



UNIVERSITY CITY COMMUNITY ASSOCIATION

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MEETING MINUTES

University City Community Library
4155 Governor Drive, San Diego, CA 92122

JANUARY 13, 2016

Present: Barry Bernstein, President; Diane Ahern, Vice President; Karen Martinez, Secretary; Barbara Gellman, Neighborhood Watch/Beautification; Valerie O'Neill, Newsletter; Hallie Burch, Membership; Darlene Ventimiglia, Historian/Tree Lighting event Coordinator, Mack Langston, parliamentarian/"Improve UC"; Merle Langston, Beautification

Excused Absent: Don Hotz, Treasurer; Barbara Henshaw, Banners/Special Events

Unexcused Absent: None

Community Guests: Holly Tafoya, SDPD Community Officer; SDPD LT. Sharki, SDFD Chief Newell, SDFD Deputy Chief Ricci; Fire-Rescue Captain P. Denliger and Firefighter/Paramedic J. Wolf from Rapid Response Squad 56; San Diego City Attorney's Office Community Relations Representative Julio DeGuzman, San Diego City Council Representative Kyle Heiskala, UCHS Music Boosters President Sharon Joe-Hom; Library Manager Melissa Martin.

President Barry Bernstein called the meeting to order at 6:00 PM. Barry led the meeting in the Pledge of Allegiance.

AGENDA

A motion to approve the November meeting agenda, was made, seconded and unanimously approved.

MINUTES

Prior to the board meeting, Barry distributed (by email) the November 2015 minutes to board members for review. A motion to approve the November 2015 meeting minutes was made, seconded and unanimously approved.

TREASURER'S REPORT

Treasurer's report; Prior to the board meeting, Don Hotz sent the December 31, 2015 financial report to board members containing revenue and disbursement information. The report noted that the checking account balance stands at \$26,720. Total assets were \$22,807 including accounts receivables and undeposited funds.

A motion to approve the December 31, 2015 financial report was made, seconded and unanimously approved.

PRESIDENT'S COMMENTS

Barry Bernstein introduced the four officers elected in November 2015 and advised that the other Board members are appointed.

Barry advised the Board members that Mack Langston had agreed to take over the duties of Parliamentarian, a Board position that has been vacant.

A motion to approve the appointment of Mack Langston to the position of Parliamentarian was made, seconded and unanimously approved.

Barry Bernstein reported that he had attended the UCPG meeting held last night: The recent University City EIR meeting was discussed and all public comments were to be compiled. The City planners will be developing a public survey and the review process may be completed this Fall. Recommendations for changes to University City's Plan may be possible, all should stay informed.

COMMUNITY REPORTS

San Diego City Fire Department Report: Fast Response Squad 56

This mobile unit's new home is on Governor Drive, west of Regents Road. Staffing for Squad 56 consists of a two person crew: a fire captain and a firefighter/paramedic. They will work a 12 hour shift from 8 AM to 8 PM.

Chief Newell explained that the new location will result in faster response times to calls in south University City. The Squad carries a full complement of medical supplies as Deputy Chief Ricci explained that 85% of all calls to fire-rescue are medical in nature. In south University City, Squad 56 is dispatched from the 9-1-1 call center. If Squad 56 is dispatched, it will be joined by a fire engine from a nearby station. Deputy Chief Ricci explained that a paramedic is assigned to each fire truck. And, that in a CPR (cardio-pulmonary resuscitation) situation such as during sudden cardiac arrest, four to six people are needed. Two staff would be doing CPR, while others could be administering medicine or starting IV (intravenous) fluids, or arranging for transport, for instance.

San Diego Police Department News: SDPD Officer Holly Tafoya reminded the audience that Northern Division officers are participating in 2016 TRI-N-HARDER-4-KIDS Indoor Triathlon event on January 23 at the Jewish Community Center on 4126 Executive Drive, La Jolla, California 92037. The triathlon is a fundraiser for STAR/PAL youth programs & the SDPOA Law Enforcement Memorial Fund.

A motion was made, seconded and unanimously approved to donate \$150 to the 2016 TRI-N-HARDER-4-KIDS Indoor Triathlon.

Community Relations Officer Holly Tafoya spoke of the 'garage burglary' series that's affecting south University City. Thieves are breaking into cars parked on the street and opening the garage door with the opener found in the car; then opening the garage just enough to get in. Once they have access to the garage, they are stealing items from the garage and home.

San Diego City Police Lieutenant Adam Sharki introduction: Lieutenant Sharki was introduced. This is Lt. Sharki's second assignment at Northern Division. He previously worked in investigations and the beach communities. Most recently, he was assigned to Northwestern Division. He is looking forward to working with all of the communities of Northern Division. Lt. Sharki announced that Northern has recently hired additional officers and a new class of officers is currently attending the police academy. An inquiry was made of Lt. Sharki of SDPD regarding a recent accident in front of University City High School. Lt. Sharki said that increased traffic enforcement in that area, especially as it relates to illegal left turns out of the high school, is in place. However, on the day of the accident, the officer working enforcement was called away before the accident happened.

Office of the City Attorney's News: Representative Julio DeGuzman, Community Relations Representative, asked for attendees' cooperation in reporting crime to his office. They receive the police reports from SDPD and will prosecute offenders if they have enough evidence, working with SDPD to do so. Report crimes in progress to 9-1-1 and report crimes after the fact and non-emergencies to police non-emergency 619-531-2000.

San Diego Councilwoman Sherri Lightner News: Council Representative Kyle Heiskala thanked first responders for El Nino storm emergencies and advised that free sandbags are available at lifeguard stations and fire stations.

He encouraged those present to keep up the level of support for EIR process. The December meeting was well attended.

Kyle informed everyone that they are looking for members of public who may be interested in an appointment to vacant positions on advisory Boards to contact him.

Filing deadline is in March for candidates to file for District 1 City Council election. UCCA to host candidate forum.

Plans for the new fire station planned at Nobel and Shoreline in north University City will be submitted to the UCPG in February.

University City Community Library News: Manager Melissa Martin reported that Saturday hours have increased; the University City Community Library on Governor is now open 9:30 AM to 6 PM on Saturdays.

PUBLIC FORUM

UCHS Music Boosters President Sharon Joe-Hom addressed the UCCA Board requesting financial support in the amount of \$1,000 to help purchase a \$4,100 Vibraphone. EdUCate has generously donated \$2,050 and the balance is being raised through fundraising efforts.

ASSOCIATION COMMITTEE REPORTS

Membership Committee Report- Hallie Burch and Diane Ahern reported that UCCA has 531 members with 405 memberships (31% increase). There are two businesses that have opened; Electric Life Fitness Studio near Vons on Governor; and Footwear etc. near Sprouts on Governor. Also, Barbara Bry, candidate for City Council, has opened a campaign office near AlphaGraphics on Governor.

Communication/Publicity Committee Report- Prior to the board meeting, Diane distributed (by email) a Social Media and Internet Promotion Strategy report to board members for review. She summarized the report at the meeting:

Social Media and Internet Promotion Strategy as of January 15, 2016

Launched June 2015 with new newsfeed format at www.UniversityCityNews.org; new Facebook site; new Twitter site

331 posts on UCCA www.UniversityCityNews.org, Facebook, and Twitter

222 likes on Facebook

2500+ page views on www.UniversityCityNews.org in the last 30 days

Regular posts on Nextdoor for UCCA events and related activities

Like Facebook – <https://www.facebook.com/universitycitycommunityassociation>

Follow Twitter – https://twitter.com/UCCA_SD

Monitor Nextdoor – <https://nextdoor.com/sandiego/>

UCCA Newsletter Report – Valerie O'Neill reported that the deadline for the February newsletter is January 15; and that the February newsletter will be distributed beginning Thursday, January 28.

UCCA Beautification Report- Prior to the board meeting, Barbara distributed (by email) a Beautification report to board members for review. She summarized the report at the meeting: she and Merle Langston were thrilled that Sherri Lightner's office was instrumental in getting the City to prune the Northern Pines in our two new medians; this saved UCCA \$3,000 - \$4,000.

LaBahn's Landscaping will not provide the maintenance for these medians so, we will be hiring another company. They did replace a few dead plants and rechecked the irrigation system last month.

Transformer box painting: Barbara has emailed the City Engineer Department for permission to paint 4 more transformer boxes. Once permission is granted, she will solicit artists.

UC Light Pole Banners Report- Prior to the board meeting, Diane distributed (by email) a summary of the street banner sub-committee meeting attended by Diane, Barbara Gellman and UCCA member/volunteer Deanna Radnikova. She summarized the report at the meeting: The banner sub-committee met on Tuesday, January 12.

The purpose was to explore grant opportunities to facilitate new street banners. They spoke by phone with Roberta Walker at District Three Grants Administrator, concluding that they would attend the grant workshop; and pursue the grant application. Deanna has volunteered to take the lead on the grant application.

There are two grants to explore; both will be covered at the workshop:

- Community Enhancement Program

<http://www.sandiegocounty.gov/auditor/commehnc.html>

- Neighborhood Reinvestment Program

<http://www.sandiegocounty.gov/auditor/nrp.html>

The Community Enhancement Program seems a natural fit for the street banner program because of its connection to tourism and activities. The Neighborhood Reinvestment Program may be a fit for the Beautification committee projects of medians and transformer boxes and similar activities. More will be known after the workshop.

Neighborhood Watch Committee Report- Barbara Gellman announced that she and Diane had met with Cathy Colclasure, who lives in Vista La Jolla HOA, off Nobel. Cathy is ready to begin a Neighborhood Watch program for her 117 townhome complex in North University City.

Barbara and Diane, along with Officer Tafoya, will present the Neighborhood Watch program to Chabad Center of University City on January 14 at 5:00 PM.

All groups need to be educated and feel that they are part of the solution. All community residents are invited.

By the end of this month there will have been 180 Neighborhood Watch signs installed and 85 active street captains. There are still more streets to cover and that is their goal for 2016, to make sure every UC street has a captain and new signs.

Holiday Tree/Menorah Lighting Committee Report- Barry reported that on Dec. 11, 2015 UCCA in coordination with Standley Park Recreation Center, held their annual event, (indoors due to weather conditions). It was a very successful "Evening of Celebration" for all University City families. He thanked all the volunteers.

Correspondence- No report submitted.

Imagine UC 2020 Report- Barry Bernstein reported that this project involves Standley Park enhancements, Swanson Pool improvements, a planned performance pavilion and the addition of a competition size pool. Revitalization project to enhance UC educational programs. Shared use with City Parks and Schools.

C.E.R.T. Citizen's Emergency Response Team – There will be a meeting on January 19, 2016 at 6:30 PM at the UC library. A C.E.R.T. academy is coming up in March 2016. Info online at universitycitynews.org.

Old Business – None

New Business – After the meeting, an electronic vote was taken by email regarding the UCHS Music Boosters' \$1000 grant request. **A motion was made, seconded and unanimously passed to approve the request.**

ADJOURNMENT

A motion to adjourn the meeting at 7:37 PM was made, seconded and unanimously approved.

NEXT BOARD MEETING DATE

The UCCA Board will meet on Wednesday, February 10, 2016 at 6:00 p.m.

Karen Martinez
Recording Secretary

Date Approved