

BIRD ROCK NEWSLETTER

DECEMBER 2021 &
JANUARY 2022



**BRCC
PRESIDENT
JOHN
NEWSAM**

PRESIDENT'S COLUMN

Amongst the many aspects of Bird Rock that appealed to me, when considering a relocation to this neighborhood, was the trees; the trees lining the Boulevard, decorating the traffic circles, in our few parks and prominent in yards. One of the three goals of the 5-year urban forestry plan that the City of San Diego adopted in 2017 was to increase the extent urban tree canopy cover. Our trees, though, are under increasing threat, from development and natural sources.

For a developer, a mature tree can be an inconvenience during construction, and might compromise the brightness of a show home's interior and its views (a developer completing a build one block up from us offered to pay for an aggressive trimming of mature eucalyptus street-tree by our house, so as to create a better view of the ocean from the property under construction). The recent passing of SB9 and SB10 open the doors for developers to increase dramatically the density of construction on what previously had been single family lots, inevitably leading to further tree loss. Social media are already populated with complaints about the negative impacts of accessory dwelling unit construction.

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Bird Rock Elementary School Spirited Kindergartners



More Bird Rock Elementary School Halloween and Fall Festival photos on page 3

**HAPPY
HOLIDAYS from
the Bird Rock
Community
Council**



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Annual Meeting Report



News From Bird Rock Elementary School

by Lorene LaCava, Neighbor and former BRE K Teacher

With caring staff and supportive families, Bird Rock Elementary students are celebrating the return to in-person learning and our *70th year of "Excellence In Education and Community Building!"*

This Fall, the school year began pandemic-style with "Health and Safety" paramount. To that end, each morning you will find the Office Staff, including Principal Andi Frost, Principal's Secretary Meg Fegan, and Clerk Marie Hyner, warmly welcoming students at various gates, providing a smooth drop off for each and every child.

Students arrive, masked up, eager and ready for whatever the day may bring. Once on school grounds, they hang up their backpacks, put away lunches, and chat as they wait for the school bell to ring. Then off they go into their classrooms to enjoy learning the 3 R's and so much more. Snack time, lunch time, and recesses remain al fresco. Play structures, 4 square, basketball, chalk art, and many other free choice activities provide opportunities for our students to reconnect and make new friends, continuing one of BRE's specialties - forging life-long friendships.

The Bird Rock Foundation is sponsoring music and dance at all grade levels. Mr. Donnie from the La Jolla Playhouse is preparing the 5th graders for their dance performances during the annual 5th Grade Variety Show. 4th graders are learning Cuban & Brazilian Drumming and Dancing. 3rd grade is enjoying Capoeira Dance, a Brazilian mixture of dance and martial arts. International Folk Dance is happening at 2nd grade. 1st grade has African Djembe Drumming and Movement. Our littlest learners are loving Brazilian Storytelling with Dance, Singing, and Art.

Thanks to the SDUSD, other traditionally favorite sounds emanating from the school auditorium include band practice for our 4th and 5th graders.

BRE is delighted to report that all of our teachers have returned, SO happy and excited about having students back in the classroom. The TK/K Team includes Ms. Arthur, Ms. Nieblas, Ms. Tomasulo, and Ms. Warren. First Grade Teachers are Ms. Nelson, Ms. Turner, and Ms. Wilkinson. 2nd Graders have Ms. Darris, Ms. Gawle, and Ms. Montali. The 3rd Grade Team is Ms. Shear, Ms. Volk, and Ms. Williams; 4th Graders have Ms. Lally and Ms. Radford; and 5th Grade continues with Ms. Barber and Ms. King at the helm. Coach Weiss is back on the upper field, teaching P.E. and Wellness. All are working collaboratively to develop interesting and meaningful lessons for our TK through 5th grader kiddos.

Our TK through 3rd grade science curriculum is "STEAMing" along with collaboration between our school district and 65 business partners including UCSD, Coast Keepers, Salk Institute, Padres, J. Craig Ventor, Qualcomm, BioLabs, Illumina, Natural History Museum, League of Extraordinary Scientists and Engineers, and many more. Using LEGOS, bots, and more of the latest technology, students are learning how to work together in designing solutions, developing and building models to solve some of our world's more complex challenges.

As of this writing, parent access to campus remains very limited but very valued! Tuesday mornings find an intrepid group of moms and dads in the lunch arbor, stuffing those Tuesday Envelopes. Although meetings of the Bird Rock Foundation, Site Governance and School Site Council Teams, 5th Grade Committee, and more remain online, BRE's famous and historic parent involvement and enthusiasm for supporting this school and its students and staff remains.

Traditions that are back in place include:

1. Bird Rock Foundation's (BRF) September Movie Night, "Luca" - a big success and a wonderful way to include ALL of our neighborhood families.
2. BRF's 5th Grade Committee "Day at the Bay" in October - sailing, kayaking, paddle board, volleyball, and pizza kicked off this special final year for our Big Kids On Campus.

(continue to page 3)



continued from Page 2

3. SEEDS All School Clean Up - over several weekends, teachers and volunteers joined together to freshen up our school grounds. Stimulate minds, Enrich spirits, Engage community & Develop good citizenship through service, for student Success, indeed!
4. BRF's Halloween Festival: kooky, spooky fun, held on the upper field, aka "Bird Rock Park," another festive way to welcome neighborhood families and celebrate the season.
5. BRE's 70th Annual Halloween Parade - adorable super heroes, ghosts and goblins, unicorns, princesses, dinosaurs, and more paraded around the upper field.
6. BRF's 5th Grade Committee November "Beach Bonfire" - "s'more" opportunity for bonding - Bird Rock-style.

School spirit is high as our long beloved school makes its way through these challenging times. What never changes, even after 70 years, is the commitment, dedication, and professionalism of our staff to our neighborhood's children and the enthusiasm of our students for the school life that is blooming in the heart of our Bird Rock Community. Happy New Year, everyone!



BRE 70th Annual Halloween Parade



Boo-tiful First Graders



Wonderful Wonder Girls



BIRD ROCK COMMUNITY WALL at the WAVERLY GATE ENTRANCE to Bird Rock Joint Use Park



Reconnecting with Neighbors and Friends

The tile donation deadline is May 31, 2022.

The Bird Rock Community Wall at the Waverly Gate Entrance to the Bird Rock Joint Use Park (adjacent to Bird Rock Elementary School) is a continuing, unique project highlighting the Bird Rock neighborhood.

The Bird Rock Community Wall was created with a 3-fold purpose: To honor all members of the fantastic Bird Rock neighborhood, to raise funds for

Bird Rock Elementary School (BRE) and the Bird Rock Community Council (BRCC), and to support beautification projects in the Bird Rock community and at the Bird Rock Park Waverly Gate entrance. Each tile is hand stamped. Proceeds benefit Bird Rock Elementary School, Bird Rock neighborhood beautification projects, and the BRCC.

Dedicate and order a tile in honor of or in memory of a family, relative, merchant, friend, pet, teacher, neighbor, special person, merchant, business, event, or organization. Mark a special occasion. Reconnect with or Honor a member of this unique Bird Rock neighborhood.

To order a tile for the Bird Rock Community Wall at the Waverly Gate Entrance project, please clearly **print** information, number ordered, and total payment.

Name _____ Phone _____

Address _____

Email _____

Dedication (maximum 40 characters, please print): _____

(i.e. Family or Pet Name, Organization, In Memory of ..., Dedicated to ..., In Honor of ...)

_____ 6"x 6" Tile(s) @ \$150.00 each Total donation \$ _____
quantity

Please mail form and payment (check payable to "BRCC") to:

Waverly Tile - BRCC
5666 La Jolla Blvd. #168
La Jolla, CA 92037

Any questions: contact Jane Wheeler 619-822-1120, dwwheeler@san.rr.com

Thank you for your support.

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



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Halloween window painting in the Bird Rock Business District





Ultimate Oceanfront Lifestyle
274 Coast Blvd | \$13,795,000



Sunset Views in Bay Park
2649 Hartford St | \$1,187,000



Coming Early 2022

14 Upscale Townhomes in PB
1956 Hornblend St | Starting at \$1,199,000

3 Reasons Why People are Thinking of Selling

- 1 Home prices are up
- 2 Low inventory - homes for sale receive maximum attention from buyers
- 3 Low interest rates are still fueling optimism about home buying

Call me today to chat about the value of your home!



Michelle Dykstra

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



COMPASS



President's Column *(continued from page 1)*

Natural, if imported, pests are also a major threat. For weeks my wife and I eyed, from our kitchen window, the magnificent Canary Island Date Palm, perhaps 50 feet tall, down the street, hoping that it might avoid predation by the South American palm weevil. But no, it's fronds began one day to droop and within two weeks it was gone. I fear that few, if any, of these precious specimens will survive. They can be protected, but such action must be taken before the insect infestation takes hold.

If you share my appreciation for trees, and especially if you have ideas as to how we might better protect and preserve our green canopy, I hope that you might let us know by email to info@birdrockcc.org.

LA JOLLA RIFORD PUBLIC LIBRARY NEEDS HELP

The La Jolla Riford Library located at 7555 Draper Ave. is looking for children's puzzles and games. If you have any you are willing to donate, they would be greatly appreciated. Donations of current magazines, books for any age and adult puzzles, cd's and movies are also appreciated. All proceeds help the library purchase more books. For further information, please contact the library at 858-552-1657.

Hours:	Monday and Tuesday	11:30 AM – 8 PM
	Wednesday through Saturday	9:30 AM – 6 PM
	Sunday	Closed

More Halloween window painting in the Bird Rock Business District





Growler-fills
for every
reason &
season!

Happy
Celebrations!

ljcraftedwines.com

Tues-Thurs 4-8:30pm

Fri 4-9pm

Sat 2-9:30pm



The new drainage swale and pedestrian crossing area (with railings) at the southeast corner of La Jolla Blvd and Forward St. was completed on October 28, 2021, by the City of San Diego. The swale design is intended to alleviate the flooding problems that occur at the east side of the La Jolla Blvd/ Forward St. roundabout during moderate to heavy rains. Bird Rock Maintenance Assessment District crews are in the process of cleaning up the adjacent MAD landscape areas.

Report MAD Concerns

To report Bird Rock MAD concerns, ask questions, or 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@manganoconsulting.com and be very specific as to location, time of day when the problem was noticed, etc. If possible, please add a photo.

Roundabout Rules Clarification

Several new residents have asked about the roundabout traffic rules and clarification about the yield signs. Briefly, 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.



HAPPY HOLIDAYS



This festive holiday season is the perfect time to share my warmest thanks for the opportunity to be a part of this community that I love so much.

Thank you for your ongoing support and trust in me. I appreciate everyone and love all of the warm smiles and greetings I receive throughout the year.

I am beyond grateful for so many things this year but especially for our friends, family, and health.

Wishing you and your family a happy and healthy holiday and happiest of new years!

Xoxo Vidi



VIDI REVELLI

QUEEN OF LA JOLLA REAL ESTATE

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

JUST SOLD & PENDING PROPERTIES | COMPASS



JUST SOLD FOR \$1,060,000



1312 Pacific Beach Dr, San Diego, CA 92109 954 sq ft | 2 bed, 2 bath

This Crown Point fixer upper was on the market for only a few days.
In a prime location, this home will make for a perfect project to transform into a dream home!



PENDING \$1,950,000

551 Rosemont St, San Diego, 92037
2,338 sq ft | 2 beds, 3 baths

With multiple offers, this classic
La Jolla coastal home is now pending!

PENDING \$1,895,000

2269 Ebers St, San Diego, 92107
3,290 sq ft | 4 bed, 4 bath

Located in the heart of
Ocean Beach, this beautiful new
construction is now pending!



WHAT CLIENTS ARE SAYING

"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.

ABOUT VIDI

Vidi is a San Diego native and resides in Bird Rock with her husband and two son's. She's been selling real estate for over 15 years and says helping people find their place in the world is her passion.

Follow her on Instagram @Vidiljrealestate to follow along with her journey.



Bird Rock Community Council (BRCC)

Bird Rock Community Development Corporation

BRCC Beautification Project to Replace the Memorial Bench at Forward St. Overlook

Please help the BRCC and Bird Rock neighborhood raise funds to replace the Memorial bench at the Forward Street ocean overlook. We have replaced the wooden slats numerous times, but now it is time for a full replacement of the bench as the concrete has deteriorated beyond repair.



To make a tax deductible donation towards the replacement memorial bench at the Forward St. coastal overlook, please complete the information below, make your donation check payable to "BRCC," and mail or deliver this form and your tax deductible contribution to:

Bird Rock Community Council (BRCC)
5666 La Jolla Blvd, PMB 168, La Jolla, CA 92037

Print Name _____ Phone _____

Address _____

Email address _____

Thank you for your support



happy hour at the barre

5 class pack
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Who's in? Try 5 classes and you'll be hooked!

Studio Barre is a boutique fitness studio offering a 60-minute, calorie-torching, music bumping, personalized barre workout for all fitness levels. We use small isolated movements while incorporating cardio and stretching to lift and tone your entire body.





DECEMBER HOLIDAY SAFETY AND SECURITY TIPS from SDPD

see SDPD Crime Prevention, www.sandiego.gov/police/services/prevention/tips

AT HOME

- Don't put large displays of holiday gifts in view of your windows or doors.
- Immediately after the holidays, mark new gifts with your California Driver License or ID number.
- Don't advertise what you got for Christmas by putting the boxes out on trash day. Break the boxes down or take them to the dump yourself.
- Don't open your door at the sound or a knock or bell. Know who's at your door before opening it. Install a wide-angle peephole in your front door so you can look out without being seen yourself.
- If you don't want to answer the door and don't want the person there to think that no one is home, say something like "We can't come to the door now," or "We don't open the door to strangers."
- Don't open the door to a delivery person unless you are expecting a package. Ask for the person's name and the name and phone number of the company. Call it to confirm the visit. Keep the door closed and locked in the meantime.

AWAY FROM HOME

- Lock all doors and windows, even if you will only be gone for a short time. Use deadbolts, dowels, or locking pins in sliding glass doors and windows to keep them from being pried open.
- Leave window blinds and curtains in their normal daytime positions without exposing any valuable items.
- Never announce your vacation plans or whereabouts on Facebook, Twitter, or other social networking sites. In a 2011 survey of 50 convicted burglars in the United Kingdom, 40 said that social media was being used to identify properties with absent owners.
- Wait until you get home to post your vacation blog and photos. Remove geotags with a metadata removal tool if you publish photos on the Internet while you are away. Even better, turn off the geotagging feature on your smartphone.
- Leave lights and a TV or radio on when going out for an evening to make it appear that you are at home.
- Use timers on lights, radios, TVs, etc. to make them go on and off during the day and night to make your home appear occupied.
- Stop mail delivery, or have neighbor pick it up. (This also helps to prevent identity theft.)
- Stop newspaper delivery or have neighbor pick them up. Also have neighbor pick up anything left at your door, on your driveway, or elsewhere.
- Arrange to have packages delivered to a neighbor will be home during the day.
- Keep grass watered and cut. Water and trim other landscaping.
- Ask the neighbors to watch your home and report any suspicious activities.
- Invite a neighbor or family member of park a vehicle in your driveway.
- Leave your itinerary with a neighbor so you can be contacted in an emergency.
- Disconnect your electric garage door opener and padlock the door, preferably on the inside.
- Lock or otherwise secure all pet doors that a person might crawl through.
- Install a good side-yard gate and keep it locked at all times. Side and back entries are the most common access points for burglars.
- Visit your local SDPD Area Station to request home checks while you are away.
- Set your burglar alarm and notify your alarm company that you will be away. Then if an alarm occurs when you are away the company will not call your home first to verify the alarm; it will notify the police directly. Also provide the alarm company with an up-to-date list of persons to contact about the alarm and the need to secure your home after a burglary.
- If you have a house or pet sitter, familiarize that person with your home's security systems and procedures and stress the importance of following them.



DECEMBER HOLIDAY SAFETY AND SECURITY TIPS from SDPD continued

see SDPD Crime Prevention, www.sandiego.gov/police/services/prevention/tips

WHEN DRIVING AND PARKING

- In a lot, park as close as possible to the store entrances, preferably in view of a security camera. Avoid parking near trucks, vans, camper shells, dumpsters, and other objects that obstruct visibility and provide hiding places. Also avoid parking near people who are loitering or sitting in vehicles. Check that no one is near your vehicle before you get out.
- In a garage, park where you don't have to use stairs or elevators.
- If you use valet parking, don't leave your home keys on a chain with your vehicle keys. Also, don't leave your garage door opener where it is easily accessible. Keep your vehicle registration, proof of insurance, and any other papers with your home address on them where they are not likely to be found.
- At night, park in a well-lighted area.
- Remember where you parked so you can return directly to your vehicle.
- Lock your vehicle, and make sure the windows are closed. Never leave anything in plain sight, not even empty bags or boxes. Conceal all navigation aids, cellular phones, audio systems, sunglasses, etc. inside your vehicle. Put cameras, packages, sports equipment, firearms, hand tools, and other valuables in the trunk before you park, never after you park. Thieves may be watching. And take anything you can't afford to lose with you, e.g., a wallet, purse, or laptop computer. Thieves don't break into vehicles unless they plan to steal them or take what's visible inside.
- Never leave children alone in your vehicle.
- Be alert and walk away purposefully. Avoid walking near strangers loitering or sitting in vehicles.
- Have someone escort you to your vehicle if you are concerned about safety. Or wait until other people you can walk near.
- Don't approach your vehicle alone if there are suspicious people nearby.
- Don't overload yourself with packages. Use a cart or shop with a partner who can help carry packages. There is safety in numbers.
- Be aware of your surroundings and the people around you. Don't be distracted while walking to your vehicle. This includes fumbling with your purse or packages, looking for keys, and using a cell phone. Have the key in hand when you approach your vehicle. The key can be used as a defensive weapon if necessary.
- Check that no one is hiding in or around your vehicle before you get in.
- If a van has parked next to your vehicle, enter on the other side.
- Lock the doors immediately after getting in your vehicle.
- Don't resist or argue with a person who wants to steal your vehicle. Your life is much more valuable than your vehicle.

WHEN SHOPPING

- Shop during the day. If you must shop in the evening, shop with a friend.
- Dress casually and comfortable. Don't wear flashy or expensive jewelry.
- Carry only the charge cards you will need. Don't carry large sums of cash. When charging an item, make sure you get your card back. Use a credit card when possible.
- Bring home all transaction receipts. Never or throw them in public trashcans. Dispose of them at home after matching them against your monthly statements. Look for charges you didn't make. Notify your card companies or financial institutions immediately of any you find.
- Report all lost or stolen cards immediately and request cards with new numbers. Keep a record of all credit card numbers and the customer-service phone numbers you should call. Put it in a safe place.
- Carry purses next to your body with the purse flap against you and locked or zipped. Use a strap that goes diagonally across your body. Carry wallets in front or inside pockets. Purses and wallets are prime targets of thieves.
- Don't get distracted and leave your purse or wallet on a transaction counter or in a shopping cart.
- Don't hesitate to notify store security if you see any suspicious people or activities.
- If you have to wait for a ride, wait in a busy, well-lighted place.
- If you are a victim of a crime, call **911** to report it police immediately.



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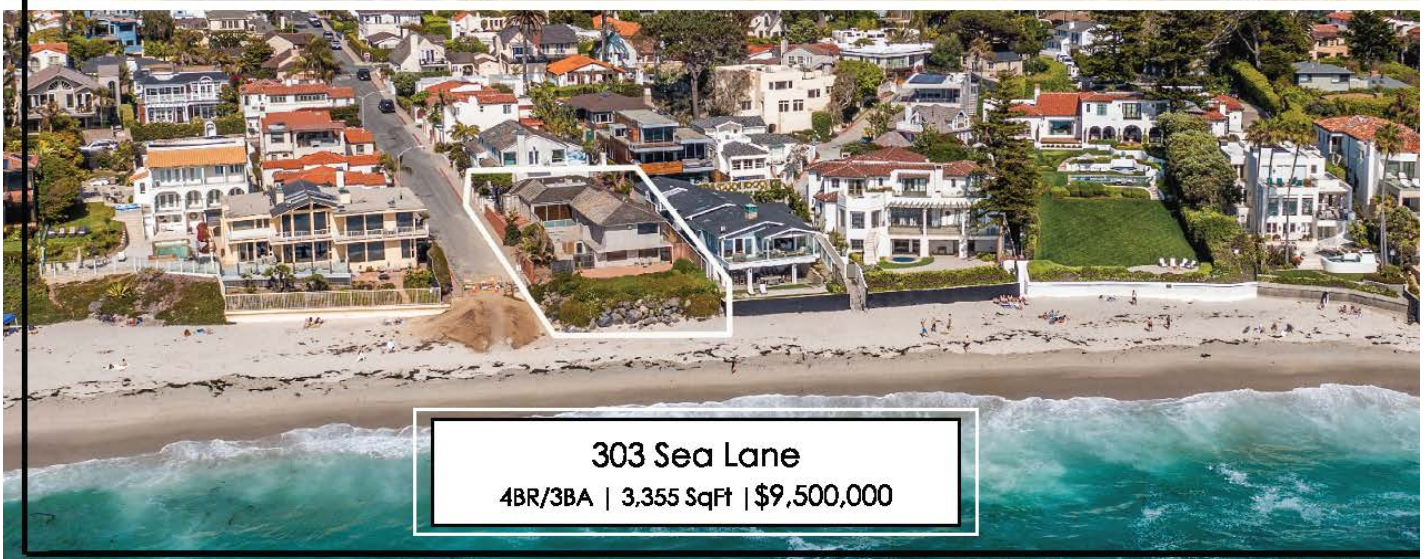
DRE# 01274557



SOLD - REPRESENTED BUYER
6325 Castejon Drive | \$3,500,000



310 Dunemere Drive
5BR/5.5BA | 2,848 SqFt | \$13,900,000



303 Sea Lane
4BR/3BA | 3,355 SqFt | \$9,500,000



BIRD ROCK COMMUNITY COUNCIL (BRCC) 2022 Annual Membership Application (please note changes)

For residents, property owners, and non Bird Rock residents, tax deductible dues are \$50 (Jan. 1-Dec. 31).

For Bird Rock businesses, tax deductible dues are \$100 (Jan. 1 – Dec. 31).

BRCC is a community volunteer nonprofit organization that publishes the Bird Rock Newsletter, maintains a community web site, hosts monthly community meetings, facilitates member communications, supports the Bird Rock Elementary School and the Bird Rock Neighborhood Watch program, advocates for the Bird Rock neighborhood, and addresses La Jolla Community issues. 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), oversees public benefit projects in our community such as bench projects, and advocates for the Bird Rock micro business district.

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

↓ Mark Your Annual BRCC Membership Category	Amount ↓
Bird Rock Resident	(\$50) \$
Bird Rock Property Owner, not residing in Bird Rock	(\$50) \$
Non Resident/ Non Property Owner (Associate, not in Bird Rock)	(\$50) \$
Bird Rock Business Membership	(\$100) \$
Associate Business (Non Bird Rock Business)	(\$100) \$
Additional Tax Deductible Donation	\$
Total Check Amount	\$
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> MAIL form & check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168, La Jolla CA 92037 </div> <div style="width: 50%;"> ONLINE: Go to the Bird Rock Community Council web site under Membership Services or at the bottom of the Home page and located at: https://www.birdrockcc.org/join-the-brcc to fill out an online application & pay via PayPal. </div> </div>	

Individual/Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Cell Phone Number:		Home Phone #:	
Email Addresses:			
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
<i>I am interested in the following areas:</i>			
<input type="checkbox"/> Beautification	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Promotions	
<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Maintenance	<input type="checkbox"/> Safety	
<input type="checkbox"/> Coastal Access, Parks, & Overlooks	<input type="checkbox"/> Memberships	<input type="checkbox"/> Special Community Events (Halloween, etc.)	
<input type="checkbox"/> Code Enforcement	<input type="checkbox"/> Neighborhood Watch		
<input type="checkbox"/> Community Events	<input type="checkbox"/> Newsletter		

Official use only ↓



BIRD ROCK COMMUNITY MEETING, October 5, 2021, via Zoom

Bird Rock Community Council Board President John Newsam called the meeting to order at 6:02 pm, welcomed attendees, and introduced BRCC Board members.

Updates from Representatives of Elected Officials

Jessica Brown (Jessica.Brown@mail.house.gov), field representative for Congressman Scott Peters noted that short term reauthorization of government funding passed. October 29 is the deadline for service academy nominations. The infrastructure bill will be the main topic at Mr. Peters' October 12 Townhall meeting. Ms. Brown introduced her replacement, Cairo Williams.

Cole Reed (Cole.Reed@sen.ca.gov), District representative for State Senate President pro Tempore Tony Atkins (39th Senate District), reported that the last day of the legislative session was September 10; the governor signed a \$15 billion climate bill, including \$200 million for firefighting; Senate Bill (SB) 10 and SB9 were signed. Joe Terry commented that SB9 is very unpopular and will negatively impact many single family areas. Trace Wilson noted that La Jollans are creating a plan to add trees and other climate improvement features to La Jolla streets and asked whether they could talk to Ms. Atkins' office about funding possibilities.

Rachel Granadino (Rachel.Granadino@asm.ca.gov), District Director for Assemblymember Chris Ward (78th District, <https://a78.asmdc.org/>), mentioned that Mr. Cate sent 5 bills to the governor of which AB223 and AB491 were signed; additionally, AB361 was signed which allows nonprofits like BRCC to comply with Brown Act by holding remote (e.g. Zoom) public meetings.

Aaron Burgess (Aaron.Burgess@sdcounty.ca.gov), Field Representative for San Diego County Board of Supervisors Chair Nathan Fletcher, County of San Diego 4th District, is a new Bird Rock resident and will try to get Supervisor Fletcher scheduled to attend a Bird Rock community meeting.

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Councilmember Joe LaCava, reported that the City Park and Recreation Department is adding staff to do brush abatement and trimming at La Jolla Hermosa Park (5780 Chelsea). Storm Water is a separate department and responsible for repair and clearing the blocked storm drain culvert adjacent to the south side of La Jolla Hermosa Park. Mr. Hadley reported that the erosion repair at the southwestern portion of La Jolla Hermosa Park will not start until after the culvert work is completed.

Although outside of Bird Rock, Mr. Hadley noted that replacement of stairs to the beach at 5990 Camino de la Costa viewpoint is a capital improvement project. Damage needs to be documented but should not be characterized as a major safety issue since that could cause the City to completely shut ocean access at that location. There is no timeline for the replacement/repair work.

San Diegans for Gun Violence Prevention

Ron Marcus gave some history that in early 2000s there was a strong Brady Campaign (gun control) advocate in San Diego. The 2012 Sandy Hook shooting inspired more gun safety advocacy by Moms Demand Action. A coalition of the organizations was formed, named San Diegans for Gun Violence Prevention (SDGVP). Its goals are to support gun safety, mental health suicide prevention, and red flag laws and to advocate for education and legislation for gun safety.

Updates from Bird Rock Working Groups and Committees

The Ad Hoc Bird Rock Coastal Committee, chaired by Don Schmidt and Mary Lynn Hyde, has existed for 3 years. In addition to working on La Jolla Hermosa Park and Calumet Park maintenance and repair issues, it is spearheading replacement of the Forward St overlook bench. Maintenance work will be forthcoming for Calumet Park per Park and Recreation Dept District Manager D. Danieri.

Arianna Opsvig reported great enthusiasm at the recent Bird Rock Merchants Group meeting for the merchant card plan that Craig Bender is leading; they hope for a 1/1/22 launch. They held a mini charrette and discussion led by Trace Wilson on signage to build some consensus on sign type. The overwhelming consensus at the merchant meeting was a design utilizing rock and bird sculptures.



Ms Opsvig, Bird Rock Foundation liaison to Vision Bird Rock, discussed future fund raising possibilities for Bird Rock Elementary School. Mr. Wilson was looking at City properties outside of Bird Rock such as Cass St hillside and Via del Norte for mini parks. He is meeting with D. Adams to discuss the Fay Avenue Extension Bike Path. Park and Recreation Dept. Director Andy Field told Mr. Wilson that Starkey Mini Park (6673 Draper Ave.) was a priority for the Park and Recreation Dept.

Event Updates

Halloween Merchant Window Painting will be Oct. 23. Thirteen merchants agreed to participate.

The Susan G Komen 3-Day Walk for the Cure participants walk through Bird Rock on Friday, Nov. 19 from about 12-4:30 pm. The community and merchants have always been very supportive.

Bird Rock Maintenance Assessment District (MAD)

Bird Rock MAD managing consultant Matt Mangano reported that the BRCC agreement with the City for management of the MAD was approved by the San Diego City Council for FY2022. Pruning and trimming of street trees was done by Atlas Tree Services.

The MAD areas have experienced multiple vehicle crashes and drive-overs. Because of ongoing damage to irrigation systems, the MAD has retained a bi-monthly irrigation specialist to inspect and repair the irrigation. This is resulting in savings over simply responding to irrigation system damage after it occurs.

The next quarterly City inspection occurs at the end of this month (October). The Bird Rock MAD is one of only two self-managed MADs in the City. Security presence has been arranged for the evening of October 31 (Halloween) from 4 – 10 pm to promote safety and deter vandalism.

Please inform the MAD consulting manager Matt Mangano at admin@manganoconsulting.com of any noted MAD problems or to provide confidential information about accidents.

The annual Bird Rock MAD meeting for property owners is scheduled for November 2.

Community Topics

Bird Rock Foundation (BRF) raises funds for the benefit of the Bird Rock Elementary School (BRE). BRF president Mike Littleton is in charge of planning several community events including the BRF Fall Festival scheduled for October 27 on the upper field joint use park. There will be bouncy houses, bake sales, etc. There will be an entry fee for attendees. BRF is in the planning stage for its Spring fundraising event which probably will be some type of outdoor event.

The Waverly St. upper field entrance is being used by BRE to spread out arriving and departing students. The BRE would like two additional stop signs at Waverly and Colima to make it a 4-way stop and allow the use of crossing guards. Steve Hadley said there is a procedure for City Council to approve stop sign placement even if the location doesn't meet Traffic and Transportation Dept's warrant level for a stop sign; Mr. Hadley and Mr. Littleton will discuss the matter further offline. Mr. Littleton can help disseminate BRCC information of interest to BRE parents via the BRF newsletter.

Public Announcements

John Newsam announced an increase in BRCC membership dues for 2022.

The annual Bird Rock MAD meeting for assessed property owners will take place after a very short Bird Rock community meeting on Nov. 2.

The BRCC is uncertain about whether there will be a December holiday gathering, and there is no January Bird Rock community meeting.

Report infrastructure issues to the City via the Get-It-Done App, including problems such as street light outages, damaged or missing street signs, graffiti, scooters, and many other issues.

Announcements

Next Community Meeting: Tuesday Nov. 2, 2021, via Zoom, followed by the Annual MAD Meeting.

Adjournment

John thanked everyone for attending and adjourned the meeting at 7:16 pm.

**BIRD ROCK COMMUNITY MEETING, November 5, 2021, via Zoom**

Bird Rock Community Council Board President John Newsam called the meeting to order at 6:00 pm, welcomed attendees, and introduced BRCC Board members.

Updates from Representatives of Elected Officials and the BRCC

Cairo Williams (Cairo.Williams@mail.house.gov), new field representative for Congressman Scott Peters noted the House passed a historic bill to cap senior payments for prescription drugs. The Covered California health insurance enrollment period runs from 11/1/2021 through 1/31/2022.

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

Rachel Granadino (Rachel.Granadino@asm.ca.gov), District Director for Assemblymember Chris Ward (78th District, <https://a78.asmdc.org/>), was unable to attend.

Aaron Burgess (Aaron.Burgess@sdcounty.ca.gov), Field Representative for San Diego County Board of Supervisors Chair Nathan Fletcher, County of San Diego 4th District, was unable to attend.

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Councilmember Joe LaCava, reported that the City was in the process of fixing the drainage issue along the eastern side of La Jolla Blvd at Forward St. The City vending ordinance is scheduled to be heard at the Dec. 14 City Council meeting although a draft of the proposed legislation is not available. Residents have noted that vending along various neighborhood sidewalks and in green spaces and sidewalks at shoreline parks is a major problem due to blocked sidewalks and other issues.

Bird Rock Community Council (BRCC) Board Elections take place on 11/5-11/12/21. Ballots will be mailed or email to eligible BRCC members and must be returned by Friday Nov. 12.

Updates from Bird Rock Working Groups and Committees

The Ad Hoc Bird Rock Coastal Committee co-chair Don Schmidt reported that Boy Scout and high school sophomore Dash Richardson has offered to repair or reconstruct some benches at Calumet Park as part of a Scout project and pending Park and Recreation permission and approval. Don has asked whether he could reconstruct an overlook bench.

Craig Bender from the Bird Rock Merchant Group reported a successful Halloween Window Painting in the Bird Rock business district with 16 windows painted by children from Bird Rock families. The Bird Rock merchant/business discount app is scheduled to launch on 1/1/22.

Vision Bird Rock is discussing "Welcome to Bird Rock" signs and exploring County grant options. Trace Wilson has created some designs which will eventually be shared with the neighborhood.

Event Updates

The Susan G Komen 3-Day Walk for the Cure participants walk through Bird Rock on Friday, Nov. 19 from about 12-4:30 pm. The community and merchants have been reminded to maintain social distancing and to wear masks where appropriate.

Public Announcements

Sharon Hinckley announced the December 5 return of the "Art in the Garden" event at the Davis-Gerrity garden. To enter or participate and for health safety, proof of Covid vaccination is required.

San Diego Community College Continuing Education online enrollment opens on 11/8/21.

There was discussion about a possible abandoned sailboat anchored off Bird Rock in the South La Jolla Marine Reserve since Oct. 11. The Coast Guard, San Diego Police Department, Lifeguards, and US Fish and Game Department were notified. Apparently, it is inhabited by its owner and is legally present. (See article in La Jolla Light.)

Announcements

Next Community Meeting: Tuesday Feb. 1, 2022, via zoom.

Adjournment

John thanked everyone for attending and adjourned the meeting at 6:20 pm.



Annual Bird Rock Maintenance Assessment District (MAD) 11/2/21 Meeting Report

The Annual Meeting of the Bird Rock Maintenance Assessment District (MAD) for assessed property owners within the Bird Rock MAD area was called to order by Bird Rock MAD representative Barbara Dunbar on Nov. 2, 2021, at 6:20 pm.

Prior to the City's re-design of La Jolla Blvd and implementation of "traffic calming" in Bird Rock, the 4-5 lane boulevard was dangerous with high-speed traffic that effectively split the neighborhood between east and west. Between 2000-2005, the Bird Rock neighborhood and the City discussed improving traffic management, speed reduction, lighting, parking issues, pedestrian and vehicular safety, overall safety, and more. The result was a City-approved and City-implemented traffic calming plan with roundabouts, bulb outs, medians, splitters, a road closure, use of landscaping and narrower lanes to reduce traffic speeds, striping, and redesigned and increased parking. By slowing traffic, a safer, cohesive, and walkable neighborhood was envisioned.

In 2005, the Bird Rock neighborhood officially voted 1) to approve formation of the self-managed Bird Rock MAD, under the supervision of and as an asset of the City Park and Recreation Dept., MAD Division, for the purpose of maintaining the public landscaping associated with the City traffic-calming improvements within Bird Rock and 2) to appoint the Bird Rock Community Development Corporation dba Bird Rock Community Council (BRCC), as the 501(c)3 community nonprofit corporate managers of the MAD. Upon ballot certification and approval to form the Bird Rock MAD by the San Diego City Council in August 2005, the BRCC negotiated an agreement with the City to manage the Bird Rock MAD. The current 5-years agreement between the City and BRCC was approved by the City Council and implemented effective July 1, 2021. In its management role, the BRCC is responsible for maintaining environmental, safety, irrigation, water conservation, aesthetic, and landscape matters within the Bird Rock MAD and for maintaining specific San Diego City street trees which are an important part of the City's Climate Action Plan and a benefit to the neighborhood. City traffic calming improvements in Bird Rock were fully completed in mid 2009.

The Bird Rock MAD maintained areas include: 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 Wreton 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 2020 annual MAD meeting and despite challenges, the MAD landscaping has further improved due to the excellent performance of local landscape service provider Urban Landcare which is responsible for general maintenance and landscape services. The irrigation system is routinely tested. Preventive maintenance and repairs are performed. Scheduled landscape improvements will enhance pedestrian and vehicular safety and promote traffic calming. Plants are monitored and pruned for line-of-sight, height limits, and safety reasons. The landscape crew performs other tasks to improve water conservation, protect the irrigation system, and clean up drainage swales, crossing ramps, gutters, and certain other public right of ways (PROWs).

The City requires a 16% reduction in water usage in comparison to the 2013 base year. The Bird Rock MAD monitors and proactively reduces water usage, complies with water restrictions and conservation policies, and has maintained a long-term reduction since 2013. The MAD water usage is about 50% of the 2013 usage during a time with virtually no rain and unusually dry conditions.

The Bird Rock MAD continues to receive outstanding inspection reports following quarterly inspections with the City Park and Recreation Dept. representative during the past year.

The recent pruning and health inspection of MAD-managed street and median trees by a certified, City-approved arborist service was completed in October. Pruning and shaping of street trees, including golden medallions and pines, fertilization, and pest treatments occur on a regular basis to promote proper disease-free growth. Trimming also is done for pedestrian safety and fire-safety reasons, to keep tree canopies away from buildings, and to remove potential rodent pathways from trees onto nearby buildings. It is illegal to tape, tie,



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staple, or nail notices onto street trees. The MAD is required to remove anything attached to street trees and file code compliance or vandalism reports when necessary. Trees are an integral part of the City's Climate Action Plan, and maintaining healthy trees is an important part of this plan and a responsibility of the Bird Rock MAD.

Numerous minor and several major accidents have impacted the MAD in 2021 necessitating re-plantings, repairs to irrigation systems, guard railings, utility boxes and cage. Most hit-and-run drive-overs caused minor damage, however several accidents caused considerable plant, guard railing, backflow valve, and irrigation system damage. Distracted and impaired driving, speeding, and inability to negotiate roundabouts and turns remain a primary cause of accidents.

The MAD guard rails create a safer walking and driving environment and contribute to slowing down traffic. Several rails sustained hit-and-run damage during the past year, including railings along La Jolla Blvd at Midway St. and at Forward St.

In May, new ADA compliant black waste containers with bird-proof lids were purchased and installed along La Jolla Blvd to replace deteriorated black metal trash cans. The new MAD-provided waste containers are unobtrusive, made from recycled materials, and should last longer. The bird-proof lids have already proven quite effective at deterring birds from accessing trash and have eliminated the bird-caused littering that had previously occurred. Increased littering continues to pose challenges to maintaining cleanliness in the MAD.

Metal debris, junk, and abandoned news racks with long-expired permits were removed.

Many service requests have been submitted to the City regarding destroyed, bent, or missing traffic and street signs, pedestrian crossing sign damage, broken curbs, potholes, street lights outages, sidewalk damage, water leaks and seepage, graffiti, un-licensed kiosks, and more. Some street signs have been replaced with smaller or better sized signs or repositioned when line-of-sight and safety were affected.

Residents were encouraged to use the City Get-It-Done app and to report problems or concerns to the Bird Rock MAD manager at admin@manganiconsulting.com.

Complaints continue regarding illegal signage in the Bird Rock MAD areas, public right of way (PROW) encroachments, blocked sidewalk areas, and impaired access along sidewalks and at pedestrian crossings. The City requires that the MAD areas be kept clear of debris and signage. Illegal signs are removed. Per San Diego Municipal Code, signs cannot be placed in PROWs which include streets, bike lanes, sidewalks, public landscape areas, crosswalks, handicap ramps, roundabouts, roundabout aprons, driveway access points, etc. 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 blocked PROWs and pedestrian crossings, impaired views of traffic and pedestrians, distractions, general visual pollution, and obstruction of emergency response vehicles.

It is illegal to tape, tie, staple, or nail notices onto street trees, utility poles and boxes, and street or traffic signs or block the visibility of the traffic signs or create safety hazards. Tape damages the reflective coating on the signs making them less effective, resulting in a costly replacement and decreasing the sign's safety value.

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 equivalent to placing a sign in the middle of a traffic lane and is dangerous and illegal.

The flooding and roadway drainage problem on the eastern side of the Forward St. and La Jolla Blvd roundabout has been a Bird Rock infrastructure problem for decades and impacted adjacent MAD landscape areas following moderate to heavy rains. The Bird Rock MAD Manager, Matt Mangano, is a civil engineer and has been actively engaging the City and its engineers regarding drainage issues for 5 years. Due to the efforts of Mr. Mangano, the Council District 1 representative, and the La Jolla Community Planning Association (LJCPA), a capital improvement project to fix the problem was approved and funded in the current City budget. Construction of a drainage swale at the southeast corner of La Jolla Blvd and Forwards St. started during the 3rd week of October. The project was completed on October 28 with the addition of ADA compliant guard railings next to the pedestrian crossing over the newly constructed drainage swale.

Off-leash dogs and dog waste in the MAD landscape areas, in the PROWs, and on private property remain as problems. Dogs are not permitted to be off-leash in public areas including the Bird Rock Joint Use Park behind Bird Rock Elementary School. Animal waste damages MAD area plants. The San Diego Municipal Code contains regulations about off-leash dogs and where dogs can be allowed to relieve themselves.



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The City streets division is responsible for the street end ocean overlook areas such as Bird Rock Ave., Forward. St., and Midway St. and picked up trash until 2009 when the service was stopped due to City budget shortfalls. At that time, the BRCC, via the MAD, began collecting the trash. Usage and enjoyment of overlooks and view corridors remain is marred by visitor littering, particularly on weekends. It is hoped that the City will return to providing much-needed maintenance service on City properties.

The BRCC Ad Hoc Bird Rock Coastal Overlooks group has been working with neighbors to arrive at an interim solution for maintaining Bird Rock neighborhood coastal overlooks and access locations. The group of residents who have been quietly cleaning up and removing trash from ocean overlooks are to be commended.

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, 2021, 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 revised proposed Bird Rock MAD budget for the fiscal year ending June 30, 2023 is about 12% more than the current budget due to estimated "cost of living" increases and the need for new guard railings and installation of backflow valve cages and irrigation controllers. Additional budget changes may occur based upon updated information from the City regarding utilities and other projected cost increases.

Assessment rates are based upon Equivalent Benefit Units (EBUs). A single family home is 1 EBU; a condo is 0.7 EBU, and an average commercial property is 4.5 EBUs. Not all properties within the Bird Rock MAD area are assessed. Undeveloped properties are not assessed. Only properties assigned an EBU greater than zero are assessed. The City determined that properties north of Camino de la Costa (& south of La Canada) have an EBU of 0, so there is no assessment.

The proposed assessment rate per EBU for FY 2023 will increase to \$100/EBU due to service and expense increases and potential capital improvements. Assessments would be \$100 for a single family property (starting November 10, 2022), \$70/condo, \$140/duplex, and \$450/average commercial property.

The final assessment rate per EBU could change depending upon the reserve fund balance on 6/30/22, budget adjustments, actual utility costs, and current year expenditures. The rate is affected by assessment collections, the San Diego City Gas Tax Fund contribution (median maintenance), the General Benefit Offset amount, and other revenue sources.

First installments of property tax bills, mailed by the San Diego County Treasurer-Tax Collector in early October, were due on Nov. 1 and becomes delinquent on Dec. 10. The second installment is due on Feb. 1, 2022, and becomes delinquent on April 10. MAD assessments collected from Nov. 1 through April 10 provide the funds for this CURRENT fiscal year which started back on July 1, 2021. This is reason why there are City-maintained Bird Rock MAD reserve account funds since income for the current year's expenditures is NOT received until well AFTER expenses have begun to be incurred and reimbursed. The reserve fund balance accumulates in an interest-bearing account and is reserved and protected for the Bird Rock MAD as mandated by state law. The Bird Rock MAD is required by the City to maintain a reserve operating balance between 10% and 50% of annual operating expenses and strives to be close to the fiscally conservative 50% level.

With an assessment rate of \$100/EBU, income from FY 2023 property assessments should be \$182,697 or less if there are uncollected, delinquent assessments. Additional estimated income includes San Diego Gas Tax Funds, Reserve Interest, and the General Benefit Offset funds.

Estimated utility expenses (water, storm drain, electrical) have increased. Due to additional needs for guard railing repairs, backflow cages, and other one-time expenditures, the total expenses for this year have increased and do not include additional line items for proposed Capital Improvement for Lighting (\$15,000) and Capital Improvement for Signage (\$20,000). The estimated deficit may be offset by unused funds from the current fiscal year and a transfer from reserve operating funds.

A discussion about the Bird Rock MAD boundary, potential projects, and projects outside of the Bird Rock boundary ensued.

Attendees were reminded to report Bird Rock MAD concerns via email to the Bird Rock MAD manager, Matt Mangano, at admin@manganiconsulting.com with specifics as to location, time of day when the problem was noticed, etc. If possible, please add photographic documentation. Photos are very helpful.

Attendees were thanked, and the meeting was adjourned at 7:04 pm..



BIRD ROCK NEWSLETTER

DECEMBER 2021 & JANUARY 2022

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Joe Parker

Treasurer:

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Secretary:

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