



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Thursday, April 07, 2016

7:00 pm

Courtyard Marriott Sorrento Valley

I. Call to Order: 7:03 pm

Present were: Julia Schriber, Lil Nover, Susan Carolin and Juta Birkenthal. Ayca Efe, Wayne Cox, and Larry Heminger were absent with prior notice.

II. The Board unanimously approved the SVTC meeting minutes from March.

III. Mitz Lee, President of the Neighborhoods First Coalition under Councilmember Chris Cate, presented an NFC Report and announced the next annual NFC meeting, scheduled for April 24.

Mitz asked Julia how well the neighborhood objectives for Sorrento Valley were being met by the Councilmember, specifically about our top-priority request, the neighborhood signs, which the SVTC has been working on for three years. Julia responded that after filling out many different applications, forms and detailed plans that Chris Larsen, City Development - Building and Safety, had asked her to fill out, she was shown, by a neighbor, a *Reader* article which documented another neighborhood's request for neighborhood signs being fulfilled in an entirely different manner from what the SVTC was being asked to do, and in a fraction of the time. Bay Park neighborhood signs had been completely arranged and paid for by the City, all within a few months. Cate Representatives Luis Pallera and Jenna Harris both said they knew nothing about this, but would look into it and report back to us what they find out.

Mitz also talked about the next NFC meeting coming up on June 29 at Miramar College, where they will present their annual Progress Report.

IV. Julia discussed the planning of the Sorrento Valley Beer Festival, scheduled for May 20, 2016. Eleven breweries have already signed up to participate. Luis said that they would do a media blast through their D6Beers.com and that City Tourism Marketing Dept. may be interested in teaming up with Marriott Courtyard for a Brewery Tour. Luis said he would send Lil an Evaluation Plan (details??) for Sorrento Valley and that he would talk to 2Kids about participating in the SVBF.

V. Adjournment

Motion: Julia made motion, seconded by Lil, and all agreed, to adjourn the meeting at 8:30 pm.

Susan Carolin, Recording Secretary/Editor, Dated: 04/11/16