

BIRD ROCK NEWSLETTER

JUNE & JULY 2021



**BRCC
PRESIDENT
JOHN
NEWSAM**

PRESIDENT'S COLUMN

Summer approaches and the COVID-19 threat is becoming progressively more blunted by increasing extents of vaccination. I have begun to look forward to changes in the schedule to which we have been constrained over the past many months. This act of looking ahead led me to contemplate, once again, how our neighborhood might evolve under development over the coming years, and what role we, as community members, might play in this evolution. Increases in property values have encouraged home reconstructions, many involving substantial expansions and often with loss of trees or other greenery. Commercial pressures, exacerbated by the pandemic, have presented challenges to Bird Rock merchants, but also presented opportunities. What types of merchants would you like to see occupy currently vacant properties; which would you commit to frequenting? What are aspects of our neighborhood that you would hope to preserve? What changes would you like to see? We may not be empowered as decision-makers in development matters, but we can have significant influence. And the potency of this influence increases with the loudness of our community's voice. Local working groups, especially the Bird Rock Merchants Association and the Vision Bird Rock team, are working on future scenarios. They would welcome your input, support and engagement.

Continued on page 5.

Annual BIRD ROCK 4th of July Beaumont Avenue PARADE is being planned (with modifications)



[1982] A young Russ Murfey (in wagon) and older brother, Scott Murfey (in front with stick), during the 1982 Bird Rock Fourth of July Parade with their parents, Barbara and Buddy, who helped found the community tradition in 1980. (Courtesy)

After cancellation of the parade last year due to COVID, Russ and Scott, along with their Murfey Company, are planning to bring back a modified, safe version this year provided that the City issues permits and parades are allowed and can be conducted safely.

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- 22-23 Bird Rock Community Council (BRCC)
Membership List & Renewal Form



REAL ESTATE EXPERT & BIRD ROCK MOM



SOLD - Represented Buyer & Seller
Hypatia Way \$4,400,000



SOLD - Represented Buyer
Waverly Ave \$3,290,000

SHAWN RODGER



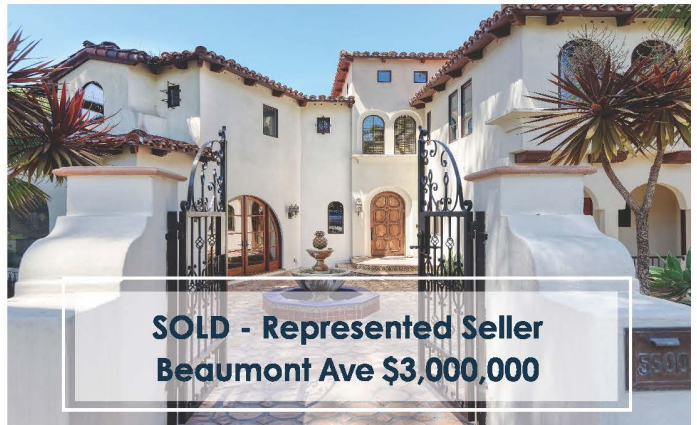
Recently awarded **TOP 20** on the
list of highest producing agents by
the *San Diego Business Journal*.

Source: San Diego Business Journal, 4/26/2021 issue

858.876.4569 | www.shawnrodger.com | DRE# 01276557



SOLD - Represented Seller
Beaumont Ave \$2,375,000



SOLD - Represented Seller
Beaumont Ave \$3,000,000



BIRD ROCK ELEMENTARY

5371 La Jolla Hermosa Avenue, La Jolla, CA 92037
Phone 619-605-3500 | Fax 858-539-0541

Last day of school for this current school year is June 15, 2021.

Bird Rock Elementary (BRE) School is located in the Bird Rock area of La Jolla. In addition to our students and their parents, many neighborhood residents feel a strong sense of connection to the school. Bird Rock opened in 1951 and is situated on four and a half acres, with an additional half-acre access to a portion of San Diego Parks and Recreation property. There are four permanent buildings and nine bungalows. All permanent buildings have been renovated within the last five years. The school is completely surrounded by fencing to ensure a protected environment. Thanks to our quality academic program, Bird Rock students are high-achieving. Our STAR results place us among the District's top-performing elementary schools. Teacher collaboration and strong parent dedication to education contribute to our success.

BRE Website: <https://www.birdrock.sandiegounified.org/>

BRE Enrollment and Registration:

https://birdrock.sandiegounified.org/parents/welcome_parents/enrollment_and_registration

BRE Hours, Calendar, and Location:

https://birdrock.sandiegounified.org/parents/welcome_parents/hours_calendar_and_location

BRE Facts for Parents:

https://birdrock.sandiegounified.org/parents/welcome_parents/facts_for_parents

Bell Times for the current 2020-2021 school year

8:30 a.m. to 3:00 p.m. Monday-Tuesday, Thursday-Friday

8:30 a.m. to 12:15 p.m. Wednesday

Office Hours 8:00 a.m. to 3:30 p.m. Monday-Friday

BRE Telephone (858) 488-0537

BRE Office Staff (619) 605-3500 (please leave a voice mail if no one answers)

School Calendar Information

BRE Held a Virtual Tour for incoming families on May 11, 2021 (4:30 pm).

Last day of school for this current school year is June 15, 2021.

BRE Vision

Bird Rock Elementary School (BRE) is a place where imagination is alive. Kids are encouraged to express themselves and lasting friendships are made.

At BRE we strive to develop resilient students who are critical and innovative thinkers. Our students learn to persevere through problem solving and communicate their thoughts effectively.

We cultivate an environment that creates risk takers who work collaboratively and independently, through open-ended experiences with real-world applications.

Bird Rock Elementary equips children for the demands of the 21st century. We produce technologically fluent, socially responsible, contributing members of society, with a love for learning.

Our staff, students, and parents, with the support of our neighborhood community, strive toward the common goals of academic success and emotional well-being of every student.



RUBIES HAIR STUDIO

(Located in Sola Salon Suites)

Hello Bird Rock Friends!

I would like to introduce myself to this lovely neighborhood with this special offer to you for your first hair service with me. Also, with every new client that you refer to me, I will repeat the offer for you.

- 40 years experience
- Specialties include:
- European Hair color
- Gray Coverage
- Highlights/Lowlights
- Precision Hair Cuts
- Keratin Smoothing Treatments
- Private Label Make Up products
- Weekly Shampoo/Blow Out
- Scalp Massage/Scalp Treatments
- Natural looking hair color

NEW CLIENTS
20% OFF

Please call or text for availability

I look forward to meeting you and becoming your Hair Care Pro!

5726 La Jolla Blvd ● Suite 111 ● La Jolla, CA 92037

619.692.4008

Visit us @ RubiesHair.com

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

We have a Bird Rock community meeting regularly on the first Tuesday of each month from 6pm (and, for at least the next few months, we plan to continue meeting on Zoom). If you have any request or suggestion as to an issue to put on the agenda, a community topic you would like to discuss, or a guest that you would like us to invite (such as a representative of local and state government, or of a city department), please let us know by email to info@birdrockcc.org. I hope to see you at our next community meeting.

Bird Rock 4th of July Beaumont Avenue Parade

The theme, registration and float entry procedures, start time, and additional information will be announced later once it is confirmed that the parade can take place and safety protocols are determined. Many thanks to Russ and Scott Murfey and the Murfey Company for planning the 2021 Parade.



MURFEY COMPANY
DEVELOPMENT • INVESTMENTS • CONSTRUCTION

For decades, the Bird Rock neighborhood has gathered alongside family, neighbors, and friends on Independence Day to enjoy the Beaumont Avenue 4th of July Parade and the myriad of bikes, small floats, and people who make this parade a quintessential "small town" celebration.

beaumont's
EAT • DRINK • VIBE

Est. 2005

AS OF MAY 2021 WE'VE DONE

Dine in take out dine out take in
drive thru ... 6 feet outside inside
no bar bar some bar ... pick up
delivery... it's all kind of a blur.

We've done it all, and now it's
time for more! Check out our
new vibes inside and out.
Stay well Bird Rock.

**THANK YOU FOR YOUR
CONTINUED SUPPORT!**



5662 La Jolla Blvd.

www.beaumontseatory.com

858.459.0474



Bird Rock Animal Hospital

Your Pet is Our Family

New BRAH Services

 Introducing Dental Digital X-Ray

Schedule your Dental today!  (858)459-3279

Meet our Veterinary Staff:

-  Dr Kären Marsden (Medical Director)
-  Dr Rena Blumenthal
-  Dr Vidhya Pandi
-  Dr Gabrielle Mendez
-  Dr Lisa Grunewald

What makes us unique?


-  Integrative Veterinary Medicine
(Western and Eastern Medicine, combined)
-  Acupuncture, Chinese Medicine,
Chiropractic Care, Rehabilitation
-  General Wellness/ Illness Exams,
House Calls, Nutrition Evaluation
-  Surgical and Dental Procedures with Anesthesia
-  Ultra Sound, Digital X-rays, Bloodwork

*Bird Rock Animal Hospital
Thanks you for your support!*



 5588 La Jolla Blvd, La Jolla,
CA 92037, USA

 www.birdrockah.com

 (858)459-3279



On May 18, the San Diego City Council Approved Extension of Temporary Outdoor Business Operations. The ordinance was first approved in July 2020 to allow outdoor dining and retail in public right of way during the COVID pandemic (with proper permits).

SAN DIEGO – In an effort to continue supporting businesses as they recover from the economic impacts of the COVID-19 pandemic, the San Diego City Council has unanimously approved an extension of interim urgency ordinances to allow the City's [Temporary Outdoor Business Operation](#) (TOBO) permit program to continue.

Without the extension, permits for all restaurants were set to expire on July 13, 2021, and permits for other business services on Aug. 3, 2021. Now, the approval extends the expiration date for all permitted outdoor operations through July 13, 2022. In addition, the extension allows businesses and restaurants to continue outdoor operations even if COVID-19 health orders are rescinded.

“While this program was launched as a temporary solution to a devastating situation, we have seen the benefits of allowing expanded outdoor dining and shopping in our communities,” said Mayor Todd Gloria. “As a city, we are committed to exploring ways to make this a more permanent feature beyond the pandemic, creating an environment where businesses can thrive and our residents and visitors can enjoy what San Diego has to offer.”

The City Council first approved an [ordinance on July 14, 2020](#), allowing outdoor retail sales and eating and drinking establishments to expand their footprint within the public right of way and on private property. Businesses could apply for a TOBO permit from the City, allowing for temporary use of a street, sidewalk or parking lane for business.

“As the recovery from the COVID-19 pandemic for San Diego continues, we recognize there are still many businesses struggling to make up ground lost during the past year as a result of necessary public health restrictions to keep residents safe. As Co-chair of the COVID-19 Response and Recovery Committee, I support the extension of the interim emergency ordinances allowing businesses such as restaurants, arts and culture venues, and fitness enterprises, to operate outdoors,” said Councilmember Marni von Wilpert. “This extension will help San Diego recover at a faster pace economically with the health and safety in mind of our workforce, San Diego residents, and visitors while continuing to provide access to public spaces.”

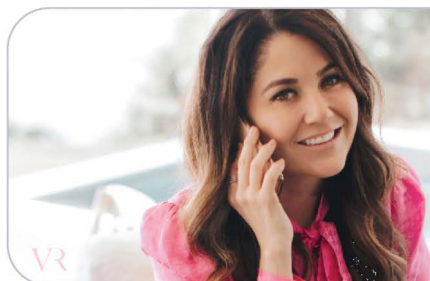
The City has issued 427 TOBO permits since the program started. Each permit outlines the location where canopies, umbrellas or furniture can be placed in the street or sidewalk. In addition, business and restaurant owners must submit for a separate permit to install platforms, specifying the design and materials for construction.

City staff will be reaching out to businesses and restaurants with TOBO permits to ensure they are operating within the permit guidelines, ensuring compliance with the Fire, Building and San Diego Municipal codes. Over the past few months, the City has received numerous complaints about unpermitted structures, businesses blocking the red curb and not conforming with their original issued permit, among other violations.

All businesses will have until July 13 this year to ensure all violations are corrected or removed. After this date, non-compliant business may have existing permits revoked, may be assessed fines and face additional enforcement actions.

While today's City Council decision provides for a one-year extension of the ordinance through July 13, 2022, the City is considering options to extend outdoor dining on a more permanent basis. Building on the success of temporary outdoor dining as a tool to support small businesses, the City's Planning Department is currently developing [Spaces as Places](#). This comprehensive program aims to expand outdoor dining beyond the COVID-19 pandemic and make changes to the San Diego Municipal Code to provide for greater activation of the public right of way.

Spaces as Places strives to provide a path for the long-term recovery of local businesses and neighborhoods across San Diego. Over the next few months, staff will work closely with public stakeholders to further develop the proposal and present to the City Council for adoption later this year.



VIDI REVELLI

QUEEN OF LA JOLLA REAL ESTATE

Direct 619-990-7703 | www.thisislajolla.com

WHAT CLIENTS ARE SAYING

"I can't recommend Vidi enough! She must work around the clock because she quickly responds to my phone calls, texts and emails. Vidi is a San Diego native and has an eye for perfection. She knows what buyers are looking for and she taught me that the little details make a big difference when selling. I'm so glad I went with her suggestions! Her hard work, trust and dedication have made me a customer for life!" - Brad P.

"Vidi is a total professional: knowledgeable, accessible, and full of creative ideas on how to get the most out of your house sale. I needed to sell my parents' house, and Vidi made it a seamless process, from quoting and executing repairs, staging the home, marketing the house, and closing the sale. We were only on the market three days before we were in escrow! Best of all, Vidi is such a fun-loving person. She truly cares about her clients and makes the process a blast. I am so happy that I trusted her to sell my childhood home (and at top dollar!). Thank you, Vidi!" - Jill K.

"Vidi's extremely professional, dedicated, punctual and knowledgeable about the San Diego market and industry. She's a great client advocate and has excellent communication/ negotiating skills. She has exceptional attention to details and she's very generous with her time and knowledge. I wouldn't work with ANYONE else! Best agent I have ever had the pleasure of working with." - Anna H.

To learn more about Vidi and how she can help your real estate dreams come true, follow her on Instagram at @Vidiljrealestate or give her a call at 619-990-7703

JUST SOLD | COMPASS



\$3,551,000

6308 Avenida Cresta - 2,069 sq ft | 4 beds, 3 baths

Beautiful home in Lower Hermosa sold in just a weekend \$251,000 over asking - Plans have been submitted to rebuild 5 bed, 5.5 bath, 4,478 sq ft.

From start to finish, working on this house was so much fun. My client was overseas and entrusted me to handle the sale and all the details while she was half way around the world.

Even though we were marketing it as a rebuild, there were still buyers in my mind who would want to do a cosmetic renovation or even keep it as is. With the power of staging we were able to broadly market the home to show it in the best light to each potential buyer.

I then brought in my amazing videographer and put together a video that told the story of the origins of La Jolla and what makes living here so special. With the house prepared and our marketing ready, the stage was set to welcome buyers. The very first impression needs to be perfect. For me, that includes playing music, having candles lit and being there to get a feel for the potential buyers, answer questions, and of course sell the house

With the help from my amazing staging team to photographer and videographer, we were able to market this house and tell it's unique story which led us to get 5 offers in the span of the weekend and close it \$251,000.00 over asking!

Reach out to me for a no obligation consultation if you're looking to buy or sell!

Scan the QR code or go to www.6308avenidacresta.com to see it come to life.



SCAN ME



FUN WITH VIDI

QUEEN OF LA JOLLA REAL ESTATE

Direct 619-990-7703 | www.thisislajolla.com

WORD SEARCH

SUMMER FUN

Beach	Birdrock	Boardwalk
Boat	Castle	Dolphin
Hat	Kite	Lemonade
Pelican	Sand	Sand
Sea	Seashell	Starfish
Stingray	Sunglasses	Sunny
Sunscreen	Surf	Surfboard
Swimming	Swimsuit	Vacation
Waves	Windseas	

B S M K N Y N S P W Q V P N O N N Q L D
F O L S D I W W I S W W V P A O A J V Q
I N A V U I H N E D A N O M E L C W B W
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J K R F U S W A B O S L X D N A S C F P
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SUDOKU PUZZLE

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2				5				9
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5						7		
		7		6				
	6	1		9				
		5		8		6	4	

LA JOLLA FUN FACTS



In 1869, two brothers, Daniel and Samuel Sizer bought an 80 acre plot of land for \$1.25 an acre. Today, an acre costs more than \$2 million.

Black's Beach was actually the very first legal beach in the USA.

In La Jolla's earlier years, 1894 to be specific, La Jolla was deemed an art colony.

The 7 main caves tucked away on the coast each have a unique name! White Lady, Little Sister, Shopping Cart, Sea Surprise, Arch Cave, Sunny Jim Cave, and Clams Cave



Be part
of the
solution,
not the
pollution.

Happy
Summer!

Tues – Sat 4-8:30pm

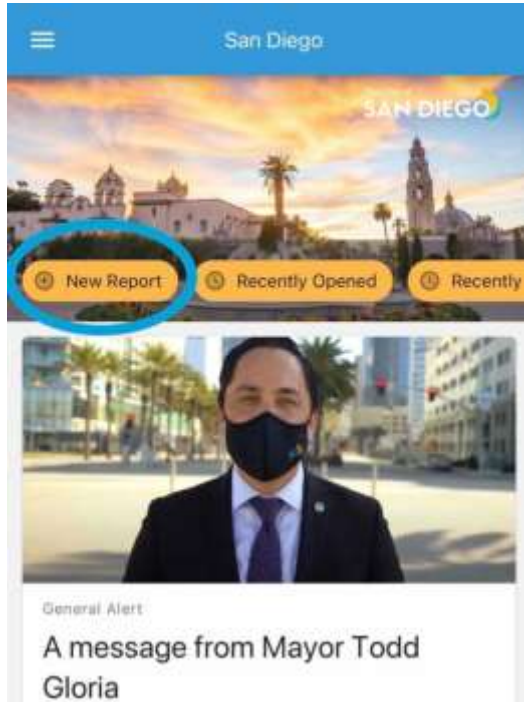
ijcraftedwines.com



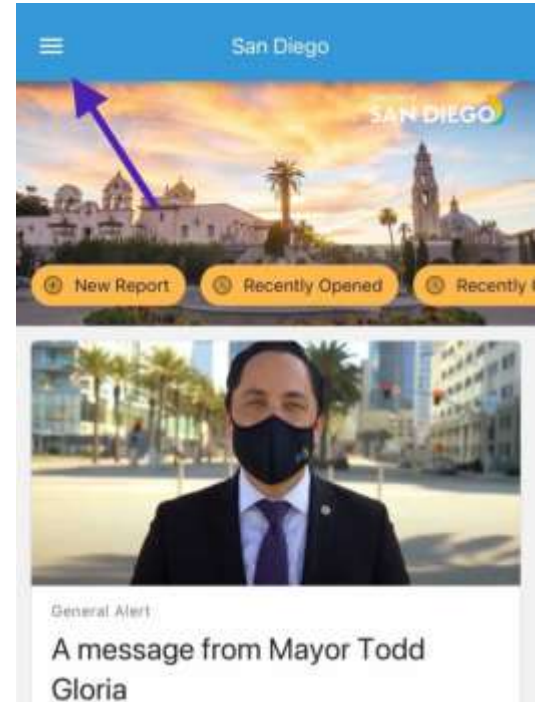
How to Get It Done on the New Mobile App

Report Non-emergency issues to the City of San Diego

Creating a New Report



Near the top left corner of your screen, click the yellow “New Report” oval. You can also click the menu button in the very top left corner of your screen, then select “New Report” from the expanded menu list. If this is your first report, you will be prompted to enter your contact information that can be used by City staff to contact you for details on your report.



Describe the Issue

- If this is an emergency, dial 9-1-1. If this is a non-emergency issue, click in the “description” box to begin typing a bit about the issue. Report problems such as potholes, street lights out, graffiti, and illegal dumping. See <https://www.sandiego.gov/get-it-done/outreach>
- Click the blue camera icon to take a photo or the blue photo icon to upload an existing photo.

Select a Category

- Scroll down the list of categories to select what type of issue you have. If you’re not sure, choose the category you think is most closely related to your issue or select the “other” category at the bottom of the list. An accurate category selection helps ensure your report gets to the right team.

Verify the Location

- Upgraded map features will suggest your location based on the GPS in your phone or the uploaded photo. If the suggestion isn’t accurate, click on the three dots in the yellow circle on the bottom right corner of your screen. Then, you can type in an address in the “Go to Address” field, or click “Your Location” to move the tracker to your current location. Using your fingers, you can manually move the location pin on the map to the exact spot of the issue. Not all locations – especially in canyons or parks – have an address available. Please make sure the pin is dropped in the correct location of the problem even if there is not a valid address. Click “Next” once the location is accurate.

Confirm & Submit

Check out your report and make sure it looks accurate and ready to go. If not, click any part of the report to edit details. When you’re ready, click “Submit” and then the blue “Done” button. A confirmation email should arrive in your inbox shortly after you submit a report. You can also check out your reports by scrolling right at the top of the homepage until you see the yellow “Submitted by You” oval.



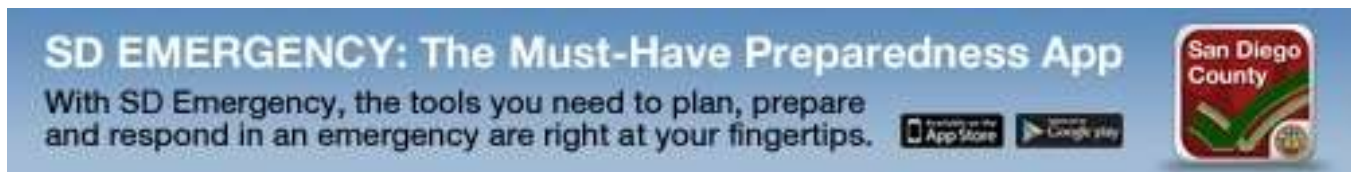
READY SAN DIEGO

<https://www.readysandiego.org/content/oesready/en-us/SDEmergencyApp.html>

Disaster Preparedness Starts With You

Your family may not be together when disaster strikes, so it is important to plan in advance: how you will contact one another; how you will get back together; and what you will do in different disaster situations.

The SD Emergency App contains disaster preparedness information, interactive checklists to help you to create your emergency plan, build an emergency supplies kit, and when disaster strikes; the SD Emergency App will keep you and your family informed with emergency updates, interactive emergency maps, and shelter locations.



The County of San Diego Office of Emergency Services (OES) created the SD Emergency App to better prepare and inform San Diego County residents and visitors about disasters. With SD Emergency, the tools you need to plan, prepare, and respond in an emergency are right at your fingertips. For the app, go to <https://apps.apple.com/us/app/sd-emergency/id561733287?ls=1>

Tsunami

How to Survive on California's Coast

- Know whether you live in a tsunami danger zone by determining the elevation of your home and how far it is from the coast.
- If at the coast and the tide rises or recedes rapidly, move immediately inland to higher ground.
- If a Tsunami Advisory or Tsunami Warning is issued, all persons currently at the beach or in a low lying coastal area should immediately move to high ground or inland to a safe location. If you cannot get out of the area, as a last resort, move to the 3rd floor or higher of the nearest structure.
- Stay away from coastal or low lying areas until an "all-clear" notice has been issued.
- Use common sense, do not go to the coast to see a tsunami.

Earthquake Seven Steps to Earthquake Safety

- Fix potential hazards ahead of time.
- Create a disaster plan.
- Create a disaster supplies kit.
- Fix your building's potential weaknesses.
- During earthquakes and aftershocks: Drop, Cover, and Hold On.
- After the earthquake, check for injuries and damage.
- When safe, continue to follow your disaster plan.



Register for AlertSanDiego

<https://www.sandiegocounty.gov/content/sdc/oes/alertsandiego.html>



AlertSanDiego is for registering your cell phone number, VoIP phone number, and email address only. Listed and unlisted landline phone numbers are already included in the database and do not need to be registered.

The County of San Diego, in partnership with Blackboard Connect Inc., has instituted a regional notification system that will be able to send telephone notifications to residents and businesses within San Diego County impacted by, or in danger of being impacted by, an emergency or disaster. This system, called AlertSanDiego, will be used by emergency response personnel to notify those homes and businesses at risk with information on the event and/or actions (such as evacuation, shelter in place, gas leak, missing person, etc.) we are asking them to take.

The system utilizes the region's 9-1-1 database, provided by the local telephone company(ies), and thus is able to contact landline telephones whether listed or unlisted. It is TTY/TDD capable.

Because the system uses the 9-1-1 database, only landline numbers are in the system. If you have a Voice over IP (VoIP) or cellular telephone and would like to be notified over that device, or if you would like an email notification, you must register those telephone numbers and/or email address for use by the system.



AlertSanDiego is now available in accessible **American Sign Language (ASL)** which provides emergency notifications to residents of San Diego County who are **deaf, blind, hard of hearing, and deaf/blind** before, during, and after a disaster.

Emergency notifications are available to internet and video capable devices, such as computers, cell phones, smart phones, tablet computers, and wireless Braille readers. These alerts are offered in **American Sign Language (ASL)** video with English voice and text.



CAL FIRE [HTTPS://WWW.FIRE.CA.GOV/](https://www.fire.ca.gov/)

ARE YOU READY?

PLAN. PREPARE. STAY AWARE.

The geography, weather patterns and number of Wildland Urban Interface communities in California make it a state particularly threatened by devastating wildfire.

As catastrophic wildfires continue to increase each year in California, make sure to protect yourself and your family – plan, prepare and stay aware. Property owners and residents in areas most at risk are encouraged to take the steps in CAL FIRE “Ready, Set, Go!” to be ready for wildfire.

Get prepared for wildfire before it strikes by following Ready, Set, Go!

- Be **Ready**: Create and maintain defensible space and harden your home against flying embers.
- Get **Set**: Prepare your family and home ahead of time for the possibility of having to evacuate. Ensure you have a plan of what to take and where to go – evacuation plans may be different this year due to COVID-19. Ask friends or relatives outside your area if you would be able to stay with them, should the need arise. If you do need to evacuate and plan to stay with friends or relatives, ask first if they have symptoms of COVID-19 or have people in their home at higher risk for serious illness. If that is the case, make other arrangements. Check with hotels, motels and campgrounds to learn if they are open.
- Also get set by learning about your community’s response plan for each disaster and determine if these plans have been adapted because of COVID-19.
- Be Ready to **GO!**: When wildfire strikes, go early for your safety. Take the evacuation steps necessary to give your family and home the best chance of surviving a wildfire.

Exit Drills In The Home (E.D.I.T.H.) brochure can be found at:

https://www.fire.ca.gov/media/kpwhri05/edith_brochure.pdf

Exit Drills In The Home can help people prepare for an emergency. Most home fires occur at night, when people are the least prepared.

Home fires can become a disaster if you and your family are not familiar with how to escape during an emergency.

Smoke Alarms

In California, all residents are required to have at least one operating smoke alarm. The number of alarms you need and their location depends upon the layout of your home.

There should be one smoke alarm located near sleeping areas. It is also a good idea to have at least one alarm on each level of your home, including the basement.



San Diego County is now in the less restrictive Orange Tier

Please refer to the San Diego County Website regarding COVID-19 Information for the most recent Safe Reopening updates and regulations at:

https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community_epidemiology/dc/2019-nCoV/reopening.html

The website lists new guidance procedures for gatherings. It also provide a list of what is open with safety precautions, open with additional modifications, and closed. There is information about schools, youth and adult recreational sports, outdoor recreation, and reopening steps.

The California Department of Public Health (CDPH, <https://www.cdph.ca.gov/>) has indicated that California will be able to more fully reopen its economy on June 15, 2021, if 2 criteria are met:

1. Equitable vaccine availability (meaning that there is a sufficient vaccine supply for all Californians age 16 years or older who wish to be inoculated).

AND

2. Consistently low burden of disease (meaning that hospitalizations are stable and low, and specifically, hospitalizations among fully vaccinated individuals are low).

Additionally, "Common sense health measures, including wearing masks, will continue" and "Testing and vaccination requirements will remain for some businesses and industries."

Learn more from the California Department of Public Health (CDPH) about the transition to a more reopened economy at:

https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/beyond_memo.aspx.

It is anticipated that:

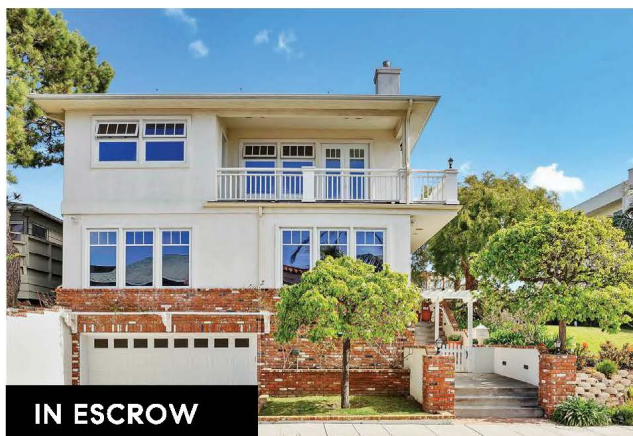
- All sectors listed in the current "Blueprint Activities and Business Tiers Chart" may return to usual operations in compliance with ETS/Cal OSHA and other statewide agency guidelines and standards with limited public health restrictions, such as masking, testing, and testing or vaccination verification requirements for large-scale higher-risk events. In addition, the following restrictions apply (via a narrow public health order):
 - Unless testing or vaccination status is verified for all attendees, conventions will be capped at 5,000 persons until October 1, 2021.
 - International convention attendees will only be allowed if fully vaccinated.
 - Schools and institutions of higher education should conduct full-time, in person instruction, in compliance with Cal/OSHA emergency temporary standards and public health guidelines.
 - Workplaces promote policies that reduce risk, including improved indoor ventilation, and mask wearing in indoor and other high-risk settings as well as remote work when possible without impacting business operations.
 - Californians and travelers will be subject to any current CDPH and CDC travel restrictions.

California will also need to maintain the public health and medical infrastructure in these five priority areas:

1. Continue to provide vaccinations and be prepared for the vaccination of Californians under 16 years old. It is critical that vaccines remain effective against circulating strains.
2. Conduct equity-focused monitoring and surveillance by maintaining adequate testing capacity and strategies for the early detection of cases including variants via genomic sequencing.
3. Contain disease spread through timely investigation of cases, contacts, and outbreaks.
4. Maintain a statewide plan to scale up resources for isolation or quarantine.
5. Monitor hospital admissions and maintain adequate personal protective equipment (PPE) and healthcare surge capacity that can be easily mobilized.

**COMING SOON****Tropical Paradise**

828 Archer St | \$2,450,000 | Pool

**IN ESCROW****See the Sea**

5735 Dolphin Place | \$3,800,000

I have Buyer's looking for the following ...**1**

Townhouse or Condo
The Village or La Jolla Shores
\$2,000,000
2-3 Bedroom

2

Detached Home
Muirlands or Upper/Lower Hermosa
\$4,000,000
4+ Bedroom and Large Yard

3

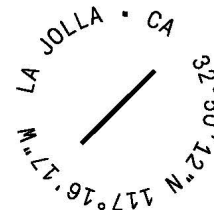
Detached Home
Mission Beach
\$3,000,000
3+ Bedroom

4

Detached Home
La Jolla
\$2,500,000
Yard and Privacy

**Michelle Dykstra**

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

**COMPASS**



BIRD ROCK COMMUNITY MEETING, May 4, 2021

Bird Rock Community Council (BRCC) Board President John Newsam called the meeting to order at 6:05 pm, welcomed attendees, introduced BRCC Board members, and made remarks.

Updates from Representatives of other Elected Officials

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Councilmember Joe LaCava, announced that funding for the Capital Improvement Program (CIP) project to remediate the flooding and drainage problem at the eastern side of the Forward St. and La Jolla Blvd roundabout might be included in the City budget but listed as a single line item for a group of smaller CIP projects. He is helping to address concerns about the Moss Lane coastal access corridor, dangerous conditions (the ravine) at La Jolla Hermosa Park, and the blocked storm drain culvert just south of La Jolla Hermosa Park that is causing erosion in the park.

Miller Saltzman (MillerSaltzman@sen.ca.gov), District representative for State Senate President pro Tempore Tony Atkins (39th Senate District), outlined activities by Ms. Atkins and actions to reduce homelessness, address drought relief, inform constituents about the earned income tax credit, and deal with fire prevention and fire management. The Senate District 39 website can be found at: <https://sd39.senate.ca.gov/> which contains a link to Ms. Atkins' newsletter, "The Toni times."

Rachel Granadino (Rachel.Granadino@asm.ca.gov), District Director for Assemblymember Chris Ward (78th District), mentioned that if COVID hospitalization and infection rates continue to decrease within the state, then most coronavirus restrictions on businesses and workplaces state-wide will be lifted although mask-wearing will continue to be required. See <https://a78.asmdc.org>.

Matthew Griffith (GriffithM@sandiego.gov), the representative for Mayor Todd Gloria, was unable to attend but sent a report which mentioned issues with unaccompanied refugee children arriving at the border and the Fiscal Year 2022 City budget (FY 22 runs from July 1, 2021, to June 30, 2022).

Updates from Bird Rock Working Groups

Don Schmidt and Mary Lynn Hyde, representing the **Ad hoc Bird Rock Coastal Committee**, noted they have made progress regarding community complaints, access, and watering issues at the Moss Lane coastal viewpoint for several years. Complaints have been filed with various City entities. Moss lane is a scenic overlook which is a "paper street," an unimproved dedicated street off of Abalone and Dolphin Place which provides bluff top viewing and a seating bench. The rusted bluff side railing has been replaced; weeds and dead plant materials have been removed, and vegetation has been partially restored.

The dedicated bench at the Forward street end, coastal overlook is in major disrepair and in need of replacement. A supplier for a composite replacement bench which is estimated to cost \$2,500 for the bench, anti-graffiti coating, shipping, taxes, and delivery charges plus there would be removal and disposal fees for the existing bench. Mr. Hadley asked about the quote for the bench.

Craig Bender, representing the **Bird Rock Merchants** Group, noted that they had held a meeting at Wheat and Water restaurant and discussed ideas about a merchant discount card. Work to refurbish the building at 5580-5595 La Jolla Blvd. is scheduled to resume after being delayed due to the COVID pandemic. Some local businesses were lost, while other new ones were able to start up during the pandemic. Existing businesses are hopeful and anticipating a return to normalcy.

Ariana Opsvig from **Vision Bird Rock** spoke with the Murals of La Jolla Group and reported that they are not interested in placing additional murals in Bird Rock at present. Currently, there is a two-part mural atop the La Jolla Independent (BMW repair) building. Attendees were reminded to support local establishments. There was mention of a suggestion of a "Taste of Bird Rock" type event in future years and some type of business district event on July 4 in conjunction with or similar to downtown La Jolla's July 4 event.



BIRD ROCK COMMUNITY MEETING, May 4, 2021, continued from page 17

Bird Rock Maintenance Assessment District (MAD) Update

On April 29, Matt met with City representatives again about the water leak from the City Backflow valve at the southwest corner of Forward and La Jolla Blvd which we have been reporting for at least 2 months and which residents have been reporting to Matt. The decreased water pressure was affecting the irrigation for the area. With help from Steve Hadley and the Park & Rec. Dept, City technicians are scheduled to repair the regulator soon.

The second Quarterly Inspection of the Bird Rock Maintenance Assessment District by the City Park and Recreation Dept. took place on April 29 with the conclusion that the Bird Rock MAD landscape areas look great. Locations of and damage from 3 recent major accidents, various drive overs, and nearby construction projects were reviewed. The inspection was prior to the major accident at the Southwest corner of Camino de la Costa and La Jolla Blvd and at the Camino de la Costa roundabout.

The recent major, destructive accident took place overnight between Friday April 30 and Saturday May 1. A large vehicle drove through the western portion of the Camino de la Costa roundabout and into the southwest corner landscape area displacing several boulders and plants. It hit the tree, cleaving a section from the trunk. Efforts are being made to save the tree. The vehicle proceeded to hit and knock down the pedestrian crossing pole and signal before plowing into the City backflow water valve, pressure regulator, and metal covering cage with so much force that the 3-inch metal pipes were severed at ground level. The metal pole topped by the irrigation controller was hit next and severed at ground level before the vehicle continued on and exited the planter just before the old bus stop location. Many plants were damaged, uprooted, or destroyed. A lot of the irrigation system was impacted as well. A considerable amount of vehicle debris was left behind, although it appears that the vehicle might have left the scene despite all of the damage.

Any witnesses or person with information about this accident is asked to email the Bird Rock MAD consulting manager Matt Mangano at admin@manganiconsulting.com.

An increasing number of major accidents and minor drive overs have been noted during the past two months, possibly due to increased general traffic and speeding and impaired driving.

Trash remains a noticeable problem. New trash receptacles with better bird-proof lids will be installed as the budget permits. Some will be relocated.

Street light outages continue to be reported via the City's Get-It-Done app including the ones at the south east and north east corners of the Camino de la Costa roundabout. Damaged or missing street signs have also been reported as well as improperly parked mobility devices.

Public Announcements

Murfey Construction and Murfey brothers, Russ and Scott, are proceeding with plans to obtain City permits for a scaled-down, COVID-regulation compliant version of the Annual (except not in 2020) Bird Rock Beaumont Avenue Fourth of July Parade. With the exception of 2020, this has been an annual Bird Rock neighborhood event since 1980 when it was started by a group of Beaumont Ave. parents (which included Russ and Scott Murfey's parents).

Adjournment

Due to a power outage in Bird Rock and adjacent areas, the zoom link to the meeting was terminated at 6:46 pm.

Post meeting Announcements

Next Community Meeting: Tuesday June 1, 2021, via Zoom



Major Accident at the Camino de la Costa Roundabout and Southwest MAD Landscape Section



Part of the damage from an accident at the south west corner of La Jolla Blvd. and Camino de la Costa including a sheered off pedestrian crossing signal, City water backflow valve and protective cage, and irrigation controller.

The accident took place overnight between Friday April 30 and Saturday May 1. A large south-bound vehicle failed to navigate the Camino de la Costa roundabout properly, driving through and damaging the western quadrant before veering off the road and into the southwest corner landscape area as it exited. Boulders and plants were hit along with the tree just north of the pedestrian crossing walkway. A section of the tree was cleaved from the trunk.

The vehicle proceeded to hit and knock down the pedestrian crossing pole and signal before plowing into the City backflow water valve and pressure regulator and metal covering cage with sufficient force to sever 3-inch metal pipes at ground level sending a geyser of water upward. The irrigation controller was hit next and severed at ground level before the vehicle continued on and exited the planter just before the old bus stop location. Plants and the irrigation system were damaged. Vehicular debris was strewn about.

If you were a witness or have any information about this accident, please contact the Bird Rock MAD consulting manager Matt Manganot via email at admin@manganiconsulting.com.



BIRD ROCK COMMUNITY MEETING, April 6, 2021,

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

Updates from Representatives of other Elected Officials

Jessica Brown (Jessica.Brown@mail.house.gov), field representative for Congressman Scott Peters, gave a brief update of the congressman's activities. See <https://scottpeters.house.gov/>.

Miller Saltzman (MillerSaltzman@sen.ca.gov), District representative for State Senate President pro Tempore Tony Atkins (39th Senate District), was unable to attend.

Aaron Burgess (Aaron.Burgess@sdcounty.ca.gov), Field Representative for San Diego County District 4 Supervisor Nathan Fletcher, announced that San Diego County had moved into the less restrictive state "orange" COVID tier on April 6 allowing more re-openings and higher capacities. The goal is for the entire state to re-open economically on June 15 and termination of the color-coded tier system. He reminded everyone to continue to wear masks and to get vaccinated as soon as possible. Efforts to vaccinate home-bound individuals in San Diego County are underway.

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for Councilmember Joe LaCava (San Diego City Council District 1) reported an anticipated resolution to the problem at the Bird Rock Joint Use Park in which lacrosse balls were unintentionally deflected into the back yards of adjacent properties with window and other damage. He discussed complaints about the exterior appearance of the entire corner property at 5550-5590 La Jolla Blvd. and mentioned early-morning leaf blower noise issues at a different property. Mr. Hadley announced that notices were posted about the vacation of Cuvier St. between the La Jolla Recreation Center and Bishops School.

Matthew Griffith (GriffithM@sandiego.gov), representative for Mayor Todd Gloria's office, noted that individuals age 50+ began being vaccinated on April 1; those age 16+ will be eligible on April 15. He encouraged everyone to continue to wear masks and maintain social distancing. The mayor's office is accepting donations for the migrant children currently being housed in San Diego.

Rachel Granadino (Rachel.Granadino@asm.ca.gov), District Director for State Assemblymember Chris Ward (78th Assembly District) echoed San Diego County's move to the orange tier and the state's goal to re-open its economy by June 15. 70% of individuals age 65+ have received a COVID vaccine, and 40% of those age 16+ have received at least one vaccine dose. Assemblymember Cade's office is helping constituents deal with Employment Development Department (EDD) issues.

Bird Rock Elementary (BRE) School 5th Grade Class Tree Replacement Project

Bird Rock Elementary 5th Grade Committee chair Laura Thompson gave a presentation about the BRE 5th grade class gift to replace the old shade providing Ficus tree at the Bird Rock Joint Use Park that split in half following wind and rain storms earlier this year and was removed for safety reasons. The tree had been enjoyed by generations of families and elementary school students. The replacement project is in partnership with the Village Garden Club of La Jolla, La Jolla Parks and Beaches, San Diego Parks and Recreation



Dept., and the San Diego Unified School District.

The goal is to plant 2 New Zealand Christmas trees (*Metrosideros excelsa*, aka Pohutukawa tree) in May to replace the Ficus and to add a commemorative plaque. As part of the Bird Rock Park, the trees will be maintained by the San Diego Park and Recreation Dept.

The grade class graduating from BRE traditionally gives a gift to honor teachers, community, and BRE and to recognize the enriching education and experiences as well as friendships made at BRE

Tax deductible donations for the tree planting project can be made by check to "Bird Rock Foundation," c/o Ms. E. Vincent, 1002 Skylark Dr., La Jolla, CA 92037 (indicate 5th grade project) or at:

<https://birdrockfoundation.membershiptoolkit.com/packet/16926551> or to the VGCLJ at: <https://bit.ly/3cm7Ejh>.



Continued from page 20

Updates from Bird Rock Working Groups

Ad hoc Bird Rock Coastal Committee member Don Schmidt reported that the City installed an "Unstable Cliff" sign at the Midway overlook to warn people about climbing down to the ocean.

Per Craig Bender, the **Bird Rock Merchants** is doing more marketing and has a Facebook page.

Vision Bird Rock member Arianna Opsvig noted that they are investigating pathways to having more public art and the feasibility of a farmer's market. A second informal survey will be posted to find out what people want in the merchant district, types of restaurants, etc.

Neighborhood Monument Sign

La Jolla architect Trace Wilson proposed an idea for creating further neighborhood identity in Bird Rock by adding a monument in the form of a natural rock at La Jolla Blvd near Colima and a second one at La Jolla Blvd. near Camino de la Costa. One design concept showed three bronze pelicans on top of a boulder with "BIRD ROCK La Jolla Welcomes You!" in bronze letters. The pelican has long been the symbol of the Bird Rock neighborhood. Additional similar ideas included cormorants instead of pelicans on top of a rock plus Welcome to Bird Rock lettering.

It was noted that the San Diego Municipal Code does not allow neighborhood signage in public right of ways (PROW). Bird Rock is a neighborhood within the community of La Jolla which is within the City of San Diego. Additionally, there are line-of-sight and height restrictions at roundabouts, medians, corners, and pedestrian crossing areas due to pedestrian and vehicular safety reasons and traffic engineering requirements. There are maintenance, liability, other concerns if the monument is proposed to be placed within the existing Bird Rock Maintenance Assessment District area. Council District 1 representative Steve Hadley suggested that a rock with pelicans on top and no writing would be an elegant way to designate "Bird Rock" which might comply with the Municipal Code.

Bird Rock Maintenance Assessment District (MAD) Update

Overall, the Bird Rock MAD landscape areas look great. The MAD landscaped corner areas and roundabout at La Jolla Hermosa Ave. and Colima, near the Bird Rock Elementary School (BRE), received particular attention to help provide a safer transit for school children in anticipation of the reopening of BRE for in-person teaching on Monday April 12. Residents were reminded to drive more carefully since there will be more school children going to and from school starting April 12.

During March, there were two separate damage-causing hit-and-run accidents at the Camino de la Costa roundabout due to large trucks driving through the south and east sections of the roundabout.

On March 14, the 3-panel MAD guard railing at the north east corner of La Jolla Blvd and Colima, near the Sands Motel, was extensively damaged when a vehicle failed to make it around the roundabout and veered into the north east corner guard railing, severing two railing panels and king posts and damaging a third panel. The vehicle drove onto and down the sidewalk before exiting through the landscaping just south of the pedestrian crossing causing further irrigation system and plant damage. Unfortunately, the camera pointed at the location was not operating on that evening. Fortunately, Bear Fence promptly repaired the damage and reinstalled the guard railing at cost. They completed the repairs as quickly as possible and before Bird Rock Elementary resumed in-person teaching since school children pass along that sidewalk area on their way to school.

On March 19, plants and irrigation were damaged at the south west corner adjacent to the Colima roundabout by a suspected DUI driver who abandoned his vehicle and fled on foot. The Police responded. An attempt will be made to recover damages. Thank you to adjacent residents who reported the accident and provided eyewitness accounts and information.

An apparent increase in impaired and distracted driving may be the result of increased general traffic, relaxation of pandemic restrictions, and vehicles attempting to traverse the roundabouts at too high of speeds. More drive overs and plant, irrigation system, and curb damage has been noted.

Trash remains a huge problem with no noticeable decrease following partial re-opening of indoor restaurant dining. Much of the problem is due to visitors who leave food, drinks, and takeout trash on top of or next to waste cans or who improperly dispose of trash. This allows birds to scatter trash. A few people continue to improperly use the public waste cans to dispose of business and household trash and days-worth of camper trash. Due to budget constraints and container costs, bird-proof and sea-air resistant trash receptacles will likely be replaced in phases.



Bird Rock Maintenance Assessment District (MAD) Update *(continued from page 21)*

Corner street light outages have been reported via the City's Get-It-Done app including the ones at the south east and north east corners of the Camino de la Costa roundabout. Damaged or missing street signs have also been reported as well as improperly parked mobility devices.

Report drive overs, irrigation system damage or malfunctions, and other issues directly via email to the Bird Rock MAD Consulting Manager Matt Mangano at: admin@manganoconsulting.com.

Public Announcements

Thanks to the great Bird Rock neighbors who pick up trash along La Jolla Blvd and residential streets and at the various coastal overlooks and viewing areas. It makes a big difference.

Problems at **La Jolla Hermosa Park** (5780 Chelsea) were reported again on 2/28/21. The blocked drainage culvert was reported via the Get-It-Done App to the City Streets/Storm Water division. The condition of the Park itself and the expanding ravine at the lower viewing bench location in the southwest corner of the park were reported to the Park & Recreation Dept. The crevasse has gotten worse and continues to pose a safety threat. Park maintenance seems to be at a minimum.

Neighborhood Watch reminder that the San Diego Police Department (SDPD) Non Emergency phone number is 619-531-2000. Please report vandalism, including thrown eggs and rocks and broken windows and thefts. It is very important to document these incidents. Reports can be filed online at

<https://www.sandiego.gov/police/crimereports/startaccess>

The next Community Meeting is Tuesday May 4, 2021, via Zoom.

Adjournment

John thanked everyone for attending and adjourned the meeting at 7:25 pm.

2021 BIRD ROCK COMMUNITY COUNCIL MEMBERSHIPS 05/17/2021

<u>Business Member</u>	Agardh	Duffy	Jooste	Pabers	Terry
All About Animals	Allen	Dunbar	Joyce	Parker	Tomaszewski &
Beaumont's	Austgen	Dykstra	Kellogg	Patton	Bodtke
Bird Rock Animal	Austin	Edwards, A	Keyes	Pearl	Van Inwegen
Hospital	Avoyer	Edwards, E	Kinsey	Pendarvis	Wachob
Bird Rock Coffee	Barret	Edwards, M	Kippers	Pieper	Wadsworth
Roasters	Barton	Ehlers	Kovacs	Pomatto	Wagenseller
Bird Rock Fine	Belter & Matkov	Engel	Kovelman	Porter	Waite
Wines	Bettles	Everett	Kruse	Price, C	Wampler &
Camen Eyecare	Bender	Feldman	LaCava	Price, L	Newsam
Children's Clinic	Bernstein	Flower	Lincoln	Purves & Schmidt	Warner
of La Jolla	Beverage	Flynn	Linn	Pushkar	Warren
Diamonds on the	Brack	Freeman & Clark	Lippman	Ragsdale	Weber
Rock	Bracklow	Gantzel	Lundell	Rau	West
Dunbar & Dunbar	Bruner	Gilmore	Lyon, A	Reineman	Wong
Emily Nicholson	Bunzl	Gloor	Magner	Revelli	Yerbury
Law	Burk	Gouger	Mannix	Riley	Zahner
IS Architecture	Caffery	Grant	Martin	Ritz	Zatkin
La Jolla	Cahill	Green	Marvis & Linnik	Rodger	<u>Non-Resident</u>
Independent	Cargioli	Greene	Mazonne	Ryan	<u>Associate Members</u>
La Jolla Mailbox	Cherrie	Hartje	McChesney	Samuels	Baranowski
LJ Crafted Wines	Chow	Hartman	McColl	Savage	Bry
Rubies Hair	Cobble	Haskett	McDonald	Schellinger	Dickson
Studio	Cohen	Hauske	McGrath	Schlesser	Huck
Seabreeze Nails	Conklin	Heifetz	Mettler	Sells	Mangano
Studio Barre Bird	Cooper	Herman	Morse	Skogebo	McGee
Rock	Cornell	Hilley	Mulcahy	Smith	Shannon
TriWest	Currier	Hinckley	Myer	Snell	Sharp
Wayfarer Bread	Damodoran	Hoffman	Myerson	Spangler	Wayne
Bus. Assoc. Mbr	Davis	Hyde & Rossi	Newton	Starek	
Parker Legal Grp	DeConcini	Ish	O'Hara	Starsiak	
<u>Resident Member</u>	Dekema	Jackson	O'Neill	Summers	
Acosta	Douglas	Johnson	Opsvig	Supple	



NEW or RENEWALS FOR 2021 (1/1/21-12/31/21) BIRD ROCK COMMUNITY COUNCIL (BRCC)

Annual Membership Application, \$35 Tax Deductible Dues



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 Bird Rock Neighborhood Watch, and advocates for the community, the Bird Rock neighborhood, and the Bird Rock Business District. BRCC hosts neighborhood and fundraising events. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), takes on public benefit projects in our special neighborhood, and has obtained grants benefitting the Bird Rock Business District.

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 \$ _____
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Two Ways to Apply and Pay

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/member-services/join-the-brcc-form>

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

<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 Phone #		
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"/> Community Events	<input type="checkbox"/> Neighborhood Watch	
<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Newsletter	
<input type="checkbox"/> Coastal Access Parks & Overlooks	<input type="checkbox"/> Landscape Maintenance	<input type="checkbox"/> Promotions	
<input type="checkbox"/> Code Enforcement	<input type="checkbox"/> Memberships	<input type="checkbox"/> Safety	



BIRD ROCK INFORMATION

BRCC OFFICERS

President:

John Newsam
info@birdrockcc.org

Vice President:

Joe Parker

Treasurer:

David Dunbar

Secretary:

Barbara Dunbar

BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,
Arianna Opsvig, Lake Price
Joe Terry

BIRD ROCK NEWSLETTER

Online Newsletter:

birdrockcc.org/newsletters

Editor/Publisher/Designer:

info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report
problems to:
admin@manganoconsulting.com

Website Maintenance:

info@birdrockcc.org

Bird Rock Community Council
5666 La Jolla Blvd #168
La Jolla, CA 92037

THANK YOU

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Bird Rock Community Council

5666 La Jolla Blvd #156, La Jolla, CA 92037

Info@BirdRockCC.org



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COMMUNITY COUNCIL