

BIRD ROCK NEWSLETTER

DECEMBER 2024 &
JANUARY 2025

From Bird Rock Community Council (BRCC) President Joe Terry

Hi Bird Rockers,

As we look forward to the holidays and spending time with our families and friends at the end of 2024 and the beginning of 2025, I want to remind you of some of the volunteer powered Bird Rock events, activities and entities that contribute to and reflect a sense of community in Bird Rock.

They include the following and more:

- Beaumont Ave. 4th of July Parade
- Bike path cleanup and beach cleanup
- BirdStock Music and Art Festival, which supports Bird Rock Elementary School
- Bird Rock Happy Hours
- Susan G. Komen 3-Day Walk, which helps to fund breakthrough research to prevent and cure breast cancer
- December BRCC Meeting/Holiday Party
- Bird Rock Newsletter
- City of La Jolla Petition Drive
- Bird Rock Monument Project
- Blvd Lighting Project
- Pedestrian Crossing Signal Project
- Bird Rock MAD
- Reports on Coyote Sightings
- Bird Rock Neighborhood Watch Program
- Bird Rock Coastal Overlook Volunteer Projects
- BRCC Board
- Bird Rock Foundation (in support of BRE)
- Bird Rock Merchants Group

Those events, activities and entities would not exist and be successful without the amazing efforts of many volunteers. Please join me in thanking them and, if possible, in joining them in their efforts that make Bird Rock a very special place to live, own property or a business, work, attend school, and visit.

Happy Holiday, Joe

BRCC Holiday Celebration Annual BRCC Holiday Party



**Tuesday,
December 3
6:00 – 7:30 pm**

at
**Lupi Italian Restaurant
5518 La Jolla Blvd**

It is time to come together
as a neighborhood
to thank our volunteers,
introduce next year's board members,
and reflect on another great year
in our Bird Rock community

*Bird Rock Community Council
info@BirdRockCC.org*

**HAPPY HOLIDAYS &
HAPPY NEW YEAR**



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season!

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Tues-Thurs 4-9 pm

Fri 4-9:30pm

Sat 2-9:30pm

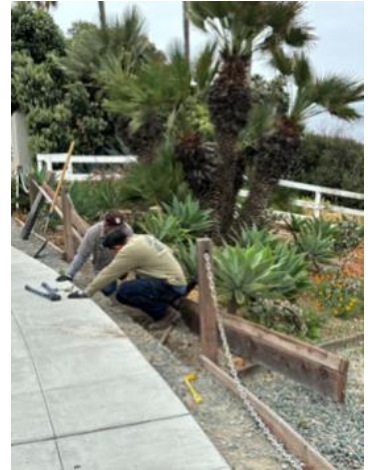


La Jolla Hermosa Park

Terrific progress has occurred at La Jolla Hermosa Park, 5780 Chelsea Ave, toward basic maintenance, restoration, and enhancement of the shoreline views in 2024. Special thanks go to the City Parks and Recreation grounds maintenance staff who maintains the park, to Shoreline Parks Rangers who manage activities and ensure rules compliance, and to the many Bird Rock residents and other concerned individuals who also help clean up and monitor the condition of the park and the adjacent storm drain and culvert.

May

- Replacement by Parks and Recreation of failing rail posts along the sidewalk as well as failing kick boards surrounding the planting areas.
- Repair and reattachment of falling south-side park fence boards.



August

- Improvements due to increasing maintenance by park groundskeepers who pick up trash and debris, empty trash cans, manually turn on the irrigation (scheduled for battery operated timers in 2025), weed, prune, rake rocks, and submit requests to supervisors as needed.
- Completion of repair work to leaking irrigation system pipes and testing.



September

- City plumbing team test and sign-off on completed irrigation work.
- Interaction with the Park Ranger re roles and public interaction.

October

- Pruning throughout the Park on the north, west and east sides.

November

- Significant pruning with restored ocean views from within the park.
- Clearing of the storm drains in readiness for the rainy season.



← Before and after pruning in lowest section of the Park:

Storm Drain area cleared pre rainy season. →

(continued on page 10)





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Bird Rock Elementary (BRE) *From BRE Principal Eric J Banatao*

Bird Rock Elementary (BRE) is a stellar school with 85% of its State exam test-takers meeting grade-level standards in Grades 3-5. The high academic performance of our students is a testament to the supportive learning community at BRE. Alongside academic performance, BRE keenly addresses the needs of the whole child by enhancing our students' social-emotional growth and development.

During our monthly school-wide assemblies, we set an intention for the month as we introduce a character trait focus. By the end of the month, we nominate and celebrate a classroom award winner who best emulates our focus which may be traits like empathy, perseverance, gratitude, and generosity. In sum, we concentrate on nine character education traits throughout the year.

Our school guidance counselor also supports our students with social-emotional learning by delivering classroom lessons, meeting with students in small group and one-on-one meetings, and conducting student study team (SST) meetings with the teacher, parents, principal, and our education specialist. As a team, we develop plans to bridge the learning gaps that students may encounter.



We also develop social-emotional learning by capitalizing on the strength of our Bird Rock community. We recognize that community-building happens through cross-age interactions and service. Weekly, our upper grade students partner with Reading Buddies in the Kindergarten and 1st grade. By facilitating partnerships and breaking-down the walls and ages between our students, all age groups benefit and beam with pride.

BRE recognizes the value and the pivotal role of community-building with all of our community partners and supporters. BRE classrooms participate in community world outreach projects with a goal and motto "to be part of your world, not just in it."

To that end, we plan to continue the partnership with La Jolla High School students to model and promote safe, respectful, and

responsible behavior on our playgrounds, and to ensure that our campus is "No Place for Hate." To honor valued members in our community, our 1st graders recently celebrated the 103rd birthday of a former BRE teacher, and current Bird Rock resident, by visiting with her and singing "Happy Birthday." It's absolutely great to be a Pelican!



Bird Rock Community Honors Beloved Former Bird Rock Elementary School Teacher Dottie Vogler on Her 103rd Birthday



In October, the Bird Rock community came together to celebrate a remarkable milestone for Ms. Dottie Vogler, a beloved former Bird Rock Elementary School teacher who recently turned 103. Ms. Vogler, who taught at the school in the 1960s, left a lasting impact on her students and is still remembered for her warmth, dedication, and inspiring teaching style.

About 50 first-grade students from Mrs. Wilkinson and Mrs. Turner's classes

made a memorable walk over to sing "Happy Birthday" to Ms. Vogler, bringing smiles and joy to her and everyone present. Students hand-delivered personalized cards filled with heartfelt messages, and the children presented her with balloons, flowers, and even a birthday cake. Parents also gathered well-wishes from community members who had Ms. Vogler as a teacher, which were given to her in a card filled with notes of gratitude and admiration.

Many former students shared how she made a lasting difference in their lives, both as a person and as an educator. Principal Dr. Banatao also joined in the festivities, reflecting on how special it is to have a teacher who is not only remembered by her former students but also embraced by the current generation.

Ms. Vogler was visibly moved by the gathering, especially delighted to see the young



students honoring her legacy. The community is grateful for the chance to celebrate such a remarkable milestone with her. Here's to Dottie Vogler, a true Bird Rock treasure



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BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Please send an email directly
to
Bird Rock MAD Manager

Matt Mangano
at

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



The La Jolla Bike Path

FAY AVENUE EXTENSION PEDESTRIAN/BIKE PATH

DONATE TODAY



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

Donate @ kiwanisclublajolla.org
please designate: Bike Path

Help maintain the path and preserve the
surrounding public space!



Community Rallies for 3rd Annual BirdStock Music Festival

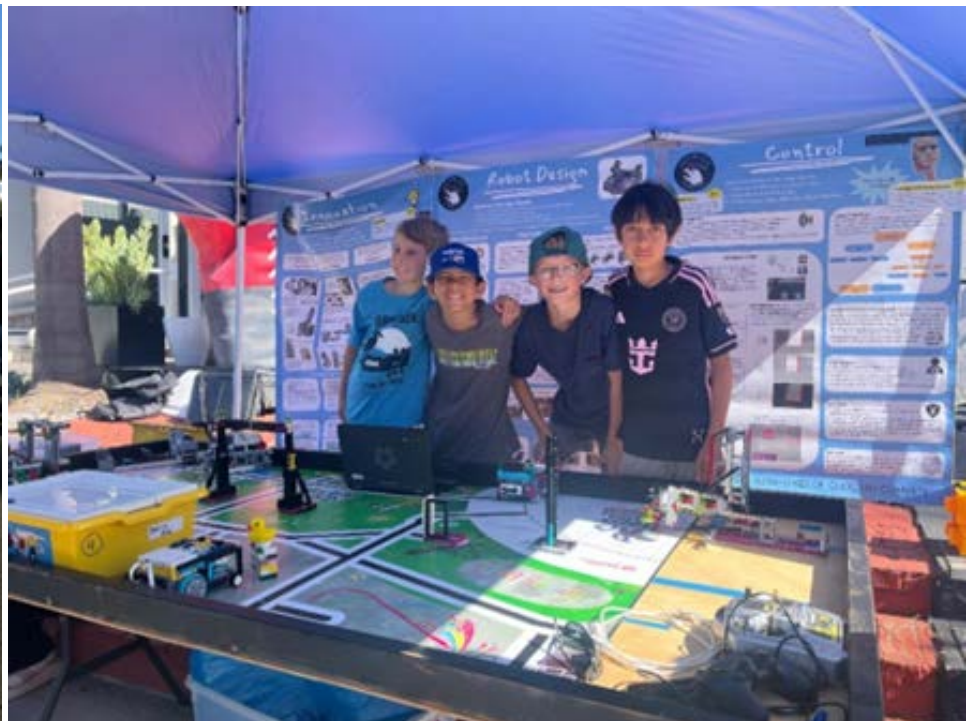
Bird Rock witnessed a powerful show of unity at the 3rd annual BirdStock music festival, a lively event organized to support Bird Rock Elementary School. This year's festival brought together residents, parents, teachers, and local businesses, all united with the common goal of bolstering education in their community.

With an enthusiastic crowd, BirdStock's turnout was impressive, reflecting the strong support Bird Rock Elementary receives within the community. Families danced, laughed, and connected with friends and neighbors, all while enjoying live music from local bands. Attendees expressed their excitement, saying the event was not just about supporting a school but about celebrating their close-knit community.

Local businesses played an essential role in BirdStock's success. BirdStock not only helped raise additional funds for Bird Rock Elementary but also brought exposure and new customers to participating businesses. Many business owners mentioned they saw increased foot traffic, with customers eager to support shops and eateries that give back to the school.

The funds raised at BirdStock directly benefit Bird Rock Elementary by contributing to programs and resources that enrich students' education. In an era where public schools face budget challenges, this grassroots support is invaluable. Community members emphasized that events like BirdStock are vital, providing a much-needed financial boost to help maintain quality education and offer extracurricular activities that might otherwise be out of reach.

BirdStock is more than a fundraiser; it's a celebration of the power of community. When residents come together, they can make a lasting difference, ensuring that Bird Rock Elementary remains a vibrant and well-supported pillar in their neighborhood. Funds raised at BirdStock went to the school and to fund future BirdStock festivals. See you next year at BirdStock 2025!





BIRDSTOCK 2024 Photos from Saturday October 19, 2024





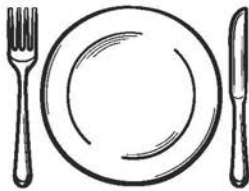
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MAKING SPIRITS BRIGHT ONE BIRD-ROCKIN' EVENT AT A TIME

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La Jolla Hermosa Park

aka "Helene Henkel Park" and "Rock Park."
(continued from page 3)

Further November Updates

The bench that was removed from the lower, southwest corner of the park in May 2020, following culvert blockage and erosion and storm damage to the park and bluffs, is scheduled to be returned to its concrete pad.



The Parks and Recreation Dept. has indicated that the Helene Henkel dedication bench will be replaced as well.

Additionally, thanks to submitted Get-It-Done and Ask Parks reports and recent inquiries by M. Samuels, the dangerous stairway down to the lower level is being reviewed for potential eventual repair. Access to the lower section via the DG path and "stairs" is difficult due to erosion of the "steps" making them difficult to traverse.



BIRD ROCK NEWSLETTER

Upcoming Changes

There will be some upcoming changes to production and distribution of the Bird Rock Newsletter starting next year, 2025. After many, many years of volunteer service, I, Barbara Dunbar, am stepping down as the newsletter editor, copy-writer, assembly person, distribution coordinator, delivery organizer, and delivery volunteer.

I am honored to have been able to work with all of the fabulous, dependable, and dedicated newsletter delivery volunteers who have distributed individual copies of the Bird Rock Newsletter to residents on various neighborhood blocks and to businesses over the years.

The transition includes reducing printed copy numbers, eliminating virtually all residential block deliveries to individual homes, increasing La Jolla Blvd locations where copies can be picked up, and sharing production responsibilities among a number of people. The newsletter will continue to be available on-line although there may be a change to the number of editions produced each year.

The transition includes elimination of individual hand delivery of virtually all newsletters. It was becoming increasingly problematic to continue making deliveries to individual residents due to a decreasing number of volunteers, an increasing number of locked gates and other access issues, as well as terrain, weather, and a decreasing number of people who want to receive the paper copy. Delivery logistics were becoming very complicated.

**THANK YOU to ALL OF THE DEDICATED
DELIVERY VOLUNTEERS
for helping to make Bird Rock a very special and
unique neighborhood.**

If you have suggestions, comments, or ideas or are willing to help, regarding the Bird Rock Newsletter, please email info@birdrockcc.org.



BIRD ROCK ELEMENTARY
Ms. Nelson's 1st Grade
December Community Outreach

This December, a special holiday season, B1 & Room 8 will be helping a local family in need. This family has 2 elementary age children, a girl and boy, between the ages of 7 and 10. If you would like to join in helping this family, please bring a new toy (unwrapped) and drop it in a basket in the school office. Gift can be for either the girl or boy or both! We will be wrapping the gifts as a class so it looks like one cohesive holiday morning ❤️

Collection end date:

December 16th

Contact with questions:

juliegturk@yahoo.com





MID-TERM RENTAL

The Heart of Bird Rock
5430 La Jolla Blvd Unit C302
2BD/2BA | 1707 Sq Ft | \$9-12k



FOR SALE

PB Investment Opportunity!
1027-33 Wilbur Ave, 7 Units
\$3,495,000



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SOLD

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

Buy or sell with me in 2024-2025 and 10% of my commission will be donated to a school or charity of your choice upon request.



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Whether you're a first-time homebuyer or a seasoned investor, Don's passion for helping clients achieve their dreams is unmatched. Beyond real estate, Don is active in the Bird Rock community and enjoys his time with his dog, Flynn. See you in the neighborhood!



DON SCHMIDT

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don@sellwithdon.com
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Bird Rock Community Council (BRCC)

Bird Rock Community Development Corporation

Bird Rock Coastal Overlooks Beautification Projects

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

How to participate: Join BR Overlook volunteers for an hour+ of work at about 9am every Monday at Midway St and at about 9am every Saturday at Forward St. The schedule is subject to change depending on the weather, the season, and the availability of helpers. Volunteers also maintain other scenic overlooks. **To volunteer:** Contact the Bird Rock Coastal Overlooks committee co-chairs Don Schmidt dschmidt@san.rr.com (858) 405-5448 or Mary Lynn Hyde, mlhyde@san.rr.com (858) 488-9282. **If you see trash, pick it up. If you see graffiti, report it on Get It Done.**

Contributions for Bird Rock Coastal Overlooks

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

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

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

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

Print Name _____ Phone _____

Address _____

Email address _____ Donation Amount: _____

Thank you for your support



Moss Lane



Forward Street



Midway Street

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



LA JOLLA CHRISTMAS PARADE

JOIN US

Sunday December 8

11:30pm-3:30pm

At Our New Location



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11:30-1:30

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CALIFORNIA'S NEW DAYLIGHTING LAW Parking Rule



SB 413, the California "Daylighting Law," made it illegal to park within 20 feet of the approach of any marked or unmarked crosswalk, whether or not there is a red curb painted or a sign. Daylighting, or removing visual barriers within a minimum of 20 feet of a crosswalk or

intersection, makes everyone on the street easier to see and creates additional protections for pedestrians. The "California Daylighting Law" amended Section 22500 of the California Vehicle Code to add a new section prohibiting stopping, standing or parking of a vehicle within 20 feet of any marked or unmarked crosswalk or within 15 feet of any crosswalk with a curb extension. Between Jan. 1 and Feb. 28, violators will begin to be cited with warnings unless the curb area has already been painted red or a sign installed. Starting on March 1, 2025, violators will be cited.

PARKING Enforcement & Rules, <https://www.sandiego.gov/parking/enforcement>

General Rules Parking on public streets and alleys is regulated by the [San Diego Municipal Code](#) and the [California Vehicle Code](#).

To report illegal parking, call SDPD non-emergency at (619) 531-2000 or report a parking problem online using the City's "Get It Done" app <https://getitdone.sandiego.gov/PDNewReport>.

The following general provisions of law apply whether or not there are signs or curb markings present.

- No vehicle may be parked continuously at one location on any public roadway **for more than 72 hours**.
- Parking is prohibited in alleys, except for the purpose of actively unloading goods or passengers, unless the alley is specifically designated as an alley parking zone.
- Parking of heavy-duty commercial vehicles is prohibited in residential areas unless the vehicle is loading or unloading goods or has a service call in the immediate vicinity.
- Parking unattached semi-trailers or auxiliary dollies on any street is prohibited except while loading/unloading (camping or utility trailers not included).
- Parking is prohibited:
 - in an intersection or a crosswalk;
 - within 15 feet of a fire station driveway or fire hydrant;
 - within 20 feet of a marked or unmarked crosswalk;
 - on a sidewalk or parkway;
 - on the roadway side of a parked vehicle (double parking);
 - in a bus stop;
 - in a tunnel;
 - upon a bridge (unless otherwise posted);
 - in such a manner that obstructs the free use of the street;
 - in a center median strip unless signs are posted permitting parking on the median; and
 - in front of a public or private driveway (**even your own driveway**).
- Wheel cramping is required on all grades over 3% (hills) with or without the presence of signs. Block your wheels diagonally against the curb by turning your wheels into the curb when facing downhill and out to the street when facing uphill.
- Be aware of signage when you park. Read all signs. They may include time frame restrictions and other parking guidelines.
- Street sweeping signs are posted in areas of the City where there is a routine [street sweeping schedule](#). Parking is prohibited on the designated days for the entire time posted on the sign.

The San Diego Police Department's Abandoned Vehicle Abatement Unit is responsible for the removal of wrecked, dismantled and inoperative vehicles on both public and private property.

To report an abandoned vehicle, contact SDPD AVA unit at (858) 495-7856 or report the abandoned vehicle online [using the Get It Done app, <https://getitdone.sandiego.gov/PDNewReport>]. Also see FAQs at <https://www.sandiego.gov/parking/faqs>.



BRF Wine Pull Night at LJ Crafted Wines – December 4, 6-8 pm to benefit the Bird Rock Elementary School

Join the Bird Rock Foundation (BRF) for an evening of camaraderie and community at LJ Crafted Wines, 5621 La Jolla Blvd, that will benefit the Bird Rock Elementary School. On December 4th, from 6 to 8 pm, Bird Rock Elementary is hosting a special Wine Party where each family is invited to bring or drop off a bottle of Italian wine as a donation for the upcoming fund raising event, "Meet Me In Capri" Gala Wine Pull on March 1, 2025.

What's a Wine Pull? At the Bird Rock Elementary Gala, participants can purchase a "mystery" bottle of wine from the collection, with a range of varieties and values, creating a fun and exciting way to support the Bird Rock Elementary School while enjoying a new favorite bottle of wine. So, please donate a GOOD bottle of wine with a rating of 92 points or above.



**RETHINK
REDUCE
REFILL**

As a bonus, LJ Crafted Wines will generously donate 15% of the evening's spend back to Bird Rock Elementary. Your participation in the December 4 event directly supports the BRE. Let's come together, raise a glass, and start the season of giving in good cheer!

Bird Rock Surf Shop Dec. 11 & 12, 3-6 pm, Holiday Community Shopping Days to benefit Bird Rock Elementary School

Get ready for two afternoons of festive fun at Bird Rock Surf Shop, 5509 La Jolla Blvd - right in the heart of our community! On December 11 and 12, from 3 to 6 pm, bring your friends and family to celebrate the season, find unique holiday gifts, and support our local schools, all in one place. With holiday treats, creative crafts, and activities for all ages, it's a holiday party you won't want to miss!

Festivities Await!

- Bounce House Bliss: Kids can jump to their hearts' delight in the bounce house! Parents, please plan to supervise your little ones to ensure safe play for all.
- Hot Chocolate & Treats: Sip on rich hot chocolate and enjoy seasonal snacks and drinks for both kids and adults. The perfect way to warm up while you browse or catch up with friends.
- Holiday Craft Station: Let the kids get crafty at the holiday craft station!

Shop to Support Local Schools!

In the true spirit of the season, Bird Rock Surf Shop is giving back to our beloved local schools. Each day, 20% of all purchases will be donated directly to support school programs and activities.

- December 11: Shop to support Bird Rock Elementary School
- December 12: Shop to support La Jolla United Methodist Church Nursery School

Bird Rock Surf Shop has always been at the heart of our community, and we're excited to spread the holiday spirit with everyone. Join us for two fun-filled afternoons of holiday cheer, gift shopping, and giving back to our local schools. We can't wait to celebrate the season with you!



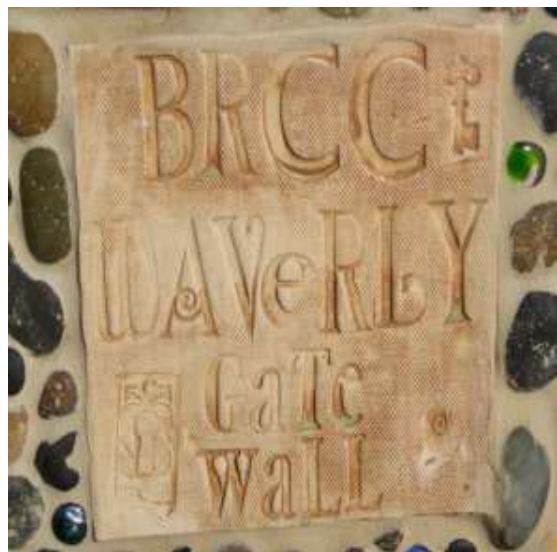
BIRDSTOCK 2024

Photos from Saturday October 19, 2024





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



Preserving, Recognizing, and Highlighting the Past and Present Bird Rock Neighborhood

The tile donation deadline is December 31, 2025.

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

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

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

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

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

Name _____ Phone _____

Address _____

Email _____

Dedication (maximum 40 characters, please print): _____

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

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

Total donation \$ _____

quantity

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

Waverly Tile - BRCC
5666 La Jolla Blvd. #168
La Jolla, CA 92037

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

Thank you for your support.

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

**BIRD ROCK COMMUNITY MEETING, October 1, 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 6:04 pm, welcomed attendees, and introduced attending board members.

Representatives of Elected Officials - Updates

Andres Geurts-Barreto (Andres.Geurts@asm.ca.gov, 858-481-7204), Senior Field Representative, Office of Assemblymember Tasha Boerner, 77th Assembly District, reported that Assembly Bill **AB2234 E-Bike Safety Training Program**, establishes an opt-in pilot program in the County of San Diego to prohibit persons under the age of 12 from riding e-bikes of any class. For more information about recently signed bills, see their website.

Fatima Maciel, FaMaciel@sandiego.gov, Community Representative from the Office of Mayor Todd Gloria for Districts 1 and 9, presented a report about homeless concerns and expanded shelters, safe sleeping, and safe parking areas. Questions were raised about delayed street light repairs and maintenance of City palm trees. As part of the City's "Safe Sidewalks Program," Letters of Notice of Responsibility were sent to property owners adjacent to sidewalks needing repairs. The program expedites the process for repairing damaged sidewalks, waives costly \$2,100 permit fees per project and allows for self-certification by adjacent property owners to speed up repairs.

BRCC Elections are November 8-15, 2024

Send qualified BRCC-member Board nominations to info@birdrockcc.org by Oct. 15. Candidate statements are due 10/23. Election results will be announced at the Dec. 3 Annual BRCC Holiday Party/ meeting. Three current Board members, Joe Terry, Christine McVay and Janette Williams, are running for re-election. Currently, there are 12 Board members.

La Jolla Boulevard Bird Rock Commercial District Lighting Project

The proposed lighting project in the Bird Rock commercial district could include lighting of street trees, replacing defective median light electric drivers, and possible replacing median light bulbs with warmer tone bulbs and lighting median trees and lampposts. Electricity donors or sources are being solicited from adjacent business and commercial property owners. The City is being asked about alternate electricity sources, in-sidewalk electricity from trees to commercial properties, and lighting City palms. Cost proposals are being solicited. Another tree lighting demonstration is being scheduled. A final decision on the type of tree lighting (e.g., up lighting, down lighting or tree wrap lighting) has not been made.

Bird Rock Signage/Rock Monument Project

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

I Love a Clean San Diego, Adopt-A-Beach Program (date to be determined)**2024 BirdStock Music Festival**

The BRCC is supporting the 2024 BirdStock Festival on Saturday, October 19, from 10 AM to 8 PM along La Jolla Blvd which will be closed between Midway and Camino de la Costa. The event includes live music, activities, merchant participation, and vendors. BirdStock raises funds for Bird Rock Elementary School, supports local Bird Rock businesses, and brings the neighborhood together for a day of fun. See https://www.birdrockcc.org/birdstock_2024.php to donate.

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

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

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

Sharon Wampler outlined efforts of ACLJ to create a City of La Jolla. A fiscal analysis demonstrated that La Jolla can be self-sustaining. The ACLJ launched a June 1 petition signature campaign to request that the San Diego County Local Agency Formation Commission (LAFCO) further analyze the feasibility of La Jolla becoming a city. 25% of La Jolla registered voters must sign by Nov 15. Half of the required 7,000+ signatures have been obtained. Petitions can be signed at various locales. Community Visioning workshops are scheduled for the La Jolla Riford Library on 10/26/24 (12-2 PM) and 11/12/24 (5-7 PM).

Ad hoc Bird Rock Coastal Committee

The committee needs volunteers to help with cleanup and donations to fund related clean up efforts.

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

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

Lessons Learned re Proposed Development Projects in Bird Rock

Joe Terry discussed the La Jolla Community Planning Association (LJCPA), the Planning Commission's decision to approve the Adelante project. compliance with the La Jolla Planned District Ordinance (LJPDO) and other parts of the San Diego Municipal Code (SDMC), protection of the Bird Rock commercial district, and local involvement in the process.

Announcements and Adjournment

The next community meeting is Tuesday, Nov. 5 [later changed to Nov. 12] at the Bird Rock Elementary School Auditorium.

Mr. Terry adjourned the meeting at 7:19pm.

**BIRD ROCK COMMUNITY MEETING, November 12, 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 6:00 pm, welcomed attendees, and introduced attending board members.

Project “Vela” (#1121764), 970 Turquoise St., a 23-Story High-Rise Mixed Use Project Proposed for 4-property parcels spanning the north side of Turquoise St. and Including the Properties at 954, 960, 970, and 980 Turquoise St. in Pacific Beach

Emily Piatanesi, Mayor Todd Gloria’s policy advisor and 970 Turquoise St. project community lead, noted the mayor believes this project is an extreme application of State Density Bonus Law (intended to provide incentives for building affordable housing) and does not meet the spirit of affordable housing legislation. On Sept. 16, 2024, the Mayor’s “office submitted a technical assistance request to the California Department of Housing & Community Development (HCD) to ensure this project complies with all applicable regulations in the State Density Bonus Law” that was co-signed by District 1 Councilmember Joe LaCava. The mayor’s office is “in close communication with HCD and community leaders in an effort to meet the needs of Pacific Beach residents.” Ms. Piatanesi noted that “the Development Services Dept.(DSD) will conduct thorough reviews including water and sewer capacity, fire safety, traffic congestion, seismic activity, and other reviews before a determination on a permit issuance is made. The DSD is in the early review process. A response is awaited from the California Dept of Housing & Community Development (HCD). She noted that pro-housing cities such as San Diego have gone above and beyond to address the affordable housing crisis, that the Mayor is a longtime advocate for more affordable homes, however, this project does not align with State or City policies to build more affordable homes and will not address the affordable housing crisis in San Diego’s coastal communities.

Emily Lynch, Community Outreach Director, Office of Council President Pro Tem Joe LaCava, noted that Mr. LaCava co-signed the above letter of inquiry along with Mayor Gloria to CA HCD regarding project compliance with all applicable regulations.

Dr. Marcella Bothwell, MD, Chair of the Pacific Beach Planning Group and Chair of Neighbors for a Better California, addressed the group regarding the 970 Turquoise St. project. She outlined the project and noted concerns regarding attempts to circumvent the 30 foot height limits by using affordable housing density bonuses and usage of the commercial portion of the project for a hotel accommodations. There are ongoing efforts to obtain support for denial of the project from political leaders. Many people oppose the project and note that it will not provide affordable housing or solve affordable housing issues, will drive up housing costs, and generate a windfall for developers while creating a huge and unsustainable burden on the water and sewer systems, electric grid, roadways traffic, and other infrastructure issues as well as other problems. San Diegans for Responsible Planning retained a law firm that specializes in land use litigation and is preparing a letter to local and state officials expressing arguments against and opposition to this project. Donations can be made to Neighbors for a Better California. <https://www.sdforresponsibleplanning.org/donate>

Representatives of Elected Officials – There were additional updates from representatives of elected officials

Updates on BRCC Projects and Activities

The BRCC has initiated a La Jolla Blvd tree lighting project for the Bird Rock commercial district which could include up to 100 trees along the sidewalks and in the medians from Midway St. to the Camino de la Costa. Cost proposals are being solicited for up-lighting to highlight trunks, branches and canopies of 40 trees, with options to expand to 100 trees. The fixtures will be low voltage, capable of changing color, and programmable. The next project phase includes providing electric power to tree bases and installation. The Bird Rock signage/ monument project includes installation of 2 natural, coastal rock monuments, with or without “BIRD ROCK” engraved on each rock, plus one or more pelican sculptures on each rock. One monument will be located at the La Jolla Blvd. median/splitter south of the Colima roundabout and one at the La Jolla Blvd. median/splitter north of the Camino de la Costa roundabout.

Bird Rock Newsletter

Changes to production and distribution of the Bird Rock Newsletter will happen next year. After many years of volunteer service, Barbara Dunbar is stepping down as the newsletter editor, copy-writer, assembly person, distribution coordinator, and delivery volunteer. Her efforts and community dedication are greatly appreciated. The transition includes reducing printed copy numbers, eliminating most residential block deliveries, increasing La Jolla Blvd locations where copies can be picked up, and sharing production responsibilities among a number of people. Send an email to info@birdrockcc.org if you have ideas for the Bird Rock Newsletter or are willing to help or know someone who is willing to help.

BRCC Election Results will be announced at the Dec. 3 Holiday Party/Meeting. **2024 BirdStock Music Festival** was a huge success and raised funds for Bird Rock Elementary School. **Association for the City of La Jolla (ACLJ)** petition signatures are due by Dec. 1

The Ad hoc Bird Rock Coastal Committee needs volunteers to help with cleanup and donations to fund clean up efforts. The Parks and Recreation Dept. has commenced cleanup at La Jolla Hermosa Park.

Announcements and Adjournment

The next community meeting is the Holiday Party on Tuesday, Dec. 3 at a location to be determined.

Mr. Terry adjourned the meeting at 7:28 pm. The Annual MAD meeting followed the community meeting.



Bird Rock Maintenance Assessment District (MAD) Annual Meeting, 11/12/2024

The Annual Meeting of the Bird Rock Maintenance Assessment District MAD was called to order on Nov. 12, 2024, at 7:29 pm by Bird Rock MAD Representative Barbara Dunbar. The MAD consulting manager is Matt Mangano. The meeting included the City-required annual report and proposed FY 2026 budget followed by queries from MAD property owners. The proposed budget is submitted to the San Diego City Parks and Recreation Dept. MAD Division in mid-December for review and revision prior to the mid-January deadline for addition of the Bird Rock MAD budget to the finalized Parks and Recreation budget which is then submitted to and included in the City's annual budget review process starting on or before Feb. 1. The budget process concludes with the June 2025 budget approval by the Mayor and City Council.

The Bird Rock MAD is a "self-managed" MAD that is part of and supervised by the Parks and Recreation Dept. The Bird Rock MAD assessment map boundaries are 1) the Pacific Ocean or the east side of 5800 block of La Jolla Blvd; 2) La Cañada St. or the 5800 block of Camino de la Costa; 3) Folsom Dr., Bellevue Ave., Linda Rosa Ave., and La Jolla Mesa Dr.; and 4) Bellevue Pl., Bird Rock Elementary School, Bird Rock Joint Use Park, the Park La Jolla property, and Wrelton Dr. Only properties within the map area and south of Camino de la Costa are assessed.

Via a contract agreement with the City of San Diego, the Bird Rock Community Development Corporation (BRCDC), a 501(c)(3) community nonprofit organization dba the Bird Rock Community Council (BRCC), administers, manages, and maintains the Bird Rock MAD, including vetting and administration of contracts, management of day-to-day MAD operations, on-site inspections, holding annual and quarterly meetings, oversight of environmental and safety matters, landscape, irrigation, and water conservation, and maintaining certain City street trees that fall under the jurisdiction of both Urban Forestry and the Parks and Recreation Departments.

The primary purpose of the Bird Rock MAD is to maintain the landscaping and hardscape associated with and an integral part of the Bird Rock Coastal Traffic Flow Improvement Project, a City of San Diego Capital Improvement Project completed in 2009.

The Bird Rock MAD includes the following landscape areas:

1. five La Jolla Blvd. **roundabouts** at Colima St, Midway St, Forward St, Bird Rock Ave., and Camino de la Costa;
2. landscape "**bulb-out**" **areas along La Jolla Blvd and adjacent to the sidewalks** from just south of Colima St. to just north of Camino de la Costa with a couple of exceptions;
3. La Jolla Blvd **medians** from just south of Colima St. to just north of Camino de la Costa;
4. La Jolla Mesa Dr. **medians** and the **landscape areas** along the west side of La Jolla Mesa Dr. from just south of Colima St. to just north of Linda Rosa Dr.;
5. **landscape area** between La Jolla Blvd and the Wrelton Dr. closure;
6. La Jolla Hermosa Ave. **roundabouts** and adjacent **landscape corner areas** at Colima St. and at Forward St.;
7. the **mini-roundabout** at Chelsea Ave. and Bird Rock Ave.;
8. the **large roundabout** at Sea Ridge Dr. and Chelsea Ave.;
9. **road splitters** along Camino de la Costa, Bird Rock Ave., Forward St., Midway St., and Colima St. which are located east and west of La Jolla Blvd and the road splitter on Forward St. near Bellevue Ave.; and
10. a dedication-plaque and other **street trees** along La Jolla Blvd. from just south of Colima St. to just north of Camino de la Costa.

Prior to the City's traffic-calming re-design of La Jolla Blvd in Bird Rock and formation of the Bird Rock MAD in 2005, La Jolla Blvd was a dangerous, high-speed, 4-5 lane roadway that divided the east and west portions of Bird Rock. Discussions began in 2000 about safety, traffic management, speed reduction, pedestrian crossing options, adding trees and landscaping, reducing CO₂ levels, "walkability," parking, quality of life, lighting, and implementation that would not adversely impact adjacent streets and residential areas. Many Bird Rock residents participated resulting in huge improvements to Bird Rock through the City Traffic Calming Plan. After 5 years of discussions and planning between the City and



Bird Rock neighborhood, the City-approved/-funded/-implemented **Bird Rock Coastal Traffic Flow Improvement Project** was drafted and included reducing traffic lanes down to 2 one-way lanes; adding roundabouts, bulb-outs, medians, splitters, and a road closure at Wrelton Drive; creating narrower lanes; reducing pedestrian crossing distances, adding landscaping to reduce traffic speeds; and redesigning and increasing parking.

The **Bird Rock MAD** was formed to maintain the public landscaping portion of the City traffic-calming improvements following petitions and an official vote of property owners forming the MAD with the BRCCDC as the local manager, selecting a Mediterranean plant palette, and setting an initial assessment of \$90. The MAD was finalized in August 2005 by San Diego City Council certification and approval. A maintenance agreement contract was negotiated with the City.

City traffic-calming improvements took **4 years** to construct at a cost of more than 6.3 million dollars and were completed in mid 2009. The MAD and BRCC Board engaged an independent consultant for management of day-to-day and other MAD operations including ensuring compliance of contractors and subcontractors with the numerous City requirements, ensuring financial compliance, and performing daily, bi-weekly, and quarterly inspections and other management tasks. A City-approved, licensed landscape maintenance provider was chosen for regular landscape and irrigation system maintenance, selected public right of way clean up, and other services.

During City quarterly Bird Rock MAD inspections, the City reviews water usage; inspects the landscaping, irrigation, and MAD-maintained trees; and evaluates contractual requirements as well as traffic calming, safety, lines-of-sight, and maintenance issues. The MAD has received excellent reports following each inspection. All MAD contractors, subcontractors, service providers, and suppliers are required to be licensed and properly insured and must adhere to the City's living wage and equal opportunity standards and other stringent policies and reporting requirements. City bidding and procurement procedures must be followed.

The Bird Rock traffic calming project has been nationally recognized as a successful road redesign and is one of seven nationwide roads redesign examples of a successful conversion to a safer street. According to urban planning website Strong Towns, after implementation of the roundabouts, the traffic count remained the same but the average speed limit was reduced from 40+ to 20 MPH, noise levels were reduced by 77%, traffic crashes were reduced by 90%, and retail sales in the adjacent business area was increased by 30%. Neighborhood walkability improved. Parking was increased. The Mediterranean palette landscaping was and is a vital component of traffic calming.

The Bird Rock MAD mediterranean landscaping is very effective and very tolerant of vehicle emissions, salty sea air and foggy conditions, dry Santa Ana and windy conditions, reduced watering, and also pet intrusions, drive-overs, and pedestrian incursions.

The condition of the MAD landscaping has further improved due to excellent management by Matt Mangano and efforts of the local landscape service provider, Urban Landcare. Both contracts were renewed and future annual renewals are anticipated based upon superior performances.

Irrigation systems are regularly tested to assess function and detect leaks and problems. Repairs occur promptly following vandalism, accidents/drive-overs, weather, and other damage. Scheduled replacement and upgrade of the irrigation controllers and systems is ongoing.

The landscape plants are healthy and very tolerant of vehicle emissions and animal and people activity. Plants are monitored and pruned on a regular basis to meet height limits and line-of-sight visibility code requirements, to promote traffic calming and improved pedestrian and vehicular safety, and for plant health and aesthetics. The organic mulch and river rock perimeters have markedly improved water conservation, reduced ambient temperatures in landscape areas, and provided better protection for the irrigation systems and plants, particularly when drive-overs occur. Strategically placed rocks and vegetation have improved pedestrian safety, reduced drive overs and irrigation damage, protected plants, and thwarted parking in landscape areas. The yellow-painted, perimeter roadway stripes and reflectors increase traffic calming and visibility of the roundabouts, medians, and splitters and need reinstallation by



the City in some locations.

The landscape service performs scheduled cleanup of certain public right of ways, such as drainage ditches, crossing ramps, brow ditches, and gutters. Illegally dumped debris and illegally placed signage are removed and/or reported. Contracted trash collection from a limited number of MAD-provided waste containers and landscape areas is transported to the City dump on a weekly basis. The bird-proof trash containers have eliminated bird-caused littering. The City Transportation Dept. also collects trash from three City containers.

The MAD maintains a long-term water usage reduction of 45% since 2013 when City water usage restrictions were implemented requiring a 16% reduction in comparison to the 2013 base year. Water usage is monitored using readings provided by the City of San Diego Water & Wastewater Services Dept. Due to last year's wetter than usual winter and spring and water conservation efforts, the current water usage remains at about 54% of the 2013 level and reflects a savings on utility costs. With increasing water costs and decreasing water availability, the Bird Rock MAD is proactively continuing efforts to reduce water usage and comply with City restrictions and water conservation policies. Virtually all of the landscaping is drought-tolerant. Established plants require less water as they mature. The organic and river rock mulch has increased water retention.

Quarterly City Parks and Recreation Department inspections of the MAD are required by the Agreement between the City of San Diego and the BRCDC and are important for ensuring that the MAD is performing in accordance to its agreement and is meeting or exceeding City mandated standards. The Bird Rock MAD has received excellent reports following each quarterly inspection.

Maintaining healthy trees is a responsibility of the Bird Rock MAD and an increasingly important part of the City's Climate Action Plan. Annual specialized pruning and health inspections of MAD-managed street and median trees are conducted by a certified, City-approved arborist service. Additional weekly and monthly tree maintenance, pruning, and shaping by the landscape service promotes disease-free growth, keeps tree canopies away from buildings, removes potential rodent pathways from trees to nearby buildings, and removes attachments, seed pods, and errant branches for visibility and pedestrian and fire-safety reasons. Tree wells and grates are regularly inspected for safety and potential trip hazards which are promptly reported to the City.

Sidewalks are periodically inspected for safety, ADA compliance, and potential trip and fall liability conditions. Sidewalk safety issues are documented and reported to the City. Serious problems that could endanger pedestrians are barricaded and immediately reported.

An amendment to the 5-Year MAD Management Agreement between City of San Diego and BRCDC was executed July 1, 2023, and clarifies the MAD responsibilities for tree wells, reporting of sidewalk conditions, sidewalk maintenance, repair, and replacement and other potential liability issues. The MAD is **NOT** responsible for sidewalk maintenance, repair, or replacement.

While accidents and drive overs continue to impact the MAD area, minor drive overs and accidents caused relatively minor damage. Several more serious accidents caused damage to plants, trees, backflow valves and cages, guard railings, and irrigation systems. Most are the result of distracted or impaired driving and speeding. No documented pedestrian injuries were reported.

Guard rails create a safer walking and driving environment and provide some protection to pedestrians while contributing to traffic slowing as a visual demarcation and deterrent. Per Parks and Recreation Dept. requests for public safety, railings are repaired as expeditiously as possible.

Many service requests have been submitted to the City regarding street light outages, graffiti, potholes, water leaks, potholes, un-licensed kiosks, code compliance issues, and damaged traffic and street signs, pedestrian crossing signs, curbs, and sidewalks. Directly report problems using the City's "Get It Done" app, <https://www.sandiego.gov/get-it-done/>.

Illegal signage, Public Right of Way (PROW) encroachments, and blocked or impaired sidewalk and pedestrian crossing areas are problems. Wide, open, unobstructed sidewalks and crosswalks are safer, ADA compliant, and more inviting for walkers and strollers. According to the San Diego Municipal



Code, signs cannot be placed in PROWs (streets, bike lanes, sidewalks, public landscaping, crosswalks, handicap ramps, roundabouts and aprons, driveway access points, etc. Illegal signage includes signs for open houses, garage sales, and lost animals. "A" frames signs are not allowed and neither are signs with flags and balloons or vertical banners. Concerns include impaired views of pedestrians and traffic, visual distractions and pollution, and emergency response vehicle obstruction.

It is illegal to tape, tie, staple, screw, or nail notices onto street trees, utility poles and boxes, and street or traffic signs or to block the visibility of the traffic signs or create safety hazards. Tape damages the reflective coating on the signs making them less effective and creating a need for costly replacements. Damage to the reflective coating decreases the safety value of the signage.

Roundabout aprons are part of the roadway for use by emergency vehicles, buses, large trucks, etc. A sign on a roundabout apron (a traffic lane) is dangerous and illegal. The City requires MAD areas be kept clear of debris and signage and authorizes removal and disposal of illegal signs.

Dogs are not permitted to be off-leash in public areas including the Bird Rock Joint Use Park behind Bird Rock Elementary School. The San Diego Municipal Code contains regulations about off-leash dogs and where dogs are allowed to relieve themselves. The MAD landscape area is **NOT** one of those locations. Animal waste damages plants. Service providers should deal with animal waste.

The separate Bird Rock MAD financial account contains funds advanced or reimbursed by the City for specific, approved MAD expenditures that fall within an approved expenditure limit. The City-required Annual Independent Audit of the BRCDC MAD financial account for Fiscal Year 2024 concluded in August and determined that proper operating procedures and controls are being followed. The audit report was submitted to the City as required.

City repair of malfunctioning median lights is nearing the end stage after 4 years of efforts by MAD manager Matt Mangano and MAD representative Barbara Dunbar. The problem has been identified as defective or worn-out median light electric drivers. Compatible replacement drivers have been identified and will be tested to determine the best option. A purchase order will be placed, and City installation will be scheduled. Special thanks to Matt for numerous behind-the-scenes efforts.

Various leaking backflows and valves were reported to the City for repair. Several irrigation valves have been replaced or are scheduled for replacement. Irrigation system inspections continue.

Report MAD concerns to MAD manager, Matt Mangano at admin@manganiconsulting.com. Be specific as to location, time of day, and details. Photo documentation is helpful.

The proposed FY26 Bird Rock MAD budget is for the fiscal year ending June 30, 2026, and is similar to the FY25 budget plus an average 4.5 % "cost of living" increase for some categories. Minor changes may be made as updated budget figures and information are received from the City Parks and Recreation Dept. regarding utilities, other projected costs, and estimated income figures. The proposed FY2026 assessment rate is \$110 per equivalent benefit unit (EBU) such as a single family property; a condo (0.7 EBU) would be \$77; an average commercial property would be about \$495. Properties north of Camino de la Costa are not assessed. The protected reserve fund balance accumulates in a City-controlled, interest-bearing account as mandated by state law. Reserve funds cover the reimbursement for the first 6 months of the fiscal year before assessments are collected.

Proposed budget considerations were discussed. Income includes FY 2026 property assessments, San Diego Gas Tax Funds, Reserve Interest, and the General Benefit Offset. Expenses include normal services and supplies and a line item for a proposed Median Lighting Capital Improvement (\$15,000). The deficit will be less due funds from the reserve fund balance and savings due to underbudget FY 2025 expenditures. The Parks and Recreation Dept makes the final review of the proposed budget to ensure that it is within the City-mandated guidelines and that proposed assessment rates and estimated other income cover estimated expenditures.

Unsafe and vandalized benches adjacent to MAD areas will be removed and replaced using specified, restricted regular BRCC account funds and donations for bench replacements.

The meeting was adjourned at 8:02 pm.

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

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

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

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

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

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

Individual/Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Cell Phone Number:		Home Phone #:	
Email Addresses:			
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
I am interested in the following areas:			
<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		

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BIRD ROCK NEWSLETTER

DECEMBER 2024 & JANUARY 2025

RENEW BRCC MEMBERSHIP for 2025

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

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



**MERCHANT APP IS ONLY AVAILABLE
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info@birdrockcc.org

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& Janette Williams

BIRD ROCK NEWSLETTER

Online: birdrockcc.org/newsletters.php

Editor: Barbara Dunbar

Publisher: info@birdrockcc.org

Printed by: North Shores Printery

Website Maintenance: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

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



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

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