



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Thursday, January 09, 2014

7:00pm

6990 Carroll Road, San Diego, CA 92121

- I. Call to Order: 7:10 pm
Present were: Julia Schriber, Susan Carolin, Lil Nover, Wayne Cox and Ken Kaplan
Pledge of Allegiance
- II. Approval of last SVTC meeting and Emergency SVTC meeting's minutes by motions made by Julia, seconded by Lil, and passed by unanimous vote, both minutes were approved.
- III. President's Report
 - a. Sorrento Valley signs follow up
 - b. Street fair follow up
 - c. Beer tour follow up
- IV. New Business
 - a. Dog Park discussion
Action item: Ken to check with Lopez Ridge Park about possibly starting a dog park there.

- b. Sub-committee discussion on SVTC sponsored “Get to know each other” party for local HOAs
 - c. Website reorganization discussion
 - d. Addition of a cultural feed from <http://www.snorkl.org> to our website to include event listings from several surrounding areas, including Poway.
 - e. Discussion on possible ways to reduce accidents on Sorrento Valley Boulevard. Suggestion to contact NRPD new representative about possible solutions.
 - f. Joining a MAD or detaching from the Calle Cristobal MAD in order to erect signs and banners discussion.
Action item: Julia to contact MAD to set up a meeting with MAD about signage issue and banner district resolution.
 - g. Newsletter publication timeline – tabled for now by Julia.
- V. Recognition of City Council candidate for District 6, Chris Cate
Cate briefly outlined his background as a Taxpayer Advocate and his candidacy for the City Council. Then discussion followed on his goal of collecting signatures for the referendum launched to [Stop the Jobs Tax](#), referring to the Housing Linkage Fee passed by the City Council.
- VI. Old Business
Discussion of membership and advertising marketing strategy, presented by Wayne.
- VII. Adjournment at 9:10 pm