



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Thursday, August 04, 2016

7:00 pm

Courtyard Marriott Sorrento Valley

- I. Call to Order: 7:03 pm
Present were: Julia Schriber, Lil Nover, Juta Birkenthal, Larry Heminger, Wayne Cox, Ayca Efe and Susan Carolin.
- II. Speed trailers for Sorrento Valley. Ralph Carolin said that Jenna Harris, Chris Cate's Representative sent him an email saying she had no news from PD about our speed trailers. He also sent an email to NorthWestern Division PD and has not gotten a response.
- III. Weed abatement in Sorrento Valley. Lil says no word on weeds. She was told weeds taken care of by Maintenance Assessment District. Ralph Carolin said that is not true. He and neighbor Dave Doehr have cut the weeds themselves on SVB several times, but can't do the ones on the median because of the speeding traffic. Suggestion made that SVTC could hire a company out of our funds (such as Aztec or Holmes) to cut the weeds in order to help beautify our neighborhood.
Action: Lil to ask Holmes to bid on the job. Lil said she will also ask Gina Washington, Penasquitos Canyon Park Ranger, if she can get the City to clean it up.
Some suggested instead of funding it outright, we should write Councilmember Cate because we have been asking for this through his Neighborhoods First for the past year and it has not been done, and that we are going to have to arrange and pay for it ourselves. Also, that our request for SV signs has also not been done, either.
Action: Susan to write letter to Councilmember Cate asking why it hasn't been done, when it will, what is required to get it accomplished and what can he recommend that we do to make it happen quickly. Accountability is key to him.
- IV. Gaining reclaimed water for Sorrento Valley. Recommendation made to add it to the NFC list of wishes for SV. We have the pipes in place for reclaimed water, but they are not connected to our water source. Qualcomm had been asking for a long time for this and they are now getting it, but we still are not. For parks, lawns.
- V. SV park discussion. Suggested by Wayne to be built in open canyon space between Marriott parking lot and SDG&E. Wayne suggested conducting a study of neighboring businesses to see if there is support for it.
- VI. Wayne discussed promoting SV for the businesses already located here and as a location for business start-ups. Promotion would include getting a banner district and

monument for the neighborhood. Ayca said that since Google is coming to SV and the Mayor has been bragging about this and all the high tech business in SV, we should be able to get one made or redesign the mis-labeled one. Julia suggested creating a business promotion group first and then asking for a banner district to support it.

Action: Larry to approach his contacts about finding out who to contact at City.

Action: Julia to talk to City PR people and our new community rep to discuss the value of SV promotion. We have lost lots of jobs here and need to promote and market SV as a great location for business start-ups.

VII. Julia gave SV sign update. John Hannash, City Traffic, asked Julia for the addresses of the proposed signs and suggested adding a 4th sign on Vista Sorrento Pkwy.

Motion: Julia made a motion to add a fourth sign. Wayne seconded and all voted yes. Motion passed.

VIII. SVTC Bylaw review. Julia reviewed and sent proposed new bylaws out yesterday for Board review; to be voted on at our next meeting.

Lil suggested meeting before that to discuss the changes before the next meeting and form a subcommittee. Let membership know that we are meeting to discuss the bylaws. All Board members to look them over and at least send in comments and recommendations.

IX. SVTC elections in November. Julia suggested forming an election subcommittee to make ballots, approach people, email people, ask people to join as general board members. In January we will vote on office holders.

Larry and Susan to head election committee; write up candidate bios.

X. City Landscape Architect Grant. Julia suggested getting bids from a landscape architect to design a landscape for the open slope at end of Cam. Santa Fe at SVB and Calle Cristobel. Contact Sorrento Terrace. (ask students at Cuyamaca College or Miramar?) Possibly Holmes can do it? Wayne to ask his co-NFC.

XI. Lil's financial report. Made a moderate profit from the beer fest after expenses. Larry suggested an Income Statement as opposed to P&L; print as pdf and email it to Board.

XII. **Motion:** Julia made a motion to approve the SVTC meeting minutes from June. Lil seconded, all approved.

XIII. SV Beer Fest. Lil met with Julia and Susan about co-chairing it with Susan next year, keeping Julia as advisor. Lil suggested having it in September instead of May. Will have weekly meetings, form groups to be in charge of entertainment, food, venue, ice, brewery sign-up Chair (who can lead this group), promotions/ticket sales etc.

XIV. Motion to adjourn. Julia made motion to adjourn at 8:40pm and all agreed.

Susan Carolin, Recording Secretary/Editor, Dated: 8/9/16