



Sorrento Valley Town Council

6990 Carroll Road, Suite B
San Diego, CA 92121
info@SorrentoValleyTC.com
www.SorrentoValleyTC.com



Sorrento Valley Town Council

6990 Carroll Road, Suite B
San Diego, CA 92121
info@SorrentoValleyTC.com
www.SorrentoValleyTC.com

SVTC MEETING MINUTES

Thursday, February 2, 2017

7:00 pm

Marriott Courtyard Sorrento Valley

Call to Order: 7:00 P.M.

Present were: Susan Carolin, Julia Schriber, Lil Nover, Juta Birkenthal, Wayne Cox, Stephanie Rabelo, Alan Dirkovic (sp?), Jimmie Neil, Jim Neil, and Luis Pallera.

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

Jimmie Neil, from Troop 713 in Del Mar, presented his Eagle Badge project to the attendees. He described that it was an upgrade to Overlook Park in Sorrento Valley. He proposed to close off an unauthorized path with a peeled log fence, work with the local ranger in devising an ADA access path that the State Forrest Service will pay for, level an area for a future erection of an ADA bench. His portion of the project is projected to cost about \$1,000.

Luis Padilla, from Councilmember Chris Cate's District 6 office:

1. Presented a hand-out on the new Designated Online Transaction Space program.
2. Promised to help Julia in her grant application by obtaining a supporting letter from the Councilman.
3. Reviewed the Neighborhoods First Coalition that the Councilmember created three years ago, and thanked the SVTC for it's active participation in the group.

Stephanie Rabelo and Alan Dirkovic (sp?) presented their two month old company (name?). They reviewed several of the techniques they employ in problem/progam "user experiences." They described their concept of Design Thinking, as adapted from a concept used at Apple. Their projects typically take one week and are centered around three main steps:

1. Research,
2. Meeting with the Stakeholders, and
3. Testing (application).

Julia introduced them to the idea of a Business Improvement District and asked them to report back on any ideas they might develop for the Council on this project.

Lil and Susan opened a discussion of the next BeerFest. Three breweries have signed up to date. Wayne is to report at the next meeting on any wineries that might be considered for participation at the BeerFest (we are limiting participation to one). Printed materials to assist in securing additional breweries for the event were handed out to the Board members.

Julia described that a prominent reason behind updating our Bylaws was that we need to be in conformance with various regulations involved in our application(s) for government grants. She is scheduled to attend a workshop on this with Suzzette. The amended Bylaws have been under review by each Board member since September. The major changes include:

1. A Lifetime Membership of \$30 replaces an Annual Membership of \$20.
2. Executive Officers is a necessary distinction from the rest of the Board because the positions are decided by election.

Motion: Julia made a motion to approve the Bylaws as currently ammended. Lil seconded. All agreed.

Julia suggested that the SVTC establish a “rainy day” account. Lil gave a quick overview of the financial balance that currently exists. With the proposed income from the next BeerFest looming, and grant providers not wanting to send money to an organization that has a positive bank balance, a CD was discussed as a remedy. Julia allowed that in creating “matching funds” for the grant applications, the SVTC is able to pledge anticipated revenue from the event.

Motion: Susan moved that a \$5,000 Rainy Day CD be established. Lil seconded. All agreed.

In closing:

1. Lil passed out copies of the Mira Mesa News, promoted the Senior Center, and announced that she was now a voting member of the Rec Council.
2. Julia will add activities to the SVTC newsletter (dots, etc.).

Susan announced the meeting had ended at 8:36 P.M.

Wayne Cox, Recording Secretary, Dated: 02-02-2017_____