

**UNIVERSITY CITY COMMUNITY ASSOCIATION
MINUTES OF SEPTEMBER 8, 2015 MEETING**

Present: Barry Bernstein, President; Vince Reardon, Secretary; Merle Langston, Beautification; Barbara Gellman, Neighborhood Watch/Beautification; Mack Langston, UCCF Rep; Valerie O'Neill, Newsletter; and Diane Ahern, Publicity & Promotion

Excused: Ginny Charvat, Barbara Henshaw, Hallie Burch, Darlene Ventimiglia, and Terry Jones

Absent:

Guests:

President Barry Bernstein called the meeting to order at 6:01 p.m. Barry led the meeting in the Pledge of Allegiance.

Agenda: Vince Reardon made a motion to approve the September Agenda. Diane Ahern seconded the motion and the September agenda was unanimously approved.

Minutes: Valerie O'Neill made a motion to approve the August minutes. Diane Ahern seconded the motion and the August minutes were unanimously approved.

COMMUNITY REPORTS

San Diego Councilwoman Sherri Lightner News: Council Representative Kyle Heiskala gave four brief updates to community issues: 1) he said Lightner's Office has received calls regarding the SANDAG project on Regents Rd, south of I-5. Construction of a train crossroad is being through January 2016. 2) There have been calls regarding the brush clearing on private property at Regents Rd. and Pennant Way. Grading was not supposed to go forward because the resident did not have a permit from Code Enforcement. 3) A transportation/traffic study has been conducted by the City. The study evaluated 76 intersections and the report will be released in October along with a community hearing to discuss it and the future impact of traffic on the community. He said an Environmental Impact Report (EIR) will be drafted next Spring, based on the report. 4) There will be a Fast-Response Squad (2-person team) in the vicinity of Governor and Genesee. The exact location, which is for locations where there is no fire station, is still in negotiation.

State Assemblywoman Toni Atkins News: Assemblywoman Atkins' Representative Rachel Gregg gave a brief update: 1) the State Assembly's legislative session ends on Friday, September 11. 2) Assemblywoman Atkins will end her term as Speaker of the California Assembly in January 2016, replaced

by Long Beach Assemblyman Anthony Rendon. 3) Atkins joined Governor Jerry Brown for a signing ceremony for Senate Bill 350 – the landmark climate and clean energy legislation – at the Griffith Observatory in Los Angeles. She said the legislation will increase California’s renewable energy portfolio and double the state’s energy efficiency targets for existing buildings. 4) Atkins may attend UCCA’s meeting in November.

San Diego Police Department Report: 1) Kalea Mullen, a SDPD Non-Emergency Dispatcher gave a presentation about non-emergency dispatching. She noted there are 65 phone dispatchers responding to calls from San Diegan residents 24/7. Currently, there is a 45-minute response time to non-emergency calls. The City is seeking to hire more dispatchers. The number to call for non-emergencies is 2-1-1.

Mullen said crimes and suspicious activities that fall into the category non-emergency calls are: those that don't involve serious personal injury, property damage, or property loss; ones in which there is no possibility that the suspect is still at the scene or is likely to return to the scene; and ones for which an immediate response is not needed. However, if there is any doubt as to whether the situation is an emergency, Mullen said it is always better to be on the safe side and call 9-1-1.

2) SDPD Office Holly Tafoya mentioned that September 26 was Drug Take Back Day and encouraged attendees to turn in unused, but potentially dangerous, prescription drugs at Northern Division Police Department, 4275 Eastgate Mall, from 10:00 a.m. to 2:00 p.m.

Fusion Academy: Charter School Fusion Academy’s David Burrus, headmaster, and Brisa Singh, director of outreach, introduced themselves to the Committee. They mentioned that they are opening a school in UC on November 2nd. Their original campus for middle and high school students is in Solana Beach. Fusion is a national charter school with campuses in California, Illinois, New Jersey, New York and Texas.

ASSOCIATION REPORTS

Treasury & Budget Reports: Barry gave a Treasury update and prior to the board meeting sent a report to board members containing revenue and disbursement information.

Membership Report: Standing in for Hallie Burch, Barry Bernstein reported that as of September 8, 2015, there are 789 UCCA members (comprising 539 memberships) and totaling \$27,000 in membership revenue. Diane Ahern said that a membership drive would kick off in October and mentioned that she was looking for new incentives to offer new members.

PUBLIC FORUM

2016 San Diego City Council Candidate Joe LaCava – Mr. LaCava introduced himself and said he was a candidate for the City Council seat in District One in November 2016. He indicated that he has lived in the District One area for 30 years, specifically in Bird Rock neighborhood. He noted that he has been elected to or served on 29 separate boards of directors.

UCCA District One Debate Next Year (Barry Bernstein): Barry said he hoped that UCCA would host a District One Political Debate next year of the three candidates vying for the area's City Council seat. He said that he notified the League of Women Voters.

COMMITTEE REPORTS

Beautification (Merle Langston): Merle updated the progress of improvements to two medians on Governor Dr. at a cost of approximately \$13,500. She said the work would be done by October.

Neighborhood Watch (Barbara Gellman): Barbara Gellman said UC residents met and dined with local police and fire officers at the *Food Truck Family Night* on August 5 from 5:30-6:30 p.m. at Spreckels Elementary School at Governor Dr. and Stadium St. She said the event gave residents the opportunity to meet and thank some of San Diego's finest.

Imagine UC 2020 (Barry Bernstein): Barry said the Imagine UC Committee would meet on September 17 to discuss next steps. He said Standley Pool will be torn down and rebuilt and a new outdoor Pavilion will be constructed. He mentioned that a Groundbreaking Ceremony might take place in the next several months. The City still needs to give final approval for the comprehensive community project.

December Tree Lighting at Standley Park (Barry Bernstein): Barry announced preliminary plans for the annual tree lighting event. Darlene Ventimiglia will chair and Barbara Henshaw will co-chair the event. Barry also said he would like to host a "snow event" for neighborhood kids.

Nominating Committee (Mack Langston): Mack was named chair of the nominating committee. Elections to the committee will be held in November.

President's Comments (Barry Bernstein): 1) On September 7th Barry said he attended the meeting of the UC Planning Group. Marti Emerald and Sherri Lightner discussed a bond issue to finance infrastructure improvements in the community. 2) There's a new Commanding Officer at Miramar Air Station – Colonel Jason Woodworth. While Col. Woodworth did not acknowledge any errant flights over UC, Barry expressed his concern that residents have

complained of mounting errant flights and fly-overs over their community. Diane Ahern noted that on Labor Day Miramar Air Station was conducting training flights over UC.

Barry said he has learned of a new website – WebTrak 5 – that allows you to track flights from airports and air stations. Barry said there is evidence that certain Navy flights go over UC that should not.

Social Media & UCCA Website (Diane Ahern): Diane present current website and social media activity relating to UCCA’s website and social media platforms. She distributed a concise handout of recent “traffic.”

New Business – 7th Annual Oktobfest for Educate!: Chairpersons Jemma Samala and Dawn Yandell gave a presentation about Educate’s Oktobfest on October 10 from 2:00-6:00 p.m. at Standley Park. They requested a donation from UCCA of \$1,000 to help sponsor the event. Barbara Gellman made a motion to approve the request and Valerie O’Neill seconded it. All unanimously approved.

Adjournment: Mack Langston made a motion to adjourn the meeting. Merle Langston seconded the motion. All unanimously approved the motion. The meeting was adjourned at 7:40 p.m.

Next Board Meeting: The UCCA Board will meet on Wednesday, October 14, 2015 at 6:00 p.m.

Social Media / Web Site Overview as of 9/8/2015

As of June 2015, front page of UCCA site is in newsfeed format. All posts simultaneously post to UCCA's Twitter and Facebook accounts.

UCCA Web Stats 8/9 to 9/8/2015	Facebook Stats overall since June
4160 total page/post views	179 page likes
1625 new visitors (69%)	1400 Doggie Adoption Grand Opening
738 returning visitors (31%)	980 Riff tide Cover
52% desktop	692 Welcome new Principals
40% mobile	685 Lorna's Italian Kitchen
8% tablet	365 Westfield UTC Construction Info

Line	Page Views 8/9 to 9/8/2015	Post Views 8/9 to 9/8/2015	Views
1	/home page		757
2		/2015/08/25/grand-opening-august-30-san-diegos-first-retail-adoption-center-for-shelter-dogs/	497
3	/summer-concerts-in-standley-park/		373
4		/2015/09/05/construction-projects-on-genesee-and-governor-affect-areas-around-schools/	260
5	/ucca-newsletter-archives/		140
6	/uc-garden-club/		97
7		/2015/09/03/uc-under-construction-septembers-university-city-news/	92
8	/contact-us-or-volunteer-in-uc/		90
9		/2015/07/15/park-it-here-construction-parking-updates-from-westfield-utc/	87
10		/2015/05/30/uc-summer-concert-series-2015/	79
11	/neighborhood-watch/		77
12		/2015/07/15/union-tribune-utc-mall-expansion-includes-changes-along-genesee-avenue/	60
13		/2015/07/28/welcome-new-school-principals/	50
14		/2015/09/03/legends-releases-concert-video-were-you-one-of-the-uc-dancers/	50
15	/local-information/		48
16		/404.html?page=/2015/09/05/construction-projects-on-genese&from=	38
17	/2015-national-night-out-at-the-food-trucks/		36
18	/photo-album/		36
19		/2015/08/10/mark-powell-world-war-ii-memorial-coming-to-san-diego-project-will-commemorate-u-s-armys-liberation-of-concentration-camps/	35
20	/mcas-miramar-operations-information-and-contacts/		35
21	/university-city-community-directory/		33
22		/2015/08/13/your-key-fob-take-it-to-bed-with-you/	32
23	/advertising-rates/		32
24	/local-events/		30
25		/2015/07/01/how-to-file-a-noise-complaint-at-miramar/	28
26			4160