

BIRD ROCK NEWSLETTER

APRIL & MAY 2024

From Bird Rock Community Council (BRCC) President Joe Terry

I would like to provide an update on the following items, which are important to the Bird Rock Community:

1. The lighting and signage projects for the 5500 – 5700 blocks of La Jolla Blvd., which are intended to benefit residents, merchants and visitors by providing increased community aesthetics, greater public safety and an enhanced commercial identity for the Bird Rock commercial district;
2. The first beach cleanup as part of the joint participation of the BRCC and Chase Bank in the *I Love a Clean San Diego, Adopt-A-Beach Program*; and
3. Traffic issues in Bird Rock.

Signage Project: The highlight of the March BRCC Community Meeting was a presentation by Trace Wilson including renderings of options for the signage/monument project and the opportunity for attendees to ask questions and share their thoughts. All the options include a natural rock with etched lettering (e.g., welcome to Bird Rock) and one or more bronze pelicans on the rock. The options differ in terms of the size and location of the rock. The options are: 1) a rock in the roundabouts at Colima Street and at Camino de la Costa; 2) a larger rock in the medians near those roundabouts; 3) a much larger rock in the median of the middle of the 5600 block of La Jolla Blvd.; or 4) an even larger rock at that location. At the meeting and at the February 29 Bird Rock Merchants Association meeting, the first option received the most support. Watch for an email from the BRCC, which will include the renderings of the four options, then ask questions and share your thoughts via email to info@birdrockcc.org. The BRCC will use all the input it receives to select the option it will submit to the City for approval.

(continued on pg 6)



Bird Rock MAD median Arbutus tree felled during 3/1-3/2 overnight traffic accident just south of the Camino de la Costa roundabout.



The tree will be replaced in the future.

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SPACE

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RETAIL
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Another way you may interact with our brand is through the retail side of our business. We're bringing fresh vibes by way of our retail collective. Open Thursday through Sunday featuring local makers and artists.

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New Principal at Bird Rock Elementary, Dr. Banatao

In February, Bird Rock Elementary (BRE) welcomed Dr. Eric Banatao to the position of Principal. He is coming to BRE with extensive leadership experience as an administrator leading improvements in teaching and learning at the elementary level. Dr. Banatao is enthusiastic to continue his work at BRE, serving as Principal, and he looks forward to immersing himself in the community.

Dr. Banatao is a dedicated educator with 20+ years of experience. His experience includes four years as a high school Assistant Principal, four years as a middle school Assistant Principal, eleven years as an elementary school Principal and two years as a middle school Principal. Additionally, Dr. Banatao was a high school teacher of Advanced Placement English, foreign language and biological sciences for eight years.



Q&A with Dr. Banatao:

What do you like most about being an educator and what is your favorite memory as an educator? I like working as an educator who will impact the future by investing time, energy, and support for our youth. We're preparing our students for futures that have yet to be imagined. Working together as partners, with the school team and community, we can maximize opportunities and the future for our students.

My favorite memory as an educator was working in a turnaround school to address the needs of all learners. Our combined efforts as a school team and school community led to outstanding student outcomes. Helping to contribute to a sense of school and community pride, where we addressed the needs of all learners, was a great feeling. The process was really rewarding because there wasn't just one reason that represented why we were able to raise student achievement. Our team's effort and the belief that all of the adults on campus are responsible for the success of each student established team cohesion and clear, concerted goals. The collective belief in our students really made a difference in student performance and we were recognized by the State for it.

What most impresses you about the students and school community at BRE? The student body, parents and teachers have been very impressive. The dedication and commitment by our teachers and community to deliver a world-class education for our students is wholly evident. The community also cares about developing great scholars and well-rounded students. The learning opportunities at BRE are vast so that students have opportunities to develop strengths and talents meeting the needs of the whole child. The community has been kind and welcoming. There's a great sense of tradition, generational connections, and a community spirit that wants the best for our students.

**New Principal at Bird Rock Elementary, Q&A with Dr. Banatao:** *(continued from page 3)*

How would you support the social-emotional development of students? Supporting the social-emotional development of students is important to addressing the needs of the whole child. Establishing and defining schoolwide expectations of how we interact and support one another is important to social-emotional learning. One way to address SEL support would be to establish positive behavior intervention systems so that all students and teachers are clear on how we're expected to behave in all settings across our school community. Generalized expectations like being safe, being respectful, and being responsible in all areas of school can be learned and taught so that we're all operating with the same understanding and expectations. Social-emotional wellness complements academic achievement and mental health, and vice versa.

How do you balance the needs of individual students with the overall goals of the school? Each child is able to learn, and every student is our student. Some students may need more support than others, and it is the responsibility of the school team to differentiate instruction and supports so that the potential of each child is realized. Addressing the needs of all students fits with the overall goal of continued school improvement and continually striving to improve teaching and learning. When we meet the needs of all students our entire school team is stronger.

What does student success look like to you? Student success is about having well-adapted children who are curious and receptive to learning new strategies, and ways of thinking, to independently apply that learning to new tasks. Student success can also look different for different students. Some find their joy and strength in music, art, reading, athletics, and/or math. To me, if students are finding themselves in a flow, maintaining confidence, willing to be courageous and assert themselves towards new learning, they are a success.

What are your favorite books that shaped your philosophy of instruction or education as a whole? Some authors who have shaped my thinking towards educational leadership are Michael Fullan, Elena Aguilar, Anthony Mohammed, Bowman & Deal, Bonnie Benard and Tony Wagner. Together, these authors talk about how leaders can foster systems, structures, and cultures within a school organization so that student learning and student outcomes can be maximized. I like to think that a school team that is focused on teaching and learning, and takes an approach to be relationship-based, student-centered and team oriented – that team can achieve amazing student outcomes through their collective work and commitment.

What is your vision for the future at BRE and how do you plan to achieve it? My vision for BRE is being shaped by my initial and on-going learning. I'm getting acclimated and attempting to best understand where we are as a school and working towards understanding how we got here. By speaking to members of the community and assorted school stakeholders, by collecting evidence, by making observations, and by holding discussions I'm seeking to learn from, learn about, and learn for the BRE community so that our next steps are informed by this learning. We'll be heading towards a new era at BRE together and I'm confident that we'll achieve even greater success as a united and dedicated school team.





BRING SOME **cheer** HOME!



Cheer Home Care has recently joined the thriving community of Bird Rock, and is delighted to be here. With a mission to imbue joy and independence into their client's lives, the team at Cheer prides themselves on approaching home care with a fresh perspective, backed by over a century of collective experience. Cheer is well-equipped to provide a premier level of private home care, individually tailored to each client's unique needs, while seamlessly integrating support services into his or her current lifestyle.

Cheer stands out because their approach to care, and aging in general is with cheer and optimism. This fact, coupled with the know-how and ability to provide the support, resources, and efficiency that families need, makes for an extremely effective two-prong take on care in the home. The company's innovative care solutions are deployed and supported by real people, with just enough technology to keep you informed and make managing your loved one's care easier, without bombarding you with emails or multiple apps to navigate.

Of course, while this all sounds wonderful, it means little if Cheer's caregivers are not just as committed to the company's ethos. Thankfully, Cheer employs a robust recruitment process that ensures only the absolute best candidates are hired (by the numbers, only 1-2% of Traditional Caregivers who apply become Cheer caregivers). As a family-owned business that has been in the industry for over a decade, Cheer prioritizes the values of trust, warmth, and a sense of belonging; they strive to deliver this experience to clients, office staff, and caregivers alike, and treat everyone with the dignity and respect they deserve.

In an effort to provide a comprehensive level of support to its clientele, Cheer's service offerings include personal care, companionship, transportation services, dementia care, Parkinson's care, hospice care, post-surgical care, "daughter/son" for a day, and housekeeping and organization, provided on an hourly basis or around the clock. But the truth is the value is so much more than the services themselves...it's peace of mind.

Ready to learn more about how you can bring some Cheer to your family? For immediate assistance and to schedule a free consultation, call **858-868-5500** and ask for Brooke or Gabi.

Cheer's office address is **5685 La Jolla Blvd, La Jolla, CA 92037** and they encourage stopping by to say hi!

You, too, can let Cheer help you **Live Your Best Life**.



Learn more at cheerhomecare.com





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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.

President's Column (continued from page 1)

Lighting Project: With the understanding that well designed, tree lighting would meet the project objectives to increase community aesthetics, provide greater public safety and enhance the identity of the Bird Rock commercial district, the BRCC is arranging a tree lighting demonstration, which is expected to include up lighting, down lighting and wrapping. Watch for an email from the BRCC, which will provide the time and location of the demonstration and photos of similar lighting elsewhere. Attend the demonstration, and share your questions and thoughts via email to info@birdrockcc.org. The BRCC will use all of the input it receives to identify tree lighting that would be aesthetically pleasing by day and night and that would neither harm the trees nor significantly increase the cost of maintaining healthy trees. Once the BRCC identifies such tree lighting, it will share it with the Bird Rock Community for additional input and then submit a well-defined tree lighting project to the City for approval.

First beach cleanup: The first beach cleanup jointly organized by the BRCC and JPMorgan Chase's NextGen and GoodWorks will be Saturday, March 30 from 7:00 am - 11:00 am at the beach from PB Point south to Tourmaline Surf Park. Volunteers will meet at the top of the beach access stairs, located off Sea Ridge Drive at the intersection of Linda Way and Sea Ridge Drive, and provide the signed waiver required from each participant. For more information about this exciting event, watch for a BRCC email and go to <https://members.birdrockcc.org/Calendar/moreinfo.php?eventid=124508>. Please join us for this special Bird Rock Community event.

Traffic Issues: With the help of the City, the BRCC may address several traffic issues, including speeding, ignoring stop signs, and failing to yield to cars entering La Jolla Blvd. from cross streets. These are equal opportunity problems with the contributors ranging from young e-bike riders to drivers old enough to know better and with the potential victims ranging from young children to our oldest and most revered residents. Please share your thoughts and possible solutions in an email to info@birdrockcc.org.



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!

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 neighborhoods 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.

CHP HIGHLIGHTS NEW TRAFFIC SAFETY LAW FOR 2024

The California Highway Patrol (CHP) educates the public about new traffic safety laws that were enacted during 2023 and which take effect on or after Jan. 1, 2024. One such law is noted below.

Existing Vehicle Code law prohibits the stopping, standing, or parking of a vehicle in certain places and under certain conditions, including within an intersection, on a sidewalk or crosswalk, in front of a public or private driveway, or within 15 feet of the driveway entrance to a fire station. Assembly Bill (AB) 413 (Lee), "Vehicles: Stopping, Standing, and Parking," amended Section 22500 of the Vehicle Code to increase visibility at crosswalks and enhance pedestrian safety.

Effective Jan. 1, 2024, the amendment prohibits the parking, standing, or stopping of a vehicle along a curb within 20 feet of a marked or unmarked crosswalk or within 15 feet of a crosswalk where a curb extension is present. The regulation only applies to the side of the road of the vehicle's approach to the crosswalk. Local jurisdictions may establish different distances through local ordinances by marking areas with signs or paint.

Between Jan. 1, 2024, and prior to Jan. 1, 2025, warnings will be issued for violations unless the violation occurs in an area marked using paint or a sign. Effective Jan. 1, 2025, citations will be issued for violations. See https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202320240AB413



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have avoided using
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greener future!

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THE BIRD ROCK COMMUNITY COUNCIL & JPMORGAN CHASE'S NEXTGEN & GOODWORKS ARE ORGANIZING A BEACH CLEANUP!

I LOVE A CLEAN SAN DIEGO,
ADOPT-A-BEACH PROGRAM



Needs Volunteers!

-  **Saturday, March 30**
-  **7:00 a.m. - 11:00 a.m.**
-  **PB Point South - Tourmaline Surf Park**
Meet at the top of the beach access stairs at the intersection of Linda Way & Sea Ridge Drive

All Details Here:



birdrockcc.org



BIRD ROCK
COMMUNITY COUNCIL

NEXTGEN
Leadership Development for Early Career Professionals



I LOVE A CLEAN SAN DIEGO, ADOPT-A-BEACH®

**JOIN THE BIRD ROCK COMMUNITY COUNCIL (BRCC) &
JP MORGAN CHASE BANK NEXTGEN & GOODWORKS**

ON

Saturday, March 30, 2024, 7:00 - 11:00 a.m.

TO CLEAN UP THE BEACH FROM

PB Point South to Tourmaline Surf Park

Details: <https://members.birdrockcc.org/Calendar/moreinfo.php?eventid=124508>

VOLUNTEERS NEEDED!

Meet at the top of the beach access stairs at the intersection of Linda Way and Sea Ridge Drive for instructions and to sign the required release-of-liability waiver. The waiver is required for all volunteers. Anyone under 18 needs a waiver signed by a guardian.

Work gloves and reusable bags will be provided for trash collection or bring your own reusable garden gloves. Be sure to bring a reusable water bottle to stay hydrated and help reduce waste. Don't forget your sunscreen, sunglasses, and sun protection, and please wear closed-toed shoes! Join the fun and bring your friends and family.

The "I Love a Clean San Diego, Adopt-A-Beach® Program" website notes that 33,482 lbs of litter have been diverted from our oceans by Adopt-A-Beach/Canyon volunteers since 2019. See <https://cleansd.org/volunteer/programs/independentaab/>.

"Litter and other harmful materials travel through our watersheds and end up in our oceans. This is extremely dangerous for Earth's ecosystems. Plastic marine debris causes the deaths of more than a million seabirds and over 100,000 marine mammals every year."

"Litter happens everywhere in San Diego County, and it travels unfiltered through our storm drains and natural streams out to our beaches and bays. It is up to us all to keep our beaches and shared spaces clean and safe for all."

"As an Adopt-A-Beach Volunteer, you will pick up and report essential litter data that provides a snapshot of what is impacting our communities. This data is shared with the California Coastal Commission and Ocean Conservancy to track the state of litter in San Diego County over time. Data from this program helped pass the California Bag Ban, and we hope to continue to create lasting change with your help! This program also requires that volunteers report their detailed litter data after their cleanup event. As you collect, you will note how much of each type of litter you picked up. We encourage you all to clean up in teams, with one person as the citizen scientist recording the data! This is important for tracking trends over time and areas in need and for creating more targeted educational material."



Pacific Beach Investment Property
1012 Thomas Ave | \$5,295,000 | 9 Units



Panoramic Ocean Views
1720 Torrey Pines Rd | \$11,000,000 | 3+BD/3BA



La Jolla Ocean Front Complex
100 Coast Blvd #308 | \$4,800,000 | 3BD/2BA



Pacific Beach Investment Property
1027-1033 Wilbur Ave | \$3,695,000 | 7 Units



Mid Century Modern Gem
2616 Torrey Pines D17 | \$875,000 | 2BD/2BA

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.



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Bird Rock Community Council (BRCC)
Bird Rock Community Development Corporation

BRCC Coastal Overlooks Beautification Projects

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:

Bird Rock Community Council (BRCC)
5666 La Jolla Blvd, PMB 168, La Jolla, CA 92037

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

Print Name _____ Phone _____

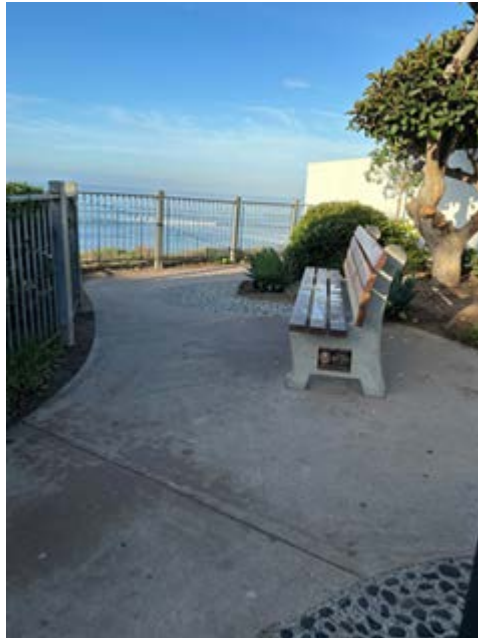
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Email address _____ Donation Amount: _____

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Forward Street



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P E N D I N G



VIDI REVELLI | REALTOR ASSOCIATE | 619.990.7703. | VIDI@OGROUP.COM | DRE# 01734590



Q & A: WITH VIDI REVELLI



GET TO KNOW OUR VERY OWN BIRD ROCK MOM & LA JOLLA REAL ESTATE SPECIALIST

01.

Q: HOW DID YOU FIND YOUR WAY INTO REAL ESTATE?

A: Real estate found me. I grew up in a Real Estate family and am a third generation realtor. My grandmother Joann owned her own Red Carpet Realty Brokerages in Northern California where my father grew up around the business. He eventually started in sales and moved his way to becoming a full time investor. My father passed on his knowledge and work ethic to me and I continue the tradition of love for this business in my family.

02.

Q: WHAT ARE YOU MOST PASSIONATE ABOUT IN REAL ESTATE?

A: My clients experience during the process means everything to me. While a smooth, successful outcome is my top priority, we also have a great time working together. I provide every client with my personal attention and work with them from start to finish, covering each and every detail. I bring excellent negotiating skills, strong communication, and the ability to think ten steps ahead of the competition so they know they have the best representation. Simply said, I put their needs above all else.

03.

Q: WHAT IS YOUR DESIGN PROCESS WHEN YOU'RE GETTING A HOME READY TO SELL?

A: When I see a home that a client is preparing to sell I am looking to get them the highest return on investment by advising them on remodeling or design changes before bringing their home to market. We want to create a neutral palette that will draw in potential buyers then use staging and an eye for design to create an emotion that connects them to the property. Once we have created the look its having that translated through photography and video to give that perfect first impression when the home first hits the market.

04.

Q: TELL US HOW YOU HELP YOUR BUYERS FROM YOUR DESIGN PERSPECTIVE?

A: When you enter a home as a buyer you have to visualize yourself living in that space. I help my buyers see how the home could be made to fit their needs. Sometimes that involves renovations or simply visualizing furniture placement. I want them to see how they can design each home to fit their family's lifestyle and live in their dream home.



IF YOU'RE CONSIDERING BUYING OR SELLING, CONTACT ME FOR A CONFIDENTIAL NO OBLIGATION CONSULTATION AT (619) 990 - 7703



Bird Rock Business District Feature – Switchback Velo

I recently had the pleasure of meeting Max Haggard (left in photo), a native of North PB, and Ian Campbell (right in photo), hailing from Vermont. Together, they are the dynamic duo behind Switchback Velo, a vibrant bike shop located at 5699 La Jolla Blvd. at the corner of Bird Rock Avenue. Since its August 22 inception, their shop has experienced steady growth month after month. When you engage with Max and Ian, it becomes evident why their business is thriving.



Max reflects on the amusing encounters they've had with locals: "It's surprising how many people walk by, wave, and then ask, 'How long have you guys been here?' There's still that sense of discovery among some residents."

Ian emphasizes their shop's comprehensive services, stating, "We want people to know that there's a full-service bike shop in the neighborhood. We're here to cater to everything from beach cruisers to top-of-the-line bikes." He elaborates on Max's expertise, highlighting his bike fitting services, coaching sessions, and aerodynamic testing utilizing advanced sensors. "Max's background in mathematics has been instrumental in optimizing cyclists' performance. He's even the record holder for the fastest 40 Kilometer time at Fiesta Island."

The duo acknowledges the fast-paced nature of their industry, likening it to Formula One racing. Staying ahead of the curve means continuously embracing new technologies and innovations.

Max elaborates on their guiding philosophy, stating, "Our role is to shepherd clients along their cycling journey. Whether someone aims to commute to work or dreams of Olympic glory, we're here to support and propel them forward."

Their reputation has attracted exclusive partnerships with sought-after brands. Ian mentions, "We're proud to work with niche brands like Chapter Two Bikes from New Zealand, Argon 18 from Montreal, and Look from France. Additionally, our collaboration with Heavy Pedal for custom apparel makes us the sole retailer of their products in-store. We've also recently introduced products from Pas Normal Studios, a Danish company based in the Netherlands."

Eager to expand their successful business model, Max and Ian plan to open a larger Bird Rock location while remaining deeply rooted in the community. "Although we're rapidly outgrowing our current 1000 square foot shop, our commitment to Bird Rock remains unwavering," Ian emphasizes.

Switchback Velo operates seven days a week, welcoming visitors with open arms. Whether it's Ian, Max, Corey, or their beloved shop dog Basil, they're ready to set you up for cycling success.

As Ian notes, cycling may not be the cheapest hobby, but it's a worthwhile investment in both physical and mental well-being.

By Jennifer Van Galder



LIVE MUSIC
EVERY
WEEKEND!
♪♪♪♪♪



BIRD-ROCKIN' BRUNCH EVERY SAT & SUN
10 AM - 3 PM

FRESH NEW MENU ITEMS

A LA CARTE BENEDICTS | GOLD MEDAL FOR BEST BLOODY MARY | BOTTOMLESS MIMOSAS

HAPPY HOUR 7-DAYS A WEEK

MONDAY - FRIDAY SAT & SUN
4 - 6 PM 3 - 6 PM

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LET'S WORK TOGETHER!

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BIKE PATH UPDATE

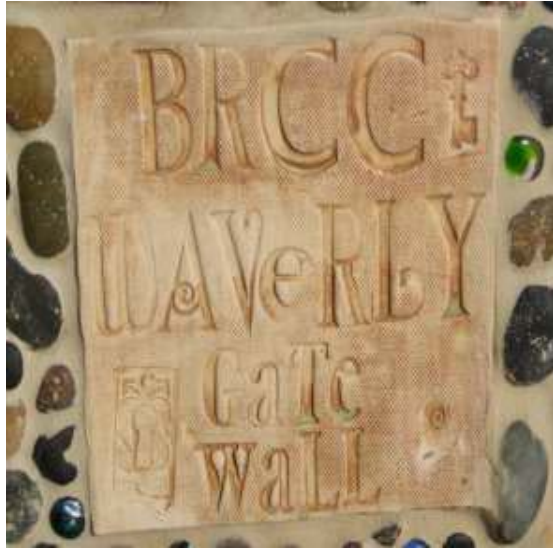
Volunteers have been weeding and pruning shrubbery. New native vegetation is to be planted along the path. Removal of dead material and brush abatement is reducing potential fire hazards.

The continued erosion of the barren north slope is coating the paved path with mud and rocks during heavy rains. Documentation and investigation are ongoing

**Please leave no trace
when enjoying the path.**



**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**



BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD) QUARTERLY MEETING, February 6, 2024, at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave.

Bird Rock MAD representative Barbara Dunbar called the quarterly Bird Rock MAD meeting to order at 6:57 pm. The first 2024 quarterly MAD meeting was for Bird Rock MAD area property owners. The next two quarterly Bird Rock MAD meetings are scheduled for May 7 and September 3, and the Annual MAD meeting is scheduled for November 7, 2024.

The proposed, property owner-approved Bird Rock MAD budget for Fiscal Year 2025 (7/1/2024-6/30/2025) was submitted to the Parks and Recreation Dept, MAD Division, on Dec. 19, 2023, and included additional City-provided figures. The budget is undergoing review by the Parks and Recreation Dept., followed by review by other City Committees for inclusion in the City of San Diego Budget and ultimate approval by the San Diego City Council in June.

Clarification of MAD responsibility for street tree wells and for reporting sidewalk conditions and other potential liability issues means that the MAD is required to report hazardous or safety hazard conditions but is not responsible for sidewalk maintenance, repair, or replacement. Sidewalks, trees, and tree wells throughout the MAD are inspected on a regular basis for safety and potential hazards. Some problems are immediately remediated while others are reported.

The dedication plaque street tree, near 5617 La Jolla Blvd, was replaced in 2023 following an accident that caused major, irreparable damage. The green "gaiter" bag around the base of the new tree is filled with water which percolates down into the planter to help establish the new tree.

The NE Colima guard railing was damaged in a hit and run accident over Thanksgiving weekend and further damaged in a January hit and run. Repairs will be scheduled for the next fiscal year starting July 1 due to lack of funds.

On Jan. 3, 2024, the Camino de la Costa roundabout was hit on the south and east sides by a large tanker truck while making a turn around the roundabout to head northbound. Two one-way street signs were leveled; plants, ground cover, and newly updated irrigation systems were damaged. Repairs to irrigation systems, landscaping, and City traffic signs have been made.

Old irrigation system controller valves continue to be upgraded and replaced throughout the MAD which should improve irrigation efficiency.

The perimeter MAD landscape areas were inspected during January 25, 2024, First Quarter Bird Rock MAD Inspection with the City representative. The La Jolla Mesa median irrigation system retrofit and repairs were successful and have resulted in improved irrigation. The replanted MAD areas along La Jolla Mesa Dr. have resulted in landscape uniformity and improved lines-of-sight, visibility, and safety along La Jolla Mesa Dr., although most traffic still travels much too fast down La Jolla Mesa Drive resulting in periodic drive-overs and accidents. The City relocated the pedestrian "no-crossing" sign away from the curb where it was repeatedly hit by vehicles.

Various Get-It-Done reports have been filed regarding illegal dumping, damaged street signs and curbs, ADA compliance, SDMC violations, etc. The electrically defective median lights are scheduled for repair by the City at a future date.

The Bird Rock MAD areas are in excellent condition as a result of **outstanding performances** of landscape service provider Urban Landcare and MAD consulting manager Matt Mangano. Both were recognized and thanked during the Quarterly City Inspection and the Quarterly MAD meeting. During public comment, Trace Wilson noted the excellent work done by Matt Mangano and Barbara Dunbar, the excellent design of the traffic calming plan, and great landscape maintenance.

Send questions, comments, or information about the MAD or safety hazards in the MAD to the Consulting Manager Matt Mangano at admin@ManganoConsulting.com. For water emergencies, please call the City Water Emergency Hotline at (619) 515-3525 to report City water emergencies.

Ms. Dunbar thanked everyone for attending and adjourned the meeting at 7:10 pm.



BIRD ROCK COMMUNITY MEETING, February 6, 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 6:03 pm and welcomed attendees.

San Diego City Council District 1 Councilmember LaCava's Special Commendation

A special commendation was presented to Barbara Dunbar at the December 2023 Bird Rock Community Meeting/Holiday Party on behalf of Councilmember Joe LaCava by his representative Emily Lynch in recognition of the tremendous amount of time and leadership Barbara has contributed to the Bird Rock Community. Barbara was instrumental in the formative years of the Bird Rock Maintenance Assessment District (MAD) and continues to play a key role in ensuring it is run effectively. The Bird Rock MAD is a nationally recognized example of a successful traffic-calming project that has slowed traffic, improved pedestrian safety and neighborhood walkability, and greatly benefited the community and local commercial district. Barbara has served as the treasurer and secretary of the BRCC, as editor of the Bird Rock Newsletter, and as an active member of La Jolla and Bird Rock community groups.

Representatives of Elected Officials - Updates

A report from Emily Lynch (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, noted that Mr. LaCava will hold a La Jolla Town Hall Meeting on March 26 from 5:30 – 6:30 pm at the La Jolla Recreation Center, 615 Prospect St.

Aurora Livingston (Aurora.Livingston@sen.ca.gov), representative for State Senator Catherine Blakespear (38th Senate District), gave a brief update and requested nominations of women who inspire the community.

BirdStock 2023

The Bird Rock Foundation organized the successful December 9, 2023, BirdStock event and raised much-needed funds in support of Bird Rock Elementary School. The BRCC was an event sponsor.

Shoreline Community Services

Executive Director Caryn Blanton gave a summary of the organization and its mission to address the needs of unsheltered families and individuals in the San Diego Central Beach areas including La Jolla, Pacific Beach, and Mission Beach. They offer support and connections to existing resources and services and onsite access to showers and laundry, computers and device charging, mental health and substance abuse services, a nurse, ID and Driver License assistance, and housing options. Community outreach is provided, and the focus is on long-term solutions such as housing, job training and placement, life skills, and health and wellness. Shoreline Community Services (www.shorelinecs.org) is located at 1004 Chalcedony St., San Diego 92109.

Updates on BRCC Activities

A \$25,000 Neighborhood Reinvestment Program Grant was awarded to the BRCC by the County Board of Supervisors. Progress is being made on the La Jolla Boulevard Lighting Project, and options will be shared with the community. Proposed Bird Rock Signage/Monuments will be shared with the community in the future. The BRCC is pursuing replacement of the malfunctioning pedestrian crossing signals with horizontal, rapid-flashing, beacon system pedestrian crossing signals. Please report malfunctioning signals to the City via the Get-It-Done App. The BRCC and Chase Bank plan to participate in the "I Love a Clean San Diego, Adopt-A-Beach Program" with a beach cleanup from 7-11 am on Sat. March 30 at the beach between PB Point and Tourmaline Surf Park (beach access stairs at Sea Ridge Dr. and Linda Way).

Public Announcements and Comments

The La Jolla Community Planning Association (LJCPA) members approved revised bylaws on Jan. 4, 2024. Don Schmidt suggested inviting SDPD Community Relations Officer Jessica Thrift to the meeting.

Bird Rock Working Group and Ad Hoc Committee Updates

The Ad hoc Bird Rock Coastal Overlooks Committee noted bench replacements at Calumet Park, water pooling at Moss Lane, graffiti at the Bird Rock overlook and stairs and the need for more volunteers to clean up and remove trash and debris from the overlooks.

The Bird Rock Merchant Group is launching its merchant app in March. Merchants were reminded to leave on their interior and exterior lights overnight to increase safety and reduce criminal activities.

Adjournment Mr. Terry announced the March 5 community meeting and adjourned the meeting at 6:56 pm.



BIRD ROCK COMMUNITY MEETING, March 5, 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 6:03 pm, welcomed attendees, and introduced new board member Janette Williams.

Representatives of Elected Officials - Updates

Emily Lynch (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, noted that Mr. LaCava will be holding a Town Hall Meeting in La Jolla on Monday March 26 from 5:30 – 6:30 pm at the La Jolla Recreation Center, 615 Prospect St., La Jolla.

Emily Piatanesi, Community Representative, Office of Mayor Todd, announced that San Diego Police Dept. Chief David Nisleit will be retiring in June. San Diego Fire-Rescue Dept. Chief Colin Stowell will be retiring in August. The replacement process is underway for both positions. For more information about City street paving management and schedules, see <https://streets.sandiego.gov/>. The City of San Diego's Street Paving Map displays the Citywide street network and provides information on when a street may be paved (pending funding), what the pavement condition is, and the date of the last paving project.

Allie Apfeld, District Scheduler, Congressman Scott Peters, Allison.Apfeld@mail.house.gov, submitted an extensive update about the senator's activities and gave a brief synopsis.

Public Announcements

IC-Trees registered consulting master arborist Ian Campbell (ian@ic-trees.com) introduced himself. IC Trees provides tree, landscape, plant health care, and pest management services for residential and commercial properties.

Updates on BRCC Projects and Activities**Bird Rock Signage/Monument Project**

The proposed monument is a large natural stone boulder with etched lettering (Bird Rock) and one or two bronze pelicans affixed to the top. Trace Wilson presented several monument and location options. The proposed location options included 1) one at or near the Camino de la Costa roundabout and one at or near the Colima roundabout; or 2) a monument in the mid 5600 La Jolla Blvd block median; or both 1) and 2) pending community approval, City approval, and permitting. Several residents in attendance asked questions and indicated their preferences. Further outreach to Bird Rock neighborhood members is planned, and feedback will be solicited. The scale and size of the monument may be location dependent due to line-of-sight and traffic engineering requirements. There are no cost estimates at present. A \$25,000 San Diego County Neighborhood Reinvestment Program Grant received by the BRCC could be used to fund part of the project.

La Jolla Blvd Lighting Projects

Progress is being made on the La Jolla Boulevard Lighting Projects (exterior lighting on commercial property buildings, street tree lighting, and repair of median lights). Progress, further information, and options will be shared with the community. A demonstration of tree lighting options is planned for the near future. Options for exterior building lighting are being investigated. City repair of the median lights is awaited (date unknown).

Pedestrian Crossing Signal Project

The Bird Rock MAD representative and manager, BRCC, and concerned neighbors have been reporting malfunctioning pedestrian crossing signals via the City Get-It-Done app and other avenues of communication. The goal is replacement of the malfunctioning pedestrian crossing signals with highly visible, horizontal, rapid-flashing, beacon system pedestrian crossing signals. The newer pedestrian crossing signals are more visible and increase pedestrian safety. The BRCC recently asked Council President Pro Tem Joe LaCava to help expedite the process. Please report malfunctioning signals to the City via the Get-It-Done App.

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

The BRCC and JPMorgan Chase Bank's NextGen and GoodWorks are jointly participating in the "I Love a Clean San Diego, Adopt-A-Beach Program." Annually, there will be three planned clean ups of the "adopted" beach located between PB Point southward to the Tourmaline Surf Park. The first beach cleanup will be Saturday, March 30 from 7:00 am - 11:00 am, starting at PB Point at the beach access stairs located off of Sea Ridge Drive at the intersection of Linda Way. Meet at the top of the beach access stairs to sign the required liability waiver and receive cleanup and cataloging instructions. More information will be forthcoming. Please join this special event. For questions or suggestions, send an email to info@birdrockcc.org. (continued on p. 22)



BIRD ROCK COMMUNITY MEETING, March 5, 2024 *(continued from p. 21)*

La Jolla Community Planning Association (LJCPA)

The LJCPA has an important advisory role in land use issues in La Jolla. Monthly LJCPA meetings are on the first Thursday of each month. The 2024 annual election of LJCPA Trustees takes place on March 7 at the La Jolla Recreation Center. Agendas are published and posted at least 72 hours in advance of the meetings. The BRCC Board supports suggesting to the LJCPA that the LJCPA and its joint committee use a “checklist” when reviewing projects to help ensure a well-informed and objective review of each project. To become a member of the LJCPA, go to LJCPA Membership or <https://lajollacpa.org/membership-application/>.

E-blasts

Send proposed e-blasts for the Bird Rock Community to info@birdrockcc.org.

Traffic issues

Reported traffic issues include ignoring “STOP” signs, speeding, failure to yield, failure of vehicles driving on La Jolla Blvd to yield to traffic entering from cross streets, distracted driving, impaired driving, parking in red zones or across driveway entrances, and more.

Other issues

Report graffiti and “tagging” using the Get-It-Done app.

Bird Rock Working Group and Ad Hoc Committee Updates

The Ad hoc Bird Rock Coastal Overlooks Committee noted thriving natural landscaping at the overlooks due to plentiful rain this winter. Local volunteers have been cleaning up the overlooks and removing debris and dead vegetation. There is a need for more volunteers to clean up and remove trash and debris. La Jolla Hermosa Park (aka Rock Park at 5780 Chelsea Ave.) suffered only minimal erosion damage resulting from the recent storms and excess water flow. A request will be made to the City Parks and Recreation Department to return the lower, southwest viewing bench to its concrete pad now that adjacent cliff erosion and safety issues have been solved.

The Bird Rock Merchant Group plans to launch its Bird Rock Merchant Perks app at the end of March. Current 2024 BRCC members will receive an email once the app is functional with information about how to download and use the app. More marketing is needed for the app and businesses are encouraged to participate.

Attendees at the recent Feb. 29 merchant meeting wanted Bird Rock signs/monuments at the Camino de la Costa and Colima roundabouts. The group discussed lighting and sidewalk safety issues.

Adjournment Mr. Terry announced the April 2 community meeting and adjourned the meeting at 7:18 pm.



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

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.

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.

Ready, Set, Go

Be **Ready**: Create and maintain defensible space and harden your home against flying embers.

Get **Set**: Prepare your family and home ahead of time for the possibility of having to evacuate.

Be Ready to **GO!**: When wildfire strikes, go early for your safety.



BIRD ROCK COMMUNITY COUNCIL (BRCC)

2024 Annual Membership Application



BIRD ROCK
COMMUNITY COUNCIL

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

Official use only ↓



BIRD ROCK NEWSLETTER

APRIL & MAY 2024

»» LAUNCHING MARCH!

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

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



MERCHANT APP IS ONLY AVAILABLE TO BRCC MEMBERS!

JOIN TODAY »»»



BRCC BOARD OFFICERS

President: Joe Terry
info@birdrockcc.org

Vice President: Joe Parker
Secretary: Jennifer Van Galder
Treasurer: Barbara Dunbar

OTHER BOARD MEMBERS

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

BIRD ROCK NEWSLETTER

Online: birdrockcc.org/newsletters.php
Editor: Barbara Dunbar
Publisher: info@birdrockcc.org
Website Maintenance: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

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



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

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