



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

Thursday, April 6, 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; Donald Young; Susan Carolin, SVTC President; Julia Schriber; Lil Nover; and Wayne Cox.

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

Public Comment: Donald Young, a resident, said he was concerned that traffic on Sorrento Valley Blvd was getting heavier and faster. Discussion followed concerning some of the possible solutions. Julia said police statistics indicate that four-way stops are one of the best ways to control speed in neighborhoods.

Luis Pallera passed out flyers for Community Pet Event Clairmont, Saturday, May 20<sup>th</sup> from 12PM to 3PM. He also handed out the April newsletter for District 6, in which was an article describing Councilman Chris Cate's tour of Sorrento Valley based NuVasive on March 10<sup>th</sup>. Luis also announced that the City Budget Briefing Reception would be held Tuesday, May 23, 2017 at the S/DG&E Energy Innovation Center, 4760 Clairemont Mesa Boulevard. He concluded with a reminder that the Asian Community Night Market would be held May 20<sup>th</sup> at the Mira Mesa park.

Anthony Nguyen passed out a flyer announcing that Representative Scott Peters was calling for participants for the Congressional Art Competition. His District office had contacted all of the high schools in his district for participation. appointed to the Health and Climate Committee for the House of Representatives. Last year's winner was from Poway. Anthony also mentioned that in Washington the Congressman had been active in the discussion of the Healthcare Reform discussions during the previous month, which had been withdrawn by the Whitehouse prior to a formal vote

Julia announced that she had been invited by Councilman Cate's office to participate on the Police Advisory Council. A new Chief of Police, Captain Mark Hunton, formerly from the Clairmont Division, had met with the new advisory council. A public event introducing the new Captain is scheduled at the El Camino Real police station location on April 19<sup>th</sup>. Julia also said that at her meeting she learned that personal cameras are very helpful to the police. Neighborhood Watch programs are also very helpful.

Susan introduced a discussion of the Get It Done I-phone app. Lil mentioned she had been successful in taking a photo on that program and submitting it, and that she had gotten results.

Lil discussed newsletter ideas. Anthony shared an example from University City, but it was clearly professionally produced. It had support from UCSD and a number of advertisers. Anthony suggested that perhaps a Community Calendar, including a reference of our elected officials, would be helpful.

Susan asked for Neighborhood Improvement ideas. Donald suggested more street lights and filling the potholes on Sorrento Valley Blvd. Julia suggested a study of a traffic stop at Villa Sorrento and Santa Fe Blvd.

Susan opened discussion of the application for creating a Banner District in Sorrento Valley. After discussion on the subject, Wayne volunteered to contact Mira Mesa officials to see if he could be placed on the Mira Mesa Banner District Board.

The Board agreed that Luis should be contacted to assist the SVTC in developing a Business Improvement District. The conversation never developed past that discussion.

Julia discussed her efforts to organize the SVTC participation in the Night Market event. She has contacted by e-mail all of the non-profits in our neighborhood. She is seeking participation from groups that would represent any of three areas: Youth, Worship, or Volunteerism.

Susan, Lil and Julia updated the meeting on the Beer Fest. So far, there are 8 breweries signed up to participate. Wayne reported that his efforts to line up a winery for the Beer Fest had not met with very good results. His experience in talking to about half a dozen winery prospects developed their conclusion that it wasn't necessarily the same cost/benefit ratio for them as it would be for a brewery. Their cost of product was estimated to be about 20 times greater than a brewery, and became prohibitive as a method for them to build foot traffic back at their locations later.

Julia discussed that both the City and County grant requests (\$5,000 ea.), were progressing past the initial step of submission. She will report on this more definitively next month.

Julia introduced information for both Groupon and ValPak as advertising solutions for the Beer Fest. ValPak was not considered the best way for us to spend our advertising dollars, but Groupon was approved in a unanimous vote of the four voting members present.

Susan asked that the minutes for the March 2, 2017 meeting be approved. The motion was approved unanimously.

Susan announced the meeting had ended at 8:47 P.M.

\_\_\_\_\_ Wayne Cox, Recording Secretary