



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Thursday, March 1, 2018
7:00 pm
Marriott Courtyard Sorrento Valley

Call to Order: 7:00 P.M.

Present from the SVTC Board were Susan Carolin, President; Julia Schriber; Lil Nover; and Wayne Cox. Absent were Juta Birkenthal and Aycha Efe. Representing elected officials was Luis Pallerà from City Councilman Chris Cate's District 6 office.

Administrative Matters:

1. Lil opened a discussion on what 501(C) 3 organizations can/cannot do.
2. Susan asked for Additions/Deletions for the Agenda. There were none.
3. Approval of the February Minutes passed unanimously.

Luis Pallerà:

1. Reminded us that March 15, 2018 will be a D6 Awards program event at Montgomery-Gibbs Executive Airport, Crownair Hangar. Unwrapped new book donations are requested for District 6 libraries.
2. Described the ribbon-cutting event at the Mira Mesa Community Park at 10:30 earlier that day. Mayor Falconer and Councilman Cate had given speeches. A number of Parks and Rec dignitaries from the City had joined five Mira Mesa Park and Rec officials in the ribbon-cutting.
3. Distributed the District 6 Dispatch newsletter.
4. Described that two bridges in Sorrento Valley are scheduled for minor upgrades during the coming year. One is on Camino Santa Fe. The other is at the entry to Lopez Canyon. Further questions on the work to be done can be directed to pnutter@sandiego.gov.

Public Comment: Susan opened the comment period with a discussion of speeding on Sorrento Valley Blvd.

1. Luis suggested the SVTC request that the Police Department provide additional patrols.
2. Lil and Sebastian Bohn discussed the current speed indicator lights and concluded that some need to be serviced.

3. Luis said a Traffic Study had been completed February 20. He had not seen the report yet, but agreed to provide it to Susan, the SVTC President, as soon as his office received it.
4. Susan asked the assemblage about fake speed bumps (which did not receive recommendation), randomly changing timing of the traffic signal, signage that there is a signal ahead (which received general agreement), and if a beacon system would be helpful (for which Luis agreed to get more information from the City).

Weed Abatement: Julia opened discussion of this line item from our 2018 Budget.

1. She will get Del Sol Company to quote.
2. Lil will send a map for each Board member to work from in identifying the areas that should receive weed abatement efforts. The CS ap will be used to take the picture of the map.
3. Wayne will contact Luis about the mayor's plan to hire the homeless.

San Diegans for Gun Violence: Susan mentioned that the President of the Clairemont Town Council had asked if we wanted to support a program on gun violence. Wayne briefly discussed reasons we would want to avoid taking any positions as a council that might have political implications. He said he felt it should include newsletter releases from politicians where a political position has been taken. It was verbally agreed that the SVTC should side-step these issues as part of our 501(C)3 tax status.

Update on MPF Applications in Sorrento Valley:

1. Wayne listed each of the 15 applications that are currently open in the Sorrento Valley and Torrey Pines areas.
2. Wayne announced that two hour tours had been arranged with OutGo in El Cajon for either March 5 or March 6. Julia, Lil and Wayne from the SVTC will tour the grow facility/lab/outlet during that period. Others on the tour will be one person from the Torrey Pines Community Planning Board and two others from the Mira Mesa Community Planning Group.

SVBF'18 News:

1. Susan asked that everyone utilize the Beer Fest 18 Task Tracker that is operational on google drive.
2. Three brewers have already signed up.
3. Lil announced that Party Pals had already been paid \$2,500 to secure our date.
3. Susan said two food trucks were confirmed. She is seeking a pizza truck to complete the available food slots.
4. Susan said she will confirm with James that he will again be our live entertainment.
5. Lil has 71 yard signs cleaned, re-dated, and ready for distribution when appropriate.

6. Julia and Juta are completing the Sponsor advertising piece for E-mail distribution.
7. Julia and Juta have the post cards designed and it was agreed that 1,000 cards w3s the correct quantity to print.

ACTION ITEMS:

1. Susan will confirm with James that he will be our live entertainer this year for BF'18.
2. Susan will get a Calendar of Events for SV included in our website.
3. Everyone is to concentrate their efforts on completing the brewery sign-ups.
4. Lil will send out the Weed Abatement maps.
5. Wayne will find out if there is a way we can participate with the Mayor's "Hire the Homeless" program.

Susan adjourned the meeting at 8:40 pm.

_____ Wayne Cox, Recording Secretary