



Sorrento Valley Town Council

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SVTC MEETING MINUTES

Tuesday, October 04, 2016

7:00 pm

Residence Inn Sorrento Valley

- I. Call to Order: 7:04 pm
Present were: Julia Schriber, Lil Nover, Juta Birkenthal, Wayne Cox, and Susan Carolin.
- II. Julia made a motion to table the bylaws til next month. Lil seconded, all agreed.
- III. Oct 22 open house for Pure Water plant on Miramar Rd.
Chris Cates on NFC coalition, said Wayne doing great job on the council. Cates office now more closely involved in the operation of the NFC. Oct 18 open house at senior center on MM Blvd. Pension bill will greatly impact City budget. Parks probably not going to get funded; street lights easier to get. Be specific for what you're asking for. New app for mapping street repairs: streets.sandiego.gov website.
Julia asked Chris about extending purple pipes for recycled water for this area. Qualcomm upgraded to this. If the developer is willing to invest, but the City won't do it alone. They are paying for the Pure Water system. Pacific Ridge should talk to PUD about doing this. City will subsidize costs a little.
Cates working with Miramar on business development to put together an improvement district, such as a maintenance assessment district, and property owners are very positive about this, tax on themselves. Must find someone to manage it. La Jolla just started one, took three years. An increased level of service, very branded.
BIDs involve the businesses, MADs involve the property owners.
Will give us the contact info for the economic development people at the City to get us started on one of these. Tourism authority understands the value of neighborhoods.
Beer tourism idea for SV.
- IV. Sorrento Valley Spooktacular. Canyon cleaned up by City, but we need to clean up spiders! We have obtained a permit for our event.
Action Items: Susan to speak to SV Children's Center about sending a teacher and spiders to event. Wayne to talk to SDCCU.
- V. SV Beer Fest: Wayne volunteered to be wine coordinator. (He asked for a letter similar to the one for the Spooktacular letter to the bank)
- VI. NFC Stategic Plan has no money for parks; park by the Marriott is combined with SDGE land with trails and water, would not have to have bathrooms, or fancy extras.

- VII. SVBF date set for Sept 8, 2017. Email went out asking for people to sign up for a task. Wayne volunteered to be the Wine Coordinator.
- VIII. SDGE project. Putting up a new transmission line, between the 15 and 805. One plan uses existing poles mostly; partially goes through reserve and then north of our canyon. Lowest cost, uses existing poles. Or, alternative, goes underground, way more expensive, digs up streets next to Miramar Rd, Pomerado Rd, etc. SDGE favored the 2nd choice because they will charge customers to make up the costs.
- IX. SVTC elections to be held at the SVTC Nov meeting. Susan to send email asking people to give their applications for office. Larry and Julia up for re-election.
- X. 8:32 adjourned

Susan Carolin, Recording Secretary/Editor, Dated: 10/9/16