

BIRD ROCK NEWSLETTER

JUNE & JULY 2024

From Bird Rock Community Council (BRCC) President Joe Terry

Below I highlight three recent events that reflect the great sense of community in Bird Rock and provide updates on two projects that will contribute to it.

Beach Cleanup: Unfortunately, the first BRCC and Chase Bank sponsored beach cleanup was Saturday, March 30, which was an unusually stormy and rainy day. Despite that, seven brave or foolhardy members of the Bird Rock community participated in the beach cleanup at the north end of Tourmaline Beach. They worked for over one hour before coming to their senses and going home to dry out. They rid the beach of about 20 pounds of trash and 5 pounds of recycling. Thanks to those who organized and/or participated in this community event. The next beach cleanup will be in June. Please watch for emails from info@birdrockcc.org with info about future beach cleanups.

La Jolla Bike Path Cleanup: The organizers of this event on Saturday, April 20 picked a great day for the event, which the La Jolla Parks and Beaches and the Kiwanis Club of La Jolla partnered to provide volunteers, financial responsibility and insurance for volunteers. The 19 volunteers decreased the fire hazard and increased visibility along the bike path by collecting 2,500 pounds of brush. Thanks to those who organized and/or participated in this community event. During this summer, bike path cleanups will occur monthly. Please watch for emails from info@birdrockcc.org with info about future bike path cleanups.

BR PERKS App Launch: The third successful event was the recent launch of the BR PERKS app, which provides discounts from Bird Rock merchants exclusively for current BRCC members. Currently, 25 Bird Rock merchants are on the app. If you are a current member or become one, look for an email from no-reply@realperks.com for info on how to install the app on your smartphone. You can find more info about the app and how to become a BRCC member at <https://www.birdrockcc.org/>.

(continued on pg 6)

MOSS LANE, a treasured overlook with very special caretakers in our unique neighborhood.



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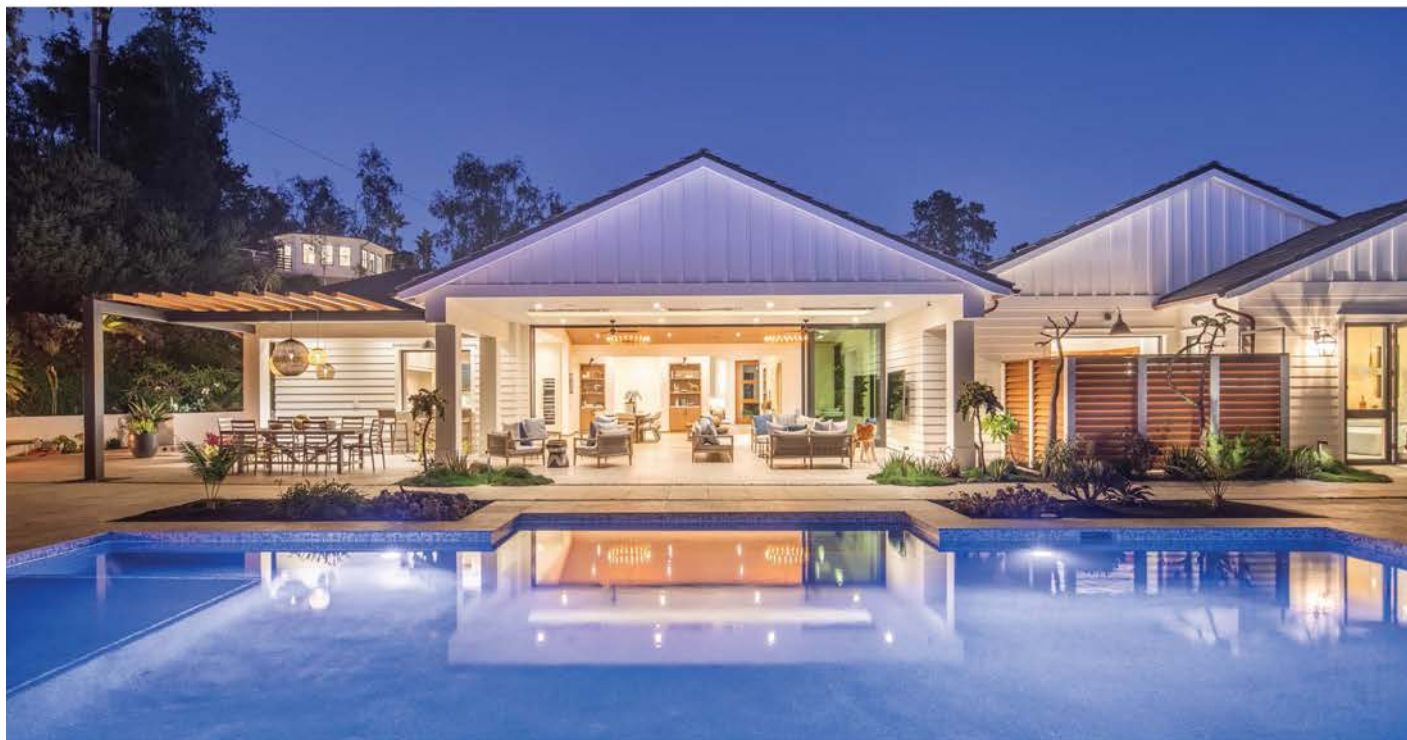


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YEARS OF EXPERIENCE

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



BIRD ROCK ELEMENTARY SCHOOL, RECIPIENT OF LAS PATRONAS GRANT

Bird Rock Elementary (BRE) is honored to be among the recipients of the Las Patronas Spring Minor Beneficiary grants for 2024! This particular grant will fund professional-grade, portable sound equipment for the BRE auditorium. Our goal is to improve the quality and experience of theater, music, and choir performances, the 5th grade variety show, special assemblies and more.

The Foundation is incredibly grateful for the generous support of Las Patronas this year, as well as previous years in funding items such as the protective shed that houses all of our physical education equipment. Las Patronas is a committed group of volunteers who fundraise to provide grants for critically needed capital items to nonprofit organizations throughout San Diego County.

Thank you, Las Patronas, for your continued dedication and fundraising efforts in building a stronger, enriched local community! To learn more about Las Patronas, please visit laspatronas.org.





La Jolla Cub Scouts Help Make the Bird Rock Community Great!



The La Jolla Cub Scouts from Pack 4 had an adventure filled year.

The Cub Scouts participated in community service events at Wreaths Across America, holiday caroling at BirdStock and a beach clean up at La Jolla Shores.

The Scouts also attended a model rocket launch, participated in multiple hiking activities, camping at Fiesta Island, Anza-Borrego and Indian Hills.

The Kindergarten aged Lions visited the Fire Station in La Jolla.

The Pack as a whole participated in a model boat race. Not to be missed, the annual Pinewood Derby held at Bird Rock Elementary. The Cub Scouts combine enriching activities and outdoor adventures while teaching core values of community service, the value of friendships and helping others.



La Jolla Cub Scouts



Kindergarten aged Lions visiting the Fire Station in La Jolla.



Scouts attending a model rocket launch



For more information about La Jolla's Pack 4 Scouts, please see: www.pack4lajolla.org or email cubmaster@pack4lajolla.org.



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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)

Project Updates:

As noted in the April & May newsletter, the lighting and signage projects for the Bird Rock commercial district will benefit residents, merchants and visitors by providing increased community aesthetics, greater public safety and an enhanced commercial identity for the Bird Rock commercial district.

Lighting Project: Thanks to all who came to the successful tree lighting demo April 10 conducted by Urban Landcare. The demo provided an example of tree wrap lighting, which few if any liked, examples of up lighting that could meet the aesthetic objective and examples of down lighting that could meet the increased night safety objective. The BRCC will have a several day demo with attractive tree wrap lighting in early May. Watch for that demo on La Jolla Blvd soon and for emails from info@birdrockcc.org with info about that demo and the lighting project.

Two ways to complement or supplement the tree lighting are to convince the businesses to keep on some interior lights, as suggested by the SDPD, and to have the commercial property owners install relatively inexpensive but attractive exterior building lights.

Please let us know what you think about the lighting project, including up lighting, down lighting and tree wrap lighting, by sending an email to info@birdrockcc.org before June 3.

Signage Project: In response to an email from info@birdrockcc.org, we received comments about the signage project options. They ranged from support for a specific option to support for abandoning the project. We will soon have rough cost estimates for some of the options. Please let us know what you think about the signage project by sending an email to info@birdrockcc.org before June 3.



Brucelas Memorial Bench, “Be Love Always and In All Ways”



On April 29, Jona Frapwell and extended family, Jane Wheeler (Artist), and Barbara Dunbar (BRCC), gathered to honor Sheila Brucelas with a beautiful new mosaic bench filled with Love. Sheila's family members helped create all of the fused glass butterflies and the clay sunflowers that you see.

Sheila's message to the community is “Be Love Always and In All Ways,” reminding us all to be the love that we all long for and want to spread throughout the world.

There are many ways to express love and love has no boundaries. Sheila was loved and is loved by all of her family and friends, and her spirit continues to live through all of them and throughout Bird Rock.

This bench captures that feeling of love and expansiveness and is now here for all to enjoy. Come take a seat and feel this expression of love adjacent to 5661 La Jolla Boulevard.



Front row from left to right: Moorea Frapwell, Antonia L. Brucelas, Jona B. Frapwell
Back Row: David Frapwell, Aldous G. Brucelas, Crusoe Frapwell, Jane Wheeler, Barbara Dunbar

This bench is part of the “Benches of Bird Rock” series along La Jolla Blvd. If you are interested in sponsoring a future bench, please contact Jane Wheeler at dwheeler@san.rn.com. For a full list of all the benches and their stories visit [JaneWheelerArtist.com/benches of Bird Rock](http://JaneWheelerArtist.com/benches%20of%20Bird%20Rock).



THIS
SUMMER

RETHINK

REDUCE

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Bird Rock, La Jolla



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

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

**Saturday, June 29, 2024, 9:00 a.m. - 12:00 p.m.
TO CLEAN UP THE BEACH FROM
PB Point South to Tourmaline Surf Park
VOLUNTEERS NEEDED!**

Details will be sent out via an eblast and will be on the BRCC website

Meet at the top of the beach access stairs on the bluff at the intersection of Linda Way and Sea Ridge Drive to receive instructions and sign the required release-of-liability waiver which 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. Please wear closed-toed shoes. Join the fun and bring your friends and family.

"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. 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."



City of San Diego Street Sweeping Schedules

Street sweeping schedules can be found at <https://www.sandiego.gov/streetsweeping>

The interactive map uses Geographic Information System (GIS) technology and is located at: <https://sandiego.maps.arcgis.com/apps/webappviewer/index.html?id=ee3b1f22fc6246bbbc9349a0c866132c>

There are 3 sweeping routes in the Bird Rock neighborhood.

1) Street Sweeping Route: 100 (mostly east of La Jolla Blvd plus other and western streets):

Schedule: **Both Sides of the road on the 4th Thursday of odd numbered months.**

2) Street sweeping Route: 101 (mostly west of La Jolla Blvd plus other and eastern streets):

Schedule: **Both Sides of the road on the 3rd Wednesday, odd numbered months.**

3) Street sweeping Route 1A (sweeping of La Jolla Blvd):

Schedule: **Both sides of La Jolla Blvd every Monday.**



[Per the City website] Street sweeping provides two primary benefits: Keeping the streets clean of trash and debris and protecting water quality. Debris can block storm drains and cause localized flooding during heavy rains. Storm water enters our waterways untreated, so an equally important benefit is the removal of small metal particles and other hazardous waste products left by passing vehicles. These particles can be extremely harmful to fish and other wildlife if they reach our creeks, rivers, beaches and bays. Street sweeping is an effective method of removing both the large and microscopic pollutants that collect on City streets.

Motorized sweeping removes an average of 220,000 lbs. of debris from the street before it goes into the storm drains. For more information on how to protect our environment and enhance our communities, visit ThinkBlue.org

The City has over 2,700 miles of improved streets included in the sweeping program. The City has over 20 power sweepers and operators, plus truck driver support staff and parking enforcement officers.



SOLD

Ocean Views

5620 La Jolla Blvd | \$3,000,000 | 4BD/5BA



FOR LEASE

Oceanfront High-Rise | Avail. May-Nov

939 Coast Blvd 5G | \$8,500-\$12,000 | 2BD/2BA



SOLD

La Jolla Ocean Front Complex

100 Coast Blvd #308 | \$4,310,000 | 3BD/2BA



SOLD

The Plaza

1855 Diamond St #309 | \$650,000 | 2BD/2BA



SOLD

Remodeled Eastbluff Townhome

3289 Caminito Eastbluff Unit 191 | \$1,180,000 | 3BD/2.5BA

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Robert Joseph Mulcahy

JANUARY 22, 1942 – APRIL 30, 2024

Former BRCC Board member and longtime Bird Rock neighbor, friend, motivator, surfer, runner, attorney, volunteer, and legend Robert Mulcahy passed peacefully on April 30, 2024, surrounded by family and his beloved wife, Linda J. Mulcahy.



“Robert's life was carried out with valor and service. Robert joined the Marine Corps after earning his undergraduate degree at the University of Illinois at Chicago. After training at Quantico, VA, he was stationed at Camp Pendleton. Serving in the Marine Corps from 1967 to 1970, his actions on the battlefield earned him the Vietnam Service Medal, Purple Heart Medal, National Defense Medal, and Vietnam Campaign Medal.

“Transitioning to civilian life, Robert served as a City of San Diego Lifeguard, stationed at Mission Beach and La Jolla. His skill as a lifeguard saved numerous lives, exemplified by his daring cliff rescues. Robert loved his time surfing, marathon running, and competing in triathlons.

“Robert's desire for a career led him to Cal Western Law School, where he graduated and joined the California Bar in 1973. His legal career spanning over four decades at the San Diego City Attorney's office culminated in retirement as a Deputy City Attorney. Honored with the Cesar Chavez award and recognized as one of the ‘Top Lawyers in San Diego,’ his commitment to justice and ethics was unwavering.

“A devoted member of St. Brigid Parish, Robert embodied servitude, serving as an altar server, Eucharistic minister, and participant in Bible studies and Meals on Wheels. His dedication extended to the AA community, where he mentored and supported countless individuals.

“A humble, intelligent, and kind soul, Robert's absence will be deeply felt. Yet, his spirit lives on, reunited with loved ones in the embrace of his heavenly father.”



A memorial mass in Robert's honor was held at St. Brigid Parish. In Robert's memory, contributions to St. Brigid Parish are welcomed, echoing Robert's lifelong devotion to service and faith.

70-year-old surfer Robert Mulcahy



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 _____

Address _____

Email address _____ Donation Amount: _____

Thank you for your support



Moss Lane



Forward Street



Midway Street

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



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The Oppenheim Group's Concierge aims to prepare your home for an optimal launch on the market. After assessing your property's needs via a walkthrough, we work together in creating opportunities to increase its value and profitability.

From deep-cleaning to cosmetic improvements, The Oppenheim Group will cover the upfront costs of select services and not collect payment until the sale of your home. By investing in your home's potential, we seek to leverage a more swift and lucrative sale.



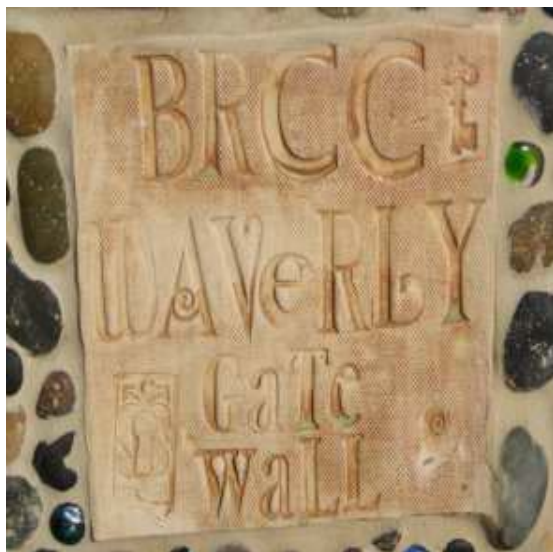
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BIRD ROCK COMMUNITY WALL at the WAVERLY GATE ENTRANCE to Bird Rock Joint Use Park



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



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.

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OUR SEASONAL SUMMER FLAVORS ARE A VIBE. SPECIALLY CURATED BY EXECUTIVE CHEF MICHAEL LEVINE!

HAPPY HOUR 7-DAYS A WEEK

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

**MAKE YOUR
RESERVATION!**





UPCOMING CHANGES TO THE CITY OF SAN DIEGO'S STREET SWEEPING PROGRAM

TOGETHER, LET'S KEEP SAN DIEGO CLEAN

Para obtener información actualizada sobre los cambios de las rutas de barrido de calles, visite ThinkBlue.org.

WHAT IS STREET SWEEPING?

The City of San Diego's Stormwater Department works to protect and enhance neighborhoods across the city through exceptional public service and modern infrastructure that reflects the importance of clean water and flood risk reduction. **Street sweeping is a pollution prevention service** that protects local waterways and infrastructure by strategically targeting trash and pollution removal in urban environments. Street sweeper vehicles are outfitted with water sprayers, rotating brushes and a vacuum, which work together to remove toxic pollutants and trash from roads while reducing dust levels. They help benefit our community by cleaning, beautifying and making our streets safer.

BENEFITS OF STREET SWEEPING

REMOVES TRASH/DEBRIS IN NEIGHBORHOODS

IMPROVES AESTHETICS

PROTECTS WATER QUALITY

KEEPS LOCAL WATERWAYS & BEACHES CLEAN

DID YOU KNOW?

The City's fleet of 28 sweepers routinely cover 61,000 miles of streets annually, removing 220,000 pounds of trash and debris. That is equivalent to the weight of 250 million cigarette butts and disposable face masks.



**CLEAN STORMWATER
MEANS CLEAN WATER
AND BEACHES FOR ALL
SAN DIEGANS.**

THINK BLUE SAN DIEGO & THE IMPORTANCE OF STORMWATER

San Diego has always been defined by its close proximity to the ocean and its natural environment, from beaches to bays to rivers, lakes and estuaries. Protecting our public health and local marine life means keeping trash and pollutants out of local waterways and off beaches. Various items like cigarettes, plastics, pet waste, vehicle fluids, paint thinners, garden fertilizers and pesticides can have impacts to San Diego's waterways and open spaces.

The water in our stormwater system is not treated – it flows directly into the ocean. This means any pollution picked up by stormwater also flows into our precious natural environments. Debris can block storm drains and cause localized flooding during heavy rains. To learn how you can get involved to help prevent pollution, visit ThinkBlue.org.

DID YOU KNOW?

About 80% of all ocean pollution begins inland and flows through gutters, storm drains and watersheds to the coast.

UPCOMING CHANGES – STREET SWEEPING IN YOUR NEIGHBORHOOD

The following neighborhood street sweeping frequency changes will begin September 1, 2022.

INCREASED SWEEPING FREQUENCY

Specific streets in Clairemont, Linda Vista, Bay Park, Miramar, Mira Mesa, and University City



DECREASED SWEEPING FREQUENCY

Specific streets in Peninsula, Midway-Pacific Highway, Balboa Park, Normal Heights, Kensington, College Area, Grantville, Logan Heights, Encanto, Golden Hill, Mountain View, Mt. Hope, and El Cerrito [with City Heights Boundary]

CONVERTED TO POSTED SIGNAGE

Starting in August 2022 and occurring in phases by impacted streets, some street sweeping routes in the neighborhoods below will begin to have signage posted along routes to implement limited-hour parking restrictions, which means parking citations will be dispensed for violations.

Specific streets in Encanto, North Clairemont, Allied Gardens, and Clairemont Mesa

Vehicle citations will be phased in by route for parking restriction violations. There will be a 30-day grace period following sign installation for areas with new parking restrictions. For more specific information regarding parking restrictions and citations, please visit [ThinkBlue.org](https://www.thinkblue.org) for a link to more information.

BASIS FOR SWEEPING CHANGES

The Stormwater Department's [Funding Strategy](#) explains the costs associated with delivering stormwater services, including current and anticipated funding levels, and identifies strategies for addressing funding shortages of these critical services. The Stormwater Department assessed what kind of street sweeping equipment and frequency help best reduce pollutants and trash along our roadways. Through research, analysis, and data collected as part of this effort, the Stormwater Department determined some changes were necessary for parking restrictions and sweeping frequencies to optimize the efficiency and effectiveness of the street sweeping program. As a result, street sweeping services will change in the neighborhoods mentioned above to keep your neighborhood clean and bolster the City's overall pollution prevention efforts.

PARTNERING TOGETHER

Our outreach specialists, parking enforcement teams, and street sweeper operators partner to keep San Diego clean. Parking enforcement officers help move large debris in front of the sweepers, ensure the sweepers can access the street gutter where pollutants accumulate, navigate crowded streets to maximize pollutant removal, ensure safety for residents, and protect private property. Street sweepers are most effective when they can reach the curb, so please do your part by keeping your vehicle off the street during restricted times.

FOR MORE INFORMATION

Visit [ThinkBlue.org](https://www.thinkblue.org) and click "Stormwater Services" for more information about these upcoming changes in your neighborhood and learn what you can do to prevent pollution! If you have any questions about Street Sweeping, please call 619-527-3482 or email swppp@sandiego.gov. To report storm drain pollution or other issues, use the Get it Done app or go to [SanDiego.gov/Get-It-Done](https://www.sandiego.gov/Get-It-Done). For more specific information regarding your neighborhood's street sweeping schedule, please visit [ThinkBlue.org](https://www.thinkblue.org) for a link to more information.

TIPS TO REMEMBER



KNOW YOUR NEIGHBORHOOD STREET SWEEPING SCHEDULE. OBSERVE SIGNS AND VISIT [THINKBLUE.ORG](https://www.thinkblue.org).



FIND UNRESTRICTED PARKING FOR YOUR VEHICLE ON SCHEDULED SWEEPING DAYS. FOLLOW POSTED PARKING RESTRICTION SCHEDULE.



NOTE HOLIDAYS OR RAIN MAY IMPACT SWEEPING SCHEDULE. CHECK THE WEBSITE.



DISPOSE OF TRASH AND WASTE APPROPRIATELY - LET'S KEEP SAN DIEGO'S GUTTERS CLEAN!

SCAN HERE TO LEARN IF YOUR STREET WILL BE IMPACTED BY THESE CHANGES.

INTERACTIVE STREET SWEEPING MAP



ESCANEE AQUÍ PARA SABER SI SU CALLE SERÁ AFECTADA POR ESTOS CAMBIOS.



BIRD ROCK COMMUNITY MEETING, April 9, 2024,

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

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

Representatives of Elected Officials - Updates

Emily Lynch (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, was present via Zoom and noted that Mr. LaCava attends the Sunday La Jolla Farmers' Market.

Emily Piatanesi, Community Representative, Office of Mayor Todd, was not present.

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

Cole Reed, District Representative, Office of Senate President pro Tempore Emeritus Toni G. Atkins, Cole.Reed@sen.ca.gov, spoke about the state budget, various state bills, and available assistance.

Codi Vierra, Field Representative for Congressman Scott Peters, Codi.Vierra@mail.house.gov, submitted a written report available at https://www.birdrockcc.org/docs/Updated_Agenda_and_Reports_for_2024-0409.pdf.

Public Announcements Joyce Snell and Don Schmidt reported problems receiving BRCC email. Ms. Dunbar noted that the quarterly Bird Rock MAD meeting will be on May 7 following the Bird Rock community meeting.

Fay Avenue Bike Path

Debbie Adams and Glen Rasmussen provided a report. The Kiwanis Club of La Jolla and La Jolla Parks and Beaches partner to provide volunteers, financial support, a Right of Entry permit and City authorization to maintain and clean up the Bike Path, and other assistance to help maintain the Bike Path between Camino De La Costa and Nautilus St. The City survey determined that it is a Class One Bike Path. Updated signage will mark dangerous intersections. Regulations will be posted including the maximum allowed 8 MPH speed limit. Only pedal-assisted e-bikes are allowed. Riding off of the path and on the slopes is prohibited due to slope degradation and native plant and animal habitat destruction. Many residents help weed and beautify the area with native vegetation. On April 20, as clean up is scheduled as part of the I Love A Clean San Diego, Coast to Creek city-wide cleanup. Contact Debbie Adams (858-752-2171) for future volunteer and clean up information.

Bird Rock Perks App

A discussion about the Bird Rock Perks app was followed by a demonstration. The app launched on April 10. See https://www.birdrockcc.org/bird_rock_merchants_perks_app.php for more information.

La Jolla Blvd Lighting Project

A demonstration of uplighting, downlighting, and wrap lighting is April 10 along La Jolla Blvd. The project goal is to increase community aesthetics, public safety, and the identity of the Bird Rock commercial district.

Bird Rock Signage/Monument Project

An email about several monument and location options will be sent to the community asking for comments.

Pedestrian Crossing Signal Project

The project is to replace pedestrian crossing signals with highly visible, horizontal, rapid-flashing, beacon system pedestrian crossing signals. Please report malfunctioning signals to the City via the Get-It-Done App.

Costs and Funding Estimates for Projects

The estimated costs are \$150,000 (lighting), \$95,000 (signage), and \$100,000 (pedestrian crossing signals). Proposed funding is from the MAD budget, San Diego County Neighborhood Reinvestment Program and Community Enhancement Program grants, State Community Enhancement funds, donations, and City funding.

I Love a Clean San Diego, Adopt-A-Beach Program (BRCC and Chase Bank NextGen and Goodworks)

Six people attended the first "I Love a Clean San Diego, Adopt-A-Beach" clean up at PB Point south to Tourmaline Surf Park Beach on March 30 amid cold, rainy, and windy weather. Twenty pounds of trash and 5 pounds of recycled materials were collected. A future cleanup is scheduled for June.

La Jolla Community Planning Association (LJCPA)

The LJCPA approved the exterior façade renovation project at 5550-5590 La Jolla Blvd. There was a discussion about ADA compliance, the adjacent bus stop and request for a bus stop bench, sidewalk width, and PROW encroachment. Don Schmidt noted the goal to create a walkable community and that narrow, cluttered sidewalks create a less walkable and less inviting environment.

Traffic issues - Reported traffic issues were discussed.

Adjournment Mr. Terry announced the May 7 community meeting followed by the May 7 Quarterly Bird Rock MAD meeting and adjourned the meeting at 6:55 pm. **20**



BIRD ROCK COMMUNITY MEETING, May 7, 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 6:05 pm, welcomed attendees, and introduced board members.

Representatives of Elected Officials - Updates

Codi Vierra, Field Representative for Congressman Scott Peters, Codi.Vierra@mail.house.gov, gave an update of Mr. Peters activities.

Emily Lynch (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, noted via Zoom that Assistant Police Chief Wahl's appointment to Police Chief will be heard at the May 13 City Council meeting. City Budget Review Committee meetings continue through May 7. Seven officers have been added to the SDPD Northern Division Summer Days Beach Enforcement Teams. Public safety planning is being finalized.

Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov), CA District 77 Assemblymember Tasha Boerner's field representative, reported via Zoom on Assembly Bills introduced by Ms. Boerner and 2024 Legislative Deadlines.

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

Public Announcements

Joe Parker spoke regarding the Celebration of Life for former BRCC Board member Robert Mulcahy, a Purple Heart recipient, former city attorney, and life-long Bird Rock neighbor. Joe highlighted the comments regarding Robert's many outstanding accomplishments and attributes which made him a unique and valuable Bird Rock neighbor..

Fay Avenue Extension Pedestrian/Bike Path

On April 20, Debbie Adams led an Earth Day weekend "I Love A Clean San Diego" Fay Avenue Bike path cleanup event that collected and removed 2,500 pounds of dry brush, decreased fire hazards, and increased visibility. Summer clean up events will be monthly. Donations for bike path maintenance can be made to the La Jolla Kiwanis (kiwanisclubajolla.org)

Bird Rock Perks App, Bird Rock Merchant District

The Bird Rock Perks App provides discounts from 26 Bird Rock merchants exclusively for BRCC members. See https://www.birdrockcc.org/bird_rock_merchants_perks_app.php for more information.

La Jolla Blvd Lighting Project

The prior demonstration of uplighting, downlighting, and wrap lighting will be followed by an additional one. The project goal is to increase community aesthetics, public safety, and the identity of the Bird Rock commercial district. Visibility and sidewalk safety could be enhanced if there was additional exterior commercial property lighting and if interior business lights are left on overnight as suggested by the SDPD. Input is requested about the lighting project, including up lighting, down lighting, and tree wrap lighting. Send an email to info@birdrockcc.org by June 3.

Bird Rock Signage/Monument Project

Comments responding to a BRCC email about the signage project ranged from suggestions to abandon the project to support for one of several options. Rough cost estimates include \$8-10,000 for a rock in a roundabout with etched lettering. Additional costs include labor (at living wage amounts if MAD funds are used), City permitting costs, cost for one or more pelicans to sit atop. A much larger rock in the mid 5600 block median would be more expensive. City permitting could take 12 months. Please express your comments or wishes by sending an email to info@birdrockcc.org by June 3.

I Love a Clean San Diego, Adopt-A-Beach Program (BRCC and Chase Bank NextGen and Goodworks)

The next beach cleanup is tentatively scheduled for Saturday, June 29 from 9 am to noon. A BRCC email will be sent with information. For questions, suggestions or to volunteer, send an email to info@birdrockcc.org.

Merchant-hosted Community Happy Hour

The next community Happy Hour is May 15, 5:30-7 pm, and hosted by Beaumont's. It is an opportunity to meet other Bird Rock neighbors and to discuss Bird Rock updates.

La Jolla Community Planning Association (LJCPA)

The April 4 regular LJCPA meeting took place, however the April 4 member meeting was canceled (lack of quorum).

Traffic issues

Tips for navigating roundabouts were noted.

Announcements and Adjournment

Mr. Terry announced the June 4 community meeting, noted that the number of community meetings will be reduced to 6 per year, and adjourned the meeting at 6:34 pm.



BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD) QUARTERLY MEETING

May 7, 2024, at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave.

Bird Rock MAD representative Barbara Dunbar called the second quarterly Bird Rock MAD meeting for Bird Rock MAD area property owners to order at 6:35 pm. The next quarterly Bird Rock MAD meeting is 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 is included in the proposed City budget. The City budget is undergoing review by various City Committees for ultimate approval by the San Diego City Council in June.

The MAD is required to report hazardous or safety hazard sidewalk conditions to the City but is not responsible for sidewalk maintenance, repair, or replacement. The City is responsible for maintaining sidewalks and street tree wells and for remedying potential safety hazards and other potential liability issues. Sidewalks, street trees, and tree wells throughout the MAD continue to be inspected on a regular basis for safety and potential hazards. The MAD manager reports potential safety and trip hazards related to the City sidewalks and street tree wells in the MAD areas to Get-It-Done or the City liaison as required. Problems are reported immediately.

The NE Colima guard railing has been further damaged in several additional hit & run accidents. Repairs are scheduled for the next fiscal year starting July 1 due to lack of funds. Replacement of the Arbutus marina tree that was severed in the March 1-2, 2024, traffic accident in the median of the 5700 block of La Jolla Blvd. also is scheduled to take place after July 1. A planting date will be determined based on weather, cost, work schedules, and other factors.

The MAD is not responsible for maintaining City palm trees, however City palm trees are reported as needing City-contracted trimming when necessary. The current City schedule is to trim palms every two years unless a safety hazard is reported. The palms in front of Chase Bank were reported due to fronds that drooped down covering the pedestrian crossing signal and sidewalk.

Old irrigation systems and controller valves continue to be upgraded and replaced throughout the MAD resulting in improved irrigation efficiency.

The recently upgraded perimeter MAD landscape areas and irrigation systems have resulted in improved aesthetics and irrigation. The replanted La Jolla Mesa Dr. MAD areas have improved landscape uniformity, lines-of-sight, visibility, and safety along La Jolla Mesa Dr.

Get-It-Done reports have been filed regarding roadway and other graffiti, illegal dumping, damaged street signs and curbs, ADA compliance issues, SDMC violations, defective pedestrian crossing signals, etc. Electrically defective median lights are scheduled for repair by the City.

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. The landscape service contract renewal process is underway.

Send questions, comments, or information about the MAD or safety hazards in the MAD to the Consulting Manager Matt Mangano at admin@ManganoConsulting.com. Although the MAD has no obligation to repair cracked, raised, or uneven sidewalks, all efforts are made to report such problems. A number of cracked, raised, and uneven sidewalks in Bird Rock have been reported to the City over the past year. As a result, the City hired a contractor to grind down raised sidewalks to make them more even. The results can be seen throughout the Bird Rock PROW along La Jolla Blvd. and have reduced trip hazards and made the sidewalks safer for pedestrians.

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 6:48 pm.

**BIRD ROCK COMMUNITY COUNCIL (BRCC)****2024 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 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.php 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"/> 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 ↓



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info@birdrockcc.org

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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