sold via member bottles or glasses served "

The other awardees were Jacobs and Cushman San Diego Food Bank, Janssen R&D a Johnson & Johnson Company, San Diego County Regional Airport Authority, San Diego Mesa College, San Diego State University, San Diego Zoo Global, Sharp HealthCare, University of California San Diego, and 7510 Hazard, LLC (Hazard Center). See <https://www.sandiego.gov/environmental-services/recycling/business/advantage>)

This award recognizes organizations and businesses that "put environmental responsibility first and know that it takes all of us working together to create a greener future for San Diego."

FIRE RESCUE TRAINING in BIRD ROCK





Welcome Bird Rock Animal Hospital, One of Bird Rock's Newer Merchants!

by Joe Parker

Bird Rock Animal Hospital Clinic is located at 5588 La Jolla Boulevard, the same location as the Bird Rock Animal Clinic, formerly owned and operated since 1960 by Bird Rock local, Dr. Marlin Grosz. Craig and Emily Bender, long-time residents of San Diego, acquired the practice from Dr. Grosz in February of 2019, in pursuit of their dream to open a top quality, state of the art veterinary practice, in a family and pet friendly neighborhood like Bird Rock. Emily is responsible for day to day operations, along with a top notch medical staff led by veterinarian and Bird Rock resident, Kären Marsden. Dr. Marsden's team includes Dr. Lopez, Dr Singer, Dr Pandi and a staff of five friendly and talented technicians, Alex, Savannah, Shireen, Lindsey, and Rosa.

Like many successful merchants in Bird Rock, the Benders and Dr. Marsden have a passion for their profession and connection to the neighborhood. Craig spent many years living in the Windansea area and discovered Dr. Grosz's practice through his work in the pharmaceutical industry. In addition to the Bender's own love of animals, Craig's background includes growing up in his father's veterinary practice, as well as his continuing involvement in the veterinary pharmaceutical industry. The Benders, realizing that lightning rarely strikes twice, quickly seized upon their love of Bird Rock and Dr. Grosz's decision to retire and, after conducting significant renovations, opened their doors to the neighborhood under a new name, Bird Rock Animal Hospital. Thereafter, Dr. Marsden joined the practice. This vibrant and dynamic team offers a variety of innovative and relevant therapies as a part of a full service, family oriented veterinary practice and hospital.

Dr. Marsden's experience, which consists of integrative medicine, incorporates a combination of "East meets West" therapies, including focus on nutritional counseling. Her reputation, credentials and worldwide experience, studying a number of traditional and non-traditional treatments is indeed impressive, and has much to offer for the pets of Bird Rock and surrounding communities. Dr. Marsden was awarded Holistic Veterinary Practitioner of the Year in 2018-2019 by the AHVMA, the top integrative veterinary award in North America. She appears regularly on CBC news and CBC radio live. Dr. Kären Marsden is arguably one of the foremost holistic veterinary practitioners in the world with acupuncture work in Cuba, China, Australia, Europe, South America, Canada and the US. As a member of Veterinarians without Borders, she has treated wildlife as varied as snakes, anteaters, koalas, turtles, penguins, howler monkeys, owls and sloths with acupuncture and Chinese medicine. She received an Ivy League education at the University of Pennsylvania and went on to train at the prestigious Cummings School of Veterinary Medicine at Tufts University outside of Boston. With over 20 years of experience, her main areas of interest include allopathic medicine, acupuncture, traditional Chinese medicine and herbology, homeopathy, western herbal medicine and using integrative solutions to recalcitrant disease. She loves people who love animals, is a gregarious spirit in the healing community, and shares a common passion with her husband, who is also a veterinarian. In addition to the expertise of Dr. Marsden and her staff, the facilities include state of the art technologies such as digital X-rays and healing therapies such as cold laser, ultrasound, and top grade anesthesia for surgeries, including dental surgery, teeth cleaning and related treatments. Craig's expertise in the pharmaceutical industry also compliments the practice, providing access to the best and most modern medicines available. In fact, many of the products recommended by the Hospital Clinic can be purchased or ordered through All About Animals (owned by Lenise Delavar, another local) which is just steps from the Hospital Clinic. And to top it off, the Hospital Clinic's new mosaic signage was beautifully crafted by local artist, Jane Wheeler, whose talents include beautifying the many benches and trash receptacles on the Boulevard. Thank you Lenise and Jane for your coordination--we love the synergy and love keeping it real in the neighborhood!

Currently, the Clinic's hours are Monday through Friday, 9 AM to 6 PM—Saturday hours may become available in 2021 as the Hospital Clinic expands. The Hospital Clinic offers curbside concierge services by appointment and walk-ins for emergencies. If you have not already done so, check out the Clinic and remember to shop local for your pets when it comes to wellness checks, traditional and alternative therapies, surgeries and general care! Bird Rock Animal Hospital strictly follows COVID safe practices and thanks the residents of Bird Rock for their continued patronage and support. You can reach the Hospital Clinic at (858) 459-3279 or <https://birdrockah.com>. Congratulations to the team on their new venture!



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Bird Rock Animal Hospital Mosaic Sign by Jane Wheeler



Bird Rock Animal Hospital's new co-owner Craig Bender takes down the former sign with previous owner Veterinarian Dr. Marlin Grosz.



*Bird Rock Animal Hospital Staff
Craig, Savannah, Dr. Marsden, Emily, Dr. Singer & Alex
(not pictured: Dr. Lopez, Rosa & Lindsey)*



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BIRD ROCK COMMUNITY COUNCIL (BRCC) Annual Membership Application

Dues are \$35 (Jan. 1 – Dec. 31) and are tax deductible.

BRCC is a community volunteer nonprofit organization that hosts monthly community meetings, publishes the Bird Rock Newsletter, maintains a community web site, facilitates member communications, supports the Bird Rock Elementary School and the Bird Rock Neighborhood Watch program, and advocates for the community, merchants, and the Bird Rock Micro Business Improvement District. BRCC hosts annual community events, special seasonal events, and fundraising events throughout the year. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), takes on public benefit projects in our community such as public art and bench projects, and obtains Micro Business Improvement District grants.

Bird Rock Community Development Corporation, dba Bird Rock Community Council (BRCC)
Non-Profit 501(c)(3) Tax ID #33-0952543

Mark Your Membership Status		
<input type="checkbox"/> New Membership (\$35)	<input type="checkbox"/> Renewal (\$35)	<input type="checkbox"/> Added Tax Deductible Donation
Two Ways to Apply		
ONLINE To fill out an on-line application and pay via PayPal, please go to the Bird Rock Community Council web site under the Community and Membership area located at: http://www.birdrockcc.org/join-the-brcc	BY MAIL Send this completed form & check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168 La Jolla, CA 92037	

Tell Us About			
<input type="checkbox"/> Bird Rock Resident	<input type="checkbox"/> Bird Rock Business	<input type="checkbox"/> Non-Resident, Bird Rock Property Owner	<input type="checkbox"/> Non-Bird Rock Area Resident & Non-Bird Rock Property Owner
Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Telephone #:	Cell Number:		
Email:			
Other Email:		<input type="checkbox"/>	No email address
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
I am interested in the following areas:			
<input type="checkbox"/>	Beautification	<input type="checkbox"/>	Fundraising
<input type="checkbox"/>	Board of Directors	<input type="checkbox"/>	Landscape Maintenance
<input type="checkbox"/>	Coastal Access Parks & Overlooks	<input type="checkbox"/>	Memberships
<input type="checkbox"/>	Code Enforcement	<input type="checkbox"/>	Neighborhood Watch
<input type="checkbox"/>	Community Events	<input type="checkbox"/>	Newsletters
<input type="checkbox"/>		<input type="checkbox"/>	Promotions
<input type="checkbox"/>		<input type="checkbox"/>	Safety
<input type="checkbox"/>		<input type="checkbox"/>	Special Community Events (Halloween, etc.)
<input type="checkbox"/>		<input type="checkbox"/>	

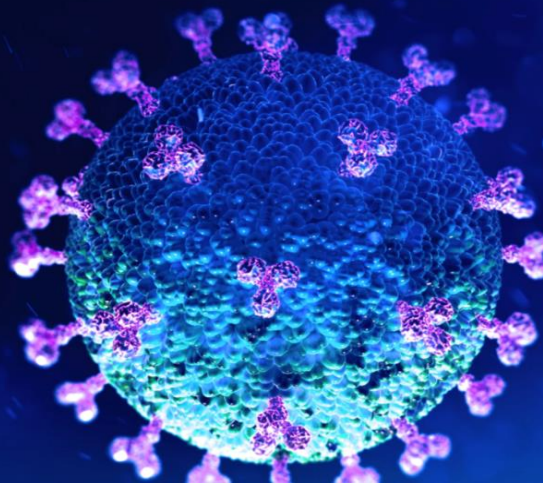
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CORONAVIRUS DISEASE 2019 (COVID-19)

Fact Sheet



What is coronavirus disease 2019 (COVID-19)?

COVID-19 is a new coronavirus not previously identified in humans. Coronaviruses are a category of viruses normally found in animals, but some can evolve and infect humans.

Coronaviruses can infect your nose, sinuses, or upper throat. This specific coronavirus was first identified as the cause of an outbreak of respiratory illness in Wuhan, China in December 2019 and was officially named COVID-19 on February 11, 2020 by the World Health Organization (WHO).

What are the symptoms of COVID-19?

People with COVID-19 can have no symptoms, mild symptoms, or severe illness. Symptoms of COVID-19 may include:

- Fever or chills
- Cough
- Difficulty breathing
- Fatigue
- New loss of taste or smell
- Body aches
- Runny nose
- Congestion
- Headache
- Sore throat

Symptoms may appear 2-14 days after exposure. Visit [CDC.gov/coronavirus](https://www.cdc.gov/coronavirus) for a complete list of symptoms and call your doctor if you are experiencing any symptoms.

Who is at risk for COVID-19?

Risk is based on exposure and a variety of factors that may vary, including the community in which you live, places you have visited, interactions you have had, and your line of work.

Anyone can get COVID-19. Illness in people infected with the virus has ranged from no illness to being mildly sick to being severely ill and dying.

Groups at higher risk for severe illness from COVID-19 if infected include:

- People 65 years old and older
- People who live in a nursing home or long-term care facility
- People of any age who have serious underlying medical conditions, especially if their medical condition is not well controlled.

How is COVID-19 spread?

COVID-19 is thought to be spread mainly from person-to-person:

- Between people who are in close contact with each other (within 6 feet/2 meters);
- Through respiratory droplets produced when an infected person sneezes, coughs, or talks.
- These droplets can be breathed in by people nearby or land in their mouth, nose, or other surface.
- It may be possible to get COVID-19 by touching an object or surface with the virus on it, then touching your mouth, nose, or eyes before washing your hands.

People can have COVID-19 and not have any symptoms or not yet be showing symptoms but are still able to spread the virus to others.





How is COVID-19 treated?

Treatments for COVID-19 are being studied. Investigational medications may be recommended for those infected with COVID-19 depending on their individual condition. Following supportive care guidance, such as getting plenty of rest, staying hydrated, and taking on over-the-counter medication for fever and pain can help relieve symptoms. There is currently no vaccine available to protect against COVID-19.

What should I do if I think I have been exposed to COVID-19?

If you have had close contact (within 6 feet/2 meters) with someone who is confirmed to have, or is being evaluated for COVID-19 infection, you should:

- Quarantine yourself in your home and away from others for 14 days, starting from the day you first had close contact with the infected person and continue for 14 days after you last had close contact with the person.
- Call your healthcare provider and follow their medical advice.
- Watch for symptoms and contact your healthcare provider if you develop any symptoms.



How can I protect myself?

The best way to prevent getting sick is to avoid being exposed to the virus. Actions that can help prevent the spread of COVID-19 include:

- Washing your hands with soap and water for at least 20 seconds; if soap and water are not available, use an alcohol-based hand sanitizer that contains at least 60% alcohol;
- Avoid touching your eyes, nose, and mouth with unwashed hands;
- Clean and disinfect frequently touched objects and surfaces often.
- Avoid close contact with people who are sick;
- Stay home and isolate yourself away from others if you are sick;
- Cover your cough or sneeze with a tissue, or your elbow, then throw the tissue in the trash;
- Practice social distancing (maintaining 6 feet of physical space between yourself and others);
- Wear a face cover when you are around individuals outside of your household.



If you have health-related questions or concerns, please contact your healthcare provider. For general questions about COVID-19 or information about community resources, please call 2-1-1.

Stay Informed About COVID-19

County of San Diego Epidemiology Unit – Coronavirus Disease 2019 (COVID-19)

www.coronavirus-sd.com

California Department of Public Health, Immunization Branch – COVID-19

www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx

Centers for Disease Control and Prevention – COVID-19

www.cdc.gov/coronavirus/2019-ncov/index.html

World Health Organization – Coronavirus Disease (COVID-19) Outbreak

www.who.int/westernpacific/emergencies/covid-19



JUST LISTED | COMPASS



NOTE FROM SELLER

"Vidi came in and helped us prepare my Mother's home for market. From flooring choices to kitchen cabinet hardware, appliances and staging she went above and beyond to make sure it was perfect before hitting the market. We sold it in 2 weeks at full asking because the buyer fell in love with it and didn't want to risk losing it. Our buyer was from Seattle and we are convinced that the video Vidi did sold it before they ever saw it. We highly recommend her to all our friends and family and look forward to working with her in the future." Michael H.

BUSINESS PHILOSOPHY

Keeping clients best interests at heart is the foundation of a successful business you can be proud of every day. Respect and a 5 star reputation is earned through steadfast trust and integrity and is vital to creating clients for life.

SIGNATURE SERVICES

Vidi builds a custom marketing and design plan for every listing and tells the homes unique story through print, video, and personalized showings. Creating an environment that a buyer will want to stay in and ultimately decide to buy is her specialty.



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6 bed 6.5 bath estate with sparkling salt water pool and spa.

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La Jolla native Vidi Revelli was born with real estate in her blood. Both her father and grandmother were Realtors and they passed on their dedication and knowledge for the real estate business to Vidi. As a third generation REALTOR®, she has a unique insight that drives her passion for selling. She is equally passionate about her clients and treasures the relationships she forms while working with them. Whether she is finding a client their dream home or helping her client sell she wants each one to have first class service through their journey with her. Vidi's forward thinking approach and commitment to exceed even the highest of expectations provides her clients with an invaluable service that delivers proven results.

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BIRD ROCK COMMUNITY MEETING, October 6, 2020, via Zoom



Bird Rock Community Council Board President John Newsam called the meeting to order at 6:04 pm, welcomed attendees, and introduced BRCC Board members.

Updates from Representatives of Elected Officials

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Council President Pro Tem Barbara Bry, reported that a proposed Short Term Vacation Rental (STVR) ordinance, drafted by District 2 City Council Member Jennifer Campbell, goes to the City Planning Commission on Oct 8. The ordinance would amend the San Diego Municipal Code to legalize STVRs and would include licensing and operating regulations while repealing other regulations for bed-and breakfast, boarders, and lodgers. The La Jolla Community Planning Association was not consulted nor were other local groups.

Effective Oct. 1, 2020, the City of San Diego resumed enforcement of all parking regulations including metered parking and street sweeping routes. Written warnings will be issued Oct. 1 – 14. From Oct. 15 onward, citations with fines will be issued for vehicles parked in violation of posted street sweeping routes, metered parking restrictions, curb time limits, and commercial zone regulation. Citations will continue to be issued for vehicles parking illegally at red, white, and blue painted curbs.

Mathew Gordon (Mathew.Gordon@asm.ca.gov, 619-645-3090), field rep. for 78th District Assemblymember Todd Gloria, recapped some of Mr. Gloria's legislative efforts including passage of various assembly and senate bills. Assembly Bill 1577 allows small businesses to exclude PPP loans from gross income for state taxes. San Diego County remains in the "red" substantial risk level COVID risk level tier based upon the rate of new cases and positivity. Everyone needs to continue to abide by COVID regulations, wear masks, and practice social distancing to prevent virus transmission. Updates can be found at <https://covid19.ca.gov/>. Log onto <https://a78.asmdc.org/> for Assembly District 78 e-alerts.

Bird Rock Working Group Updates

Don Schmidt presented **Ad hoc Bird Rock Coastal Committee** updates. The dangerous conditions at La Jolla Hermosa Park (5780 Chelsea Ave.) are creating health and safety problems. The City Park and Recreation Dept. needs to make repairs to the storm drain, clogged drainage channel, deepening gully and eroded bluff seaward of the channel. Vegetation encroaching upon pathways and blocking the view corridor need to be trimmed or removed. The bench at the lowest viewing area is scheduled to be returned once storm drain and bluff erosion repairs are made.

The **Bird Rock Merchants** group is in early stages of researching the feasibility and costs of merchant lighting and signage and reviewing a project in Point Loma. They are looking into installing a mural on a business district building. Bird Rock Animal Hospital has a newly installed mosaic sign. A Facebook group was created for Bird Rock merchants and a second Facebook page highlights Bird Rock merchant activities and offerings. See <https://www.facebook.com/groups/289851058916444>.

Tiffany Chow, chair of **Vision Bird Rock**, noted that Arianna Opsvig surveyed some teens who wanted places to hang out in Bird Rock, a Pannikin-style coffee shop, and an ice cream shop among other ideas. She plans to organize a focus group of families with small children to determine the type of businesses they wish to see in the business district (email visionbrljolla@gmail.com to take part). The group is planning a web-based survey to obtain ideas from residents and merchants. They are contacting building owners to negotiate installation of temporary art to decorate and enliven the street scene, are contemplating murals or permanent art installations on storefronts, and would involve the Bird Rock Artists Guild. They hope to create a 5-year plan to upgrade Bird Rock.

Bird Rock Elementary (BRE) School

Bird Rock Elementary School principal Andi Frost reported that BRE is preparing for the safe, gradual phase-in of in-person classes while distance learning continues with teachers conducting zoom on-line education from their classrooms or homes. During the summer, air conditioning and high speed internet were installed; interior painting was done. Phase 1 reopening, scheduled to begin October 13, will bring back students who are not making good progress during the distance learning stage or who have special needs. A small number of students will participate in phase 1 to ensure safe reopening and to allow safety protocol adaptation as needed. At the beginning of the school year, BRE lost about 7.5%



BIRD ROCK COMMUNITY MEETING, October 6, 2020, continued

of their previously enrolled students to private schools some of which were offering smaller in-person schooling or home schooling. Decreased enrollment means a decrease in funding and resources tied to school enrollment.

Short Term Rentals (STR), Short Term Vacation Rentals (STVR)

Joe LaCava presented the background of events leading up to a new proposed ordinance from District 2 Councilmember Jen Campbell that will appear before the City Planning Commission on Oct 8 based upon a June 24, 2020, Memorandum of Understanding (MOU) between Expedia Group (parent company of VBRO and Home Away) and Unite Here Local 30 (hotel and hospitality workers' union in San Diego). The proposal would legalize STRs by amending the City Municipal Code to would allow short-term, shared, and whole house rentals with a minimum stay of 2 nights and would include a permit process and code compliance enforcement. The proposal is backed by Expedia and the hotel and hospitality workers' union and others in district 2 who were consulted by Dr. Campbell during the drafting process; Airbnb was not consulted nor were the La Jolla Community Planning Association and La Jolla neighborhood groups in District 1. Depending upon the outcome of the City Planning Commission meeting, the proposed ordinance would go to the full City Council but probably not until the beginning of next year. Diane Kane thanked Ashley Mackin-Soloman for writing the October 6, 2020, La Jolla Light article outlining the issues (<https://www.lajollalight.com/news/story/2020-10-06/san-diego-short-term-rental-ordinance-to-go-before-planning-commission-on-oct-8>).

Complete Communities Plan Impact – Status and Issues

Diane Kane gave an overview of the San Diego's Complete Communities multifaceted plan. The focus is on housing, transportation, parks, and infrastructure. Its aim is to create 1) incentives for building affordable and market rate housing in multi-family and mixed-use commercial areas served by transit (Transit Priority Areas, TPAs), 2) additional transportation choices, and 3) neighborhood amenities/recreational opportunities. La Jolla Blvd could be considered a TPA corridor because it is served by MTD Bus #30. [Attendees noted that Bus #30 rarely has more than 2-4 people on board.]

The "cost sharing" plan would change the allocation of Development Impact Fees (DIFs), charged on private development projects, from being used in the local community where the DIFs were collected. Instead, the DIFs would be based upon the dwelling or project size and would become part of a large, single fund that would be partly used in "communities of concern" instead of exclusively in the area from which the fee was generated. Fees would be greatest in areas away from "transportation corridors" and not well serviced by public transportation.

The City is proposing to increase density, multi-family parcels, and allowable floor-area-ratios (FARs) to as high as 4.0. FAR is the measurement of a building's floor area in relation to the size of the lot/parcel on which the building is located. [In La Jolla, with the Coastal 30 foot height limit, it is impossible to build a project with an FAR of 4.0 even if the lot is entirely covered in a box shaped unit that is 30 feet tall with no setbacks.] Coastal communities are advocating for much lower FARs and have pointed out that FARs of 2.0 are also not possible. The Coastal Commission also wants less FAR. It is unknown when the Land Use and Housing component could go before the City Council

Fay Avenue Bike Path Clean Up – October 24, 2020, and Opportunity to Donate

Debbie Adams announced the Fay Avenue Extension Bike Path clean up on Saturday, October 24 from 8 am to 4 pm. Due to the COVID pandemic, the clean-up will be more structured with volunteers signing up for specific shifts up until the day before the event, social distancing, and required face masks. La Jolla Kiwanas Foundation and La Jolla Parks and Beaches, Inc. are partnering to support this event. Donations can be made to La Jolla Kiwanas Foundation (designate "bike path"), POB 81, LJ CA 92038 and help pay for professional work done on the day before the volunteer work effort.

Fish Farm Off of Coast

Pacific Ocean AquaFarms (POA), a proposed fish farming project in federal waters off of Bird Rock, is a joint venture of Pacific6 Enterprises (base in Long Beach) and Hubbs-Sea World Research Institute to develop a "commercial-scale finfish aquaculture facility." A federal permit application was submitted on 9/9/2020. According to the NOAA, "the proposed facility would require two Federal permits: A Section 402 Clean Water Act (CWA) permit, and a Section 10 Rivers and Harbor Act (RHA) permit, over which the U.S. Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers (USACE), respectively, have authority."



BIRD ROCK COMMUNITY MEETING, October 6, 2020, continued

A notice of intent to prepare an environmental impact statement (EIS) for the project was posted by the National Oceanic and Atmospheric Administration (NOAA) on 9/8/20. Written public comment on the scope of the analysis to be considered in the draft EIS (Document NOAA-NMFS-2020-0117) must be submitted no later than October 26, 2020 at www.regulations.gov and enter NOAA-NMFS-2020-0117 (click on "Comment Now!" icon). NOAA is holding two public webinars on Oct. 14 from 3-5 pm and Oct. 16 from 1-3 pm.

John Law (wildwestjl@yahoo.com), a commercial fisherman, spoke about his concerns with the project. The project will occupy 1,000 acres and contain 9-18 holding pens in federal waters about 3.7 miles from shore in an area used by local commercial fishermen that is adjacent to Marine Protected areas which are off limits to fishermen. Concerns include contamination of ocean waters with fish farm waste and defoliant chemicals used to keep the pens clean, unknown effects on the fragile, adjacent south La Jolla kelp bed, loss of a fishing area, and the economic impact on local fisheries and fishermen. The location was selected because it was the only area not used by the Navy for training although an alternate area off Long Beach might be possible.

Bird Rock Maintenance Assessment District (MAD)

Bird Rock MAD Representative Barbara Dunbar announced that the Annual Bird Rock MAD Meeting for Bird Rock MAD District property owners will be held via Zoom on Nov. 3, from 6:15-7 pm, following a brief Community Meeting and will include the annual report plus presentation of the Fiscal Year 2022 MAD proposed budget. The proposed budget was published in the October/November Bird Rock Newsletter and is available online at the BRCC website www.birdrockcc.org.

The performances of the contractors continue at a very high level. In addition to regular landscape maintenance duties, they have cleaned up much, much more trash and litter during the prior 6+ months than is normal as a result of noticeable increases in take-out dining trash, alcohol containers, dumped face masks, gloves, and wet wipes, and an assortment of other trash.

Thanks to all of the great neighbors who pick up trash along La Jolla Blvd and residential streets, keep the various coastal overlooks and viewing areas looking neat and litter free, and report problems to the City via the Get-It-Done app.

Report irrigation problems to Matt Mangano at admin@manganiconsulting.com.

Public Comments

BRCC Vice President Joe Parker introduced a neighbor merchant Chad Wiegand who runs Clearly Amazing (www.clearlyamazing.com), which handles exterior cleaning (soft and pressure washing), sanitizing, window and gutter cleaning, holiday lighting needs, and more.

Don Schmidt announced that Kay Porter passed away. Her grandfather Michael Francis Hall created the Bird Rock City By-the-Sea subdivision in 1906.

The La Jolla Boulevard Pedestrian Safety Project will be taking public comment and suggestions on October 15 (7-8:30 pm) and October 16 (1-2:30 pm) via a zoom meeting regarding how La Jolla Boulevard might be improved to ensure pedestrian safety along its entirety.

The BRCC cancelled the Halloween Window Painting Event in the merchant district due to COVID restrictions and the need to maintain public safety.

A number of neighbors have stated that they do not plan to give out candy at Halloween.

Nominations for the BRCC Board from BRCC members are being accepted through 10/20/20.

Announcements

The next Community Meeting will be a brief meeting from 6-6:15 pm on Tuesday November 3, 2020, via Zoom. It will be followed by the Annual Bird Rock Maintenance Assessment District (MAD) meeting for property owners in the Bird Rock MAD District from 6:15 – 7 pm.

Please report vandalism, thrown eggs and rocks, broken windows, and slashed tires to the San Diego Police Department (SDPD) Non Emergency # 619-531-2000. It is important to document these incidents. File reports online at <https://www.sandiego.gov/police/crimereports/startaccess>.

Adjournment

John thanked everyone for attending and adjourned the meeting at 7:34 pm.

**BIRD ROCK COMMUNITY MEETING, Nov. 3, 2020, via Zoom**

Bird Rock Community Council (BRCC) Board President John Newsam called the meeting to order at 6:01 pm, welcomed attendees, introduced BRCC Board members, and noted that it was election night.

Updates from Representatives of Elected Officials

Aaron Burgess (Aaron.Burgess@sdcounty.ca.gov), from San Diego County Supervisor District 4 Nathan Fletcher's office, updated attendees regarding various County activities and services. He emphasized the need to follow COVID pandemic guidelines, including social distancing and mask wearing, to safeguard everyone and reduce infectivity rates.

Possible La Jolla Planned District Ordinance Revision

The La Jolla Community Planning Association (LJCPA) is considering whether the La Jolla Planned District Ordinance (PDO) regulations need revision. The La Jolla PDO committee reviews development applications for areas within La Jolla that are regulated by the La Jolla PDO ordinances. Projects such as façade renovations and building signs, which require no other discretionary permits, are reviewed, and findings are sent to the LJCPA for ratification before being submitted to the City. For projects requiring discretionary permits, such as coastal development permits or site development permits, the PDO recommendations are forwarded to the La Jolla Development Permit Review Committee (DPR) for their review before going to the LJCPA for approval. Changes to the La Jolla PDO regulations could affect allowable densities, set backs, the number of stories in certain business district areas, and other construction requirements in La Jolla and including Bird Rock.

Brief Updates from Bird Rock Working Groups

Ad hoc Bird Rock Coastal Committee – no report

Bird Rock Merchant Group – BRCC merchant liaison Joe Parker announced that the Merchant Group has a Facebook web page that highlights merchant activities and offerings. Joe is writing articles in support of merchants for inclusion in the Bird Rock Newsletter. The group has discussed security and decorative merchant lighting.

Vision Bird Rock – Due to COVID restrictions, the group is unable to do a charrette and is creating a survey to collect input from the neighborhood.

Public Announcements

Joe Parker introduced neighbor Charlotte Riley (rileycp69@gmail.com) who has created a business named "Enjoy." She prepares home-made, oven-ready dinner meals for delivery locally on Tuesdays and Thursdays as well as a hearty soup option that is available on Sundays.

The La Jolla Boulevard Pedestrian Safety Working Group (under La Jolla Traffic and Transportation) is looking into safety issues and possible solutions for the section of La Jolla Blvd from Pearl St. to La Canada.

Announcements

BRCC board member elections take place between Nov. 5-13.

The next Bird Rock Community Meeting is Tuesday, February 2, 2021, via Zoom.

It is time to renew BRCC memberships (\$35) for 2021.

Memberships are based upon a calendar year. Current memberships expire on December 31.

Adjournment

JN thanked everyone for attending and adjourned the meeting at 6:30 pm.



Annual Bird Rock Maintenance Assessment District (MAD) 11/3/20 Zoom Meeting Report

The Annual Meeting of the Bird Rock MAD for assessed property owners within the Bird Rock MAD district was called to order by Bird Rock MAD representative Barbara Dunbar. The Bird Rock Community Development Corporation is a 501(c)3 community nonprofit organization which is doing business as the Bird Rock Community Council or BRCC. In addition to other roles, it supervises the Bird Rock MAD and is responsible for non-profit corporate management and for environmental, safety, maintenance, irrigation, water conservation, aesthetic, and landscape matters within the Bird Rock MAD.

Implementation of traffic calming by the City and formation of the Bird Rock MAD occurred after many decades of speeding and life-threatening safety issues along La Jolla Blvd in the Bird Rock neighborhood. Starting in 2000, there were five years of discussions between the City of San Diego and the Bird Rock neighborhood about improving traffic management, speed reduction, pedestrian and vehicular safety, overall safety, parking issues, lighting, and more which culminated with a City-approved, City-implemented traffic calming plan that included roundabouts, bulb outs, medians, splitters, a road closure, public landscaping, and redesigned and increased parking. The plan also envisioned a more cohesive and walkable community. In 2005, Bird Rock officially voted and approved formation of the self-managed Bird Rock MAD for the purpose of maintaining the public landscaping associated with the Bird Rock traffic-calming improvements and appointed the BRCC as the non-profit corporate managers of the self-managed MAD. Traffic calming improvements were completed in mid 2009. An independent contractor was selected to manage day-to-day MAD operations. A City-approved, licensed landscape service company was contracted for regular landscape, irrigation, and public right of way maintenance.

The Bird Rock MAD includes the following areas: 1) La Jolla Blvd roundabouts at Colima St., Midway St., Forward St., Bird Rock Ave., and Camino de la Costa; 2) landscape areas adjacent to sidewalks, with some exceptions, and landscape and hardscape medians from just south of Colima St. to just north of Camino de la Costa; 3) La Jolla Mesa Dr. medians and landscape areas along the west side of La Jolla Mesa Dr. from just south of Colima St. to just north of Linda Rosa Dr.; 4) the landscape area between La Jolla Blvd. and the Wrelton Dr. closure; 5) La Jolla Hermosa Ave. roundabouts and landscape corners at Colima St. and Forward St.; 6) Chelsea and Bird Rock Ave. mini-roundabout; Sea Ridge Dr. and Chelsea Ave. roundabout; 7) road splitters east and west of La Jolla Blvd along Colima St., Midway St., Forward St., Bird Rock Ave., and Camino de la Costa and the Forward St. splitter near Bellevue Ave.; and 8) street trees along La Jolla Blvd. from Colima St. to Camino de la Costa.

Since the 2019 annual MAD meeting and despite pandemic challenges and unusually hot and dry weather, the MAD landscaping has improved over the last 6 months due to the new landscape service provider, Urban Landcare. In October 2019, the MAD began preparing a "Request for Proposal" (RFP) to solicit bids from City-approved, well-qualified, licensed landscape service contractors to provide Bird Rock MAD landscape maintenance. The RFP was publicly noticed and put out for bid with a 2/20/2020 due date. From a number of qualified bids, Bird Rock MAD selected Urban Landcare to start 5/1/2020. A top priority was to thoroughly test the irrigation system to detect leaks and other problems and assess function and then to regularly maintain, test, and repair the system. Urban Landcare is providing exceptional service while adjusting to changing pandemic regulations and mandates.

Overall, the plants are healthy and tolerating animal activity and vehicle emissions. Landscape improvements were completed at the Colima, Midway, and Forward roundabouts and are scheduled for other locations which will improve aesthetics, promote traffic calming, enhance pedestrian and vehicular safety, and deter drive-overs. Plants are monitored and pruned on a regular basis to meet required height limits and visibility and line-of-sight requirements. Once the City has fully signed off on its Sewer Project that negatively impacted the Sea Ridge roundabout, then the roundabout can be replanted.

The landscape service also cleans up certain public right of ways, such as drainage ditches, crossing ramps, and gutters on a regular basis. Illegally dumped debris and illegally placed signage are removed and/or reported, and illegally staged electronic mobility devices are reported.

The organic and rock mulch and river rock perimeters have improved water conservation, reduced ambient temperature, and have provided better protection for the irrigation systems and plants, particularly when drive-overs occur. Strategically placed rocks, boulders, and colorful vegetation have resulted in additional traffic calming, improved pedestrian and vehicular safety, plant protection, and reduced drive overs



Annual Bird Rock Maintenance Assessment District (MAD) 11/3/20 continued

and irrigation damage. The yellow-painted stripes and pavement reflectors have also increased visibility of the roundabouts, medians, and splitters and helped with traffic calming.

The Bird Rock MAD proactively continues to reduce water usage and comply with City mandated restrictions and water conservation policies and a long-term reduction. The City's water usage restriction requires a 16% reduction in comparison to the 2013 base year. The MAD's current water usage is 38% of the 2013 usage (a 62% reduction) during a time with virtually no rain and unusually hot, dry conditions.

Quarterly inspections by the City Park and Recreation Dept. are required by the contractual agreement between the City of San Diego and the BRCC. The Bird Rock MAD has received great reports following each of the 4 quarterly inspections with the City representative during the past year.

Trimming of MAD-managed street trees and median trees takes place as scheduled and as needed. Trees have been pruned for safety, to promote disease-free growth, to keep tree canopies away from buildings, and to remove potential rodent pathways from trees onto nearby buildings. Damaged, dying, or vandalized trees are inspected by an approved arborist to ascertain proper action.

Numerous accidents impacted the MAD in 2020. Most were relatively minor hit-and-run drive-overs causing plant, irrigation system, curb, and utility box damage. Pandemic regulations, reduced traffic levels, and limited operations of certain establishments had little effect on the drive-over rate. Distracted or impaired driving, accidents, and drive-overs by delivery and construction trucks and others was higher than desired and necessitated re-plantings and repairs to utility boxes and irrigation systems. Several guard railings, which create a safer walking and driving environment, sustained hit-and-run damage during the past year and have been repaired. Some sections now need a coat of paint.

Another MAD-provided service is regular trash removal from 10 BRCC-provided waste containers along La Jolla Blvd. and transportation of trash to the dump. Changes to public foot-traffic patterns and increased local takeout sales and litter have posed new challenges to maintaining a trash-free MAD. The condition of the black metal waste containers is being reviewed since most are deteriorating and need to be replaced; some may be re-located. Trash containers will need to have bird-proof lids and possibly be made out of recycled materials that will tolerate sea air and last longer. A new issue is the individual who completely removes trash from waste containers and dumps trash all over the adjacent plants, landscape area, sidewalk, and street. We presently have no solution to this problem.

Many service requests have been submitted to the City over the past year regarding destroyed, bent, or missing traffic and street signs, damage to pedestrian crossing signs, broken curbs, potholes, street lights outages, sidewalk damage, water leaks and seepage, graffiti, un-licensed kiosks, and more. The community can directly report many problems using the City's "Get It Done" app, including abandoned vehicles, dead animals, litter and dumping, storm drain problems, tree hazards, safety problems with electrical lines near trees, malfunctioning traffic or pedestrian signals, etc. Submitted reports can be viewed online.

The app is found at <https://www.sandiego.gov/get-it-done/>.

Please continue to report Bird Rock MAD concerns, ask questions, or send MAD-focused information, and provide feedback, comments, or requests. To make a report, please send an email directly to the Bird Rock MAD manager, Matt Mangano, at admin@manganiconsulting.com and be very specific as to location, time of day when the problem was noticed, etc. If possible, add a photo.

Complaints continue regarding illegal signage in the Bird Rock MAD areas, blocked sidewalks, public right of way (PROW) encroachment, and safety concerns due to the pandemic, ongoing social distancing regulations, and the need to stay 6 feet away from non-family individuals. Wide, open, uncluttered sidewalks create an environment which reduces the risk of COVID-19 transmission when neighbors are walking in the area and makes the area more inviting for walkers and strollers.

Illegal signage includes realtor open house signs, "A" frames, garage sale and lost animal signs, signs with flags or balloons, vertical banners, and others. Major concerns include impaired views of traffic and pedestrians, safety, distractions, general visual pollution, and obstruction of emergency response vehicles.

Roundabout aprons are considered as part of the roadway for use by emergency vehicles, buses, large trucks, etc. Placing a sign on a roundabout is similar to placing a sign in the middle of a traffic lane and is dangerous and illegal. According to the City Municipal Code, signs cannot be placed in public right of ways which include streets, bike lanes, sidewalks, public landscape areas, crosswalks, handicap ramps, roundabouts, roundabout aprons, driveway access points, etc.



Annual Bird Rock Maintenance Assessment District (MAD) 11/3/20 continued

The City requires that the MAD areas be kept clear of debris and signage. The **MAD is required to remove signs and authorized to dispose of them.** It is illegal to tape, staple, tie, or nail notices onto street trees, utility poles or boxes, and street or traffic signs or to block the visibility of traffic signs and create safety hazards. Tape damages the reflective sign coating on signs making them less effective, creating a need for a costly replacement, and decreasing the safety value of the sign.

Roundabout traffic rules and yield signs were discussed. Cars in the roundabout have the right of way. If two cars are entering the roundabout at the same time, then the car to the right has the right of way (similar to a four-way stop or an intersection with no street signs). Additionally, always look to the left as you enter the roundabout for any vehicle which is already in the roundabout since it has the right-of-way. This is part of the reason why the speed limit in a roundabout is 15 MPH.

The flooding and roadway drainage problem on the eastern side of the Forward St. and La Jolla Blvd roundabout is an infrastructure problem which impacts the adjacent MAD landscape area. Following moderate to heavy rains, considerable flooding occurs in the roadway and over sidewalk, landscaping, and pedestrian crossing areas. The drainage and flooding problems are extending northward and impact east side businesses. The Bird Rock MAD Manager is a civil engineer and has been actively engaging the City and its engineers regarding drainage issues. City field tests on June 1, 2018, confirmed that the road does NOT drain properly. The Stormwater Dept. has analyzed the flooding problems and lack of roadway drainage. The proposed solution by the City to the flooding issues has reached the 100% design review stage. Unfortunately, there is no City funding for the project.

There are ongoing complaints about off-leash dogs and dog waste in the MAD landscape areas, in the public rights of way, and on private property. Per the San Diego Municipal Code, dogs are not permitted to be off-leash in public areas, and it is not permissible for pet owners to allow animals to use the MAD areas or private property as latrines. Animal waste damages MAD area plants. The MAD work crew should not have to clean up pet waste or replace urine-damaged plants.

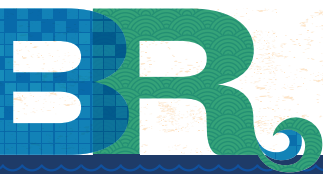
A limited quantity of MAD-provided dog bags added to a dog stations along La Jolla Blvd and at 3 dog stations along the Bike Path from Camino de la Costa to Mira Monte. Waste bags are added by a volunteer every two weeks. These bags are for emergencies only and are not intended as an unlimited supply of "free" bags to dog owners. Unfortunately, the sporadic problem of theft of dog waste bags from the bike path stations continues which may result in removal of the dog bags and waste station.

Due to the COVID pandemic, indoor restaurant dining restrictions, and the upsurge in take-out dining bags and food containers since mid March, littering has increased considerably along La Jolla Blvd and particularly at ocean view corridor and overlook locations. Weekends are the worst. The City streets division is supposed to be responsible for providing regular trash pick-up service for the road-terminal ocean overlooks at Bird Rock Ave., Forward St., and Midway St. but stopped providing this service in 2009 due to City budget shortfalls. At that time, the BRCC, via the MAD, began collecting the trash on a fixed schedule and paying to transport the trash to the dump. Recent excessive trash and littering has overwhelmed the overlooks. The Ad Hoc Bird Rock Coastal Overlooks group has been working with neighbors to arrive at an interim solution for additional trash pickup and maintenance of Bird Rock coastal overlooks and access locations. Special thanks to the residents who have been quietly cleaning up the ocean overlooks and removing additional trash.

The MAD financial account is independently audited at the end of each fiscal year as required by the City. The independent audit for the fiscal year ending June 30, 2020, determined that proper operating procedures and controls are being followed and that the MAD account is in great condition. The independent audit report was submitted to the City as required.

The proposed Bird Rock MAD Fiscal Year 2022 (FY 2022, ending June 30, 2022) budget is about 5.5% higher than the current one due to "cost of living" increases. The proposed **assessment rate for FY 2022 will be \$95** for a single family property. This is well below the allowable assessment rate of \$204.63. A condo would be assessed \$66.50, and an average commercial property would be charged \$427.50. Some Bird Rock MAD area properties are not assessed such as undeveloped properties and properties with equivalent benefits of zero (properties north of Camino de la Costa).

There were further comments and discussions about dog waste, litter, and speeding vehicles. The meeting was adjourned at 7:18 pm.



BIRD ROCK NEWSLETTER

DECEMBER 2020 & JANUARY 2021

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