



**Sorrento Valley Town Co**  
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## **SVTC MEETING MINUTES**

Thursday, August 3, 2017  
7:00 pm  
Marriott Courtyard Sorrento Valley

Call to Order: 7:00 P.M.

Present were: Anthony Nguyen from Scott Peters' office; Luis Pallera from Chris Cate's office; Susan Carolin, SVTC President; Julia Schriber; Lil Nover; Juta Birkenthal and Wayne Cox.

Susan opened the meeting at 7:00. She commenced the meeting by distributing the Meeting Agenda.

1. She asked for additions to the Agenda. Added were a discussion of the Neighborhoods First Coalition schedule and a discussion of the Medical Marijuana business in Sorrento Valley.
2. The minutes for July were approved, with the caveat that a correction to Warhawk "Way" would be made where "Lane" had been used.

Luis Pallera:

1. In July the Councilman held an event in Clairemont for the honorary renaming of Castleton Drive to Mark Hamill Drive. This is the street on which Mark had grown up.
2. Distributed the latest District 6 Dispatch newsletter.
3. Reminded that the second annual District 6 Charity Toss event would be held August 19th. Last year the event resulted in two \$12K gifts being given to charity.
4. Offered to put our Beer Fest flyer on Chris's website.
5. Susan Informed us that shelter free adoptions would be available on August 19th. This is a once-in-a-year opportunity.

Anthony Nguyen:

1. Distributed a news release from Representative Peters regarding the Healthcare Reform legislation that is now stalled in the Senate. The Representative is part of the Problem Solver's Caucus. They are seeking to find a more non-partisan resolution in case the Senate is able to forward the legislation to caucus once both houses return from vacation. The

Representative supports raising the mandatory application of the Act to businesses with 500 or more employees (up from 50).

2. The policy change the President has said he is considering for Transgenders serving in the military is not supported by Representative Peters. He will attempt to address his concerns in the Appropriations Process.

3. Distributed a news release regarding the Purple Heart Veterans Bill that passed the house as part of the "Forever G.I. Bill." Thirty six months of active duty results in 100% coverage.

Marijuana:

1. Lil opened the discussion of the myriad marijuana dispensaries that have suddenly appeared throughout the Sorrento Valley area. She mentioned that Weed Maps.Com displays the locations of these businesses and includes an on-line advertisement for a delivery service,

2. Wayne handed out a one page review of the initial meeting of the Ad Hoc Committee on Marijuana Locations in the 92121 Zip Code. The committee is a cooperation between the Mira Mesa Community Planning Group and the Torrey Pines Community Planning Board. Julia and Wayne are two of the five members of the ad hoc committee. Five locations on or near Sorrento Valley Blvd. have made formal applications with the City for either Medical Marijuana dispensary or grower permits.

Susan displayed the Certificate of Recognition award that the SVTC is presenting to Jimmy Neil, the Eagle Scout whose project building a handicap-accessible park bench and rail fence at Overlook Park has been completed. She made a motion to award him \$250 from our Council to cover a portion of his expenses. Lil seconded. The vote passed unanimously.

Wayne and Luis discussed the July 25th meeting of the Neighborhoods First Coalition that was held at the Gastelum headquarters in Sorrento Valley. Councilman Chris Cate reviewed the 2017 Strategic Plan Update. See the portion that applies specifically to Sorrento Valley, attached. Arnie Edner and Wayne represent Sorrento Valley. Our Wish List should be actively discussed at our next meeting because it needs to be presented to the Councilman by mid-October.

Julia opened a discussion of how the SVTC should budget it's charity objectives, and to whom they should be directed. Ideas presented included:

1. Contracting to clean things up in our residential areas
2. Financial support to a community garden.
3. Beautification grant.
4. Scholarship(s) to students in our neighborhood
5. Donations to families stationed at Miramar Air Station.

Susan, Lil and Julia updated the meeting on the Beer Fest:

1. Julia announced that the County granted \$5,000, and the City has approved \$5,000, for the event. The City also approved a \$1,000 grant for the Spooktacular event in October.

2. Julia is putting together a spreadsheet of the volunteers. More people are needed, especially for the second shift. The training dates are August 15<sup>th</sup> and 24<sup>th</sup>. Each person that is going to pour beer must attend one of these meetings. Previous training does not waive this State mandated training requirement.
3. The time-line for erecting yard signs is two weeks before the event.
4. Right now the businesses need to be given our card flyers for posting in their lunch rooms and placing at their front desks for people to scoop-up and take home.
5. Security has been hired.
6. Insurance will be done tomorrow.
7. Lil is meeting with Party Pals in the next few days.
8. The singer has been hired.
9. Four food trucks have been obtained.
10. Juta will start on the Passport.
11. Julia will get the Facts on Beer and Breweries information from her brewer contact.
12. Juta will print 30 flyers for posting at the breweries (oversized).
13. Juta will get pricing on a couple of banners for the neighborhood.
14. Everyone is to review their individual Action Items list to be sure they have done their assignments.
15. Julia will obtain the permits for the event in the next few days.

Susan announced the meeting had ended at 8:51 P.M.

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Wayne Cox, Recording Secretary

## Sorrento Valley

### Ongoing Objectives:

- Improve fire safety by establishing local fire-safety/fire-proofing classes, encouraging Fire Department home reviews for safety evaluation and tips, and assess the benefit of yearly brush management on City land in canyons

Our office has reached out to Park and Recreation for additional brush management in Sorrento Valley. In addition, the Fire Department will be conducting inspections of the various canyons in the City of San Diego.

- Increase Sorrento Valley neighborhood engagement by supporting their self-identification efforts, including the placement of Sorrento Valley neighborhood signs at neighborhood entry points and investigating the renovation of mis-identified signs and banners

The City of San Diego installed several community identification signs in Sorrento Valley.

- Help with gaining City Council recognition of the Sorrento Valley Town Council and its Banner Committee to include authority to identify the neighborhood of Sorrento Valley with SV Banners in order to promote the neighborhood businesses, including the two shopping centers.

Our office will reach out to Economic Development to discuss business driven banners.

- Continue weed abatement/maintenance on Sorrento Valley Blvd. from Pacific Ridge to the business area to include areas along both Eastbound and Westbound roads and the median

Our office reached out to Park and Recreation staff, and conducted additional brush management on Calle Cristobal and Sorrento Valley Boulevard earlier this year.

### New Objectives:

- Help educate Sorrento Valley business owners regarding the process to form a business improvement district or maintenance assessment district

My staff has met with the Sorrento Valley Town Council regarding a business improvement district for the businesses in the area.

- Review options to secure funding to conduct feasibility study of establishing a neighborhood park on Mira Sorrento Blvd

This project is temporarily on hold until a funding source is identified by City staff.

- Repave Sorrento Valley Blvd

Sorrento Valley Boulevard to Vista Sorrento Parkway was slurry sealed in 2014, and is currently under moratorium.