



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Thursday, March 02, 2017

7:00 pm

Courtyard by Marriott Sorrento Valley

- I. Call to Order: 7:00 pm
Present were: Anthony Nguyen from Scott Peters' office; Luis Pallera from Chris Cate's office; Anthony De Lucia, a student from San Diego State University; Susan Carolin, SVTC President; Julia Schriber; Lil Nover; Juta Birkenthal; Suzette and Chris Ledford; and Wayne Cox.
- II. Susan opened the meeting at 7:00. She commenced the meeting by passing out the Meeting Agenda.
- III. Anthony Nguyen announced that Representative Peters had been appointed to the Health and Climate Committee for the House of Representatives. He already is seated on the Veterans Committee. The House will open discussion on March 8th in Washington D.C regarding the Affordable Care Act.
- IV. Luis Pallera announced that City Council Member Chris Cate has been appointed to the Public Safety Committee (Chris' father was a police officer, he confided). A report has been released to the City Council for them to consider term limits at the Board of Education. He also committed that the Councilman would issue a letter to the SVTC in support of it receiving City and County grants for it's mission of serving the Sorrento Valley neighborhood.
- V. Julia announced that she had completed one City grant, had gained signatures from all of the SVTC Board Members for it's submission, and had placed the grant in the mail that morning. She said she and Suzette were going to attend a symposium on how to write a grant. A for profit group is interested in promoting Beer Tourism in Sorrento Valley and is working with the Marriot as a sponsor.
- VI. Lil mentioned to Luis that there was a very large pothole at Sorrento Valley Blvd. @ Sorrento Valley Road. He agreed to submit a report to Street Maintenance the next day.
- VII. Susan opened the discussion of the Beer Fest.
Anthony Delucia will work on social media connections for promotions for the event.
 - Lil announced that 4 breweries have so far signed up: Division 23, New English, Karl Straus and Second Chance. We had 16 breweries at our last event, and 12 the first year. Green Flash has said they would not participate this year because of extensive commitments elsewhere.
 - Julia discussed her favor for us to involve a beer education blog this year. She supports that a page in our handout be dedicated to the history of our event. She suggested using posters that are more permanent than what we have used previously, with the hope that some of them will be used again in future years.

- Suzette said she will write a press release for radio stations. She has a history with that industry and thinks it will provide vital free advertising for us.

VIII. Lil announced that she had purchased a \$2,000 CD for 6 months. The interest rate was 0.25.

IX. Julia has submitted grants to the City (Community Arts and Culture), and County (Community Enhancement). For the latter, she added Spooktacular at \$1,000. On March 14th, the grants will be issued. Julia will attend the meeting where the winners will be announced.

X. Wayne mentioned that the City of San Diego had sent a representative to the Mira Mesa Planning Group to announce that Mira Mesa is at the first step of undergoing a Plan Update. The procedure will take three years. An open discussion followed regarding SVTC's objectives in this update:

1. The police map should define our Sorrento Valley neighborhood.
2. The Mira Mesa Banner District should name the SVTC as the authority for signs in any location in the community that are West of Santa Fe Blvd.
3. A Business Development District needs to be recognized for Sorrento Valley.
4. The Sorrento Valley Town Council needs to be recognized as the representative for the area West of Santa Fe Blvd.

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

XII. Susan announced the meeting had ended at 8:40 P.M

Wayne Cox, Recording Secretary/Editor, Dated: 03/13/17