

**UNIVERSITY CITY COMMUNITY ASSOCIATION
MINUTES OF NOVEMBER 12, 2014 MEETING**

Present: Barry Bernstein, President; Barbara Henshaw, Vice President; Ginny Charvat, Treasurer; Bonnie Hornbeck, Secretary; Darlene Ventimiglia, Historian & Tree Lighting Coordinator; Mack Langston, UCCF Rep.; Merle Langston, Beautification; Hallie Burch, Membership; Terry Jones, Correspondence; Barbara Gellman, Neighborhood Watch/Beautification; Diane Ahern, Publicity & Promotion.

Excused: Sandy Lippe

Absent: None

Guests: Officer Larry Hesselgesser, SDPD No. Division; Hilary Nemchik, Sen. Marty Block's Office; Chaim-Schneider; Lois Cross; D.B. Rosen; Barry B. Coggan; Karen Arden, UCHS Music Dept.; Lisa Valenzuela, UCHS Music Dept.; Netanya Cranford, UCHS Music Dept.; Bobbie Day & Chuck DiSalvo; Jacque Bernstein; Cecil Hornbeck; Bill Massicot; Jerry & Janet Herrman; Jane Hoey; Venkat Sethuraman.

President Barry Bernstein called the meeting to order at 6:00 p.m. and then led the group in the Pledge of Allegiance. After the pledge, Barry requested a moment of silence for Sandy & Ernie Lippe. Ernie's sister passed away recently.

Barry then introduced Mack Langston, Chairman of the UCCA Board Elections Committee. Mack announced the four candidates for Board officers: Barry Bernstein for President; Barbara Henshaw for Vice President; Vince Reardon for Secretary; and Ginny Charvat for Treasurer. Mack then asked if there were any write-in nominations for any of the four positions. No write-in candidates were forwarded and as a result, Barry asked for a motion to close the nominations. Diane Ahern made a motion to close the nominations and Ginny Charvat seconded the motion. The nominations were closed and Barry reminded all to vote was during the meeting break.

Agenda: Hallie Burch made a motion to approve the November agenda. Ginny Charvat seconded the motion and the November agenda was unanimously approved.

Minutes: Barbara Henshaw made a motion to approve the October minutes. Hallie Burch seconded the motion and the October minutes were unanimously approved.

Community/Gov't Reports: Mel Milstein, Sherri Lightner's office couldn't attend the meeting but Barry reported that he had asked Mel about all the new pedestrian/street signs that have appeared after the completion of the intersection at Governor Dr. and Genesee Ave. Barry asked for comments and/or questions regarding the signs so that he can forward them to Lightner's office. Since Hugo Carmona, the representative from Scott Peters' office also couldn't attend Barry updated all regarding the attempts to establish a dialog between UCCA and the Miramar Air Base about the community's aircraft safety issues. There has been no progress regarding this issue, but Barry reiterated that he is continuing to work with Scott Peters' office and that Rep. Peters' says that he will assist in trying to establish a dialog.

Barry also announced that the representative from Toni Atkins' office didn't make the meeting. At that time he introduced Hilary Nemchik, representative from Sen. Marty Block's office. Hilary explained that her function is to be a liaison between the community and Sen. Block's office. She reported that 11 of the 12 bills that Sen. Block presented were signed into law. Two of the more notable ones are SB850 which allows certain community colleges to offer 4-year Bachelor Degrees in various areas, including health care. The other significant bill was SB911 which will now allow employees of nursing homes the training and subsequently the ability to call 911 in patient emergency situations. Hilary also reported that Block's office has held 4 Town Hall meetings and that they are getting valuable responses and suggestions from those meetings.

Barry reported that Francis Barraza, the representative from Mayor Faulconer's office couldn't attend the meeting as expected as Barry had hoped for some answers about the high priority that the Mayor has placed on getting a fire station built for south UC. So far there has been no response from the Mayor's office as to when action would be taken on this issue.

Officer Larry Hesselgesser, SDPD No. Div.: Off. Hesselgesser explained that No. Div. covers UC, La Jolla, Clairemont, Bay Ho, Pacific Beach, and Mission Beach. He said that the Div. is gearing up for the holiday season, planning to place extra officers at shopping malls, etc. He reiterated safety measures for holiday shoppers (park in lighted areas, don't leave packages visible in cars, etc.). Off. Hesselgesser then commented on the anticipated impact of the passage of Prop. 47 on law enforcement as well as the public sector. Shoplifting, burglaries, forgeries that are under \$950 will now be misdemeanors and not felonies. Also first arrests for possession of hard drugs such as cocaine, heroin, and meth will now be misdemeanors, but that people arrested again for the same crimes will probably be jailed as felons. One of the many impacts of the release of so many people now jailed for crimes that are now misdemeanors is that probably home burglaries will rise. Many of the released men are habitual drug users and home robberies are one way that they get money for drug use. Off. Hesselgesser gave safety tips for homeowners such as keeping all windows and doors locked when away. He cited that 1/3 of all home burglaries are committed by drug users. He also answered some questions from the audience about whether bicycle riders have to obey all traffic rules as same as autos. He said that "yes" they do have to obey the same rules, but that there are so many bicyclers that do not and the police simply don't have enough officers to enforce compliance. There was also a question regarding whether the police monitor home alarm systems. Off. Hesselgesser said that private companies install and signal police when an alarm sounds. The police put these responses at a high priority, but that 75% to 80% of those signals are false alarms.

Sharon Thomerson, UC Community Library: Sharon introduced Larry Hoecelmann as the new Youth Services Librarian. Larry began his position just recently and explained his function at the library. Those duties include small children's reading hours as well as starting essay contests, etc. for teenagers.

Treasurer's Report (Ginny Charvat): Ginny explained the report through Oct. 2014. Terry Jones made a motion to approve the Treasurer's Report. Darlene Ventimiglia seconded the motion and the Treasurer's Report was unanimously approved.

Correspondence (Terry Jones): Terry reported that due to UCCA's new Buy Local program that all 2015 memberships will be acknowledged through thank you letters, membership cards and thank you gifts as documented in the November newsletter. The first batch of the Buy Local memberships will be sent out by Nov. 21st. The existing stock of logo envelopes will be used to mail the membership cards, etc. There are now approximately 1,200 logo envelopes in stock.

Membership (Hallie Burch): Hallie reported that there are a total of 79 new members for 2015 for a total of \$3,940. Barry commented that there is a difference between the number of individual members and household members. Since both members of a household are often members of UCCA, the membership had been counted as one household member. Therefore, there are more individual members than previously acknowledged.

President's Remarks (Barry Bernstein): Barry reported that he had received a letter from SANDAG regarding the future design of the trolley route down Genesee Ave. to UTC shopping center. He read a portion of the letter to the group and admitted that he really didn't understand what was being said. It sounded like there may be a problem with the elevated trolley route down Genesee Ave., but that it was not clear what the letter was conveying. Barry has been trying to contact staff at SANDAG to explain the letter's contents.

Barry reminded everyone that the reconstruction of the on/off ramps at the east end of Governor Dr. and Hwy. 805 is in progress and that the construction will cause traffic delays in that area.

Next Barry reminded the group that there had previously been an electronic approval to reimburse Mack Langston for costs he incurred as liaison from UCCF and UCCA. For the record, Barry asked for a motion to officially approve the reimbursement of \$500 to Mack. Diane Ahern made the motion to reimburse Mack. Barbara Henshaw seconded the motion and the reimbursement to Mack Langston was unanimously approved. For the record, Mack did not request reimbursement.

Barry then asked for an official vote to recognize Diane Ahern for her efforts as interim newsletter editor. He requested a motion to approve a \$100 gift certificate for Diane's efforts. Ginny Charvat made a motion to approve the gift certificate. Hallie Burch seconded the motion and the gift certificate award for Diane was unanimously approved. For the record, Diane did not know of the board's intent to award the certificate.

Barry then announced that Jemma Samala has agreed to be the UCCA Newsletter editor for the time being. He said that she has the experience and expertise for the job.

Public Forum: Netanya Cranford, of UCHS Music Dept., with assistance from Karen Arden and Lisa Valenzuela, also from UCHS Music Dept., requested support in modernizing the music department at UCHS. The marching band is in need of electronic equipment that matches what other So. CA programs use at their schools. Specifically, the request is for a pro audio system (mixer) that will amplify the stationary percussion during shows and the system's accessories. Netanya said that this system will last for many years and have applications that reach beyond the marching band. A written request was submitted to the board for support not to exceed \$1,750. Barry responded that the board would consider their request and reach a decision and reply by the December meeting.

Other: Jerry Herrmann gave an update regarding the possible expansion of the University Terrace Apartments. He reported that UCPG did not endorse the expansion at their last meeting. In the meantime, the developer has presented another modification to be considered at the next UCPG meeting that eliminates the third floor and has eliminated one of the two parking garages, among other things. Jerry said that the residents group does not have enough time to thoroughly evaluate these changes, but that they are still opposed to any changes to the existing apartment complex as those changes would not fit with the residential neighborhood. He urged all who oppose the redevelopment to attend the next UCPG meeting.

Committee Reports:

Buy Local (Diane Ahern): Diane gave an update on the levels of membership of the Buy Local program and reminded us that membership cards would be distributed to those who joined. She also mentioned that membership not only benefited those who joined who would receive discounts from various businesses, but that also the businesses would benefit from increased foot traffic in their stores. She also explained the various membership levels and that those who joined at the \$100 level would receive shopping bags. The recent UCCA newsletter contains a list of the 2015 members. Those who want to join can do so by using the form attached to the newsletter or they can join online. At that time, Diane requested \$1,200 support from the board for the costs associated with launching the program. Hallie Burch made a motion to approve Diane's request for \$1,200. Barbara Gellman seconded the motion and the \$1,200 support for the Buy Local program was unanimously approved. **NOTE: Please refer to the attached Buy Local membership summary prepared by Diane.**

Newsletter: Barry again announced that Jemma Semala would be the next interim newsletter editor and that she would be paid the same amount as Sue Nizyborski, the outgoing editor. Barry reminded all that articles for the Dec/Jan issue should be submitted by Nov. 21st.

Tree Lighting (Darlene Ventimiglia): Darlene reminded all that the Tree Lighting event will be held Friday, Dec. 12th at Standley Park. Dinner with Santa will be at 5:30 p.m. and the Tree Lighting ceremony will be at 6:30 p.m. after which light refreshments will be served. Darlene also added that Raphael's Party Co. has raised their rates to provide a lighting tower, microphones, etc. Although a 10% discount was offered by the company, Darlene said that costs, including the refreshments, etc., would exceed the budgeted amount for the event. At that

time, Darlene made a motion to raise the budgeted amount to a cost not to exceed \$2,000. Ginny Charvat seconded the motion and the motion was unanimously approved.

Beautification (Merle Langston): Merle reported that the \$7,500 previously approved to improve the Governor Dr. medians would not be sufficient due to the unexpected costs associated with removing and replacing the broken cement and asphalt in the median. She said that she has sent a note to Mel Milstein in Sherri Lightner's office for financial assistance in repairing the medians since they are city property.

Neighborhood Watch (Barbara Gellman): Barbara reported that there are now 77 neighborhood watch captains with more to come, probably after the holidays. She also said that neighborhoods in Clairemont have now started the Neighborhood Watch program.

At this time Barry announced that Barbara is receiving an award for her work as a volunteer for SDPD. There are only 5 recipients of this award this year. Barry offered UCCA's congratulations to Barbara.

Election Results: Cecil Hornbeck counted and announced the results of this evening's UCCA Board Officer Elections. All nominees were elected unanimously. The UCCA Board Officers for 2015 are:

Barry Bernstein, President
Barbara Henshaw, Vice President
Vince Reardon, Secretary
Ginny Charvat, Treasurer

Old Business: None

New Business: Barry questioned whether or not Jemma Semala should be a UCCA board member. After a short discussion, it was decided that Jemma will be invited to serve on our board as a non-voting member.

Terry Jones made a motion to adjourn the meeting. Hallie Burch seconded the motion and the meeting was adjourned at 7:40 p.m.

There will be no December meeting.

The next UCCA meeting will be Wednesday, January 14, 2015.

Created 9/10/2014; modified 11/13/2014	Category	Quantity	Item	Notes
1 NEW!	UCCA Member:	*250	Insulated Shopping Bags	*AlphaGraphics fulfillment per schedule below; outsourced
2 NEW!		1000	Flat Calendars	**AG fulfillment; print-on-demand
3		1000	Logo Stickers	**AG fulfillment; 500 initial print
4 NEW!		1000	Window Cling	**AG fulfillment; 500 initial print
5 NEW!		1000	Membership Cards	**AG fulfillment; print-on-demand
6 Modified 11/13/2014 - use existing stock		800	Envelopes bs size	**AG fulfillment; print-on-demand
7 NEW!		1000	Welcome Letters	**AG fulfillment; print-on-demand
8 Modified 11/13/2014 - hand deliver		800	Mailing packages (bags)	**AG fulfillment
9				
10 Membership types:		\$20	Individual***	1 sticker, cling, calendar & membership card
11		\$40	Community Supporter	1 sticker, cling per membership; 1 calendar & membership card per person
12 Eliminate		\$50	Silver	1 sticker, cling, calendar & membership card per person
13		\$60	Community Angel	1 sticker, cling per membership; 1 calendar & membership card per person
14		\$100	Community Gold	1 shopping bag , sticker, cling per membership; 1 calendar & membership card per person
15				
16 NEW!	POP - Buy Local:	100	Display Cards	For business partners; UCCA fulfillment
17 NEW!		100	Display Stickers	For business partners; UCCA fulfillment
18 NEW!		100	Window Decals	For business partners; UCCA fulfillment
19				
20	Notes:		*Minimum quantity	
21			**Fulfillment can be done at AG by UCCA volunteers; all printing is on demand.	
22			***Change 'General' to 'Individual'	
23			Quantities of all membership cards, letters, and calendars is on demand.	
24 Added 11/13/2014			Spreadsheet to AG Tue, Nov 18; stuff envelopes at AG on Tue, Nov 25, 10 am	
25 Added 11/13/2014			Spreadsheet to AG Fri, Dec 12; stuff envelopes at AG on Thurs, Dec 18	
26 Added 11/13/2014			Spreadsheet formatted with one member name per line for \$40 membership and above; Diane to help	
27			Maximum 2 adults on one membership.	
28			Eliminate \$50 membership	
29				
30	Newsletter &	October - Buy Local benefits to member article; UCCA 'annual report' type articles; no membership coupon		
31	timeline:	November & December - Buy Local article; UCCA benefits article; membership coupon & envelope MasterPrint		
32		November & December - Fulfillment begins based on membership spreadsheets - AG		
33 NEW!			January - reminder postcard to 2014 members who have not yet joined for 2015 - AG	