

BIRD ROCK NEWSLETTER

OCTOBER & NOVEMBER
2023

From Bird Rock Community Council (BRCC) President Joe Terry

A call for action.

In September, there was an amazing example of the Bird Rock Community coming together to address an important issue. Approximately 50 people attended the September 5 BRCC Community Meeting. The Agenda and Report for the meeting is at <https://birdrockcc.org/> (click the ALL EVENTS button and then the tab for the BRCC Community Meeting in the September calendar).

The meeting focused on the proposed Adelante Townhomes project at 5575 La Jolla Blvd., including the potential changes that Russ Murfey proposed in late July. The changes include adding approximately 1,100 sq. ft. of retail space on the ground floor at the north and west corner of the proposed project. That was the focus of the meeting because the final decision on the amount of retail space the Adelante Townhomes project will provide is important to the Greater Bird Rock Community for at least the following five reasons. First, the Bird Rock commercial district contributes significantly to the Greater Bird Rock Community and helps make it a very special place to live, run a business, work, and visit. Second, the Bird Rock community has made and continues to make large investments of money and volunteer time to create and maintain a walkable and safe neighborhood, which includes a thriving, diverse and highly beneficial commercial district along La Jolla Blvd. Third, those investments have both demonstrated the importance of having a walkable community with such a commercial district and resulted in the formation and ongoing operation of the Bird Rock Maintenance Assessment District (MAD) and the City's multi-million dollar, traffic calming improvements, which were predominately in the Bird Rock commercial district.

continued on page 8

BIRDSTOCK MUSIC FESTIVAL & HOLIDAY MARKET

Saturday
Dec. 9
10am-7pm



BirdStock is returning for the second year on Saturday, December 9, 2023, from 10:00 am to 7 pm, on La Jolla Blvd. This annual family-friendly party showcases all that the Bird Rock community has to offer. The event features live music, a holiday market, kid's activities, merchant participation, food, refreshments from local restaurants, and special offers from Bird Rock shops. All proceeds go to support the Bird Rock Elementary School. If you would like to sponsor or help with BirdStock, contact: fundraising@birdrockfoundation.org

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REAL ESTATE EXPERT & BIRD ROCK MOM



SOLD - Represented Seller
5551 Warbler Way, La Jolla \$5,600,000



SHAWN RODGER

Combining a history of selling exceptional homes and raising a family beside you in our Bird Rock community.

858.876.4569 | www.shawnrodger.com | DRE# 01276557



SOLD - Represented Buyer
7848 Doug Hill, Sanatuz \$5,250,000



FOR SALE - 157 26th Street
Del Mar \$11,675,000





Bird Rock Elementary needs your support!



Help strengthen Bird Rock Elementary's educational offerings and make a difference in the community.

Running until November 15, the neighborhood is invited to participate in BRE's fall fundraising Campaign, SPLASH FOR CASH. This signature campaign helps raise funds to bridge the gap between public funding and the resources needed to provide an enriched education. Now more than ever students need the support to help BRE maintain excellence.

Advertise your business and support BRE. Business partner benefits include: school social media promotion, gala recognition, on site ads, eblast placement and much more.

Not only are the funds tax deductible, but donations help supplemental programs to enrich the educational experience of the students, including Critical Enrichment Programs (art, music, technology and science), resource teachers and additional classroom teachers to help address class size.

BRE Contact: fundraising@birdrockfoundation.org

More information found at: <https://www.birdrockfoundation.com/fundraising>

The Bird Rock Elementary Fall Festival returns on Wednesday, October 25.



This much beloved annual festival is open to the community. Hosted by the Bird Rock Foundation on Wednesday October 25, the activities run from 12:15 pm until 4:15 pm and take place on the Bird Rock Elementary School upper field (Bird Rock Joint Use Park), off Waverly Ave. Enjoy games, inflatables, food trucks, LOTS of prizes and more!

Wristbands will be available for sale through The Foundation beforehand and at the event.



Bird Rock Elementary UTK/Kinder Welcome Day



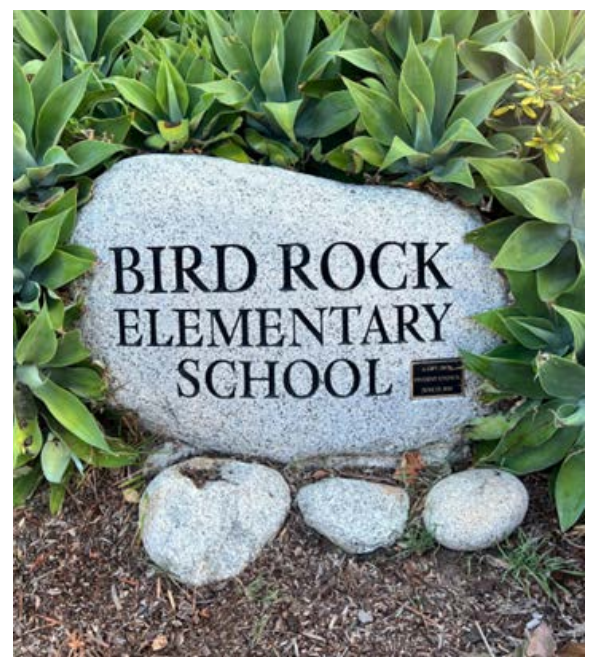
A few days before BRE school started, UTK and Kindergarten students enjoyed welcome day activities with the help of 5th grade volunteers.



Bird Rock Elementary School is back in full swing at Bird Rock Elementary. Enrollment is up, students are participating in wonderful enrichment activities during the school day like gardening and music, as well as after school opportunities that include chess, foreign languages, baton twirling, computer coding and art.



The community is flourishing at BRE.





beaumont's

EAT • DRINK • VIBE

WE THANK YOU BIRD ROCK



WITH ALL OUR HEART & SOUL!

MORE GOOD TIMES AHEAD!

WEEKLY LIVE MUSIC



LET OUR TEAM
PLAN YOUR NEXT
BEAUMONT'S
BASH.

PRIVATE PARTY
INQUIRIES:
KRIS@BEAUMONTSEATERY.COM



STAY TUNED
FOR OUR NEW
FALL MENU
CURATED BY
EXECUTIVE CHEF
MICHAEL
LEVINE



@BEAUMONTS LJ | 5662 LA JOLLA BLVD | 858.459.0474 | [HTTPS://WWW.BEAUMONTSEATERY.COM](https://www.beaumontseatery.com)

THANK YOU NEIGHBORHOOD VOLUNTEERS

Thank you to all Bird Rock neighborhood volunteers who deliver the Bird Rock Newsletter, help clean up the bike path, provide extra trash bags and clean up and maintenance services at the Bird Rock overlooks, and help keep our parks and neighborhood litter-free.

Thanks to everyone who reports problems using the Get-It-Done app, picks up after pets, and contributes to the wellbeing of neighbors, friends, and visitors.

Bike Path Maintenance Volunteer Participation Opportunities

Volunteer Clean-up Coordinator Debbie Adams invites everyone to join the periodic clean-up efforts.

The current focus is the removal of dry brush and **fire** hazards.

If interested in helping, please contact Ms. Adams at ljbird45@gmail.com.



Dash Richardson's Eagle Scout Project is resulting in the Replacement of the Damaged Memorial Bench at the Forward St. Overlook.

This bench was on the BRCC Beautification Bench Repair/Replacement Project List. Following numerous replacements of deteriorated wooden slats on the Forward Street overlook bench, it was finally time to address problems with exposed rebar, deteriorated concrete, failing bolts and screws, rotted wooden slats, and additional other damage.



These "before" photos, to the left, are from late 2021, and further deterioration had taken place prior to the replacement.

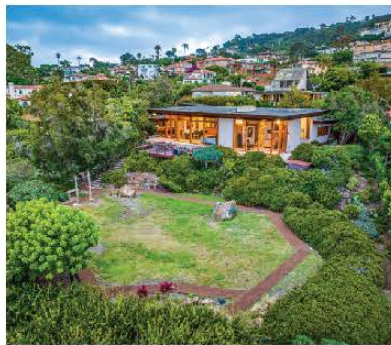
The neighborhood thanks Dash Richardson for tackling the bench problem as part of his Eagle Scout Project and for creating a wonderful new replacement bench that all can once again enjoy at the Forward Street overlook.

A special thank you to those neighborhood members who contributed to the costs of materials required for the Eagle Scout project.



Dash Richardson





FOR SALE

Magnificent Oceanfront Estate, 0.91 Acres

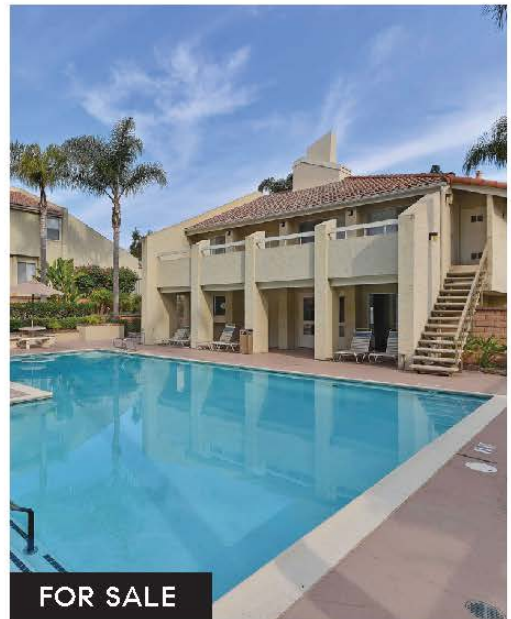
1720 Torrey Pines Rd | \$11,900,000

Buy or sell with me in 2023 and 10% of my commission will be donated to a school or charity of your choice upon request.



Michelle Dykstra

858.344.SOLD(7653)
michelle@michelledykstra.com
michelledykstra.com
DRE 01141195



FOR SALE

Condo with No Attached Walls

6224 Caminito Carrena | \$580,000





President's Column (continued from page 1)

Those improvements have greatly benefited the community as a whole and the businesses in the commercial district. Fourth, at the most recent La Jolla Planned District Ordinance (PDO) Committee meeting, more than 30 residents, property owners and merchants in this community demonstrated strong support for retaining the La Jolla Planned Development Ordinance requirements for ground floor retail space along La Jolla Blvd. in the Bird Rock commercial district. Finally, the amount of retail space in the proposed project could affect the amount of retail space provided by future developments in the Bird Rock commercial district. Therefore, once community members have had an adequate opportunity both to learn about the project, including the proposed potential changes, and to voice their opinions on the project, those opinions should influence the Murfey's decision on how much retail space to offer and the City's decisions on the project, including the amount of retail space that will be required.

The objective of the meeting was to ensure that the members of Bird Rock Community had an opportunity to be well informed before taking positions on the project, including the proposed changes. We did three things to meet that objective. First, with respect to the proposed project, I tried to explain where we are and why we are there. Second, we provided Russ Murfey and his colleagues an opportunity to describe their proposed project with the potential changes. Third, we opened the meeting to questions, comments, concerns, etc. from members of the Greater Bird Rock Community and others who had information to share concerning the project.

There were many questions about the project and the City's approval process. The comments concerning the project and the proposed potential changes ranged from complete support to complete opposition. In part, the former came from those who questioned the need for more or even the current level of retail space in the Bird Rock commercial district. The latter were primarily due to a concern about the precedent that the construction of the project with the proposed changes would set and its potentially devastating effects on the future of the Bird Rock commercial district. Others questioned whether this project would set such a precedent and suggested the current State's law concerning density bonuses and other incentives, which became effective January 1, 2023, had already set the precedent. There was consensus on few if any issues. The October 3 BRCC Community Meeting will include additional discussions of this proposed project. Prior to that meeting, more information will be provided about the project itself and related issues.

In the last nine years, the Greater Bird Rock Community has not had to confront or respond to an equally significant development issue for the Bird Rock commercial district. With the Adelante Townhomes project and similar future projects, the BRCC and the Greater Bird Rock Community will need to be more proactive. The Community needs to identify the features of the commercial district it will fight to protect and determine how best to protect them given the State's and City's affordable housing regulations. At the September 5 community meeting, there was no consensus as to whether the community: 1) wants less commercial space, 2) wants to prevent the loss of currently active commercial space or 3) wants the maximum amount of retail space specified in the La Jolla Planned District Ordinance (LJPDO). Similarly, there was no consensus about the extent to which State and City regulations limit our ability to protect important features of the commercial district. The Bird Rock Community needs to be actively involved in the La Jolla Community Planning Association's (LJCPA) current efforts to rewrite the LJCPA's bylaws, the bylaws of the LJCPA's committees and the La Jolla Planned District Ordinance. The September 7 e-blast (Urgent need for more members of the Greater Bird Rock Community to join the La Jolla Community Planning Association) provides more information about the need to become involved in the LJCPA and ways to do that, including how to join the LJCPA.

To be successful with this effort, sufficient support from the Greater Bird Rock Community is needed, including the support of those who were involved in similar efforts in the past.

Please do the following: 1) send any questions, comments, and concerns to me at info@birdrockcc.org; 2) let me know how you would like to become more involved; 3) get the word out to your neighbors and friends about the issues discussed above; and 4) encourage them to read emails from the Bird Rock Community Council (info@birdrockcc.org) and to sign up to receive such emails if they are not already receiving them.

Thanks,
Joe Terry



**VERY IMPORTANT NOTICE
regarding the Bird Rock
Newsletter (BRNL)**

Due to increasing costs, decreasing numbers of volunteers willing or able to hand deliver the BRNL, locked gates, and increasingly limited access to front doors and porches, we are reviewing the option to change to a fully on-line newsletter by the end of next year, 2024. Alternatively, we are considering printing and delivering only a limited number of BRNL paper copies. This will be a difficult decision since a significant number of neighbors wish to continue to receive and read the paper version.



"The San Diego County Vector Control Program (VCP) is a countywide program that monitors vectors and the diseases that they carry. Vectors monitored by the county include mosquitoes, rats, mice, ticks, flies, and eye gnats. In San Diego County, there are 27 different species of mosquitoes, at least 9 of which are known to carry diseases that can be passed to humans. Native Culex mosquitoes can transmit West Nile virus and tend to bite during dusk and dawn. Invasive Aedes mosquitoes bite during the day and can transmit Zika, dengue, yellow fever, and chikungunya viruses. All mosquitoes lay their eggs in or near standing water. Finding and removing or treating standing water is the best way to control mosquito problems."

**ANNUAL MAINTENANCE
ASSESSMENT DISTRICT
(MAD) MEETING**

**SCHEDULED for
Tues. November 7, 2023, 6:30 pm
at the Bird Rock Elementary (BRE)
School Auditorium,
5375 La Jolla Hermosa Ave.**

The meeting is for assessed property owners in the Maintenance Assessment District and is open to the public. Enter through Gate 3 off of La Jolla Hermosa Ave. near the alley south of the school. The meeting follows the monthly Bird Rock Community Meeting which starts at 6:00 pm,

**BIRD ROCK MAINTENANCE
ASSESSMENT DISTRICT
(MAD)**

**To report problems, ask
questions, send MAD-
focused information,
and
provide feedback, comments,
or requests, please send an
email directly to the
Bird Rock MAD Manager
Matt Mangano
at
admin@manganoconsulting.com**



THE OPPENHEIM GROUP
REAL ESTATE

LA JOLLA



9694 CLAIBORNE SQUARE
LA JOLLA, CA 92037

LISTED: \$2,100,000
SOLD \$2,225,000
4 BEDS | 2.5 BATHS | 2,634 SQ. FT.



2643 HIDDEN VALLEY ROAD
LA JOLLA, CA 92037

LISTED: \$7,499,800
SOLD \$7,650,000
7 BEDS | 9 BATHS | 7,109 SQ. FT.



THE OPPENHEIM GROUP
REAL ESTATE

7925 GIRARD AVE, LA JOLLA, CA 92037



LETTER ABOUT THE MARKET

Everytime I am at the beach, school pick up, or grabbing a coffee, people are always asking me: "How is the market? What is happening with interest rates?"

The last year and a half has taken us into a real estate market that is very different from what we were in prior. The sudden increase in interest rates seemed to change the market overnight.

Buyers have seen rates double in the past year and a half, making affordability change, and in turn, causing the loss of confidence in the market. Prices are still high, but inventory is low. Sellers, on the other hand, have experienced a dilemma because they have a great loan on their home but if they sell, they have to purchase with those higher rates. Therefore, many choose to stay put until interest rates come down, thus creating more inventory.

We are still urging buyers to buy in this market. History shows that real estate appreciates over time. If you're looking to buy, don't wait on the sidelines. Prices are not going to get cheaper in our insulated neighborhoods where many families want to live.

One of the things I love is helping families find a home that needs work. We can help you build equity by assisting you with remodel ideas, contacts, etc. to make it the home of your dreams.

For our sellers, our goal is to put more money in your pocket. How do we do this? When we meet with you we help identify areas where we can recommend remodel/improvements that will add value and get you a higher sale price.

We go even farther with our Oppenheim Group concierge program. We will loan you the money for repairs and improvements up front with zero interest, and then get paid back when the property closes, making it a win for you as the sale price will not only be higher, but it will have spent less days on the market.

At the Oppenheim Group, we listen and put your needs first in order to come up with a specific plan tailored to your goals.

Sellers, contact us today so we can help you get the most out of your sale... and buyers, do not be afraid to purchase real estate during these times as it will only continue to appreciate in the years to come.

La Jolla is more beautiful than ever, and I know people will continue to desire to live here for generations to come.

*Sincerely,
Vidi Revelli*



JASON OPPENHEIM
jason@ogroup.com
DRE # 01863254

Thinking about selling?
LIST WITH US | 619-990-7703



VIDI REVELLI
vidi@ogroup.com
DRE # 01734590



THE OPPENHEIM GROUP
REAL ESTATE

7925 GIRARD AVE, LA JOLLA, CA 92037



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 Weinburgh, CDC 5. Lauren Bishop, CDC
3. James Gathany, CDC



LA JOLLA'S BEST WINE BAR

(As voted in the La Jolla Light)

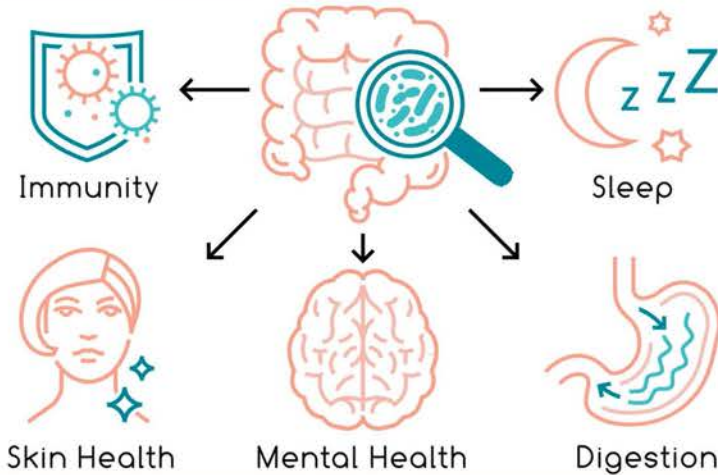
Come & raise a glass
to our success!

LJ Crafted Wines
Bird Rock
ljcraftedwines.com



Are you experiencing any of these symptoms?

Indigestion	Acid Reflux	Hormonal Imbalances
Constipation or Diarrhea	Food Sensitivities	Brain Fog or Fatigue
Abdominal Pain	Compromised Immune System	Anxiety or Depression
Bloating	Skin Rashes or Acne	Autoimmune Disease



Restore Your Gut Revitalize Your Wellbeing!

Health begins in the gut. It is the gate keeper between the external world and internal environment of the body.

At KOI we support our patients' gut health with diagnostic testing and natural therapies to restore harmony to the body and mind.

Services offered at KOI Wellbeing:

- Naturopathic Medicine Consultation
- Mind-body Medicine
- Food Intolerance Testing
- Microbiome Testing
- Hormone Testing
- Micronutrient Testing
- Toxin Burden & Mold Testing
- Nutrition and Lifestyle Coaching
- Vitamin and Antioxidant IV infusions
- Nutrient Injections
- Bio-identical Hormone Replacement
- PRP Facials and Hair Rejuvenation



CALL (858) 879 6203 to schedule a FREE discovery call with Dr. Kelsey Myers





When to Use Get It Done

Get It Done can be used to report problems related to City assets, making appointments for Passport services or to schedule time at the City's Household Hazardous Waste Materials drop-off facility. Do not use Get It Done for reporting emergencies or other time-sensitive issues. **It can take up to 48 hours to review your report or request for appointment.**

How to Make Efficient and Effective Reports

- **List only one (1) issue per report** - Issues may go to different departments within the City to get resolved. It is best to submit reports separately.
- **Include a photo if possible.** When taking a photo, include the surrounding area to help City workers locate the issue.
- **Select the item that most fits your issue.** Selecting the appropriate item from the Get It Done menu of options assists with routing reports to the correct department for resolution.



SD sandiego.gov/get-it-done

Who to Contact; 9-1-1, Police, Get It Done?

- 911** **Police Emergency** - Life threatening emergency or crime in progress: sandiego.gov/police/services/emergencies
- Police Non-Emergency** - Time sensitive, police matters (Ex: noisy parties, speeding cars, etc.): Dial 619-531-2000 sandiego.gov/police/services/nonemergencies

Get It Done - Other non-emergency City services (Ex: potholes, 72 hour vehicle violation, missed trash pick-up, passport appointment, etc.): sandiego.gov/get-it-done or download the mobile App **San Diego Get It Done**



The City of **SAN DIEGO**
sandiego.gov/get-it-done

REVISED 9-9-2021

Specific Issues that are Not Handled by Get It Done

- **Street Paving** - View Streets SD (streets.sandiego.gov) to identify upcoming Concrete, Overlay and Slurry projects. Get It Done is for minor asphalt repairs only.
- **Street Flooded** - If you see a street flooded, report it immediately by calling 619-515-3525 and select Option 1.
- **Sewer Spills** - If you see, smell or suspect a spill, report it immediately by calling 619-515-3525 and select Option 2.
- **Non-Emergency Highway Issues** - Contact Caltrans for non-emergency highway issues such as graffiti on highway signs or litter on roadway shoulders by calling 619-688-6670.



List of Get It Done Services

Each of the Get It Done services and request options are listed below. Once you select an appropriate option, there may be additional questions that will help guide your report to the appropriate City department for resolution.

- **ADA Assisted Collection**[†]
- **Additional Trash/Recycle Container**
- **Container Left Out**
- **Curb**: Damage • Faded Paint • Illegal Painting
- **Damaged Guardrail**
- **Dead Animal**
- **Dumpster Encroaching on Public Right of Way**



- **Parking Issue**: 72 Hour Violation • Oversized Vehicle Complaints • Parking Zone Violation
- **Passport Appointment**[†]
- **Pothole**
- **Replace Damaged Container**
- **Sidewalk Repair**
- **Storm Drain**: Channel Cleaning • Clogged Storm Drain • Foul Odor • Grate Frame Broken or Missing • Object in Drain
- **Storm Water - Illegal Discharge**
- **Street Flooded**
- **Street Light**: Light on During Day • Light Out
- **Street Sweeping**
- **Traffic Sign**: Faded Sign • Knocked Over • Missing Sign • Other



- **Traffic Signal**: All Lights Out • Flashing Red • Light Out • Signal Facing Wrong Direction • Timing
- **Tree Maintenance**: Blocking Street/Sidewalk • Branch/Tree Down • Dead/Unstable • Visibility of Traffic Signs/Signals

Check out more resources...

View Reports

View Knowledge Base



SD sandiego.gov/get-it-done



CAL FIRE [HTTPS://WWW.FIRE.CA.GOV/](https://www.fire.ca.gov/)

WILDFIRE IS COMING. ARE YOU READY?

PLAN. PREPARE. STAY AWARE.

The geography, weather patterns and number of Wildland Urban Interface communities in California make it a state particularly threatened by devastating wildfire.

As catastrophic wildfires continue to increase each year in California, make sure to protect yourself and your family – plan, prepare and stay aware. Property owners and residents in areas most at risk are encouraged to take the steps in CAL FIRE “Ready, Set, Go!” to be ready for wildfire.

Get prepared for wildfire before it strikes by following **Ready, Set, Go!**

- Get **Ready**: Being ready for wildfire starts with maintaining an adequate defensible space and by hardening your home by using fire resistant building materials.
Home Hardening means using ignition-resistant materials on and around your home to help it withstand flying embers and radiant heat. Defensible Space is the buffer created by removing dead plants, grass and weeds to help keep wildfire away from your home.
- Get **Set**: Create a plan with your family to evacuate your home should wildfire strike.
Put together an emergency supply kit.
Learn how to talk with young children about fire safety.
Before wildfire strikes, it is important that you get Set.
Prepare yourself and your home for the possibility of having to evacuate.
- Be Ready to **GO!**: Give your household the best chance of surviving a wildfire by being ready to go and evacuating early. Being ready to go also means knowing when to evacuate and what to do if you become trapped.

BEFORE EVACUATION IS NECESSARY, FOLLOW THESE STEPS BEFORE IT'S TIME TO GO!

See <https://www.fire.ca.gov/prepare/get-ready-to-go>

1. Create a Wildfire Action Plan; 2. Complete the pre-evacuation preparation steps (only if time allows) to increase your home’s defense. 3. Make sure you sign up for text alerts [External Link](#) about wildfires in your area, and know your community’s emergency response plan, evacuation orders and evacuation centers.

Exit Drills In The Home (E.D.I.T.H.) brochure can be found at: https://www.fire.ca.gov/media/kpwhri05/edith_brochure.pdf

Exit Drills In The Home can help people prepare for an emergency. Most home fires occur at night, when people are the least prepared.

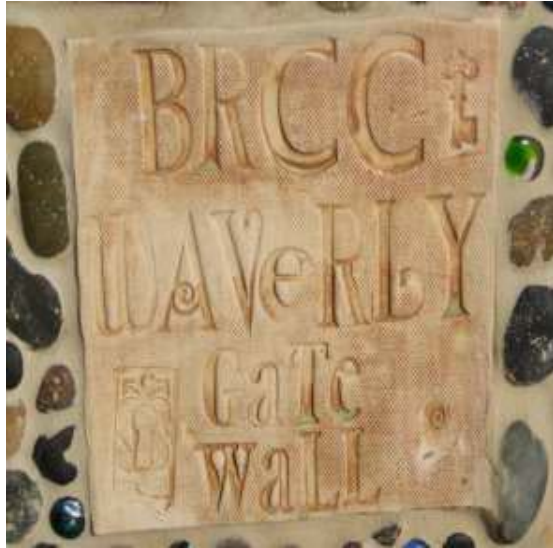
Home fires can become a disaster if you and your family are not familiar with how to escape during an emergency.

Smoke Alarms

In California, all residents are required to have at least one operating smoke alarm. The number of alarms you need and their location depends upon the layout of your home. There should be one smoke alarm located near sleeping areas. It is also a good idea to have at least one alarm on each level of your home, including the basement.



**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 June 30, 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.

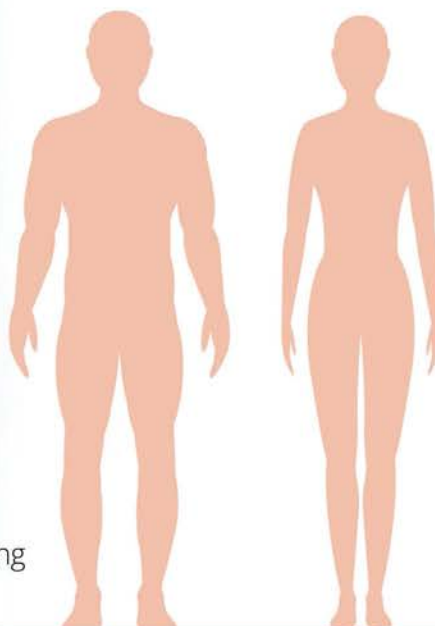
**Bird Rock Community Development Corporation, dba Bird Rock Community Council,
Non-Profit 501 (c) (3) Tax ID # 33-0952543**



Have you been experiencing any of these symptoms?

Men:

1. Depression/Anxiety
2. Exhaustion
3. Brain Fog/Memory Lapses
4. Sleep Problems
5. Sexual Dysfunction
6. Low Libido
7. Increased Body Fat
8. Reduced Muscle Mass
9. Joint Pain
10. Decline in General Wellbeing



Women:

1. Irritability/Mood Swings
2. Hot Flashes/Night Sweats
3. Depression/Anxiety
4. Brain Fog
5. Insomnia/Sleep Issues
6. Headaches
7. Low Libido
8. Vaginal Dryness
9. Painful Intercourse
10. Bone and Muscle Loss

Aging is more than skin deep.

It's time to re-claim your life with Bio-identical Hormone Replacement Therapy!

Hormonal imbalance can leave you feeling like a shell of your former self. Discover how our BHRT treatments are designed to boost your energy, mood, and quality of life.

Services offered at KOI Wellbeing:

- Nutrition and Lifestyle Coaching
- Platelet Rich Plasma (PRP)
- Facials and Hair Rejuvenation
- Micronutrient Testing
- Thyroid Treatment Plan
- Hashimoto's Treatment Plan
- Bio-Identical Hormone Replacement
- IV Vitamin and Antioxidant Infusions
- Functional Lab Testing
- Power Immunity Injections
- Nutraceutical Injections
- Food Sensitivity Testing



**CALL (858) 879 6203 for a FREE INITIAL CONSULTATION
With Dr. Deborah Wainwright, DNP, APRN**





BIRD ROCK COMMUNITY MEETING, September 5, 2023, 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 6:09 pm, welcomed attendees, and introduced BRCC Board members.

Contact Information for Representatives of Elected Officials

Emily Lynch (Erlynch@sandiego.gov), Community Representative for San Diego City Council District 1 Councilmember Joe LaCava, has replaced Steven Hadley who retired.

Aurora Livingston (Aurora.Livingston@sen.ca.gov, 760-642-0809), district representative for State Senator Catherine Blakespear (38th Senate District, <https://sd38.senate.ca.gov/>).

Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters (<https://scottpeters.house.gov/>).

Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), Policy Advisor for San Diego County Board of Supervisors Tara Lawson-Remer (3rd District, <https://www.supervisorterralawsonremmer.com/>).

Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov, 760-434-7605), District Representative for Assemblymember Tasha Boerner (77th State Assembly District, <https://a77.asmdc.org/>).

Emily Piatenesi (EPiatenesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria See Mr. Gloria's website at <https://www.sandiego.gov/mayor/>.

An update on BRCC activities can be found at <https://www.birdrockcc.org>

**Adelante Townhomes Project at 5575 La Jolla Blvd by Murfey Company
(Development Services Dept. Project #1073585)**

The Adelante Townhomes project property, owned by Pelican Ventures, LP, is located at the southeast corner of La Jolla Blvd and Forward Street where an office building currently exists. BRCC President Joe Terry summarized background information regarding the project. See https://www.birdrockcc.org/docs/Adelante_Townhomes_Background.pdf on the BRCC website.

Murfey Company representatives, Russ Murfey, Ryan Wynn, Scott Murfey, and Owen Wynn, outlined the Adelante Townhomes Project with proposed changes drafted since the Nov. 1, 2022, presentation to the Bird Rock community and since subsequent presentations at various La Jolla Community Planning Association and LJCPA committee meetings. Proposed changes include adding roughly 1,100 sq. ft. of ground floor retail space with an ADA-compliant entrance in the northwest corner of the ground floor occupying about 1/3 of the front of the ground floor. Other proposed changes include redesign of the northwest corner residential unit to become a two bedroom unit on the 2nd floor that would be above the retail space. Revised Adelante development plans can be found at https://www.birdrockcc.org/docs/Adelante_Townhomes_Commercial_Study-BRCC_08.01.2023_2.pdf.

The meeting was well-attended. More than 1 ¼ hours of public comments, questions, and robust discussions followed the presentation with many points of view being expressed.

Public Announcements

The next Community meeting will be Oct. 3 at Bird Rock Elementary School Auditorium. The re-scheduled quarterly Bird Rock Maintenance Assessment District meeting will immediately follow the Oct. 3 community meeting. The Annual MAD Meeting will be held on November 7. BRCC Board elections (electronic vote) are scheduled to take place after November 7.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:57 pm



Bird Rock Maintenance Assessment District Annual 2023 Meeting Report

The annual meeting for assessed property owners in the Bird Rock Maintenance Assessment District (MAD) will be held on Tuesday, November 7, 2023, for updates and review and acceptance of the proposed Fiscal Year 2025 (FY25) annual MAD budget (July 1, 2024, through June 30, 2025). The Nov. 7, 2023, meeting allows time for adequate review, input, and revision of the proposed budget before submission to the MAD Division of the San Diego City Park and Recreation Department by mid December and final submission by the mid-January deadline date. Following further evaluation and finalization, the MAD budget is submitted to and included in the City's annual budget review process which starts on or before February 1 and concludes with the June 2024 budget approval by the Mayor and City Council.

Understanding the background leading to the Bird Rock MAD formation is important. Prior to formation of the MAD and City re-design of La Jolla Blvd, La Jolla Mesa Dr., and adjacent residential streets in the Bird Rock area, La Jolla Blvd was 4-5 lanes across with very high-speed traffic and numerous safety issues. After decades of concerns about traffic speed, pedestrian injuries and fatalities, and safety along La Jolla Blvd and the realization that La Jolla Blvd was a fast-moving, dangerous divider between the east and west portions of the Bird Rock neighborhood, discussions began in year 2000 about neighborhood "traffic calming." Topics included traffic management, vehicular speed reduction, pedestrian and vehicular safety, parking issues, neighborhood "walkability," quality of life, and lighting. The dialogs included ways to implement traffic calming along La Jolla Blvd, La Jolla Mesa Dr., and adjacent residential areas, improve safety for pedestrians crossing La Jolla Blvd (4-5 lanes), enhance beautification, add landscaping and trees, maintain and promote growth of existing street trees, and improve parking along Bird Rock sections of La Jolla Blvd. without adversely impacting adjacent streets and residential areas. Many Bird Rock neighbors participated and spent numerous hours in research and discussions that resulted in an enormous improvement to Bird Rock. We are grateful to all those people.

In 2004, Bird Rock property owners and the Bird Rock Community Council (BRCC) initiated formation of the Bird Rock Maintenance Assessment District for the purpose of assuming responsibility for maintenance of the public landscaping portion of the City-planned, traffic-calming improvements along La Jolla Blvd and nearby residential streets with the intent of becoming a self-managed MAD (versus City-managed). Self-managed MADs must be managed by stable community non-profit 501(c)(3) corporations. This effort culminated in March 2005 when more than 30% of the property owners signed a petition agreeing to formation of the district. In July 2005, property owners formally voted, via an official ballot from the County Registrar of Voters, to approve formation of the MAD, to appoint the non-profit 501(c)(3) Bird Rock Community Development Corporation (BRCDC) dba BRCC as local managers, and to set the initial assessment at \$90/year per single family property. The San Diego City Council certified the ballots and approved formation of the Bird Rock MAD in August 2005. The BRCC successfully negotiated a Bird Rock MAD maintenance and management agreement with the City.

The Bird Rock MAD encompasses the Bird Rock area bounded on the west by the Pacific Ocean; on the north by La Cañada Street; on the east by Folsom Drive, Bellevue Avenue, Linda Rosa Avenue, and La Jolla Mesa Drive; and on the south by Bellevue Place, Bird Rock Elementary School/Bird Rock Joint Use Park, the Park La Jolla property, and Wrelton Drive.

The BRCC took over landscape maintenance of phase one of the traffic calming MAD area in 2008 and assumed maintenance responsibilities of phases two and three in May 2009, which encompassed the entire Bird Rock MAD area. The MAD and BRCC Board selected and contracted with 1) an independent contractor to manage day-to-day MAD operations and perform bi-weekly inspections and numerous other management tasks and 2) a City-approved, licensed landscape maintenance contractor for regular landscape and irrigation system maintenance, selected public right of way clean up and trash disposal, and additional services. Newer contracts have been approved and established with City-approved companies since the initial phase. The City reviews the Bird Rock MAD landscaping, irrigation, water usage, all City trees maintained by the Bird Rock MAD and contractual requirements as well as traffic calming, safety, line-of-sight, and maintenance issues during quarterly inspections.



Bird Rock Maintenance Assessment District (MAD) Annual Meeting Report *(continued from p.20)*

The City is extremely focused on its Climate Action Plans and the required maintenance of City trees to promote health, growth, and canopy spread. The City has been very satisfied with the supervision, financial oversight, operations, and water saving efforts of the Bird Rock MAD. The BRCC MAD Advisory Committee independently inspects the MAD areas and reviews the landscaping and various MAD-associated environmental, safety, maintenance, irrigation, water conservation, and aesthetic issues. Suggestions for traffic calming, safety improvements, walkability, and beautification are considered. MAD landscaping improvements were approved in 2010 and continue to be implemented to increase traffic calming and safety. Plants that created safety problems or succumbed to pests, traffic emissions, or other causes have been replaced. These ongoing efforts result in safer conditions, better adherence to line-of-sight height limits, traffic calming, reduction of drive overs, adherence to mandated water restrictions and water conservation, decreased long-term maintenance, increased visual appeal, and conformance to the original community-chosen California coastal/ Mediterranean palette.

The City's Capital Improvement Bird Rock Median LED Light Project on the La Jolla Blvd medians between Forward Street and Camino de la Costa was successfully completed at the end of 2012. The median lights provide mid-block lighting, enhance pedestrian and vehicular safety, create a better walking environment, and improve visibility of adjacent buildings and the roadway. The City-maintained cross-walk systems, street lights, and median lights are monitored, and problems are reported to the City. Similarly, problems noted with street signs, public rights of way, graffiti, potholes, Municipal Code violations, and related issues are also reported to the City.

The BRCDC's separate MAD and BRCC financial accounts are independently audited at the end of each fiscal year. The City-required annual, independent MAD account audit for the recent fiscal year ending June 30 determined that the BRCDC MAD account and regular accounts are in great condition with proper operating procedures, financial controls, and operating reserves.

The Bird Rock MAD budget is funded by annual homeowner county property tax assessments, gas tax funds from the City, and offsetting payments from the City for services provided by the MAD which should have been provided by the City (General Benefit Offsets). Currently, there are 1320 assessment-paying property parcels within the 1476 parcel Bird Rock MAD Map Boundary for a total of 1,826.97 EBUs (Equivalent Benefit Units). 156 properties, mostly north of Camino de la Costa plus a few undeveloped parcels, do not pay a MAD assessment as part of their Country property tax.

The annual residential assessment rate was \$90 in Fiscal Year 2006 (FY2006), \$50 in FY2007, \$75 in FY2008, and \$79 in FY2009 when BRCC assumed full maintenance of the MAD. The rate dropped to \$25 in FY2010 when the MAD reserve fund maximum balance was reached. For FY2011, FY2012, FY2013, and FY2014, the assessment rate was \$78. To fund increasing MAD costs, anticipated guard railing improvements, and the required reserve fund balance level, the assessment rate for FY2015 and FY2016 was increased to \$90 for residences. The rates for FY2017 and FY2018 were lowered to \$84 due a healthy reserve fund balance and was raised in FY2019 to \$95. The rate for FY2020 through FY 22 was decreased to \$90. Due to cost increases and pandemic effects, the rate for FY 2023 and FY 2024 was set at \$100 for residences, below the maximum allowable rate. The rate for FY 25 is estimated to remain at \$100. The condominium rate will be proportionally lower at \$63. The typical commercial property rate should be \$405 and is dependent upon property size..

As mandated by state law, the reserve fund balance (excess funds) accumulate in a City-controlled, interest-bearing account. Those funds are reserved and protected for the Bird Rock MAD. The Bird Rock MAD is required by the City to maintain a reserve operating balance between 10% and 50% of budgeted annual operating expenses and maintains an emergency reserve as well.

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



Park and Recreation Department - Open Space Division			
Maintenance Assessment Districts Program			
Summary of FY 2024 Budget vs FY 2025 Proposed Budget, Update 09-01-23			
Bird Rock Maintenance Assessment District			
	FY 2024	FY 2025	
	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/mailing (code 512066B)	\$ 1,300.00	\$ 2,400.00	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	\$ 14,000.00	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	\$ 5,500.00	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)	\$ 125,000.00	\$ 135,000.00	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)	\$ 1,560.00	\$ 1,650.00	Security
Services: Postal Mailbox, Storage (512066L)	\$ 200.00	\$ 250.00	Postal Mailbox, Storage Services
Accounting, Auditor (512066M)	\$ 7,000.00	\$ 7,500.00	Independent Auditor (audit required by City of San Diego), audit exp.
Accounting/Bookkeeping (512066N)	\$ 1,700.00	\$ 1,700.00	Bookkeeping
Accounting/Bookkeeping Software (512066O)	\$ 2,000.00	\$ 2,000.00	Bookkeeping software
Professional/Tech. Services: Arborist, Irrig., Tree Pruner (512066P)	\$ 20,000.00	\$ 25,000.00	Arborist, irrigation tech., additional landscape services
Professional/Technical Services: Guard Rail & Other (512066Q)	\$ 3,000.00	\$ 5,000.00	Misc. Contractual Services (paint, rail repair, cleaning, regulators, others)
Subtotal Services (Services and Supplies)	\$227,760.00	\$256,500.00	
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	\$231,260.00	\$260,000.00	
Capital Improvements: Lighting	\$ 15,000.00	\$ 15,000.00	Capital Improvement Lighting, placeholder (1)
Capital Improvements: Signage	\$ 20,000.00	\$ 20,000.00	Capital Improvement Signage placeholder (2)
Subtotal Services, Supplies, Capital Improvements	\$266,260.00	\$295,000.00	
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	\$309,709.00	\$338,449.00	
Bird Rock District Revenues			
Annual Assessments	\$182,613.00	\$182,913.00	Estimated Revenue total from Assessment for FY Total 1827.13 EBU x \$100/EBU = estimated assessment revenue
Less delinquent or non payments or decreased contributions			Less uncollected assessments or decreased contributions
Interest Earnings	\$ 1,700.00	\$ 1,700.00	Estimated Interest earned on carry over from reserves
City Contributions (subject to change)			
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	\$240,192.00	\$240,292.00	Estimated Revenue
REVENUE less COSTS	\$ (69,517.00)	\$ (98,157.00)	Revenue less Costs (Deficit)
Fund Balance -			
Bird Rock District Reserves			
Beginning Fund Balance	\$172,603.70	\$133,086.70	Estimate, balance projected to be carried forward from prior FY
Estimated Unused Funds	\$ 30,000.00	\$ 30,000.00	Estimate, subject to final income & expense totals for FY
Estimated Change in Fund Balance	\$ (69,517.00)	\$ (98,157.00)	Estimate, change in Fund Balance (Revenue less Costs)
Year End Operating Reserves	\$133,086.70	\$ 64,929.70	Projected reserve at end of Fiscal Year (Estimate) If reserve not within the required range, then rate increase will occur.
Assessment Rate (see note 1), below estimated maximum \$214.86 rate	\$ 100.00	\$ 100.00	Proposed Assessment Rate (single family home, see note) \$100 Rate, estimated subject to City approval
Note: Assessment Rate- single family home is \$100; condominium is about \$70; typical 5.0 EBU commercial lot is about \$500.			
For multi-unit residential properties, the rate is 0.7/unit; duplexes would be 1.4 EBUs or an assessment rate of \$140.			
Target Reserves			
Minimum Reserve: 10% of Expenditures	\$30,970.90	\$33,844.90	
Maximum Reserve: Six Months Expenditures	\$154,754.50	\$169,224.50	
(1), (2) - The capital improvement line items are placeholder amounts only for lighting and signage proposals, the details of which have yet to be determined. Any proposal associated with these line items shall be subject to all required approvals by the community, the BRCC, the City, the MAD, & any related permitting agencies/planning group.			
There are 1320 assessment-paying parcels within the 1476 parcel Bird Rock MAD Map Boundary (1827.13 EBUs)			
A single family home is 1.0 EBU (Equivalent Benefits Unit), a duplex is 1.4 EBUs, a condo is about 0.7 EBU, and a typical commercial lot is about 5 EBUs			
Initial FY 2005 maximum assessment rate = \$90/EBU.			
Consumer Price Index Increase FY 2023 ESTIMATE = 5.00%		Maximum authorized assessment rate = \$214.86	



**BIRD ROCK COMMUNITY COUNCIL (BRCC)
2021 Annual Membership Application**

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

For 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>I am interested in the following areas:</i>			
<input type="checkbox"/> Beautification	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Promotions	
<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Maintenance	<input type="checkbox"/> Safety	
<input type="checkbox"/> Coastal Access, Parks, & Overlooks	<input type="checkbox"/> Memberships	<input type="checkbox"/> Special Community Events (Halloween, etc.)	
<input type="checkbox"/> Code Enforcement	<input type="checkbox"/> Neighborhood Watch		
<input type="checkbox"/> Community Events	<input type="checkbox"/> Newsletter		

Official use only ↓



BIRD ROCK NEWSLETTER

OCTOBER & NOVEMBER 2023

BIRD ROCK INFORMATION

BRCC OFFICERS

President: Joe Terry

info@birdrockcc.org

Vice President: Joe Parker

Treasurer: Barbara Dunbar

Secretary:

BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,
Janet Gentile, Marco Gentile,
Eric Kleinbub, Lake Price

BRCC Website:

<https://www.birdrockcc.org>

BIRD ROCK NEWSLETTER

Online Newsletter:

birdrockcc.org/newsletters

Editor: Barbara Dunbar

Publisher: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

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

Website Maintenance:

info@birdrockcc.org

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

THANK YOU

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Bird Rock Community Council

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

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BIRD ROCK
COMMUNITY COUNCIL