

# BIRD ROCK NEWSLETTER

AUGUST &  
SEPTEMBER 2024

## From Bird Rock Community Council (BRCC) President Joe Terry

Hi Bird Rockers,

I hope your summer was off to a great start. It was for Bird Rock thanks to two important Bird Rock events that demonstrate the amazing sense of community in Bird Rock.

**Beach Cleanup:** The second BRCC and Chase Bank sponsored beach cleanup was Saturday, June 29. The 24 volunteers who participated in the beach cleanup at the north end of Tourmaline Beach removed about 50 pounds of litter, including about a pound of recyclables. All but three of the volunteers were from Bird Rock. On average, they worked for two hours. Thanks to those who participated in this community event. The BRCC and Chase Bank are now only one beach cleanup away from qualifying to adopt the north end of Tourmaline Beach. The next beach cleanup will be in August or September. Please watch for emails from [info@birdrockcc.org](mailto:info@birdrockcc.org) with info about future beach cleanups and our adoption party.

**Beaumont Ave. 4th of July Parade:** The parade is an extremely popular, festive and long standing community event. About 100 Bird Rockers of all ages were part of the main parade. Upwards of 1,000 neighbors and others watched the parade and enjoyed the after-parade food and entertainment. The BRCC entered a Flash Gordon rocket ship float, which Marco Gentile designed and built. It received rave reviews from Bird Rockers and others along the parade route and made the day even more special for its young crew. Potential rock ship launch and reentry problems were averted thanks to a few last-minute volunteers who helped with critical moments during the rock ship's journey. Thanks to those who organized or participated in this special community event.

If you are a BRCC member, please use your smartphone to search for an email from [realperks.com](mailto:realperks.com)

(continued on pg 6)

## 45th Annual BEAUMONT AVENUE 4th of JULY PARADE

a Bird Rock Neighborhood Tradition  
(2024 theme "Super Heroes and Everyday Heroes")



*Bird Rock Community Council's "Flash Gordon" rocket ship*



*"Flash Gordon"  
rocket ship  
crew members*

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



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**Bird Rock Elementary BIRD ROCK ELEMENTARY**  
**5371 La Jolla Hermosa Ave, La Jolla, CA 92037**

**Incoming UTK and Kindergarten Welcome Day**  
**FRIDAY AUGUST 9, 10:00 AM – Noon, Upper Field**

Come meet fellow UTK/Kinder classmates, get to know the community, and make friends before the first day of school! Welcome Day will be held on Friday, August 9th from 10am until noon at the Bird Rock Elementary (BRE) Upper Field (Bird Rock Joint Use Park located off Waverly Ave). Please send questions to: [welcomcommittee@birdrockfoundation.org](mailto:welcomcommittee@birdrockfoundation.org).



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**2024/2025 SCHOOL YEAR starts 9 days earlier this year,**  
**on Monday, August 12, 2024.**

**Bird Rock neighbors, please be careful and be on the**  
**lookout for students going to and from school.**

**Bird Rock Elementary School Annual Schedule**

<b>Start Date</b>	<b>August 12, 2024</b>
<b>Thanksgiving Break</b>	<b>November 25 to 29, 2024</b>
<b>Winter Break</b>	<b>December 23, 2024, to January 6, 2025</b>
<b>Spring Break</b>	<b>March 31 to April 4, 2025</b>
<b>Last Day of School</b>	<b>May 29, 2025</b>





## 2024/2025 SCHOOL YEAR STARTS MONDAY AUGUST 12 at 8:30 AM

### Daily Schedule at Bird Rock

- **8:10 a.m.:** Students having breakfast report to school. Please do not allow children to arrive before 8:10 a.m. as the gates are locked and there is no supervision.
- **8:15 a.m.:** Students not having breakfast arrive at school and line up in their class area on the blacktop.
- **8:25 a.m.:** School Bell Rings
- **8:30 a.m.:** Classroom Instruction Begin

#### On Monday, Tuesday, Thursday, and Friday,

**Lunch and recess period is from 11:45-12:45 p.m.**

Students may bring a lunch or purchase one in the cafeteria. Lunches and milk may be paid for singularly or prepaid in quantity in the cafeteria before school. If a child forgets lunch, he/she may obtain a cafeteria voucher from the office.

- **Grades 1-3:** Lunch: 11:45-12:05 p.m.; recess, 12:05-12:25 p.m.
- **Grades UTK/K:** Lunch: 12:05-12:25 p.m.; recess, 12:25-12:45 p.m.
- **Grades 4-5:** Lunch: 12:05-12:25 p.m.; recess, 11:45-12:05 p.m.

Playground Partners provides recess activities on Monday, Tuesdays, Thursdays, and Fridays on the upper field.

#### Recess

- 1:40-1:55 p.m.

#### Dismissal

- 3:00 p.m. Monday, Tuesday, Thursday and Friday

#### On Wednesday,

##### Lunch and Recess

- 11:00-11:15 a.m. Wednesday

#### Dismissal

- 12:15pm Wednesday

Students are to be picked up by Parent/Guardian at Dismissal time or arrange for an alternate adult to pick-up or be enrolled in YMCA After School Care.

**Bird Rock School Office Staff (Office Hours: 8:00am-3:30pm) Phone: (619) 605-3500.**

**ENROLLMENT & RECORDS:** Marie Hyner, [ehyner@sandi.net](mailto:ehyner@sandi.net)

**DAILY ATTENDANCE:** Marie Hyner, [ehyner@sandi.net](mailto:ehyner@sandi.net) / 619-605-3500

**PRINCIPAL** Dr. Eric Banatao, [ebanatao@sandi.net](mailto:ebanatao@sandi.net)

**Health Office:** Nurse: Patricia Robbins, [probbins@sandi.net](mailto:probbins@sandi.net)

Health Tech: Monica Millan, [mmillan@sandi.net](mailto:mmillan@sandi.net)









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(858) 449-9209

## President's Column *(continued from page 1)*

If you are a BRCC member, please use your smartphone to search for an email from [realperks.com](http://realperks.com). Follow the instructions to download the BR Perks app, and start enjoying the offered Bird Rock merchant discounts. More information about the app is available at: [https://www.birdrockcc.org/bird\\_rock\\_perks\\_app.php](https://www.birdrockcc.org/bird_rock_perks_app.php).

If you are not already a BRCC member, please join the Bird Rock Community Council at [https://birdrockcc.org/join\\_the\\_brcc.php](https://birdrockcc.org/join_the_brcc.php).

Whether or not you are a BRCC member, please encourage your friends and neighbors to join ([https://birdrockcc.org/join\\_the\\_brcc.php](https://birdrockcc.org/join_the_brcc.php)) or to sign up to receive the online Bird Rock Newsletter and notices of BRCC activities and events at [https://www.birdrockcc.org/email\\_newsletter\\_sign\\_up.php](https://www.birdrockcc.org/email_newsletter_sign_up.php).

Friends and others do not have to be a Bird Rock resident or Bird Rock merchant to join the BRCC and get the BR Perks app, but they do have to become a BRCC associate member. Anyone living or working outside of Bird Rock is eligible to sign up for email notifications and for the online Bird Rock Newsletter.

## BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Please send an email directly  
to  
**Bird Rock MAD Manager**

**Matt Mangano**  
at

[admin@manganoconsulting.com](mailto:admin@manganoconsulting.com) to  
report problems, ask questions,  
send MAD-focused information,  
and provide feedback, comments,  
or requests.



## The La Jolla Bike Path

FAY AVENUE EXTENSION PEDESTRIAN/BIKE PATH

**DONATE TODAY**



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

**Donate @ [kiwanisclublajolla.org](http://kiwanisclublajolla.org)**  
please designate: Bike Path

Help maintain the path and preserve the surrounding public space!



## Revival Vintage Eyewear

Welcome to Revival Vintage Eyewear, where each frame has a story to tell. Founded by Jon Hershman and Jenna Hanson, former teachers turned entrepreneurs, this boutique emerged from a pandemic-inspired online venture to become a thriving brick-and-mortar establishment. Located in Bird Rock at 5668 La Jolla Blvd, Revival's second branch has quickly garnered acclaim, earning recognition as one of San Diego's top businesses within a year of opening. The Bird Rock business compliments Revival's North Park location that opened in October 2021.

What sets Revival apart is their dedication to uniqueness. Spanning from the 1960s to early 2000s, their handpicked frames boast intricate details and craftsmanship, defying the homogeneity of today's eyewear market. Unlike mass-produced alternatives, Revival prioritizes quality and individuality, offering customization options that ensure each purchase is tailored to the customer's preferences.

Jon underscores the diversity of their collection, sourced from various manufacturers and meticulously curated to cater to different tastes and styles. Meanwhile, Jenna highlights the exclusive experience of owning a Revival frame, with options for custom lenses and prescriptions, ensuring a perfect fit in just minutes.

So, whether you're seeking a vintage-inspired statement piece or a timeless classic, Revival Vintage Eyewear invites you to explore their curated selection and find a frame that not only complements your style but also carries a unique narrative. Visit them in Bird Rock and embark on a journey to discover your perfect frame and the story behind it.

*by Jennifer Van Galder*

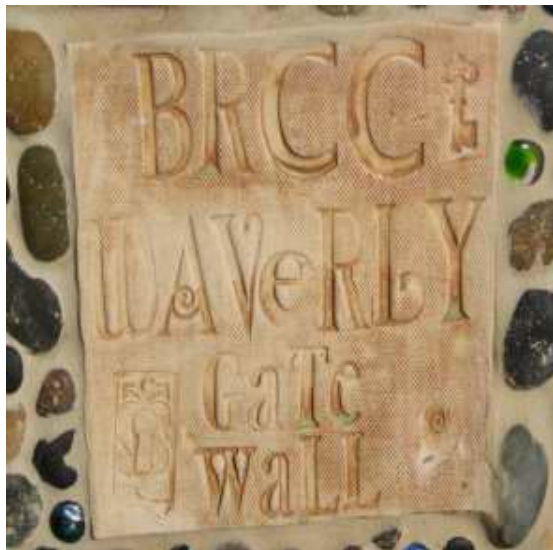
*Revival Vintage Eyewear, 5668 La Jolla Blvd, <https://revivaleyewear.com/>, 619-634-8944*

*Hours: Wednesday - Sunday 10 am - 5 pm; closed Monday and Tuesday*





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



### Bird Rock, A Unique and Special Neighborhood

**The tile donation deadline is August 31, 2024.**

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

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

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

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

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

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Dedication (maximum 40 characters, please print): \_\_\_\_\_

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

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

Total donation \$ \_\_\_\_\_

quantity

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

**Waverly Tile - BRCC**

**5666 La Jolla Blvd. #168**

**La Jolla, CA 92037**

*For any questions about the tiles, please contact Jane Wheeler 619-822-1120, [dwwheeler@san.rr.com](mailto: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**



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RESERVATION!****@BEAUMONTSIJ | 5662 LA JOLLA BLVD | 858.459.0474 | [HTTPS://WWW.BEAUMONTSEATORY.COM](https://www.beaumontseatory.com)**

## **SUMMER SAFETY ALERT LA JOLLA FAY AVE. PEDESTRIAN/BIKE PATH**

Volunteers and neighbors who maintain (for all users, including cyclists) the Fay Avenue Path from Nautilus St. to Camino De La Costa would like to remind cyclists to be aware of pedestrians and always maintain a safe speed. There are a few riders who clearly ride unsafely.

Due to its limited width, California designates the paved path as a Class 1 which allows only pedal assisted bikes. Gas motorcycles, motorized vehicles, and class 3 bikes, including Surrans and similar types ( offroad electric motorcycles ) are never permitted on the path.

The city of San Diego has begun posting safety signage to mark dangerous intersections on the path and will post a State approved maximum speed limit. The surrounding protected open space is closed to all riders to preserve the sensitive natural habitat and prevent erosion. Hikers are asked to always stay on the footpaths.









**SOLD**

## California Lifestyle

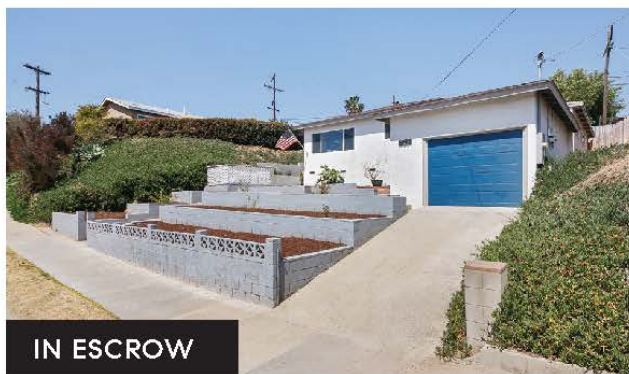
475 N. Cedros Ave | \$2,695,000 | 4BD/4BA



**SOLD**

## Heart of La Jolla

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



**IN ESCROW**

## Recently Remodelled

325 Las Flores Ter. | \$780,000 | 3BD/2BA



**SOLD**

## BayHo Corner Lot

Havasupai | \$1,400,000 | 4BD/2BA



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## PB Investment Opportunity!

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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 \_\_\_\_\_

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*



## Coastal Resilience Master Plan

<https://www.sandiego.gov/climate-resilient-sd/projects/coastal-resilience-master-plan>

“The City received grant funding from the National Fish and Wildlife Foundation and the California State Coastal Conservancy to develop a Coastal Resilience Master Plan. The Coastal Resilience Master Plan is an implementation action of Climate Resilient SD.”

“The plan will identify ‘nature-based solutions’ for locations along San Diego's coast to improve the resilience of our communities to sea level rise while also benefiting wildlife, habitat and natural coastal resources. Nature-based solutions are projects or approaches that mimic or are designed after natural ecosystems and processes. These types of projects, such as restoring wetlands or installing green roofs, provide social, economic and environmental benefits.”

“The plan will include the development of concept-level designs for six locations along San Diego's coast, a pilot project technical studies and completion of a California Environmental Quality Act (CEQA) environmental analysis. Throughout plan development, the City will engage with stakeholders and community members through a stakeholder advisory committee, pop-up engagement events, and community workshops and webinars.”



*Living Shorelines*

### Project Surveys

Surveys were conducted by the City Planning Department to obtain feedback on draft conceptual designs for each of the project sites within the Coastal Resilience Master Plan. The project sites included Tourmaline Beach, Sunset Cliffs, Ocean Beach, La Jolla Shores, and Mission Beach. Those surveys are now closed.

### Community Workshops

The City held two community workshops to share information about the project purpose and planning process and to seek community feedback on draft project designs for each of the sites. Workshops were held in person. Feedback was obtained from community members regarding project designs. These workshops followed after onsite City-hosted "Pop-Up" events that took place between February 28 and May 25, 2024, at various key locations including two at Tourmaline Beach and one at La Jolla Shores Park at the MAP. Additional "Pop Up" Events took place at Belmont Park at Mission Beach, Sunset Cliffs at Ladera Blvd, the Ocean Beach Farmer's Market, and other locations.

**Workshop 1** took place on June 24 at the Ocean Beach Recreation Center and centered on the Sunset Cliffs and Ocean Beach project sites.

**Workshop 2** took place on June 25 at the Riford Library in La Jolla and was well attended. The workshop focused on the La Jolla Shores, Tourmaline, and Mission Beach project sites. The informational presentation part of the workshops focused on the planning process for the Coastal Resilience Master Plan and draft concept designs.

For additional updates and information, please go to

<https://www.sandiego.gov/climate-resilient-sd/projects/coastal-resilience-master-plan>





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**Coastal Resilience Master Plan** *(continued from p. 14)*

"The City Planning Department is developing a Coastal Resilience Master Plan to address risk from coastal flooding while also benefiting wildlife and enhancing coastal access and recreation opportunities. The Planning Department is developing concept level designs of nature-based solutions for locations along our coast while considering feedback received from the community including how community members utilize these locations, what they value about the coast, and what they would like to see for the future. The City Planning Department will use the results of their surveys to help inform project design."

**Tourmaline Beach Project Proposal**

The Tourmaline Beach project proposes nature-based enhancements to the existing revetment fronting the parking lot and restroom area. A proposed hybrid nature-based solution is to bury the existing revetment by covering it with a sand dune that is mixed with cobble to provide additional protection to erosion and flooding. This would maintain the existing pedestrian and vehicle access to the beach while enhancing the aesthetics.

Native plants would be incorporated into the dune to increase coastal habitat value. Additional opportunities for this project include upgrades to the existing stormwater infrastructure and improvements to the existing green spaces and walkways within the backbeach to enhance coastal access and recreation opportunities.

**The Project Purpose** *is to*

- Mitigate risk from sea level rise
- Protect and enhance habitat
- Support access to the coast and recreational opportunities
- Implement City's climate resilience goals

**The Project Scope** *is*

- Coastal Resilience Master Plan
- Concept level nature-based solution designs for 6 locations (including La Jolla Shores Beach Park and Tourmaline Beach; eventually more locations will be added such as Marine Street Beach and Windansea Beach)
- Pilot project design
- Stakeholder Advisory Committee
- Community engagement
- Programmatic Environmental Impact Report

The EIR Scoping Meeting power point was presented on 5/24/2023.

Information: <https://www.sandiego.gov/climate-resilient-sd/projects/coastal-resilience-master-plan>



### BIRD ROCK COMMUNITY MEETING, June 4, 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 attending board members.

### San Diego Police Department (SDPD) Community Relations Officer (CRO) Jessica Thrift and Bird Rock Neighborhood Watch coordinator Michelle Fulks

Bird Rock Neighborhood Watch coordinator Michelle Fulks introduced SDPD Officer Jessicamarie Thrift (JThrift@pd.sandiego.gov, 858-552-1631) who is the Community Relations Officer for coastal communities. Officer Thrift handed out the SDPD Northern Division Resource Phone List and gave her contact information. To improve security and safety, attendees were advised to leave on some lights at both businesses and homes and to add cameras and motion sensor exterior lights. If some lights are left on overnight in commercial buildings, then the SDPD can see into business locations on their patrols and spot intruders. Officer Thrift recommended using the City Get-It-Done app to report many different types of problems including abandoned vehicles, homeless issues, and much more. SDPD has increased patrols during holidays. Increased traffic enforcement was noted. Questions were answered. Regarding bicycle thefts, Officer Thrift reminded attendees to use quality locks, record the bike's serial number, add distinctive decals or marking, and take photos for later identification. A complaint was made about speed and reckless behavior of some electric bike drivers using the bike path and on the street. New legislation is being proposed which would ban usage of e-bikes by children under age 12. SDPD is using a grant to pay for additional SDPD overtime and increased policing and enforcement. Send Neighborhood Watch questions to [info@birdrockcc.org](mailto:info@birdrockcc.org).

### Representatives of Elected Officials - Updates

**Mariah Kallhoff**, Field Representative, Office of Assemblymember Tasha Boerner, 77th Assembly District, (Mariah.Kallhoff@asm.ca.gov) introduced her replacement Senior Field Representative **Andres Geurts-Barreto** (Andres.Geurts@asm.ca.gov, 858-481-7204). Mr. Geurts-Barreto noted that he graduated from Bird Rock Elementary and was familiar with the neighborhood. Assemblymember Boerner has introduced 8 bills in the 2024 session including AB-2234 E-Bike Safety Training which would authorize the County of San Diego to establish a pilot program banning e-bikes for anyone under age 12. Also introduced was AB-2259, Bike Smart Handbook, which would direct the California State Transportation Agency (CalSTA) to develop and distribute the Bike Smart Handbook, a bicyclist and e-bike safety handbook, by no later than September 1, 2025.

**Emily Lynch** (Erlynch@sandiego.gov), representative for SD City Council President Pro Tem Joe LaCava, attended via Zoom and noted the June 7 San Diego City Budget Review Committee meeting which allows public comment prior to the approval/adoption of the final City budget at a City Council meeting by June 15.

**Codi Vierra**, Field Representative for Congressman Scott Peters, Codi.Vierra@mail.house.gov, submitted a report available at [https://www.birdrockcc.org/docs/BRCC\\_Community\\_Mtg\\_Agenda\\_2024-0604\\_v2.pdf](https://www.birdrockcc.org/docs/BRCC_Community_Mtg_Agenda_2024-0604_v2.pdf).

### Public Announcements

Larry Webb (president of Mission Beach Town Council and leader of the Coastal Coalition) spoke as a private person on behalf of mayoral candidate Larry Turner. A community member raised issues about the condition of a long-time, uninhabited house on Waverly near the elementary school and asked for suggested remedies. Some BRCC members are not receiving BRCC emailings.

### Update on BRCC La Jolla Boulevard Lighting Project

The proposed lighting project in the Bird Rock commercial district is intended to provide increased community aesthetics, greater public safety, and enhanced commercial identity. Photos from the April 10 and May 30 tree lighting demonstrations were shown and included two types of up lighting, down lighting, and 2 types of wrapped trunk lighting. Following questions, comments, and discussions, the vast majority of attendees preferred uplighting. The next step is to solicit cost proposals before beginning the City permit process.

### Update on Bird Rock Signage/Rock Monument Project

An onsite discussion by 7 BRCC Board members of possible locations for one or more Bird Rock signs or monuments resulted in a revision of proposed locations for a large rock etched with the words "Bird Rock" with pelicans on top. One location is in the La Jolla Blvd splitter just south of the Colima roundabout and north of the pedestrian crossing; the other is in the La Jolla Blvd splitter just north of the Camino de la Costa roundabout between the roundabout and the north-most pedestrian crossing.





## **BIRD ROCK COMMUNITY MEETING, June 4, 2024, continued from page 16**

A rock at those locations would not block the lines of sight to pedestrians in the cross walk, traffic signs, or other vehicles and would not be a distraction for drivers entering or in the roundabout. A rock at those sites would not block views to the ocean from La Jolla Blvd or the cross streets.

*Potential location south of Colima*



*Potential location north of Camino de la Costa*



Proposals include:

1. No monument rock;
2. Two "bookend" rocks, one north of the Camino de la Costa roundabout and one south of the Colima roundabout with a few pelicans on top of each;
3. One larger rock in the median in the middle of the 5600 La Jolla Blvd block with a few pelicans on top; or
4. A combination of #2 and #3.

On May 29, the BRCC Board voted to solicit cost proposals. Line of sight height restrictions and decisions by City traffic engineers will influence the height of the proposed rock(s).

A generous \$25,000 donation from a Bird Rock resident was pledged for the project. Questions, comments, and discussions ensued. Half of the attendees favored the option of having two "bookend" monument rocks.

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

The next beach cleanup will be Saturday, June 29 from 9 am to noon. An email will be sent with information about the June beach cleanup.

### **Merchant hosted Bird Rock Happy Hour**

There was a successful Bird Rock community happy hour on Wednesday, May 15, hosted by Beaumont's. Another is being scheduled at a different location in June. An informational email is forthcoming.

### **BirdStock Community Event**

The BRCC is providing additional support for the BirdStock Committee, which is organizing the BirdStock 20i24 Festival scheduled for Saturday, October 19, from 11 a.m. to 7 p.m.

### **45th Annual Beaumont Avenue 4th of July Parade 2024**

The theme for the 45th annual Beaumont Avenue 4th of July parade is "Super Heroes and Everyday Heroes." The parade begins at 10 am at the corner of Camino de la Costa & Beaumont Ave. with the after-party celebration at the cul-de-sac behind the La Jolla Methodist Church where the judges award various prizes. For questions or to volunteer next year, please contact Jason Hill (858-822-8126) / [jason@hillproperties.net](mailto:jason@hillproperties.net).

### **Ad hoc Bird Rock Coastal Committee**

Committee co-chair Don Schmidt noted that the overlooks look great due to volunteer efforts. He discussed problems with displacement of bluff edge perimeter boulders at Calumet Park due to vandalism and erosion and reminded everyone to stay back from the unstable bluff edges. Potential landscape encroachment issues were noted along the south edge of the park. Moss Lane has beautiful desert plantings. Bird Rock Ave. pump station access stairs have been repaired, and graffiti was reported. A new committee member has been added.

### **Bird Rock Merchant District Group**

The Bird Rock Perks App provides 32 discounts from 29 Bird Rock merchants exclusively for BRCC members. See [https://www.birdrockcc.org/bird\\_rock\\_merchants\\_perks\\_app.php](https://www.birdrockcc.org/bird_rock_merchants_perks_app.php) for more information.

### **Bird Rock Maintenance Assessment District Quarterly Meeting, September 10 at BRE Auditorium**

The next quarterly MAD meeting is Sept. 10, 2024, following the community meeting. Required quarterly MAD meetings take place in February, May, September, and November following the Bird Rock community meetings.

### **Announcements and Adjournment**

Six Community meetings per year are scheduled in Feb., May, Sept., Nov., and Dec. plus one TBD month, with special meetings added as needed. The next community meeting is Tuesday, Sep. 10 at the Bird Rock Elementary School Auditorium, followed by the MAD meeting. Mr. Terry adjourned the meeting at 7:40 pm.



---

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

**JOIN THE BIRD ROCK COMMUNITY COUNCIL (BRCC) &  
JP MORGAN CHASE BANK NEXTGEN & GOODWORKS  
for a FUTURE EVENT, date to be determined,  
TO CLEAN UP THE BEACH FROM  
PB Point South to Tourmaline Surf Park**

*"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/independentaabb/>.

**"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."**

### **VOLUNTEERS NEEDED!**

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

On the event day, please 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.



**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		\$
<b>Total Check Amount</b>		<b>\$</b>
<b>MAIL form &amp; check payable to BRCC to:</b> <b>Bird Rock Community Council</b> <b>5666 La Jolla Blvd, PMB 168,</b> <b>La Jolla CA 92037</b>		
<b>ONLINE:</b> Go to the Bird Rock Community Council web site under Member Services or at the bottom of the Home page or at: <a href="https://www.birdrockcc.org/join%20the%20brcc">https://www.birdrockcc.org/join the brcc</a> @ 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			
<b>I am interested in the following areas:</b>			
Beautification	Fundraising	Promotions	
Board of Directors	Maintenance	Safety	
Coastal Access, Parks, & Overlooks	Memberships	Special Community Events (Halloween, etc.)	
Code Enforcement	Neighborhood Watch		
Community Events	Newsletter		

Official use only ↓



# BIRD ROCK NEWSLETTER

AUGUST & SEPTEMBER 2024

»» NOW AVAILABLE

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

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



MERCHANT APP IS ONLY  
AVAILABLE TO BRCC  
MEMBERS!

JOIN TODAY »»»  
[BIRDROCKCC.ORG](http://BIRDROCKCC.ORG)



## BRCC BOARD OFFICERS

President: Joe Terry  
[info@birdrockcc.org](mailto:info@birdrockcc.org)

Vice President: Joe Parker  
Secretary:  
Treasurer: Barbara Dunbar

## OTHER BOARD MEMBERS

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

## BIRD ROCK NEWSLETTER

Online: [birdrockcc.org/newsletters.php](http://birdrockcc.org/newsletters.php)

Editor: Barbara Dunbar

Publisher: [info@birdrockcc.org](mailto:info@birdrockcc.org)

Website Maintenance: [info@birdrockcc.org](mailto:info@birdrockcc.org)

## BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report  
problems to: Matt Mangano,  
[admin@manganoconsulting.com](mailto: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