



Sorrento Valley Town Council

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SVTC Planning Meeting

Special Zoom meeting of the executive board

Thursday, April 29th, 2021

7:00 pm

Present from the SVTC Board were:

Lil Nover, Julia Schriber, Susan Carolin, Sean Tompkins, Harsh Sangani, Juta Birkenthal

During a routine council meeting, it was proposed that the group get together in the coming weeks a virtual meeting to review the planned goals and activities of SVTC for the calendar year. With the first quarter behind us and two new council members, it was agreed to set aside time to discuss the expectations going forward. Proposed agenda items included:

1. confirm required, committed, and/or routine expenses (vs variable/new/one-off)
2. confirm goals (=what) and associated activities (=how) for the rest of the year
3. associate anticipated expenses with those activities
4. how to account for placeholder expenses where costs cannot be projected
5. when to revisit (scheduled vs need)
6. mechanism for requesting/accommodating future changes once finalized

The meeting began with a brief review of the agenda items related to council activity planning for the remainder of 2021. Main objectives were to tease out the required, or committed, business expenses for the year from the proposed goals and plans and discretionary council spending. Committed business expenses include storage space rental fees, storage insurance and website domain. Costs associated with these expenses are nominal. There are no CPA, legal, or other professional fees currently planned or budgeted.

Julia explained the accounting practices employed to date, and how some business costs are supported through donations from a corporate computer center, but captured in the record as expenses. She also reviewed the accounting and budgeting expectations for a non-profit entity.

Variable, or discretionary, expenses were then considered. Due to the enormous effort and other factors, the SV Beer Festival was discontinued. Interest remains in hosting a Halloween event, a Toys for Tots donation, and for the council to periodically donate to causes which benefit the community and/or individuals within it. Promoting and supporting SV, its residents and businesses is an ongoing effort.

The council members were in agreement on continuing the activities associated with community planning, community re-districting, joint activities with other community councils, and other focuses on concerns of the community such as speeding, beautification, road surface conditions and RR crossing logistics. The past survey also highlighted a few other key issues, such as maintaining a small community, a community identity and promoting walkable space.

Special projects and community service contributions are aspects to be evaluated as the year progresses. Per the bylaws, budget accounting is a quarterly activity, and the council treasurer remains prepared to circulate quarterly summaries to council members for review. The council further noted that new proposals or changes to the business plan should be raised during a routine council meeting and voted upon by council members as to next steps or incurring new costs.

Input from business (non-residential) members of SV was discussed; Jeaneth is a business representative on the council. The benefit of drawing in participation from other business members was discussed. Providing value (in general, and for membership) is a key requirement, yet this can be a difficult thing to demonstrate or achieve. Some past approaches were highlighted; a new 'About' entry on the website was deemed a possible 'passive' promotional plus. Further actions were left open to consider any new promotional activities going forward.