

LA JOLLA SHORES ASSOCIATION
Approved Minutes
Wednesday, Mar 9, 2022— 6:00-8:00 pm
VIA ZOOM

Attending: Andi Andreae, Pamela Boynton, Charlie Brown, Dede Donovan, Brian Earley, Janie Emerson, Rick Kent, Terry Kraszewski, Sharon Luscomb, Mary Munk, Ross Rudolph, John Shannon, Phil Wise. **Absent:** Keys Allan, Joe Dicks, Ed Mackey.

Welcome: Introductions & Establish Quorum - Janie Emerson

Approval of the Agenda

MOTION: Approve Agenda with modifications to move Mayor's Rep and SDPD reports right after the minutes

Moved by – Mary Munk 2nd – Janie Emerson
Vote – 11-0-1

Approval of Meeting Minutes

MOTION: Approve minutes of February meeting

Representatives' Reports Part 1:

Mayor's Office – Matt Griffith

Street Lights – Due to high volume of request for repairs regarding streetlight outages, they created partnership between performance analysis dept and transportation dept. creating a data driven database to address the backlog. Uses the GetItDone app data. See the Build Better SD: <https://www.sandiego.gov/buildbettersd> for funding planning.

Janie expressed concern that the new Vending Ordinance takes effect 6/1 except in the beach areas which need CCC approval. The beach areas are concerned there will be a mass of vendors at the beach. We request that the ordinance go into effect at the same time City wide.

Andi Andreea asked if the potholes on La Jolla Parkway could be repaired ASAP. Matt said he would check the data on the Getdone app to see if it has been reported yet.

Moral: to get something fixed, reporting on getitdone is definitely required but may not be sufficient.

SDPD Report - Officer Jessica Thrift and Lt Rick Aguilar

Still have overtime officers working in La Jolla. Also assessing traffic violations and high speed with overtime officers.

Welcome to Jessica Thrift our new Community Relations Officer

Addressing illegal Bonfires

Traffic light cameras were discontinued in San Diego.

Fire pits are removed by Park & Rec during the winter months.

Reports:

President's Report – Janie Emerson –

Vendor Ordinance passed by Coty Council. It is delayed for the required CCC approval in the beach areas

Spaces and Places will be heard by City Council in April.

Board consented to Appointments for Traffic and Transportation – Brian Earley and Ross Rudolph, LJPRC – Angie Preisendorfer, Ted Haas, Matt Edwards, Janie Emerson, and Marouane Abdaoui. CAG – Joe Dicks and John Shannon with Janie Emerson as alternate
SDPD and the Community are working on a full time Beach Patrol Unit.

Treasurer's Report – Charlie Brown gave the Treasurer's report:

Total account balance as of 2/1/22	\$8982.49
Income	\$500.00
Expenses	\$104.40
Account balance as of 2/28/22	\$9378.09.

Secretary's Report – Attendance record of Directors is good at this time. In April we restart the attendance count with new Board.

Public Comment: Non-agenda items (2-minute limit):

A thank you to everyone who supported the Pottery Canyon initiative

Representatives' Reports:

Lifeguard Report - Lt. Lonnie Stephens –

Beach crowds are increasing as we approach Spring Break 3/26-4/3
Scripps Lifeguard Tower at north end is now staffed.
Always swim near a lifeguard
RFP update: 5 Kayak Concessions: LJ Kayak, Hike Bike and Kayak, San Diego Bike and Kayak, Everyday Calif, and Sea Caves Kayak. All are brick and mortar stores.
6 contracted Surf Schools: Surf Diva, American Surf Academy, LJ Surf Camp, Menehune Surf Camp, Surf Education Academy, Everyday Calif Surf School. He could only name 3 that are brick and mortar stores.
Terry asked if lifeguards could monitor boat launch, especially at sunset, for illegal parking/drinking

3rd County District - Cody Petterson
Handles Enhancement grants as a resource

78th Assembly District - Chris Ward's Representative Report – Rachel Granadino
Governor signed Covid paid sick leave bill
Ward is now Assistant Majority Leader in the CA Assembly

39th Senate District – Cole Reed – Not attend

Council District 1 - Steve Hadley

Short Term Vacation Rental (STVR) Ordinance heard by City Council today
Traffic light cameras in San Diego were turned off in 2013
Send Steve copies of GetItDone reports if special action is requested.
A few streetlights coming back on in the Shores

San Diego Park & Rec - Dan Daneri - Not attend

UCSD Representative Report - Not attend

ACTION ITEMS

Cliffridge Park Proposal - T. Wilson (5 mins)

Proposing to add trees along Cliffridge Ave and asking for LJSA support in concept

MOTION: Approve the addition of trees along Cliffridge Avenue as presented.

Moved by – Dede Donovan 2nd – Rick Kent

Vote – 12-0-1

Trees in Kellogg Park - M. Munk (5 mins)

Would like to purchase 2 more Australian tea trees for approximately \$500.

Deferred until next month for a firm estimate of cost.

Ocean Awareness Event 10/15/22 - M. Munk (10 mins)

Family event with interactive educational activities to honor Walter Munk's legacy. Similar to last year's event to create ocean awareness.

MOTION: Approve Ocean Awareness Event on 10/15/22 from 10am to 4pm in Kellogg Park.

Vote – 12-0-1

Village Visioning Committee Update for La Jolla - T. Wilson

Looking at Master Plan for streetscapes for all of La Jolla. Reallocate and beautify the public Rights Of Way (ROW). Includes roundabouts, parking, trees, and crosswalks.

MOTION: Allow Phil Wise to work with Trace on possible improvements to La Jolla Shores Dr.

Vote - 12-0-1

2nd Annual Enhance La Jolla Day April 23rd - Enhance La Jolla

Enhance La Jolla 2nd Annual Event to showcase all the La Jolla Community Groups. At the Plaza in front of the newly renovated Museum of Art Each community group will have a table for their organization. To represent LJSA will be: Brian Earley, Sharon Luscomb, and Ed Mackey

Election Committee Report - C. Brown

The new registration system works well for the election.

All 5 candidates who ran have been elected.

Count was:

Ross Rudolph 30

Andi Andreae 29

Brian Earley 28

Phil Wise 23
Chuck Merriman 22

Congratulations and thank you for offering to serve on the Board of Directors.
New Directors will be sworn in at the April meeting
Election Committee members are now the Nominating Committee. They will present
Officer recommendations to the Board for the next fiscal year at our April meeting.

Committee Reports:

Beach Fires Ad Hoc Committee – Andi Andreea –

Meeting by San Diego Air Pollution Control District tomorrow to set up
participation plan.

La Jolla Shores Business District - Terry Kraszewski –

Thanked neighbors for their support of all the small businesses in the Shores.
Also thanked the businesses for keeping the area clean.
Co-owner of Shorerider, Joe Ebner died unexpectedly this week.

Friends of La Jolla Shores - Mary Munk –

Nothing new

Shores Outside Dining – Phil Wise

Thanked Janie and everyone who helped setup the outdoor dining event. It is a
model for San Diego.

Traffic & Transportation – Ross Rudolph –

Coast Walk trail improvement progressing

Land Use:

LJSPDO & LJSPRC – President – 4 projects, 2 approved, 2 postponed.
LJCPA – John Shannon – 2 projects pulled.
Discussion about La Jolla Shores Planned District Advisory Board (LJSPDAB)
and whether to continue that Board, or fold into La Jolla Shores Permit
Review Committee (LJSPRC).

Meeting Adjourned at 7:40 pm.

Next meeting: Wednesday, April 13, 2022 at 6:00 PM Via Zoom

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