

BIRD ROCK NEWSLETTER

OCTOBER &
NOVEMBER 2024

From Bird Rock Community Council (BRCC) President Joe Terry

Hi Bird Rockers,

I hope you had a spectacular summer and that you will have a fabulous fall. We are moving ahead with the Bird Rock monuments at the northern and southern entries to Bird Rock and the project to light up the trees on the 5500+5700 blocks of La Jolla Blvd. A number of businesses along the Blvd. have already agreed to be electric power donors for that project, and we expect more to do the same very soon.

The clock is ticking on another community project. The Association for the City of La Jolla (ACLJ) needs your help with its petition drive. For the past three years, a local group of volunteers, through the ACLJ, has been exploring the possibility of La Jolla becoming its own city. Following a positive fiscal analysis demonstrating that La Jolla can be self-sustaining, the ACLJ launched a petition signature campaign on June 1 to request that the San Diego County Local Agency Formation Commission (LAFCO) further analyze the feasibility of La Jolla becoming its own city.

To meet the requirement of submitting signatures from 25% of registered voters age 18+ in La Jolla, the ACLJ must gather 7,000+ signatures by Nov 15. They are halfway to the goal and are requesting our help. Those who sign the petition are simply asking LAFCO to conduct that analysis, they are not asking for approval for the City of La Jolla.

It takes a village to create the City of La Jolla, so let's mobilize our fellow Bird Rockers to reach this goal. We are grateful to the many local business owners for their support.

**Get the facts
by scanning
the QR code.**



(continued on pg 8)



3rd Annual BirdStock Music Festival

Date/Time: Sat., Oct 19, 2024, 10 a.m. - 8 p.m.

Location: La Jolla Blvd. between Midway
and Camino de la Costa

Main Stage at: Bird Rock Surf Shop
5509 La Jolla Blvd.

**Local Bands * Kid Activities * Artists *
Youth Dance Performances ***

**Sidewalk Sales * Mini-golf * Pet Adoptions *
Food & Drink Specials * Beer Garden**

IN THIS ISSUE

- 3 - 4 Bird Rock Elementary School (BRE) Updates
- 10 Bird Rock Business District Feature
- 16 Bird Rock Community Meeting Report
- 17 Bird Rock MAD Report
- 18 Bird Rock MAD Proposed 2026 Budget
- 19 BRCC 2025 Membership Form



WAYFARER BREAD presents

BIRDSTOCK

MUSIC FESTIVAL & ARTISAN MARKET

*Merchant
Raffles*

OCTOBER 19, 2024

10 AM-8:00 PM

DOWNTOWN BIRD ROCK - LA JOLLA BLVD

*Local
Bands*

*Pet
Adoptions*

Kids Activities

*Sidewalk
Sales*

LIONEER

*Local
Artists*

*Food &
Drink
Specials*

SEAPOODLE
BIRD ROCKERS
THE VOICES

MARK FISHER
POCKET CHANGE
SANDCASTERS

*Dance
Performances*

Mini-Golf

Sets by DJ Johnny Varsity



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BROTHERS TEAM
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La Jolla

LA JOLLA
CHRISTIAN FELLOWSHIP



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PROCEEDS BENEFIT BIRD ROCK ELEMENTARY
Instagram: @birdstockfestival



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DESIGN



FOUND
STUDIO

MOOD INDIGO
LA JOLLA





Guide to 3rd Annual BirdStock Music Festival

Saturday, October 19, 2024, 10 a.m. - 8 p.m.

La Jolla Blvd. between Midway St. and Camino de la Costa

Proceeds benefiting: Bird Rock Elementary School

BirdStock FAQ:

What can visitors expect at BirdStock?

The third annual BirdStock Music Festival, presented by Wayfarer Bread, is happening Saturday, October 19th, from 10 a.m. to 8 p.m. This year the Boulevard will be closed to traffic, which means more entertainment, more music, more vendors, more food, MORE FUN. Visitors can expect a family friendly day of music and other performances (including a special dance presentation from BirdRock Twirl), activities for kids, shopping opportunities and delicious food.

It is an opportunity for the community to support Bird Rock Elementary School, Bird Rock restaurants and merchants, artisans selling unique gifts and local performers!

What can we find at local businesses?

Beach Break/Anseth's Creative Occasions is hosting refreshments, entertainment, and activities to benefit the National Cheers Foundation a 501c-3 supporting women's health. They are showcasing a new art collaborative featuring the National Cheers Foundation's 'Empowerment Posts'.

Pedego: Complimentary Electric Rideable Demos featuring multiple styles of Pedego Electric Bikes! FREE One-Hour rental with the purchase of a Two-Hour rental.

Cynthia Brown Design: Artist's Showing and Meet the Artists reception in the evening.

The Sugaring Place: complimentary mini-sugaring session.

What are the food and beverage options?

BirdStock will feature the favorite stops along La Jolla Blvd. Featured restaurants include: Wayfarer, Beaumont's, Wheat & Water, Seaside Smoothies, Bird Rock Coffee Shop, Bird Rock Fine Wine, LJ Crafted Wine, among others.

Are there activities for kids?

Yes! There will be mini golf, face painting, balloon animals, and animal adoptions. Nightingale Music will offer a raffle. Several other music performances will feature kids of all ages, including BirdRock Twirl.

How does BirdStock support the community?

Bird Rock is a place like no other. It is beautiful, walkable, safe, with an excellent public educational program at Bird Rock Elementary. BirdStock is an opportunity to celebrate our family-friendly community while bringing awareness to the merchants of La Jolla Blvd. BirdStock will support these local merchants by giving them the opportunity to showcase their products and services. Additionally, BirdStock will support our local public elementary school with givebacks from the merchants.

Instagram: @birdstockfestival



Update from Dr. Eric Banatao, Bird Rock Elementary Principal

Bird Rock Elementary (BRE) School is completing its second month of the 2024-2025 school year and we're on our way to growing academically, behaviorally, and socially. Our campus wide behavior focus centers on how we convey safety, respect, and responsibility in all areas of school. Daily, this starts with positive messaging and encouraging words of wisdom through our morning announcements. If you're within proximity of BRE at 8:35AM, you'll hear words of wisdom over our loudspeaker that might inspire and encourage you, too!

At BRE, we continue to be encouraged and supported by our partnership with the Bird Rock Foundation. This year, our Foundation contributed to the funding of two full-time teachers to keep class sizes low in grades Kindergarten through Grade 3. The funding of two full-time teachers also avoided the creation of a combination class of 2nd/3rd graders.

Further, our Foundation has supported and funded the Visual and Performing Arts (VAPA) program of BRE by combining forces with Torrey Pines Elementary School (TPES) to hire one Art teacher and one Music teacher who travel between BRE and TPES every other week. As students receive a three-hour block of instruction in Art, Music, and PE, our teachers can meet and hone their craft to address improved teaching and learning. The professional collaboration time provided to a seasoned team of veteran teachers will only help to improve the already-stellar academic achievements at BRE.

Recognizing that there's always room to grow, learn and improve, BRE is also committed to advancing the achievements of students who are well-beyond standards while also addressing the needs of students not yet at standard. BRE is committed to improving the growth and development of all students. This, too, has been the commitment of the Bird Rock Foundation. We are thankful for the community partnership!

Lastly, as we start this year, we've placed a keen focus on campus and community safety. Working in conjunction with La Jolla's Traffic and Transportation Board and Councilmember Joe La Cava's office we've been able to update and address street signage, curb striping, and pedestrian crosswalks issues to improve pedestrian safety and visibility around Bird Rock School. We continue to partner with the City to improve more safety aspects around BRE.

It's great to be a PeliCAN - together, We CAN because we are not Pelican's. Go Bird Rock!

Dr. Eric Banatao
Bird Rock Elementary Principal



Presented by Shawn Rodger

FOR SALE

Pacific

Sotheby's
INTERNATIONAL REALTY



1431 Rodeo Drive | La Jolla
Offered at \$7,495,000



5787 Bellevue Avenue | La Jolla
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TOTAL SALES VOLUME

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YEARS OF EXPERIENCE

Information per CRMLS and other sources deemed reliable but not guaranteed.



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BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Please send an email directly
to
Bird Rock MAD Manager

Matt Mangano
at

admin@manganoconsulting.com
to report problems, ask questions,
send MAD-focused information,
and provide feedback, comments,
or requests.



The La Jolla Bike Path

FAY AVENUE EXTENSION PEDESTRIAN/BIKE PATH

DONATE TODAY



Funds are used for professional
help, equipment, and new plants.
All donations are held by La Jolla
KIWANIS Foundation (501C3)

Donate @ kiwanisclublajolla.org
please designate: Bike Path

Help maintain the path and preserve the
surrounding public space!



August Fay Avenue Extension Bike Path Clean Up

On Saturday, August 24, thirty dedicated volunteers got to work cutting down tall invasive weeds at the north end of the Bike path. This effort was part of an important late summer push to get as many dry weeds removed as possible given the approach of the worst part of the nearly year-round fire season. Cleanups will continue on a monthly basis and concentrate on different segments of the path.

Thanks to teens from Bishops, La Jolla High, Lion's Heart, National Charity League, and National League of Young Men as well as local resident families for supporting the cleanup. As a reminder to all who enjoy the path, please respect the native vegetation, ride with caution, pick up after dogs, and leave no litter. A special thank you to La Jolla Kiwanis and La Jolla Parks and Beaches for continued support.





(BRCC President Article continued from p1)

You can help in the following ways:

1. Sign a petition at the following local Bird Rock businesses: Beaumont's, Diamonds on the Rock, La Jolla Mailbox Rentals, or Pedego La Jolla. Sign a petition at additional sites - Windansea/Barber Tract: American Pizza MFG, Bessell Surfboards, La Jolla Community Center; The Village: Harry's Coffee Shop, Pacific Sotheby's, Prana Yoga, Vinny's Barber Shop; La Jolla Shores: The Corner Mercantile & Eatery.
2. Offer your business to be an additional signing site.
3. Collect signatures from family, neighbors and friends by going door-to-door or hosting a signing party. Download the Signature Packet at www.cityoflajolla.org.
4. Volunteer to help the ACLJ at the La Jolla Art & Wine Festival (Sept 28 & 29), Walter Munk Day (Oct 5), Menahune Surf Contest (Oct 5), and BirdStock (Oct 19) by sending an email to info@cityoflajolla.org and put "volunteer" in the subject line.
5. Get the facts by scanning the QR code.
6. Follow on social media @cityoflajolla
7. Imagine the City of La Jolla and help create a better future for our community!
8. To learn more or get involved, join ACLJ for a Community Visioning workshop at the La Jolla Riford Library on Saturday, October 26, from 12-2 PM, or Tuesday, November 12, from 5-7 PM. This is an opportunity for residents to put forth their own ideas and priorities for a future City of La Jolla.
9. If you have questions or completed signature pages to return, contact ACLJ Board member Sharon Wampler (sharon_wampler@yahoo.com or 858-414-1346, mobile).



There will be an opportunity to hear more, discuss, and ask questions at the October BRCC community meeting. Thanks, Joe

beaumont's
EAT • DRINK • VIBE

MAKE YOUR
RESERVATION!



BIRD ROCK IS FOR...

SUNDAY FUNDAY SPECIALS!

BOTTOMLESS MIMOSAS



\$25

10am - 3pm
SATURDAY & SUNDAY

SUNDAY SMASH!



\$15

Smash Burger & Beer
**BAR SEATING
EVERY FOOTBALL SUNDAY**

PRIX FIXE DINNER



\$80

1 App, 2 Entrees, 1 Dessert &
1 Bottle of Wine or 2 Cocktails
MEAL FOR TWO!



Emcee
Neda Iranpour
CBS8 News Anchor

Saturday, October 5th
9:30 am - 4:00 pm
Kellogg Park at La Jolla Shores

Keynote Speaker
Dimitri Deheyn, PhD
SIO Scientist

Walter's WWII Contribution
to the Navy SEALs UDTs
First Mission

Unveiling SeaWorld's
Story of J.J. the Orphaned
Baby Gray Whale

Join us!

Kumeyaay Blessing & Bird Singers - Tule Boat Building & Launch
50 Exhibitors with interactive ocean-related activities
Tour of THE MAP & Scavenger Hunt, Fire Station 9, SWEEP-E Art,
Face Painting, Music and Food Trucks

Free Family Event

MORE INFO

PRE-REGISTER

WALTER MUNK DAY EVENT SCHEDULE

9:30 AM
We welcome our Emcee Neda Iranpour
San Diego Morning News Anchor CBS8
Kumeyaay Opening Prayer: Blessing by the Elders & Bird Singers

10:00 AM
Ribbon-cutting Ceremony
Ocean Alley & Kumeyaay Way Exhibitor's Booths Open
THE MAP Tour & Scavenger Hunt
Fire Station 9, SWEEP-E, Face Painters, Art, Music, Food Trucks

12:30 PM
Walter Munk Day Program
Music by Niels Lund
National Anthem by April Joy

Keynote Speaker: Dimitri Deheyn, PhD
Scripps Institution of Oceanography Research Scientist

Dave Scott: Composer & Trombonist for the San Diego Jazz
Orchestra Navy SEALs, Underwater Demolition Teams (UDT)

Honoring the Kumeyaay Heritage and Culture in La Jolla Shores

SeaWorld: Story of J.J. the Orphaned Baby Gray Whale
Unveiling of the J.J. Story Panels

EcoArts Kids Coastal Critters Parade (Raychel Isaac)

TOPs Creative Dance Theater at THE MAP (Alexa Lopez)

3:30 PM
Kumeyaay Tule Boat Launch at the La Jolla Shores Boat Launch

4:00 PM
Event Ends

Thank you for joining us!

~OCEANS OF THANKS TO OUR SPONSORS~

SPLASH FOR CASH

2024

Bird Rock Foundation's Fall Fundraising Campaign
August 29th, 2024 - November 15th, 2024

**Support Bird
Rock Elementary!**

SPLASH THAT CASH
to help raise the extra
funds necessary to
bridge the gap
between public

Donate here:



funding and the resources needed for an enriched education.
Resources like:

Extra teachers to keep class sizes small,
STEAM programs and classroom supplies,
Arts programs and supplies, Mini-grants for classrooms
Student and campus safety
School-wide events like cultural assemblies, family STEAM night,
Missoula Theater, family events, teacher events, and more!



LA SHORE MARKET

Business District Feature Article by Jennifer Van Galder

La Shore Market has been a beloved part of our Bird Rock neighborhood since 1990. I remember when they were located on the east side of La Jolla Blvd in the shopping center where CVS is now located, before an electrical fire destroyed the buildings on the property and forced them to close. After relocating to the southwest corner of Forward St. and La Jolla Boulevard in 2001, they have continued to serve our community, outlasting many other businesses.

What makes La Shore Market special isn't just the products they offer but the personal connections they build. My grown sons have fond memories of picking out ice cream, enjoying their sandwiches, and being warmly greeted by Betty, who always remembers their names. The market is still run by Betty Kassab, her son Joey, and other family members, despite the passing of their father.

Joey shared that the relationships they've built with the community are what keep them going. While larger stores may offer lower prices, La Shore Market offers something priceless: convenience, friendly faces, and genuine care.



If it's been a while since you've visited, I encourage you to stop by. Say hello to Joey, Betty, or whoever is there, grab a sandwich, and maybe pick up your favorite bottle of wine or craft beer. La Shore Market is more than just a store—it's a cherished part of our community, creating memories for generations, just like in my own family!!

LA SHORE MARKET & DELI

5590 La Jolla Blvd,

Open 7 days per week

Hours 10 am – 9 pm;

(858) 459-7655,

Email: lashoremarket@yahoo.com



JUST LISTED

Bird Rock Beauty

5655 Beaumont Ave | 3BD/3BA | 2127 Sq Ft
\$3,495,000



FOR SALE

Mt. Soledad Canyon

2795 Ridgeway Row | 4BD/2.5BA | 2518 Sq Ft.
\$2,195,000



FOR SALE

PB Investment Opportunity!

1027-33 Wilbur Ave, 7 Units
\$3,495,000



SOLD - REPRESENTED THE BUYER

Heart of La Jolla

1287 Silverado St | 3BD/3.5BA
\$4,627,000

**Buy or sell with me in 2024 and 10% of my commission will be donated to a school or charity of your choice upon request.
Happy to be a community partner for the La Jolla Art and Wine festival. See you there!**



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Bird Rock Community Council (BRCC)

Bird Rock Community Development Corporation

Bird Rock Coastal Overlooks Beautification Projects

Nearly every week, a team of neighborhood volunteers gather at scenic street-end coastal overlooks to pick up trash, replace trash bags, scrub coffee & food spills off the benches, power wash sidewalks, water plants, weed, and maintain the vegetation. The dwindling groups of aging volunteers need both physical & fiscal assistance. Bird Rock needs YOU!

How to participate: Join BR Overlook volunteers for an hour or so of work: 9am every Monday at Midway St; 9am every Saturday at Forward St. The schedule is subject to change depending on the weather, the season, and the availability of helpers. Volunteers also maintain other scenic overlooks.

To volunteer: Contact the Bird Rock Coastal Overlooks committee co-chairs Don Schmidt dschmidt@san.rr.com (858) 405-5448 or Mary Lynn Hyde, mlhyde@san.rr.com (858) 488-9282.

If you see trash, pick it up. If you see graffiti, report it on Get It Done.

Contributions for Bird Rock Coastal Overlooks

Tax exempt donations to the Bird Rock Community Council (BRCC) are being accepted for the Bird Rock Coastal Overlooks Clean Up and Beautification Projects. Contributions help fund upkeep, clean up, and beautification of Bird Rock neighborhood coastal overlooks.

To make a tax deductible donation towards the BRCC Coastal Overlook Beautification Project, please complete the information below, make your donation check payable to "BRCC," and mail or deliver this form and your tax deductible contribution to:

BRCC, 5666 La Jolla Blvd, #168, La Jolla, CA 92037

The enclosed donation is for the BRCC Coastal Overlook Beautification Project.

Print Name _____ Phone _____

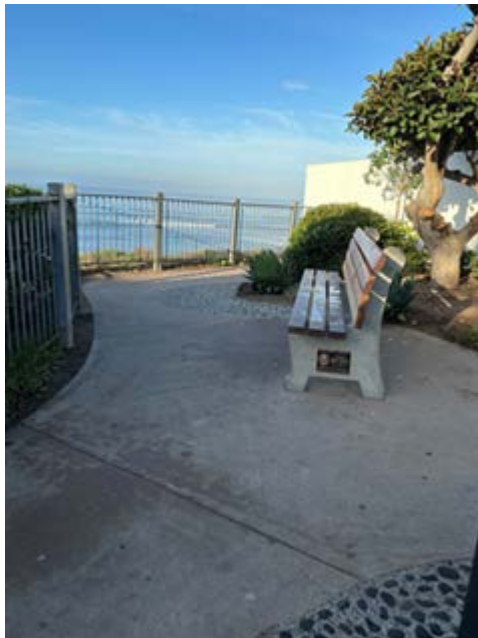
Address _____

Email address _____ Donation Amount: _____

Thank you for your support



Moss Lane



Forward Street



Midway Street

Bird Rock Community Development Corporation is a 501(C)(3) nonprofit corporation, TIN 33-0952543



Prevent Mosquito Breeding by Dumping Standing Water!

Mosquitoes need standing water in order to complete their lifecycle. They lay their eggs in still water and can go from egg to biting adult in as little as 5 days! This is why it is important to check regularly for standing water in and around our homes and to dump out or treat any water we find.

Mosquitoes lay their eggs in standing water. Some mosquitoes can lay their eggs in as little as 1/4" of water and can lay hundreds of eggs at a time—so even very small sources can become a big problem.



The eggs then hatch into larvae and which live in the water. These larvae look like small worms. Dump water immediately if you see larvae.

Adult mosquitoes emerge from the water and start biting. Mosquito bites can leave painful welts and some mosquitoes can spread diseases caused by the West Nile, Zika, dengue, and yellow fever viruses.



Dumping out standing water and keeping containers dry is the most effective way to control mosquitoes around your home.



San Diego County Vector Control Program
 (858) 694-2888 | Vector@sdcounty.ca.gov
SDFightTheBite.com

Photo Credit:
 1. Harry Weinburg, CDC
 2. James Gathany, CDC
 3. Lauren Bishop, CDC



BIRD ROCK COMMUNITY WALL at the WAVERLY GATE ENTRANCE to Bird Rock Joint Use Park



Bird Rock, A Unique and Special Neighborhood

The tile donation deadline is August 31, 2024.

The Bird Rock Community Wall at the Waverly Gate Entrance to the Bird Rock Joint Use Park (adjacent to Bird Rock Elementary School) is a continuing, unique project highlighting the Bird Rock neighborhood.

The Bird Rock Community Wall was created with a 3-fold purpose: to honor members of the Bird Rock neighborhood, to raise funds for Bird Rock Elementary School (BRE) and the

Bird Rock Community Council (BRCC), and to support beautification projects in the Bird Rock community and at the Bird Rock Park Waverly Gate entrance. Each tile is hand stamped. Proceeds benefit Bird Rock Elementary School, Bird Rock neighborhood beautification projects, and the BRCC.

Order a tile in honor of or in memory of a family, relative, friend, pet, teacher, neighbor, special person, merchant, business, event, or organization. Mark a special occasion. Bird Rock is a unique and very special neighborhood.

To order a tile for the Bird Rock Community Wall at the Waverly Gate Entrance project, please clearly **print** information, number ordered, and total payment.

Name _____ Phone _____

Address _____

Email _____

Dedication (maximum 40 characters, please print): _____

(i.e. Family or Pet Name, Organization, In Memory of ..., Dedicated to ..., In Honor of ...)

_____ 6"x 6" Tile(s) @ \$150.00 each

Total donation \$ _____

quantity

Please mail form and payment (check payable to "BRCC") to:

Waverly Tile - BRCC

5666 La Jolla Blvd. #168

La Jolla, CA 92037

For any questions about the tiles, please contact Jane Wheeler 619-822-1120, dwwheeler@san.rr.com

Thank you for your support.

Bird Rock Community Development Corporation, dba Bird Rock Community Council,

Non-Profit 501 (c) (3) Tax ID # 33-0952543



BIRD ROCK COMMUNITY MEETING, September 17, 2024,

at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave.

Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:02 pm, welcomed attendees, and introduced attending board members.

Representatives of Elected Officials - Updates

Aurora Livingston, Aurora.Livingston@sen.ca.gov, district representative for State Senator Catherine Blakespear (38th Senate District), gave a synopsis of the senator's activities; see <https://sd38.senate.ca.gov/>.

Emily Lynch (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, attended via Zoom and provided updates. The delayed kelp cleanup along beach areas near Bird Rock should happen soon. Ms. Lynch will follow up regarding the year-long street light outage at Calumet and Forward. Ms. Lynch holds community "office hours" from 9:30 am – 12 pm monthly on the 3rd Friday at the Riford Library Community Room (Sept. 20, Oct. 18).

Andres Geurts-Barreto (Andres.Geurts@asm.ca.gov, 858-481-7204), Senior Field Representative, Office of Assemblymember Tasha Boerner, 77th Assembly District, provided a report.

Codi Vierra, Field Rep. for Congressman Scott Peters, Codi.Vierra@mail.house.gov, submitted a report.

Public Announcements

The Adelante Townhomes project goes before the San Diego Planning Commission on Sept. 19.

La Jolla Boulevard Commercial District Lighting Project

The proposed lighting project in the Bird Rock commercial district is intended to provide enhanced public safety and commercial identity. Cost proposals for installing below sidewalk wiring from businesses to trees are being solicited. Some adjacent businesses have volunteered to donate electric power. Funds from a County grant will be used for installing electric wires. A final decision on the type of tree lighting (e.g., up lighting, down lighting or tree wrap lighting) has not been made.

Bird Rock Signage/Rock Monument Project

Bids are being solicited for materials and installation for several iterations of the proposed project including: two natural coastal rock monuments engraved with "BIRD ROCK" or two natural coastal rock monuments with no engraving; and one or more metal pelican sculptures on top of each rock. One rock monument is to be located in the La Jolla Blvd. median splitter just south of the Colima roundabout, and one rock monument is to be located in the La Jolla Blvd. median splitter just north of the Camino de la Costa roundabout.

I Love a Clean San Diego, Adopt-A-Beach Program

The next beach cleanup date will depend upon low tide conditions and has not been determined.

Bird Rock Happy Hour

The date and location of the next merchant-hosted Bird Rock community happy hour has not been determined.

Halloween Window Painting (Saturday Oct 5, - 9:30-12:30) in Commercial District

The event is open to the children of all Bird Rock residents. Businesses can sign up to have windows painted.

Association for the City of La Jolla (ACLJ) and City of La Jolla Petition Drive

For 3 years, ACLJ volunteers have been exploring the possibility of La Jolla becoming an independent city. Following a positive fiscal analysis demonstrating that La Jolla can be self-sustaining, the ACLJ launched a petition signature campaign on June 1 to request that the San Diego County Local Agency Formation Commission (LAFCO) further analyze the feasibility of La Jolla becoming a city. 25% of La Jolla registered voters must sign by Nov 15. Half of the required 7,000+ signatures have been obtained. Petitions can be signed at Beaumont's, Diamonds on the Rock, Pedego La Jolla, and La Jolla Mailbox Rentals as well as American Pizza MFG, Bessell Surfboards, La Jolla Community Center, Harry's Coffee Shop, Pacific Sotheby's, Prana Yoga, Vinny's Barber Shop, and The Corner Mercantile & Eatery (La Jolla Shores). Attend the Community Visioning workshops at the La Jolla Riford Library on Saturday, Oct. 26 from 12-2 PM and Tuesday, Nov. 12, from 5-7 PM.

2024 BirdStock Music Festival

The BRCC is providing support for the BirdStock Committee, which is organizing the 2024 BirdStock Festival on Saturday, October 19, from 10 AM to 8 PM along La Jolla Blvd. Organizers are requesting to close La Jolla Blvd between Midway and Camino de la Costa. See https://www.birdrockcc.org/birdstock_2024.php to make sponsor donations.

Ad hoc Bird Rock Coastal Overlooks Committee

Committee co-chair Mary Lynn Hyde noted that the parks and overlooks are heavily used. Overlooks look good due to volunteer efforts, but more volunteer help is needed to clean up the street-end overlooks. Donations are needed for related costs. Ms. Lynch from CD1 Joe LaCava's office was asked to find out why City Streets is not maintaining the overlooks. Bird

Rock Merchant District Group

The Bird Rock Perks App provides discounts from Bird Rock merchants exclusively for BRCC members. For more information, see https://www.birdrockcc.org/bird_rock_merchants_perks_app.php. A merchant meeting is Sept. 18.

Announcements and Adjournment

The next community meeting is Tuesday, Oct. 1 at the Bird Rock Elementary School Auditorium.

Mr. Terry adjourned the meeting at 6:54 pm.



BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD) QUARTERLY MEETING

September 17, 2024, at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave

Bird Rock MAD representative Barbara Dunbar called the third quarterly Bird Rock MAD meeting for Bird Rock MAD area property owners to order at 6:55 pm and introduced MAD consulting manager Matt Mangano. The Annual Bird Rock MAD meeting is November 5, 2024.

The proposed, property owner-approved Bird Rock MAD budget for Fiscal Year 2025 (7/1/2024-6/30/2025) was approved by the San Diego City Council in June. Planning for the 2026 Fiscal year MAD budget has begun. The budget will be discussed at the Nov. 5 annual meeting.

Tree maintenance by the landscape service provider includes weekly or ongoing pest control, fertilization, watering where necessary, and thinning and trimming of lower limbs, seed pods, and sections below 12 feet in height. An Arbutus marina tree will be planted in the median just south of the Camino de la Costa roundabout to replace the tree that was severed in a March 2024 traffic accident. Annual or more frequent tree inspections are conducted by a certified master arborist. Annual tree trimming and maintenance is performed by a City-approved provider under the supervision of a certified arborist as required by the MAD contract with the City. The week-long annual tree trimming is underway to improve tree viability, aesthetics, and safety and to meet goals of the City's Climate Action plan to improve street tree canopies and tree vitality and to comply with Fire Code regulations related to proximity to buildings and other considerations.

Previously approved repairs to the guard railing at the northeast corner of Colima St. and La Jolla Blvd, that was damaged during several accidents, will be done soon by a City-approved contractor.

The malfunctioning La Jolla Blvd median lights were reported to the City in 2020. Additional reports were submitted in 2021, 2022, 2023, and 2024. In January 2024, there was notification that all of the defective median light systems would be repaired as a single job by the City. Matt has been in contact with the Traffic Dept. electrical engineer. A work order was completed on June 28 during which electrical engineers determined that the malfunctioning or dim lights and light outages were due to defective or worn-out driver components. All tested bulbs were fine. To repair the lights, electric drivers will be replaced. Since the original electric drivers are no longer manufactured, alternate, compatible components and suppliers have been identified; quotes have been requested; and drivers will be purchased so the City can make repairs.

The MAD Manager inspects sidewalks, street trees, and tree wells throughout the MAD on a regular basis for safety and potential hazards during a minimum of 30 formal inspections per year, plus additional almost daily inspections. Potential City sidewalk and tree well safety and trip hazards are immediately reported to Get-It-Done or a specific City liaison. The MAD is required to report hazardous or safety hazard sidewalk conditions to the City but is not responsible for sidewalk maintenance, repair, or replacement which is the responsibility of the City. It is very important that safety issues are reported promptly to the City.

The MAD is not responsible for maintaining City palm trees nor permitted to trim them. City palm tree safety or other issues are reported via the Get-It-Done app.

The upgraded perimeter MAD landscape and improved irrigation systems are doing extremely well. Improved lines-of-sight in the La Jolla Mesa Dr. MAD landscape areas have resulted in improved visibility and safety. Two missing traffic signs remain to be replaced by the City.

Get-It-Done reports continue to be filed regarding roadway and other graffiti, illegal dumping, damaged street signs and curbs, ADA compliance issues, SDMC violations, defective pedestrian crossing signals, etc. Graffiti removal in MAD areas is done by the landscape contractor.

Halloween security is being contracted again this year for safety and to reduce vandalism.

The City has acknowledged the outstanding condition of the Bird Rock MAD due to the great performances of landscape service provider Urban Landcare and MAD consulting manager Matt Mangano.

Send questions, comments, or information about the MAD or safety hazards to the Consulting Manager Matt Mangano at admin@ManganoConsulting.com. Examples of "safety hazards" include: lifted sidewalks, the aftermath of a traffic accident, a fallen or too-low tree branch, fallen or leaning pedestrian signals or light poles, and dumped toxic waste. If a serious safety hazard is noted, then reasonable efforts are made to promptly barricade the area, if possible, and to notify the City-designated liaison immediately. For city water emergencies, report them to Matt and call the City Water Emergency Hotline at (619) 515-3525.

Ms. Dunbar thanked everyone for attending and adjourned the meeting at 7:23 pm.



Park and Recreation Department - Open Space Division			
Maintenance Assessment Districts Program			
Summary of FY 2025 Budget vs FY 2026 Proposed Budget, Update 09-19-24			
Bird Rock Maintenance Assessment District			
	FY 2025	FY 2026	
	Final Adopted	Proposed	Explanation
Bird Rock MAD Costs (District Non-Personnel Costs)			
Services			
Supplies			
Office Supplies (code 512066A)	\$ 500.00	\$ 500.00	Office supplies (paper, envelopes, labels, etc.)
Postage/mailling (code 512066B)	\$ 1,200.00	\$ 1,320.00	Postage, mailing
Soil & Conditioner (code 512066C)	\$ 2,500.00	\$ 2,500.00	Soil & Conditioner
Garden Nursery Stock (code 512066D)	\$ 10,000.00	\$ 10,000.00	Plants
Dry Goods, waste cans, seasonal supplies (code 512066E)	\$ 14,000.00	\$ 15,000.00	Irrigation parts & controllers, erosion control, temporary barriers, waste cans, trash bags, waste bags, seasonal repairs & supplies
Unclassified Materials and Supplies (code 512066F)	\$ 1,500.00	\$ 1,500.00	Miscellaneous supplies, backflow cages/covers
Services			
Insurance (code 512066G)	\$ 5,500.00	\$ 6,000.00	Insurance Coverage (CGLI, D&O), CGLI required by City
Photocopy Services, Printing Services (code 512066H)	\$ 2,000.00	\$ 2,000.00	Photocopies, printing
Landscape Services, Trash Services (code 512066I)	\$145,000.00	\$152,250.00	Public landscaping; irrigation maintenance and repair; pruning; tree trimming; dump fees; sidewalk & cross walk sweeping; drain pipe and brow ditch maintenance; trash and animal waste removal
Bird Rock Community Development Corporation -			
Administrative Overhead, Indep. Mgmt Contractor (code 512066J)	\$ 30,000.00	\$ 40,000.00	Indep. Management Contractor, Admin. Services + Expenses
Services: Security (512066K)	\$ 1,650.00	\$ 1,650.00	Security
Services: Postal Mailbox, Storage (512066L)	\$ 250.00	\$ 250.00	Postal Mailbox, Storage Services
Accounting, Auditor (512066M)	\$ 7,500.00	\$ 7,500.00	Independent Auditor (audit required by City of San Diego), audit exp.
Accounting/Bookkeeping (512066N)	\$ 1,800.00	\$ 1,800.00	Bookkeeping
Accounting/Bookkeeping Software (512066O)	\$ 1,800.00	\$ 1,800.00	Bookkeeping software
Professional/Tech. Services: Arborist, Irrig., Tree Pruner (512066P)	\$ 25,000.00	\$ 25,000.00	Arborist, irrigation tech., additional landscape services
Professional/Technical Services: Guard Rail & Other (512066Q)	\$ 5,000.00	\$ 7,000.00	Misc. Contractual Services (paint, rail repair, cleaning, regulators, others)
Subtotal Services (Services and Supplies)	\$255,200.00	\$276,070.00	
Special District Administration (City Management Costs) (516024)	\$ 3,500.00	\$ 3,500.00	City Expenses per contract (lesser of 4% Exp. or \$3,500) - City Est.
Subtotal Services and Special District Administration	\$258,700.00	\$279,570.00	
Capital Improvements: Lighting	\$ 15,000.00	\$ 15,000.00	Capital Improvement Lighting, placeholder (1)
Subtotal Services, Supplies, Capital Improvements	\$273,700.00	\$294,570.00	
Utilities: Water / Storm Drain / Electrical (514104, 514006/514105, 514100)	\$ 23,449.00	\$ 23,449.00	Utilities: Water, storm drain, electricity - City Estimate
Unallocated Reserve (code 512132) for Services & Supplies	\$ 20,000.00	\$ 20,000.00	Replenish Unallocated Emergency Reserve to \$20,000 level per City 10/04/22
TOTAL COSTS	\$317,149.00	\$338,019.00	
Bird Rock District Revenues			
Annual Assessments	\$182,557.00	\$200,856.70	Estimated Revenue total from Assessment for FY
Less delinquent or non payments or decreased contributions			Total 1827.97 EBU x \$110/EBU = estimated assessment revenue
Interest Earnings	\$ 1,700.00	\$ 1,700.00	Less uncollected assessments or decreased contributions
City Contributions (subject to change)			Estimated Interest earned on carry over from reserves
Gas Tax Fund	\$ 13,091.00	\$ 13,091.00	Estimated contribution from San Diego City Gas Tax Funds
Other City Contribution (General Benefit Offset, 15.5%)	\$ 42,788.00	\$ 42,788.00	Estimated other City contribution, General Benefit Offset
Other Damages Recovered (426128)			Recovered damages
TOTAL REVENUE	\$240,136.00	\$258,435.70	Estimated Revenue
REVENUE less COSTS	\$ (77,013.00)	\$ (79,583.30)	Revenue less Costs (Deficit)
Fund Balance -			
Bird Rock District Reserves			
Beginning Fund Balance	\$133,086.70	\$108,243.70	Estimate, balance projected to be carried forward from prior FY
Estimated Unused Funds	\$ 52,170.00	\$ 30,000.00	Estimate, subject to final income & expense totals for FY
Estimated Change in Fund Balance	\$ (77,013.00)	\$ (79,583.30)	Estimate, change in Fund Balance (Revenue less Costs)
Year End Operating Reserves	\$108,243.70	\$ 58,660.40	Projected reserve at end of Fiscal Year (Estimate)
Assessment Rate (see note 1), below estimated maximum \$214.86 rate	\$ 100.00	\$ 110.00	If reserve not within the required range, then rate increase will occur.
			Proposed Assessment Rate (single family home, see note)
			\$110 Rate, estimated
Note: Assessment Rate- single family home is \$110; condominium is about \$77; typical 5.0 EBU commercial lot is about \$550.			
For multi-unit residential properties, the rate is 0.7/unit; duplexes would be 1.4 EBU's or an assessment rate of \$154.			
Target Reserves			
Minimum Reserve: 10% of Expenditures	\$31,154.90	\$33,801.90	
Maximum Reserve: Six Months Expenditures	\$169,224.50	\$169,009.50	
(1) - The capital improvement line item is a placeholder amounts only for lighting pending assessed owner approval. Any proposals associated with this line item shall be subject to all required approvals by the assessed property owners, the BRCC, the City, the MAD, & any related permitting agencies/planning groups.			
There are 1320 assessment-paying parcels within the 1476 parcel Bird Rock MAD Map Boundary (1825.57 EBU's)			
A single family home is 1.0 EBU (Equivalent Benefits Unit), a duplex is 1.4 EBU's, a condo is about 0.7 EBU, and a typical commercial lot is about 5 EBU's			
Initial FY 2005 maximum assessment rate = \$90/EBU.			
Consumer Price Index Increase FY 2025 ESTIMATE = 5.00%			
Maximum authorized assessment rate is estimated to = \$214.86			

**BIRD ROCK COMMUNITY COUNCIL (BRCC)****2025 Annual Membership Application - RENEW for 2025**

For residents, property owners, and non Bird Rock residents, tax deductible dues are \$50 (Jan. 1-Dec. 31).

For Bird Rock businesses and non-Bird Rock businesses, tax deductible dues are \$100 (Jan. 1 – Dec. 31).

BRCC is a community volunteer nonprofit organization that publishes the Bird Rock Newsletter, maintains a community web site, hosts monthly community meetings, facilitates member communications, supports the Bird Rock Elementary School and the Bird Rock Neighborhood Watch program, advocates for the Bird Rock neighborhood, and addresses La Jolla Community issues. BRCC hosts annual community events, special seasonal events, and fundraising events throughout the year. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), oversees public benefit projects in our community such as bench projects, and advocates for the Bird Rock micro business district.

Bird Rock Community Development Corporation, dba Bird Rock Community Council (BRCC), a Non-Profit 501(c)(3), Tax ID #33-0952543

↓ Mark Your Annual BRCC Membership Category	Amount ↓	
Bird Rock Resident	(\$50)	\$
Bird Rock Property Owner, not residing in Bird Rock	(\$50)	\$
Non Resident/ Non Property Owner (Associate, not in Bird Rock)	(\$50)	\$
Bird Rock Business Membership	(\$100)	\$
Associate Business (Non Bird Rock Business)	(\$100)	\$
Additional Tax Deductible Donation		\$
Total Check Amount		\$
MAIL form & check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168, La Jolla CA 92037		
ONLINE: Go to the Bird Rock Community Council web site under Member Services or at the bottom of the Home page or at: https://www.birdrockcc.org/join the brcc @ to fill out an online application & pay via PayPal or with credit card via PayPal.		

Individual/Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Cell Phone Number:		Home Phone #:	
Email Addresses:			
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
I am interested in the following areas:			
Beautification	Fundraising	Promotions	
Board of Directors	Maintenance	Safety	
Coastal Access, Parks, & Overlooks	Memberships	Special Community Events (Halloween, etc.)	
Code Enforcement	Neighborhood Watch		
Community Events	Newsletter		

Official use only ↓



BIRD ROCK NEWSLETTER

OCTOBER & NOVEMBER 2024

»» NOW AVAILABLE

**ALL BRCC MEMBERS
RECEIVE THE FREE BIRD
ROCK PERKS APP!**

- SAVE MONEY WITH SPECIAL DISCOUNTS AT BIRD ROCK MERCHANTS!
- SUPPORT OUR LOCAL, SMALL BUSINESSES
- REINFORCE THE BIRD ROCK COMMUNITY SPIRIT
- TRY NEW BUSINESSES



MERCHANT APP IS ONLY
AVAILABLE TO BRCC
MEMBERS!

JOIN TODAY
BIRDROCKCC.ORG



BRCC BOARD OFFICERS

President: Joe Terry
info@birdrockcc.org

Vice President: Joe Parker
Secretary:
Treasurer: Barbara Dunbar

OTHER BOARD MEMBERS

Kristin Barret, Craig Bender,
Janet Gentile, Marco Gentile,
Eric Kleinbub, Christine McVay,
Lake Price, Jennifer Van Galder,
& Janette Williams

BIRD ROCK NEWSLETTER

Online: birdrockcc.org/newsletters.php

Editor: Barbara Dunbar

Publisher: info@birdrockcc.org

Printed by: North Shores Printery

Website Maintenance: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report
problems to: Matt Mangano,
admin@manganoconsulting.com



BIRD ROCK
COMMUNITY COUNCIL

THANK YOU TO ALL THE BIRD ROCK NEWSLETTER DELIVERY & PRODUCTION VOLUNTEERS!

Bird Rock Community Council 5666 La Jolla Blvd #168 La Jolla , CA 92037