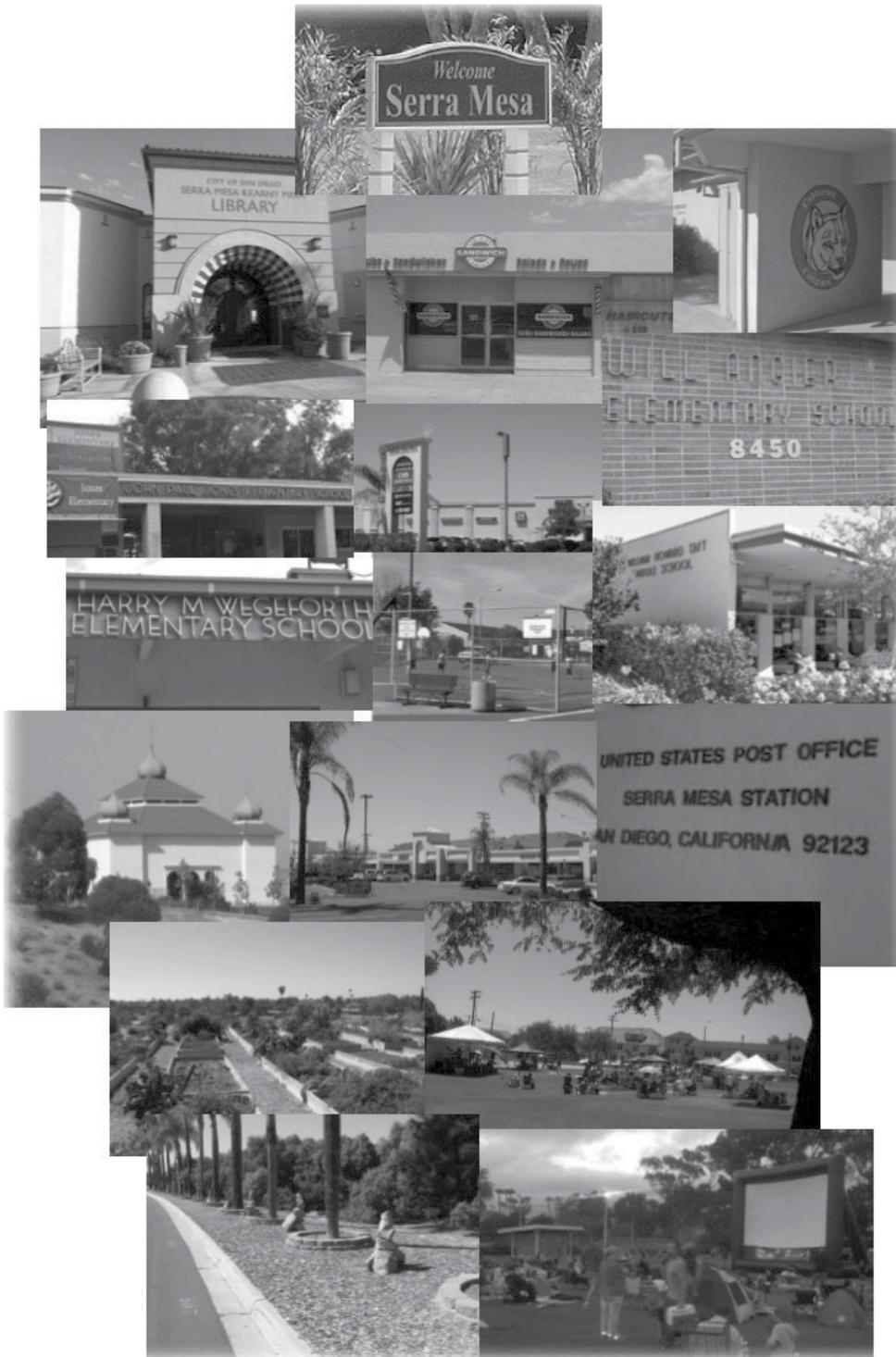


serra mesa observer

PUBLISHED BY THE SERRA MESA COMMUNITY COUNCIL

VOLUME 28, ISSUE 2 MARCH / APRIL 2014



www.SerraMesa.org

You are invited to participate in the
Serra Mesa Community Council
Wednesday, March 26
6:30 pm
*Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive*

Serra Mesa Community Council
Wednesday, April 23
6:30 pm
*Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive*

Neighborly People
and Friendly Businesses
Living and Working Together

Serra Mesa Community Council Board Officers

- Carl Demas.....(858) 565-2473*
President
- Debbie Campbell..... (858) 565-2473*
Vice President/Community Events
- Andrea Eaton.....(858) 565-2473*
Treasurer/Community Events
- Michael Hudon.....(858) 565-2473*
Secretary

Board Members

- Jackie Ander.....(858) 565-2473*
Friends of the Library
- Pat Brownyard.....(858)565-2473*
Welcome to Serra Mesa
- Jon Cima.....(858)565-2473*
Community Events/SM Recreational Council
- Gloria Espeseth.....(858)565-2473*
Education
- Richard Hoot.....(858)565-2473*
Community Maintenance
- Annemieke Frost Hutchinson.....(858)565-2473*
Neighborhood Watch/Community Events
- Tom Leech.....(858)565-2473*
Current Issues
- Cindy Moore.....(858)565-2473*
Special Projects/SMPG
- Elizabeth Rice.....(858)565-2473*
Media Coordinator/Marketing

Appointed Positions

- Bonnie Hough, Monica Fuentes.....(858)565-2473*
Friends of Ruffin Canyon
- Melissa Cima.....(858)565-2473*
Observer Staff
- Myra Webb.....(858)565-2473*
Subscription Records
- Ronda Adams.....(858)565-2473*
Observer Editor
- Marge Demas.....(858)565-2473*
Mailing Coordinator
- Cindy McIntyre.....(858)565-2473*
Observer Staff/Education
- Jennifer French.....(858)565-2473*
Observer Staff

**Contact by calling (858) 565-2473 & leaving a message.*

Serra Mesa Observer is published bimonthly by the Serra Mesa Community Council with a circulation of approx 800. Annual fees: Household...\$15 Sponsor...\$25 Benefactor...\$50

For subscriptions and ads, call (858) 565-2473
Council doesn't endorse ads.

Articles, Ideas, & Upcoming Events for the Observer are welcome. Editor reserves right to edit articles. For articles, email Ronda Adams - rondakadams@msn.com

Deadline: May / June Edition...April 19th

P.O. Box 23315, San Diego, CA, 92193
<http://www.serramesa.org>
communitycouncil@serramesa.org

SERRA MESA COMMUNITY GROUPS

- Serra Mesa Community Council (858) 565-2473
e-mail: communitycouncil@serramesa.org
- Serra Mesa Planning Group (858) 565-2473
e-mail: smpg@serramesa.org

ELECTED OFFICIALS

- Board of Education Kevin Beiser (619) 725-5550
- City Councilmember Scott Sherman (619) 236-6677
- Mayor Kevin Faulconer (619) 236-6330
- County Supervisor Ron Roberts (619) 531-5544
- State Assemblymember Toni Atkins (619) 645-3090
- State Senator Marty Block (619) 645-3133
- Governor Jerry Brown (619) 525-4641
- U.S. Representative Susan Davis (619) 448-5201
- U.S. Senator Dianne Feinstein (619) 231-9712

CALENDAR OF COMING EVENTS

Mar 11	Friends of Serra Mesa-Kearny Mesa Library 5:30 p.m., Serra Mesa-Kearny Mesa Library, Sudberry Room
Mar 12	Serra Mesa Recreation Center Council Meeting 6:30 p.m., 9020 Village Glen Drive
Mar 20	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Mar 24	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Mar 26	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Apr 5	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Apr 17	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Apr 23	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Apr 28	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr
May 3	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon

Serra Mesa Enhancement Committee meetings - write to P.O. Box 23315, San Diego, CA, 92193.

In This Issue...

SMCC Community Forums	1
Community Phone Numbers, Calendar	2
President's Message	3
Memorable Serra Mesa Scenes	4
New North County Campus SDCE, SM Rec Center	5
What's Happening at Wegeforth?	6
Important Phone Numbers, Ice Plant Removal, Spring Fest	7
School Safety Patrol Colonel Alia Stavola	9
SMPG	10
SMCC New and Renewed Members	11
Education Update, SMEC	13
Serra Mesa Soccer Team Dominates	14
Serra Mesa-Kearny Mesa Branch Library	15
SMCC Subscription Application	17
Graffiti Affects all of us	20

PRESIDENT'S MESSAGE



Spring has sprung and your SMCC Board and Council are in full swing. As of February 17 we will have elected new officers to our new board. We have 2 new council members in Cindy McIntyre and Michael Hudon, welcome old and new board members.

For those of you who are active in your home gardens as well as our own Serra Mesa Community Garden and Orchard and are looking for a place for those abundant citrus or garden harvests, our pantry is collecting food and issuing it to our neighbors. Distribution is every Wednesday from 10 a.m. until 2 p.m. and the 2nd Saturday of every month with the same hours. Luisa Johnson, our pantry coordinator, has expertly guided the crew and food to those of our community who are in need. If you need to reach Luisa, you can call Mission Village Christian Fellowship at 858-278-2633 ext 13 and leave a message. I was talking to one of our gardeners who told me that last year she and her

husband donated 240 lbs. Some garden huh?

As many of you know, we looked into the needs of our neighborhood and that is how the pantry came about. To support the pantry we started the garden and orchard. And now we are finding, as some of our longtime residents have, that an aging community has a need for helping seniors stay in their homes. We are finding that as we live longer, we require services that assist us to stay active and purposeful longer. None of us wants to be a burden on our children or relatives so we are looking into the village concept of helping each other. Some are still active enough to do their own shopping and cooking as well as taking advantage of their physical fitness and even driving to maintain their own medical care. The concept is that they would assist seniors or community members needing assistance for as long as they can. When they are unable, the community volunteers would perform services on an "as needed" basis. As we age we are less able to care for ourselves but are still active and able to take care of ourselves at home. No one wants to go to an independent living or assisted care facility any sooner than necessary. As couples, there is usually one who can be a "caretaker" for the other. Many assisted living homes do not allow couples to stay together when one is unable to care for their needs.

Perhaps many of you were able to view Brian Williams on NBC Nightly News who talks about his in-laws and their neighbors

who formed "Staying Put in New Canaan" in CT. You can get more information by going to: <http://www.vtvnetwork.com>. I would like to put out an invitation to all persons living in our community to assist us in forming this network as the more who are involved, the better it will be. We all have something that we can offer even if only advising us of what services they would like. With the cost of senior housing and care escalating, it is my thought that those of us who can make choices would like to be as independent as possible for as long as possible. You can get involved by calling our council board number of: 858-565-2473 or email us at communitycouncil@serramesa.org. Ask for Carl Demas so that your message can be directed to me. I, in turn, will coordinate with a committee who will set up this service.

As you can see we look forward to a busy and fulfilling year. Please consider joining our board and being part of our continuing effort to keep Serra Mesa the best village in San Diego. If you want a say for something irritating you or if you just want to stay connected make sure you attend our SMCC Council Meetings on the 4th Wednesday of every month except July and December when we do not meet. To make sure you know what is going on either sign-up for our email notification at communitycouncil@serramesa.org or view it online at www.serramesa.org. Click on Community Council or whatever your choice and stay informed.

Carl Demas, President

MEMORABLE SERRA MESA SCENES – DO YOU RECOGNIZE THEM?

By Tom Leech

Serra Mesa has some special scenes that readily catch your eye when you see them. That is, IF you see them. We're showing several such memorable buildings, objects, places, gardens, etc. in this continuing series. Do you know or have walked up or down on this set of wooden steps? They play a valuable role when you might be taking an off street stroll. For the answer, go to page 8. (And do you have a memorable scene for us to present? Contact Tom at www.outdoorssd@aol.com with your suggestion.)




SERRA MESA DENTAL
Gentle Personalized Care
JOSEPH S. SPARROW DDS
 3292 SANDROCK RD
 SAN DIEGO, CA 92123
 (858) 277-7474
 SERRAMESADENTAL.COM

JUST SMILES.



From Concept to Completion
 18 years strong Serra Mesa
 Video Production Company
 Venue Filming*Music Video Production*Video Montages
 Media/Marketing Relations
 Ask for Liz: emlmedia@yahoo.com

St. Columba Catholic School
 50 years of Catholic Education
 Teaching hearts, minds, and souls
 School phone: 1(858) 279-1882
 Website: stcolubaschool.org
 FaceBook page: St Columba Catholic School

†

St. Columba Catholic Church
 Church email: stcolumbarectory@sbcglobal.net
 Church Phone 1(858) 277-3863

Marvin Sloben
 Photographer
619.239.2828
Msloben@san.rr.com



3026 North Park Way • San Diego, CA 92104



WORLD CULTURAL FESTIVAL

INSPIRING UNITY THROUGH DIVERSITY

- » Join us as the San Diego community gathers in celebration of our rich and diverse history of providing adult education in San Diego for 100 years.
- » Visit sdce.edu for more information about the World Cultural Festival on Saturday, May 17 and to see a current class schedule.

SAN DIEGO CONTINUING EDUCATION



Serra Mesa Recreation Center

9020 Village Glen Dr.
(858) 573-1408

1:00 - 8:00 p.m., Monday, Tuesday, Thursday
1:00 - 9:00 p.m., Wednesday
2:00-6:00 p.m., Friday
10:00 a.m. - 4:00 p.m., Saturday
Closed Sunday.

Community Sports Information:
A.Y.S.O. Soccer: (858) 268-5880
N.Y.S. Soccer : (858) 973-6101
SD United Soccer: (858) 457-4625
Serra Mesa Senior Softball:
(858) 279-4283
Serra Mesa Little League: (858) 279-8361

Serra Mesa Recreation Council meets on
March 12th and May 14th at 6:30pm

Buy. Sell. Short Sales.
Investment Properties. Property Management.



Jason LaMell - Realtor
Firerock Real Estate & Investments
619-300-5697

jason@firerockrealestate.com
www.firerockrealestate.com

CA DRE # 01861043

Work with your neighbor who knows the neighborhood.
Jason LaMell - Serra Mesa resident

Gethsemane Lutheran Church



Gloria Espeseth
Pastor

www.gethsemanesd.org

2696 Melbourne Drive Worship 9:30am
San Diego, CA 92123 (858) 277-6572

Endodontics Crowns Cosmetics
Prosthodontics Implants

WILLIAM E. LARSON, D.M.D.
AERO DENTISTRY

3755 Murphy Canyon Rd. #D
San Diego, CA 92123

Tel: (858) 277-2999
Fax: (858) 277-3086



Carl J. Demas
President

Go Now Travel, Inc

Your Tour, Cruise, Rail, Hotel, Air & Travel Insurance Expert

858-598-6088
858-598-6077
MyTravelGuy@san.rr.com
www.gonowinc.com

3125 Melbourne Drive
San Diego, CA 92123
CST: 2093448-40

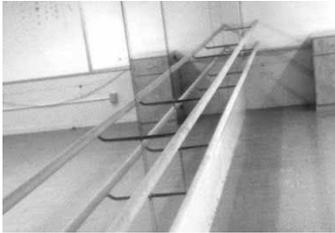
WHAT'S HAPPENING AT WEGEFORTH?

Spring is in the air at Wegeforth! So many things are happening!

In mid-January, the repainting of our school began. It's always amazing to see what fresh paint does to a building and to people's moods. Our school is beginning to look Spring-fresh with our new color scheme and new-looking buildings. The project will last at least another month, as the painters are nearly to the detail portion of the job. Please come by to see what a difference it makes!

During the month of January, our entire school entered the Great Kindness Challenge. All students were challenged to do 50 acts of kindness, they read books about kindness, and many of our conversations around campus included the topic of being kind to one another. In February, we began working on building our courteous behaviors, using proper manners at all times, taking turns appropriately, and reminding each other to be kind and courteous to others at all times. In March, we plan to focus on perseverance, the character trait of sticking to task, no matter how difficult, to completion while putting forth our best effort.

The construction on our Dance Studio is nearly complete. It's taken a bit longer than we had anticipated, but it will be beautiful when finished. We have a full mirrored wall, two levels of ballet bars and are having the large speakers mounted on the wall above the mirrors. We have a beautiful new cabinet to house the sound system. It's coming together very nicely!



Our Student Council held a food drive during the last week of January to benefit the Serra Mesa Food Pantry. We held a contest for the two classrooms that collected the highest number of donations: they each got to spin our prize wheel! Our winners were Mrs. Ross' K/1 class with 103 donations, and Mrs. Caradonna's 3/4 class with 131 donations. Each class won an additional 5 minutes of lunch recess, which the kids were all thrilled about. Additionally, the folks at the Serra Mesa Food Pantry were ecstatic about the amount of food that was collected by the Wegeforth students. They told us that this was the most successful food drive by far! We filled 4 large barrels with food.



Our Student Council sponsored more Spirit Days, which are always lots of fun. In January, we revisited the disco era of the 70s and in February became hippies from the 60s. We'll all be nerds in March, then we get to go crazy in April on Crazy Day. In May, we all get to dress up in our favorite sports teams' colors. So each month, we all get to have a little fun on Spirit Day.

In addition to sponsoring the food drive and Spirit Days, our Student Council will be holding a fundraiser during the months of March and April. Spring candy and cookies will be sold. These proceeds are used for our behavior incentives primarily, but can also be contributed to classroom field trips and other school-wide programs.

IMPORTANT PHONE NUMBERS

Abandoned Vehicles & Police Non-Emergency	(619) 531-2000
Airport Noise - Montgomery Airfield	(858) 573-1436
Animal Control	(858) 236-4250
Bus & Trolley Schedules	(619) 233-3004
Canyon Cleanup	(619) 533-4411
Child Abuse Hotline	(858) 560-2191
City Clerk - Docket Information	(619) 533-4000
Crime - General Business	(619) 531-2000
Crime Stoppers	(619) 235-8477
Dead Animal Removal	(858) 492-5060
Emergency Information - Earthquake	(858) 565-3490
Fire Department - Non-emergency	(619) 533-4300
Flies & Vermin	(858) 694-2888
Graffiti	(619) 525-8522
Hazardous Chemicals & Waste	(858) 694-7000
Health Violations	(619) 338-2222
Kearny High Alumni Association	(619) 699-0886
Litter - City Owned/Private Property	(858) 492-5055
Meals On Wheels	(619) 260-6110
Neighborhood Code Compliance	(619) 236-5500
Barking Dogs, Code Violations, Noise, Safety	
Police Department - Eastern Division	(858) 495-7900
Post Office	(800) 275-8777
Poison Control Center	(800) 876-4766
Rape /Domestic Violence Hotline	(858) 272-1767
RSVP (Retired Seniors Volunteer Patrol)	(858) 495-7990
Senior Citizen Services	(619) 236-6905
Serra Mesa Library	(858) 573-1396
Serra Mesa Recreation Center	(858) 573-1408
Sidewalk Repair	(619) 527-7500
Stadium Manager	(619) 641-3101
Stadium Security & Noise	(619) 641-3150
Stolen Property/Bicycles - To Report	(619) 531-2000
Storm Drain Misuse	(619) 235-1000
Street Repair - Faded signs, pavement	(619) 527-7500
Traffic Signal Maintenance	(619) 527-8650
Water Leaks - City & Private	(619) 515-3525
Weeds	(619) 533-4444
Zoning/Permits - Questions &Violations	(619) 446-5000

Ice Plant Removal – Serra Path

Ice plant forms a thick mat that destroys native plants. While previously believed to be a good fire resistant plant there's lots of dead plant material found under the top live layer. Additionally, the shallow roots of ice plant limits it's effectiveness at preventing soil erosion on hillsides.

In an effort to encourage the growth of native plants and to prevent the further spread of this invasive plant, volunteers are removing the ice plant along the path between the Serra Mesa Recreation Center and the Serra Mesa-Kearny Mesa Library and in the adjacent canyon area. The piles of removed ice plant will be transported by volunteers to dumpsters during the Creek to Bay Cleanup event on April 26.

If you wish to help with the ice plant removal effort and/or with the Creek to Bay event, email Cindy at communitycouncil@serramesa.org. This is easy, but very dirty work, primarily conducted on flat ground. Good opportunity for exercise and comraderie!



St. Columba School's
"Springfest"
Carnival & \$1,000 Opportunity Draw
 will be held at
3365 Glencolum Dr., Serra Mesa
April 5th 10AM-6PM.
Food & Game Booths
Entertainment & Inflatables.
For \$1000 Opportunity Draw Tickets \$10 ea
or Business Booth Sponsorships \$25-100
Please call 858-279-1882



St. Columba Parish
 3327 Glencolum Drive
 San Diego, CA 92123
 (858) 277-3863

Sunday Mass	7:30, 9:30 a.m. & 5:30 p.m.
Saturday	8:00a.m. & 5:30 p.m.
Mon-Fri.	7:00 a.m.
Holy Days	Please call the church for schedule

STEVEN C. POSTON ELECTRICAL

Your Neighborhood Electrician



Steven C. Poston
 Owner

License # 911683
 State Certified
 Commercial-Industrial-
 Residential

(619) 204-1596
postonelectric@yahoo.com



continued from page 6

On February 19, 2014, we held our annual Jump Rope for Heart, which is a fundraiser for the American Heart Association. This year, our PTA sponsored this event and did a fantastic job. Online alone, we collected over \$200 for the American Heart Association. This event was very fun – the entire school gathered on the primary playground and we all jumped for about 30 minutes – even I jump-roped.

PTA also sponsors a Dine Out fundraiser each month. We have been eating well while raising money for our school! In January, we enjoyed the wonderful seafood at Rubio's and in February we were able to spend some quality time at Islands with our families. Our PTA is able to raise approximately \$200 per Dine Out, which helps with classroom supplies, field trips as well as fun activities like Field Day.

“Wegeforth will have Transitional Kindergarten next year! Kindergarten and Transitional Kindergarten enrollment will begin on Monday, March 3, 2014. Please call or come by to schedule a tour of our school.”

The Wegeforth community wishes each and every person in the Serra Mesa area a happy Spring.

Yours in education,
Lori Sandoval
Wegeforth Principal

(Answer from page 4)

You will only recognize these wooden steps if you get off the main streets and habitat sections of the Serra Mesa community. If you occasionally explore our many options for hiking into the canyons, you likely know these are wooden steps on the trail in Ruffin Canyon. This is the canyon that starts on either side of Taft Middle school on Gramercy Drive. You'll find this a rewarding and not too strenuous hike, with a good start from where Ruffin Road dead ends at Gramercy (on weekends there's ample parking in the Taft lot).

Enter past the trail marker and take the leisurely stroll around the Native Habitat Garden, the product of Friends of Ruffin Canyon, headed by Bonnie Hough. Then head out along the obvious trail passing by Taft and after about ten minutes (depending on how much time you spend admiring the scenery), there's this set of wooden steps.

Once down the steps you have several options: (a) keep strolling with Taft on your right, cross the creek and arrive up onto the marked Gramercy trail entry west of Taft; (b) continue downward into the canyon to where the Shawn Canyon trail comes in from the left, turn around and return to where you started (i.e. back up those wooden steps); (c) head up Shawn, arriving at Mission Village Drive then walk along the street back to your entry; (d) continue heading down the rock-filled stream bed to Friars Road by Costco.

Whichever you choose, you'll enjoy many memorable scenes and perhaps a new acquaintanceship with one of our main canyons. For more info about the Friends of Ruffin Canyon, who invite you to join them on their various trail and canyon upgrades, visit their web site at <http://www.serramesa.org/friends-of-ruffin-canyon/>



Serra Mesan Tom Leech does explore our community a bit. He's the author, with Jack Farnan, of *Outdoors San Diego: Hiking, Biking & Camping*. And for further tips about exploring our local and international worlds, visit www.outdoorssandiego.com. Note: as trail hiking can be tricky, you're responsible for your own safety.



SCHOOL SAFETY PATROL COLONEL ALIA STAVOLA

Jones Elementary School 5th Grade student, Alia Stavola, was nominated for the highly coveted and prestigious title of Colonel for the School Safety Patrol (SSP). This is a yearly competition between 88 City of San Diego schools which qualify to participate in the School Safety Patrol program.

Alia was nominated from about 2,000 School Safety Patrol members in the City of San Diego. Only 15 made it to the nomination evaluation panel finals which were held on December 17, 2013, at the San Diego Police Department (SDPD) Historical Museum. Alia won the competition!! Alia and the other runner ups were publicly promoted at the SDPD's 78th Annual Holiday Party held December 21, 2013, at Madison High School. Alia was recognized as the SDPD Colonel, along with the second in command Lieutenant Colonel Sonata Simomatis-Boyd, and 13 other runner ups who were promoted to the rank of Major at the awards ceremony/Holiday Party.

Attending and recognizing Alia for her accomplishments were our Chief of Police Chief Lansdowne, and Assistant Chiefs, along with School Chief of Police Littlejohn, City Council members Marti Emerald, Sherri Lightner, Alia's family members and over 800 of Alia's School Safety Patrol peers.

Alia is now a (Full Bird) Colonel which is the highest ranking School Safety Patrol Office in the entire City of San Diego!

Alia's position comes with additional duties throughout the year at selected events, where she will speak about her goals in life and she will lead guests in the Pledge of Allegiance, and more. Alia's first event will be a Woman in Blue luncheon on March 5, 2014.

SERRA MESA PLANNING GROUP NEWS

The Serra Mesa Planning Group (SMPG) is officially recognized by the City and makes recommendations on land use issues to the City. SMPG meets the third Thursday of the month, 7 pm, at the Serra Mesa-Kearny Mesa Library, 9505 Aero Drive. The next meetings are March 20 and April 17. To contact us, email smpg@serramesa.org.

On March 20, 2014 SMPG will conduct an annual election for six board members for two year terms. Anyone who is at least 18 years old, affiliated with the community as a property owner, resident of Serra Mesa, or a local Serra Mesa business person and who has attended two SMPG meetings is eligible to be elected. The City provides training. See <http://www.sandiego.gov/planning/community/resources/cow/index.shtml>. Please contact us if you wish to be included on the ballot.

Summary of February 20 Meeting

Sprint, SDGE Tower, 8320 Phyllis Place – Presentation by Kevin Moe, SureSite Consulting Group. Description:

Neighborhood Use Permit (NUP)/ Neighborhood Development Permit (NDP), Process 2, for a Wireless Communication Facility consisting of two panel antennas and two Remote Radio Heads attached to an SDGE transmission pole located west of I-805 and south of Phyllis Place. Associated equipment is located within a 334-square foot enclosure. Modifications to the equipment are being proposed.

SMPG voted to support the proposed modifications.

Civita – Mark Radelow, Sudberry Properties, provided an update and answered questions.

Sandrock Road Diet Plan – Presentation by Esmerelda White, City of San Diego. Project Description: Sandrock Road from Aero Drive to Gramercy Drive eliminate one travel lane in each direction and install Class II bicycle lanes with buffers in each direction. Also, there were two options

- Option 1: Install Class II (bicycle lane) with buffers between Murray Ridge Rd to Gramercy Drive and install Left Turn Pockets at Murray Ridge Rd and Gramercy Drive.
- Option 2: Install Class II (bicycle lane) with buffers and remove parking between Murray Ridge Rd to Gramercy Drive and install Left Turn Pockets at Murray Ridge Rd and Gramercy Drive

SMPG voted to support Option 1 and requested a protected permissive left turn signal north and south on Sandrock at the Sandrock/Murray Ridge Road intersection. This means that there would be a left turn phase (green arrow) and at the green light cars would be permitted to make a turn, also.

Continuing Items

AeaLAS Charter School Conditional Use Permit (CUP), 9160 Gramercy Rd (former Guild Mortgage Building) – SMPG is waiting for staff comments and the completion of documents before making a recommendation to the decision maker, a Hearing Officer.

Maintenance Assessment Districts (MAD): Description: “A Maintenance Assessment District (MAD) is a legal mechanism by which property owners can vote to assess themselves to receive enhanced maintenance, landscaping, and lighting services. These services are above and beyond the City’s baseline general services.” The amount will vary with each MAD and the needs of the community. The community determines their needs. There’s a very involved process described at <http://www.sandiego.gov/park-and-recreation/pdf/madformationhandout.pdf>. and <http://www.sandiego.gov/park-and-recreation/general-info/mads/mad4.shtml>.

***Serra Mesa Community Council Welcomes
January / February New and Renewed Subscribers***

Mary Lou Allgire	Karen Kealy	Manuel & Terry Sablan
Joseph & Sandra Amador	Bonnie Hough *	Frank & Ruby Scott
Jackie Ander	Beverly Huber	Maria Seabourne
John & Kathleen Andrews	Warren & Mary Johnson *	Duane Shockey
Robert & Carolyn Barr *	David & Helen Johnston	Craig Smith
Pat Baumgartner	William A. Jones *	Donald & Dorothy Smith
Larry & Sharon Bay **	Arno & Else Kikillus	John & Patsy Smith
Tamara Bentz	John & Margaret Kim *	Larry & Kathy Sterling
Doris Boyd *	Marjorie Kramer	Mike Sumber
Jan Brooks	Michael & Susan Lauer	Justin & Sara Turner *
George & Pat Brownyard	Larry & Billie Little	E Proctor/J Vigil
Ray & Evelyn Buttles *	Paul & Geraldine McClure	Herm & Joan Wagner
Sherrie Caradonna	John & Joan McManus	Pat Warner/Geer Morton
Bart Caravantes	Brian & Dolores McPherson	Trevor & Suzanne Wells
Keith & Purita Chambers	Wally & Dawn Moeller	Charles West *
Doug & Kathie Conklin **	Cindy & Paul Moore	Carol Windham
Marcy Debates	Robert Moore	Gary & Kim Yadach
Vicki Denardo	Wolfgang & Trudi Muilwijk	N.R. Yocum
Debbie Dennison	Bonnie Myles	Sam & Jean Zanin **
Ruby Dickerson	Karen & Steve Niemela	
Kira Finkenberg **	John & Barbara Pephens	
Lorraine Freeman	H. I. & M. A. Price	
Diane Gage	Edward & Jacqueline Renger	
Jack & Asako Goddard	John & Naomi Ritz *	
Albert & Louise Haun	Susan Rooney	

Donation: **Benefactor *Sponsor

Observer Renewal

When it is time to renew your Observer, the renewal date is highlighted and stamped, "to be renewed." Also, a postcard will be mailed and, if possible, a phone call is made to remind you. It is greatly appreciated if you pay as soon as you notice it's time to renew.

Maybe you have a special neighbor that you'd like to say "thank you" to, or maybe you have a new neighbor that you'd like to say "welcome." We highly recommend giving a subscription to the Observer (six editions/year). A post card will be sent to the recipient.

Please fill out the enclosed form and send it with your check to P.O. Box 23315,
San Diego, CA. 92193.

continued from page 10

On January 16 at the MAD Subcommittee meeting a list of Serra Mesa needs and desires and their location was compiled. This was a brainstorming session! *The list hasn't been vetted with the community or the City.* For example, there may be items on this list that the majority of the community does not want or that can not be included in a MAD. If you wish to add anything to the list (see list) or to make comments, please email smpg@serrmesa.org. The list will be presented to the City for a determination of which items can be included in a MAD.

Subsequently, the committee will meet again to discuss the items that can be included in a MAD, the areas of Serra Mesa that would benefit from a MAD, and to prepare a report for SMPG to determine future action steps. If there's an area that wouldn't benefit, they wouldn't be included, they wouldn't vote on the MAD (property owners receive a ballot) and they wouldn't pay an assessment if the MAD is established. For example, if there weren't any items listed for Birdland, this area wouldn't be included in a MAD. This is going to be a long process and there will be plenty of opportunity to become involved and if you are a property owner and in the affected area, you will have a vote. If you are interested in participating, please email smpg@serrmesa.org.

List of Serra Mesa Needs and Desires:

Type (Construction would become ongoing maintenance)	Item	Location
Construction	Additional Street Lights	Birdland
Construction	Additional Trees	Murray Ridge Park
Construction	Covered bus stops and trash cans	All
Construction	Gray water system	All
Construction	Improved (accessible) trail	Path from rec center to library
Construction	Improvements (to be determined)	Business area around shopping center
Construction	Investigate adding medians to main streets	Mission Village, Ruffin, Murray Ridge
Construction	Mini-Park	Corner Sandrock/Greyling
Construction	Mural	Wall on Mission Center Road
Construction	Roundabout	Mission Center Road
Construction	Sidewalk on Mission Village Drive	Ronda to Stadium
Construction	Sound walls (due to noise from Civita)	Murray Ridge
Construction	Trees in Medians	Sandrock Road
Construction	Trees in Parkways	All
Construction	Welcome Signs	All
Maintenance	Graffiti	All
Maintenance	Invasive plant removal	Open Space
Maintenance	Trash	All

Update

Broadstone Development – Construction workers will park in the parking structure once it's completed rather than residential streets.

Sandrock Road Resurfacing – The Broadstone developer is coordinating with the City subcontractor to complete their work relating to trucking before the road is resurfaced. Resurfacing should begin by July 2014.

EDUCATION UPDATE

The four high schools that make up the Kearny Education Complex win academic achievement awards, provide high school students the opportunity to attend Mesa College as high school juniors and seniors, and have the rigorous college preparatory curriculum within hands on project based instruction. Now one of the schools has a new name to more adequately describe what they do. One of the first of the college-career academies in SDUSD, the Construction Tech Academy is now the Stanley E. Foster School of Engineering, Innovation, and Design. This Academy provides students with an opportunity to explore careers in construction, architecture, and engineering that lead to college, apprenticeship, or career. EID is part of an initiative called "Project Lead the Way" and as such qualifies for the compact SDUSD has with San Diego State University Department of Engineering. High school students who have a 3.0GPA, have taken at least two Project Lead the Way classes, and meet other requirements are admitted to SDSU College of Engineering. You can get more information by contacting the Kearny School of Engineering, Innovation, and Design at 858-496-8370.



Want to shop locally?

Gethsemane Lutheran Church will have a Parking Lot sale on Saturday, March 15, from 7am to noon. Address is 2696 Melbourne Drive, across from Juarez Elementary.

SERRA MESA ENHANCEMENT COMMITTEE

Please send any code compliance complaints that you would like SMEC to pursue to P.O. Box 23315, San Diego, CA 92193 or serramesaenhancementcommittee@hotmail.com. Our procedure is to send letters to the resident asking for voluntary compliance. We send letters for excessive litter, excessive weeds, graffiti, illegally parked vehicles, illegal signs, and other violations (e.g., noise, fences, home business) on an as needed basis.

Yard Rejuvenation Resources

If you plan to rejuvenate your yard and you need ideas, take a walk through Serra Mesa. You may find the perfect yard and a resident willing to share their experience and the names of their plants. Drought tolerant plants are recommended given San Diego's water shortage situation and the increasing cost of water. Many resources are available to provide assistance in choosing plants.

One resource is the ***Water Conservation Garden*** at 12122 Cuyamaca College Drive West, 619-660-0614, <http://www.thegarden.org/aboutus/index.html>, with five acres of gardens and how-to displays and open daily and without charge to the public.

Other resources are inexpensive **spring garden tours** offered March through May by organizations and in many communities (e.g., Clairemont, Point Loma, Mission Hills, La Jolla, Borego, Encinitas, Coronado, East County, Ramona, Alpine, Fallbrook). To find a tour, pick up a local paper (usually the Union Tribune has a complete listing in March in their Thursday event section) or go online using the terms "san diego garden tours 2014". Examples of tours are the San Diego Garden Native Tour, http://www.gardennative.org/support_tour.html, 858-344-0315 and San Diego Horticultural Society, <http://www.sdhort.org/Events?eventId=814748&EventViewMode=EventDetails>. Remember to bring your camera - it helps preserve the memory of that perfect plant or yard!

SERRA MESA SOCCER TEAMS DOMINATE!

In January, All-Star teams of the Kearny Mesa/Serra Mesa AYSO, had impressive standings when competing in the Area Tournament held in San Marcos! U-12 (under 12 years old) Girls won bronze and the U-14 (under 14) Boys won the silver medal the Area tournament. U-12 Boys and U-14 Girls All-Stars won the Gold medal for Area R AYSO and played Feb. 15-16, 2014 in Garden Grove in the Section 11 tournament. At the Section 11 tournament, U-12 Boys placed fourth out of 64 teams!



U-12 Boys won the Gold Medal



U-14 Boys won the Silver Medal

SERRA MESA-KEARNY MESA BRANCH LIBRARY

March/April, 2014 Events/Programs

Adult Programs

Art Exhibits – The Friends of the Serra Mesa-Kearny Mesa Branch Library present an exhibit of paintings by Christina Volz in the Community Room.

Zumba® Dance/Toning Fitness – Mondays & Thursdays, 1:00 p.m. The Zumba® Fitness program fuses Latin rhythms with easy-to-follow moves. Monday's class includes a half hour of Zumba Dance and a half hour of toning.

Zumba® Gold Fitness – Wednesdays, 1:30 p.m. The Zumba® Gold Fitness program fuses Latin rhythms with easy-to-follow moves. This class is designed for beginners and active seniors.

March 11, 5:00 p.m. Friends of the Library Meeting. Join members of your community to discuss ways to support the library.

March 11, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *The Orphan Master's Son* by Adam Johnson.

March 12, 6:30 p.m. National Management Association High School Speech Contest. Local high school students present their speeches for community members.

March 14, 1:30 p.m. Resume Strategies. This workshop by the San Diego Metro Career Center teaches you the principles for building a professional, attention-grabbing resume.

March 16, 2:00 p.m. Music on the Mesa: Danny Green Trio. Come and enjoy a FREE jazz concert by the Danny Green Trio.

March 23, 1:30 p.m. San Diego Folk Song Society. Join the folk song circle and enjoy free, live music.

March 26, 6:30 p.m. Serra Mesa Community Council. A meeting to provide information and act as a forum for identifying and solving community problems.

March 28, 1:30 p.m. Resume Tune-Up. Learn how to improve the language and layout of your resume in this workshop offered by the San Diego Metro Career Center.

April 8, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *Into Thin Air* by Jon Krakauer.

April 11, 1:30 p.m. Cover Letters & More. This workshop by the San Diego Metro Career Center teaches you the steps to impressive, effective and attention-getting cover letters.

April 15, 6:00 p.m. Friends of the Library Essay Contest Ceremony. Local students present their award-winning speeches for community members.

SERRA MESA-KEARNY MESA BRANCH LIBRARY

April 23, 6:30 p.m. Serra Mesa Community Council. A meeting to provide information and act as a forum for identifying and solving community problems.

April 25, 1:30 p.m. Labor Market in San Diego. Learn how to effectively navigate the San Diego job market in this workshop offered by the San Diego Metro Career Center.

April 27, 1:30 p.m. San Diego Folk Song Society. Join the folk song circle and enjoy free, live music.

Children Programs

Kids Night with Hopscotch Tiny Tots – Tuesdays, 4:30 p.m. Join Miss Kim for music, stories, arts and crafts in a program which is ideal for toddlers and pre-schoolers.

Preschool Storytime – Fridays, 10:00 a.m. Join Grandma Patti for our very popular story time, which is perfect for pre-schoolers and their families.

March 3 & 17, 10:30 a.m. Yoga Storytime for Kids. Toddlers will hear stories and songs while learning yoga poses.

March 5 & 19, 4:00 p.m. Lego Builder Club. Join us to build Lego creations that will be displayed in the library.

March 10 & 24, 10:30 a.m. Preschool Craft. Join us for a fun, easy-to-make children's craft.

March 13, 20 & 27, 10:00 a.m. Music Time for Kids with Cowboy Bob. Come dance with Cowboy Bob as he introduces music and instruments in a show appropriate for all ages.

April 7 & 21, 10:30 a.m. Yoga Storytime for Kids. Toddlers will hear stories and songs while learning yoga poses.

April 2 & 16, 4:00 p.m. Lego Builder Club. Join us to build Lego creations that will be displayed in the library.

April 14 & 28, 10:30 a.m. Preschool Craft. Join us for a fun, easy-to-make children's craft.

April 10, 17 & 24, 10:00 a.m. Music Time for Kids with Cowboy Bob. Come dance with Cowboy Bob as he introduces music and instruments in a show appropriate for all ages.

Apply for a Free Computer!!! Computers 2 SD Kids at the Serra Mesa-Kearny Mesa Library – Classes on January 25 and February 22

The San Diego Public Library and Computers 2 SD Kids are teaming up to provide computers for families with children. Sign-up at the Serra Mesa-Kearny Mesa Branch Library starting on the 1st of each month. Volunteers will guide you through an introductory computer class at the library. Attendance at this class is required before you can receive a computer. Computers 2 SD Kids will give you a Technology Assistance Program application. They will review it and notify you whether you qualify based on your verified income.

SMCC Subscription Application or Renewal Form & Interest/Volunteer Survey

If you are interested in being contacted about any of the organizations listed below and/or you wish to receive a bi-monthly newsletter **or renew** your subscription, please fill out the following information. Return this form to the Serra Mesa Community Council, PO Box 23315, San Diego, CA 92193.

Last Name _____ First _____ E-mail _____
 Address _____ City _____ State _____ Zip Code _____
 Home Phone _____ Work Phone _____ Occupation _____

Subscription Form - Enclosed is my check payable to the Serra Mesa Community Council to subscribe at the following level:

Household (\$15) ___ Sponsor (\$25) ___ Benefactor (\$50) ___

How did you hear about us? _____

Need More Information	Want to Volunteer	Brief Description of Serra Mesa Organizations
<input type="checkbox"/>	<input type="checkbox"/>	Community Council. Sponsors clean-ups, publishes newsletter, liaison between elected officials & the community, meets 10 times/yr. Volunteers needed: Board & special projects. Commitment: varies.
<input type="checkbox"/>	<input type="checkbox"/>	Planning Group. Advises the City on the Serra Mesa Community Plan and land use issues. Volunteers needed. Trained & indemnified by the City. Commitment: 3.5 hours/month.
<input type="checkbox"/>	<input type="checkbox"/>	Recreation Council. Plans, promote, publicizes & helps provide recreation opportunities for citizens in Serra Mesa. Volunteers needed: Council. No training needed. Commitment: 1.5 hour/month
<input type="checkbox"/>	<input type="checkbox"/>	Enhancement Committee. Sends educational letters to residents requesting code compliance. Promotes community improvement. Trained & indemnified by the City. Commitment: 3 hours/month.
<input type="checkbox"/>	<input type="checkbox"/>	Friends of the Library. Provides summer reading program, extra books & tapes, & sponsors special library events for the Serra Mesa Library. Volunteers needed: Board. Commitment: 5 hours/month.
<input type="checkbox"/>	<input type="checkbox"/>	Friends of Ruffin Canyon. Friends of Ruffin Canyon removes invasive non native plants from the canyon and replaces them with natives.
<input type="checkbox"/>	<input type="checkbox"/>	Serra Mesa Food Pantry. Staff the Food Pantry, pick up donated food, coordinate food drives, organize community sponsors. Commitment: varies.

To volunteer for one of the groups listed below call 858-565-2473.

Churches. Volunteer needs, training, & commitment varies with each church.

Education & PTAs. Volunteers needed: school based parent groups, readers/listeners in the schools, & various projects at schools. Training & commitment varies with activity.

Sports (Soccer, Baseball, Basketball). Volunteers needed: referees, managers, coaches, scorekeepers, etc. Training & commitment varies with activity.

Youth Activities (Girls Scouts, Boy Scouts, etc.). Volunteers needed: leaders, sponsors, & volunteers for special activities. Training provided. Commitment varies.

Views concerning the present and future Serra Mesa. Please attach a sheet with issues, suggested goals, and suggestions.

Skills/Experience/Interests. Sometimes an organization needs specialized help. If you wish to volunteer, then please attach a sheet with a list of your skills/experiences.

Serra Mesa Enhancement Committee

The role of the Serra Mesa Enhancement Committee (SMEC) is to provide information, education, cooperation, and assistance in the area of City Code Compliance. After confirming a code violation SMEC sends a friendly, educational letter asking for compliance. In 90% of the cases people come into compliance and cases are not reported to the City. If you have a problem in your area, report the problem with this confidential form.

Request for Investigation

Return form to: Serra Mesa Enhancement Committee,
Post Office Box 23315, San Diego, California 92193

Please investigate this address _____

This is the problem: (give complete details; time of day, license plate of vehicles, type of vehicles, condition of property, owner's or renter's name if known etc.)

(Please use back if necessary.)

Your name (will not be disclosed) _____

Date _____ Day Phone _____ Evening Phone _____

===== for office use =====

ID# _____ Area _____ Contacted complainant _____

Complaint Referred to (specify date)	Action Steps (specify date)
_____ Code Compliance	Second Checker: No Violation, Close _____ Violation _____
_____ Community Policing	_____
_____ Signs	1st Letter: _____
_____ Tree Division	Second Checker: No Violation, Close _____ Violation _____
_____ Vector Control	_____
_____ Vehicle Abatement	2nd Letter: _____
_____ Weeds	Second Checker: No Violation, Close _____ Violation _____
_____ Other	_____
	Thank You: _____ Reopen Previous Case: _____



U-14 Girls won the Gold medal



U-12 Boys placed 4th at Section Tournament

Congratulations to our local teams! AYSO soccer season is in the fall with sign-ups beginning in April 2014. Visit www.ayso780.org for more information.

Serra Mesa Observer
Editor: *Ronda Adams*
Post Office Box 23315
San Diego, CA 92193

PRSR STD
US POSTAGE
PAID
PERMIT 0639
SAN DIEGO CA

Dated Material

GRAFFITI affects all of us.

Here are some helpful phone numbers.

When reporting the graffiti get the address and street name, graffiti cannot be painted over without being specific. If the graffiti is on a business ask to speak to a manager and just say you are a concerned resident. You do not have to leave your name.

San Diego Graffiti Control: (619) 525-8522 and leave a message.

Urban Corps: 1(800) 829-6884 and listen to the message.

Street signs-etc.: (619) 527-7500

SDG&E utility boxes: (858) 650-4041

Postal Mail boxes: (858) 674-0127

Bus benches: (619) 595-7037

Freeways: (858) 467-4042

AT&T utility box repair: (858) 352-8486