

Bird Rock Maintenance Assessment District (MAD) Annual Meeting
Tuesday, November 5, 2013, 6:00 pm
at the La Jolla Masonic Lodge, 5655 La Jolla Blvd, La Jolla, CA 92037

The annual meeting of the Bird Rock Maintenance Assessment District (MAD) is hereby called for review and approval of the proposed annual budget for Fiscal Year 2015 (FY15) which runs from July 1, 2014, to June 30, 2015. The November meeting date allows time for review, revision, and acceptance of the proposed budget before submission to the City of San Diego (City) by the January deadline for City Park and Recreation MAD Division review and for inclusion in the City's annual budget process. The budget review process commences in February and concludes with approval by the Mayor and City Council in June 2014.

In 2004, the Bird Rock community initiated formation of the MAD for the purpose of assuming responsibility for maintenance of the public landscaping associated with the planned traffic-calming improvements along La Jolla Blvd and nearby residential streets. Property owners formally voted to approve formation of the MAD in July 2005 and to appoint the Bird Rock Community Development Corporation dba Bird Rock Community Council (BRCC) as local managers. The BRCC took over landscape maintenance of the initial phase in 2008 and the remaining phases in May 2009.

Following a Request for Proposal (RFP) process, the MAD and BRCC Board selected an independent contractor to oversee some of the day-to-day MAD operations. Through a competitive bid process, the landscape maintenance contractor was chosen, is under contract through June 30, 2014, and is eligible for annual contract renewals with yearly Consumer Price Index adjustments.

The 2012-2013 BRCC and MAD accounts have been independently audited as required by the City and found to be in great condition with proper operating procedures. The City reviews the MAD landscaping and related issues during quarterly inspections and is pleased with our operations.

The BRCC Beautification Committee independently inspects the MAD areas and reviews the landscape palette and various MAD-associated safety, maintenance, irrigation, environmental, and aesthetic issues. MAD landscape modifications and improvements began in November 2009 to remove plants that created ongoing safety problems or were inappropriate and to replace them with better plant choices. Implementation of the replacement landscape plan, agreed upon at the February 2010 meeting, continues. These ongoing efforts should result in safer conditions, better adherence to line-of-sight height limits, traffic calming, decreased long-term and post-rain-storm maintenance, increased visual appeal, and conformance to the original community-chosen California coastal/ Mediterranean palette.

Although the maintenance of the cross-walk lighting system is not part of the MAD, the BRCC monitors the cross-

walk systems. Earlier this year, City contractors completed the replacement of the malfunctioning La Jolla Blvd. pedestrian crossings at Colima and at Midway.

The City Transportation and Storm Drain Water project at the southeastern corner of La Jolla Blvd and Bird Rock Ave. included a reconfiguration of the sidewalk, a crosswalk under-drain, and a concrete brow ditch to divert water flow and was successfully completed in October 2012.

Installation of the Bird Rock Median LED Lights on the La Jolla Blvd medians between Forward and Camino de la Costa was completed in May 2012. Activation of the lights commenced in October 2012 and is complete. This MAD Capital Improvement project was approved in 2009 and funded in 2010-2011 from a portion of the Bird Rock MAD reserve funds. A project dedication ceremony took place on January 13, 2013, to recognize volunteer and local resident George Sutton who conceived of the project and was the prime coordinator until his untimely, accidental death in June 2011. The project was designed to be aesthetic and functional, providing much needed mid-block lighting, enhancing pedestrian and vehicular safety, and creating a better walking environment and better visibility of adjacent businesses and buildings.

Page two of this notice is the FY 14-15 proposed MAD budget satisfying our obligation under our City contract. The budget will also be posted on the Bird Rock web site at www.BirdRockCC.org. From the MAD's first year through the current date, net revenue has exceeded net expenses. The excess funds (the reserve) accumulate in an interest-bearing account and are reserved and protected for the Bird Rock MAD as mandated by state law. The Bird Rock MAD is required by the City to maintain a reserve balance between 10% and 50% of annual operating expenses.

The residential assessment rate was \$90 in FY2006, \$50 in FY2007, \$75 in FY2008, \$79 in FY2009 when BRCC assumed full maintenance of the MAD, and \$25 in FY2010 due to maximum reserve funds. For FY2011, FY2012, and FY2013, the rate was \$78. The FY2014 residential rate remained at \$78. The rate was about \$55 for condominiums and about \$395 for a typical commercial property. In order to fund increasing MAD costs and maintain the required and prudent reserve level, the proposed assessment rate for FY14/15 will be \$90 for residences, well below the \$137.69 maximum amount allowed, about \$63 for condominiums, and about \$450 for a typical commercial property.

The annual meeting is an opportunity to review the budget for the next fiscal year, ask questions, and offer comments. Your participation is welcomed.

If you cannot attend the annual meeting, please email your comments to info@birdrockcc.org or mail them to Bird Rock MAD, 5666 La Jolla Boulevard, #168, La Jolla 92037.