

PUBLISHED BY THE SERRA MESA COMMUNITY COUNCIL

VOLUME 27, ISSUE 6 NOVEMBER / DECEMBER 2013

MOVIE NIGHT IN THE PARK A SUCCESS!



For the success story see page 19



www.SerraMesa.org

You are invited to participate in the

Serra Mesa Community Council

Wednesday, November 20

6:30 pm

Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive

Serra Mesa Community Council

No Meeting in December

Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive

Neighborhood People
and Friendly Businesses
Living and Working Together

Serra Mesa Community Council Board Officers

Carl Demas.....	(858) 565-2473*
<i>President</i>	
Debbie Campbell.....	(858) 565-2473*
<i>Vice President</i>	
Andrea Eaton.....	(858) 565-2473*
<i>Treasurer</i>	
Carrie Mundy.....	(858) 565-2473*
<i>Secretary/Special Projects</i>	

Board Members

Jackie Ander.....	(858) 565-2473*
<i>Friends of the Library</i>	
Pat Brownyard.....	(858)565-2473*
<i>Welcome to Serra Mesa</i>	
Jon Cima.....	(858)565-2473*
<i>Community Events</i>	
Kathy Dalton.....	(858)565-2473*
<i>Garden/Pantry Coordinator</i>	
Gloria Espeseth.....	(858)565-2473*
<i>Education</i>	
Richard Hoot.....	(858)565-2473*
<i>Community Maintenance</i>	
Annemieke Frost Hutchinson.....	(858)565-2473*
<i>Neighborhood Watch</i>	
Tom Leech.....	(858)565-2473*
<i>Current Issues</i>	
Cindy Moore.....	(858)565-2473*
<i>Special Projects</i>	
Todd Parsley.....	(858)565-2473*
<i>Small Business Coordinator</i>	
Elizabeth Rice	(858)565-2473*
<i>Media Coordinator/Marketing</i>	

Appointed Positions

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

*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

Articles, Ideas, & Upcoming Events for the Observer are welcome. Editor reserves right to edit articles.
Council doesn't endorse ads.

For articles, email Ronda Adams - rondakadams@msn.com
For subscriptions and ads, call (858) 565-2473

Deadline: January / February Edition...December 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 Interim Todd Gloria	(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

Nov 12	Friends of Serra Mesa-Kearny Mesa Library 5:30 p.m., Serra Mesa-Kearny Mesa Library, Sudberry Room
Nov 13	Serra Mesa Recreation Center Council Meeting 6:30 p.m., 9020 Village Glen Drive
Nov 20	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Nov 21	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Nov 25	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Dec 7	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Dec 19	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
No Meeting	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Dec 23	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr
Jan 4	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
Serra Mesa Food Pantry News	4
New North County Campus SDCE, SM Rec Center	5
Important Phone Numbers, Finding Support/Mental Illness	7
Juarez Elementary School, St Columba, Memorable SM Scenes	8
Cubberley Elementary School, Holiday Lights	9
SMPG	10
SMCC New and Renewed Members	11
Taft Middle School, School Options SDUSD	12
Friends of Ruffin Canyon	13
Serra Mesa-Kearny Mesa Branch Library	14
Jones Elementary, SMCGO	16
Jones Elementary PTA, Wegeforth Elementary	17
Holiday Shopping Tips	18
SMEC, Movie Night in the Park	19

PRESIDENT'S MESSAGE



Can you believe that the holidays are here?

If you are like me this year has just flown by. It seems that the year was just starting and here we are getting ready to prepare for the holidays. It has been an incredible year here in Serra Mesa and we have seen a lot of changes. Our Right Turn Lane (the porkchop) on Sandrock is gone and will be replaced by a dedicated Right Turn Signal. It is our belief that there will be a lane with an arrow so as not to stop the right hand turn traffic. We have a new apartment complex on Aero Drive called Broadstone Kearny Mesa which will have 360 new apartments and some additional traffic and parking issues. We look for completion somewhere in the next 3 years. If you haven't noticed, Rancho Serra Mesa Shopping Center (The Center where CVS is located) has really dressed up their property with new facades and landscaping. The grounds are really decorative and improved. We continue to work on getting a new grocery store and are really close. Hopefully next issue we will be reporting on a new full service grocery store.

Have you noticed the new painted utility boxes in the neighborhood? This was a project sponsored by your Serra Mesa Community Council with the hopes of reducing the graffiti as well as sprucing up the neighborhood. We have done five of these and challenge you to look for them as you drive throughout the neighborhood. If you really like what you have seen, we have an artist on the board, Liz Rice, who knows

a lot of other artists and would be glad to accept your contribution to paint more. The cost is \$150.00 and you have the choice of utility boxes to choose from. If you are so interested, please send in your contribution to: Serra Mesa Community Council, P.O. Box 23315, San Diego, CA 92193 and in the subject portion put Utility Boxes.

If you have visited our Kearny/Mesa Library lately you know that there is a great many books on sale. This is the way we cover those expenses not covered by the City in addition to purchasing new books. While we encourage you to buy the books on sale, we also invite you to join the Friends of the Library. This is a support group that assists the library and librarian to bring you all the outside performers who are constantly providing entertainment for the neighborhood and brings wonderful children's programs. You can join "Friends of the Library" by sending your tax deductible contribution to: Friends of the Serra Mesa/Kearny Library. Next time you are in the Library, ask for a Friends Envelope where you will have the information you need to become a member.

NextDoor.com has been a huge success. Friends and neighbors are able to stay in contact and offer suggestions to those looking for help or have an item to sell. The angry dog that was terrorizing the neighborhood has been put down thanks in part to this website. For those who already are on this site, I hear great things. If you are not familiar with it the site is www.nextdoor.com. I am sure you will benefit from it.

Last but not least we have some openings in our garden beds. If you have a green thumb and would like to plant crops to save money at home or to benefit the Serra Mesa Pantry, you need to contact Karl Doering at karl@smcgo.org. Even if your thumb is not green, we have a lot of pros who can give you some tips and hints to great produce. Many of us are contributing to our Serra Mesa Pantry which is open every Wednesday from 10:00 AM – 2:00 PM and the 2nd Saturday of the month with the same hours. If you find yourself a little short for the month, food is available at the Pantry if you have an address in area code 92123. The address is Mission Village Christian Fellowship at 2650 Melbourne Drive, look for the building closest to

continued on page 3

Melbourne Drive. If you do not need food, the pantry could use your help in donating can goods, non-perishable foods and cash to purchase foods from the San Diego Food Bank. Cash donations are tax deductible by making your check out to Mission Village Christian Fellowship and marking MVCF Pantry on the subject line. An idea of Thanksgiving would be to give a coupon for a turkey to someone who cannot afford one. Either way, we are currently feeding about 350 families in the Serra Mesa area.

Meanwhile, we at the Serra Mesa Community Council wish all a Happy and Merry Holiday season and a Happy New Year!

Carl Demas, President SMCC

SERRA MESA FOOD PANTRY NEWS

THANKSGIVING FOOD DRIVE FOR THE SERRA MESA FOOD PANTRY

Mission Village Christian Fellowship, Gethsemane Lutheran Community, Mary Magdalene Apostle Catholic Community, and City View Church are joining efforts to support a Thanksgiving Food Drive for the Serra Mesa Food Pantry. Please bring food donations to 2650 Melbourne Dr Monday through Friday 9:00 a.m. to 1:00 p.m. between now and November 26 or call Luisa Johnson at 858-278-2633 ext 13 to make other arrangements.

LET'S MAKE THIS THANKSGIVING MEMORABLE.

Donation Suggestions:

Turkey Gift Card	Canned, boxed or fresh Potatoes
Pasta & Sauce	Canned, boxed or fresh Yams,
Turkey Stuffing	Fresh Sweet Potatoes
Canned Vegetables	Cranberry Sauce
Dinner Rolls	Canned Fruit
Canned Pumpkin	Pie Filling
Package Desserts	Candy
Dips and Chips	Crackers
Cookies	

Cash donations help SMFP to purchase food at Feeding America and San Diego Food Bank at good prices. Please make checks out to: Mission Village Christian Fellowship and specify SMFP in the memo line.

The Serra Mesa Food Pantry had an article in the September/October issue of the Observer. The article inadvertently left out the name of Mary Magdalene Apostle Community Church as one of the sponsors of the Serra Mesa Food Pantry. We apologize to MMACC for the oversight since MMACC is known for their generosity to us and thank you!

Sincerely,
Luisa Johnson for Serra Mesa Food Pantry

THANK YOU

ANGIER ELEMENTARY SCHOOL

For the successful food drive to benefit the Serra Mesa Food Pantry,
2400 cans of food were collected.



And also,



THANK YOU TAFT MIDDLE SCHOOL

For the food you kindly donated to the Serra Mesa Food pantry.

NEW North City Campus

Campus of Excellence for Business
and Information Technology

Free classes
visit sdce.edu for 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
November 13th & January 8th at 6:30pm

"YOUR NEIGHBORHOOD PLUMBER"

8431 Fireside Ave., San Diego, CA 92123

Endodontics
Prosthodontics

Crowns

Cosmetics
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

PTIN P00063530
CTEC A002086
BOND 53852880

Tax Preparation

Jay Borr (RTRP)
Registered Tax Return Preparer

2649 Palace Dr.
San Diego, CA 92123

Phone (858) 278-2534

**Go Now Travel, Inc.**

Carl Demas
Travel Agent

3125 Melbourne Drive
San Diego, CA 92123
(858) 598-6088; Cell: (619) 887-5538
MyTravelGuy@san.rr.com
Gonowinc.com

Questions you should ASK before hiring a Tax Preparer...



- ☒ Are you available all year? **YES!**
- ☒ Can you prepare military taxes? **YES!**
- ☒ Can you prepare other state returns? **YES!**
- ☒ Can you handle my business taxes? **YES!**
- ☒ Can I meet you before I decide? **YES!**

**CALL
NOW!**

**For your FREE
Get Acquainted meeting**

Convenient day, evening and weekend hours available!

(858) 277-8780

Horizon Planning

*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
San Diego, CA 92123

Worship 9:30am
(858) 277-6572



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

Marvin Sloben
Photographer

619.239.2828

Msloben@san.rr.com

3026 North Park Way

3026 North Park Way • San Diego, CA 92104

**WHEELER FAMILY
CHIROPRACTIC**

Timothy O' Regan, DC
858.569.4567
www.wheelerfamilychiro.com
drtooregan@hotmail.com

5482 Complex Street
Suite 101
San Diego, CA 92123


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

**FINDING SUPPORT IN THE CHALLENGES
OF MENTAL ILLNESS**

Most families find themselves alone and struggling when serious mental illness comes their way. Doctors have limited time to explain what is happening, and each family's experience and need is different. Because of the deep and persistent need, NAMI (the National Alliance on Mental Illness) has created "Family to Family", an educational and supportive gathering of people facilitated by people who know firsthand what others go through. The trained facilitators are family members just like the students and have a proven curriculum to work through and warm-hearted support to offer. NAMI has many other classes and support groups information is available at www.namisanidiego.org.

NAMI will bring this class to Serra Mesa on Saturdays, 10:00am - 3:30pm, starting January 11, 2014, and ending February 15, 2014. It will be held in the Meeting Room at Gethsemane Lutheran Church, 2696 Melbourne Dr. While the class has usually been 3 hours for 12 weeks, this one is an experiment with an accelerated 6-week format. To register call NAMI at 619-543-1434 or 1-800-523-5933.


MISSION VILLAGE CHRISTIAN FELLOWSHIP

2650 Melbourne Drive
San Diego, CA 92123
858.278.2633 (office)
858.278.3330 (fax)
missionvillage1@sbcglobal.net
www.servants4jesus.com
or www.mvfc.net

Carl Baker, Pastor

Sunday Worship Service
9:30 a.m.

Adult Sunday School 8:30 a.m.
Children's Sunday School 10:00 a.m.
Prayer Meeting—Tuesday 7:00 p.m.
Youth Group—Wednesday 6:30 p.m.
Women's Bible Study &
Home Fellowship Groups at Various times

We pray for peace and well-being of the Serra Mesa community

**St. Columba Parish**

3327 Glencolum Drive
San Diego, CA 92123
(858) 277-3863

Sunday Mass	7:30, 9:30 & 11:00 a.m., 5:30 p.m.
Saturday	8:00 a.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



FROM BENITO JUAREZ ELEMENTARY SCHOOL

The principal and staff of Benito Juarez Elementary welcome you to new school year 2013-14! We are very excited to meet new families and students, and to greet back returning ones!

This school year marks the beginning of the first dual language immersion school in the area, which opened with incoming kindergarteners! Students receive 50% of their instruction in English, and 50% in Spanish, with literacy instruction in both languages! The program will grow each year until our current kindergarteners are in 5th grade. The Juarez staff is very excited to offer a program that will better prepare students for a 21st century, global community!

Juarez also continues to offer a Transitional Kindergarten program, for children with birthdates that are too late in the year to qualify for regular kindergarten. The program is open to all area families.

Other features include school wide technology, with Promethean interactive boards and netbooks or iPads for all pupils. We have a top notch PE program, putting our beautiful joint use turf field to good use. Teachers have been trained to integrate visual and performing arts across the curriculum through the Monart technique, as well as through drama, dance, and music. Our school garden is lovingly tended by our students led by key staff, and students enjoy the fruits (and vegetables) of their labor when the harvest is served at our school salad bar! We provide hands on science experiences, rigorous literacy and math instruction, and extra support for struggling students.

Juarez also offers what many families need: free before and after school childcare through the YMCA PrimeTime Program. Additionally, the YMCA operates a high quality fee based pre K on our campus.

For more information on Benito Juarez Elementary, please call (858) 496-8145, or email principal Marceline Marques at mmarques@sandi.net. You can also visit our website at www.sandi.net/juarez. Finally, all community members are welcome to visit the school itself and enjoy a pupil led tour!

ST. COLUMBA SCHOOL CELEBRATES 50 YEARS OF CATHOLIC EDUCATION IN 2013

Are you Alumni? Parishioners? Neighbors? Find out how you can support St. Columba. Three easy ways to stay connected to St. Columba Church and school.

Go to:

www.facebook.com search for St Columba Catholic School for current events and alumni.

www.st.columbaschoolsd.org for the school website.

www.stcolumbasandiego.com for the church website.



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 series. Here's our third. This one is certainly an eye-catching structure, with a notable SE European and religious flavor. You'll not see it if you're in the middle of our charming community, but you almost can't miss it when heading off somewhere in your car (that is if you're not indexing someone on your traveling phone). For the answer, go to page 17.

CUBBERLEY ELEMENTARY

Greetings Serra Mesa Community:

We are very excited about the learning and activities happening at Cubberley! We are working on our S.T.E.A.M. focus (Science, Technology, Engineering, Arts, and Math), continuing our Art Corps program, expanding our Robotics team, and also grateful for all that our PTA continues to do to support our students and teachers.

Academics & Learning:

Our teachers are working very hard to transition to Common Core State Standards. We are integrating non-fiction text through Science and emphasizing writing through Science Notebooks in every grade from TK through 5th grade.

Our **Robotics Team** has expanded to 2 teams this year. Our students are working very hard on this year's First Lego League's theme, "Nature's Fury". The team meets every Friday from 2:00 – 4:00 and every Wednesday from 12:00 – 2:00. We welcome community members in the field of engineering or interested in FLL to visit and share their knowledge with the *Cubberley Metal Bots* and *Junior Hammerheads*.

Our PTA:

Our PTA has taken an active role in bringing so much to our Cubberley students!

We are fortunate to continue our **Art Corps** program through the years thanks to our dedicated PTA. Our students receive quality art lessons in line, value, color, shape, and famous artists to name a few. At the end of the year students have an art portfolio and a piece highlighted in the annual Open House/ART SHOW.

This year our **Running Program** has been rejuvenated with the **Lap Tracker** which keeps track of all student laps completed each session. Our PTA maintains a Running Board and provides incentives at each milestone reached. The Lap Tracker will be a great help in the Fall Jog-a-thon taking place on Nov. 6th from 7:30 – 10:00 a.m. Community members are welcome to join us.

We are also recognizing and celebrating our military veterans who have served and/or currently serving on November 7th during our PeaceBuilder Assembly from 7:30 – 8:00 a.m. in honor of **Veteran's Day**. We welcome community members who would like to join us in this special event.

In closing, we are proud to be part of the wonderful Serra Mesa community and invite you to take part in our activities, volunteer, and visit. Please contact volunteer coordinator, Sue Duggins @ 858 496-8075.

Sincerely,

RosemaryCruz
Principal

HOLIDAY LIGHTS

For the past several years, Gethsemane Lutheran Church had an extravagant display of animated holiday lights synchronized to music from mid-December through New Year's Eve. We will not be able to have it this year due to the maestro being unavailable. In its place, we are working on a "Serra Mesa Holiday Lights Contest" to benefit the Serra Mesa Food Pantry with prizes in several categories. We know our neighbors on Rebecca Street have a friendly contest each year but this one will cover all of Serra Mesa. Voting will happen and winners announced on Winter Solstice, December 21. We are still working out the details and additional sponsors with more information available on our website, www.gethsemanesd.org, after November 15.

Pastor Gloria Espeseth
Gethsemane Lutheran Church
pastor@gethsemanesd.org or 858-277-6572

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 November 21 and December 19 (tentative). To contact us, email smpg@serramesa.org.

Summary of September 19 and October 17 Meeting

Afghan Community Islamic Center Conditional Use Permit (CUP), 3333 Sandrock Rd – SMPG passed a motion recommending extension of the CUP to 20 years and to remove the restrictions of the hours for assembly.

AeaLAS Charter School Condition 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. Summary: called Albert Einstein Endeavor Academy, zoning of the site allows schools with a CUP, grades K-8, enrollment of 675 students, bell schedule – 7:30-3:45 pm and after school activities 3:45-4:45 pm, before and after school program – 6 to 6, no playground area; recess held outside, Traffic Study completed but staff comments pending.

Hickman Field General Development Plan (GDP) – Scope of work includes amending GDP of the 44-acre athletic area to include sports field, multi-use aquatic complex, parking, security and parking lot lighting, children's play area and comfort stations/concession stands. Funding is reflected in various community financing plans (Serra Mesa's plan indicates 10%). Of the approximately 2,000 families using Hickman Field only 41 families or less than 3% are from Serra Mesa.

SMPG recommended approval of the existing plan without the aquatic complex and that the financing from Serra Mesa be removed from the plan.

Pipeline Rehabilitation Phase K-2 Sewer Laterals Project – Rehabilitation of sewer service lateral pipelines at no cost to property owners. Pipes accessed via cleanouts. If there isn't a cleanout, one will be installed near the property line. Other improvements include de-rooting laterals and, if necessary, point repairs or replacements. Serra Mesa streets affected by the project: Goshawk Street, Hornbill Avenue, Seagull Court, Seagull Lane Teebird Lane, Finch Lane, Cardinal Drive, Talon Way, Canary Way, Meadow Lark Drive, Sprig Place, Pheasant Drive, Harton Road, Ainsley Road, Polizzi Place, Kaplan Drive, Ron Way, Ron Court, Phyllis Place, Abbotshill Road, Eames Street, and Fensmuir Street. Contact information: engineering@sandiego.gov, 619-533-4207, www.sandiego.gov/cip.

Continuing Items

Management 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>.

Comments from residents to the Serra Mesa Community Council indicate a concern about the deterioration of Serra Mesa and an interest in rejuvenation. SMPG decided to form a committee to make a recommendation about proceeding with a community discussion and the process for this discussion. If you are interested in participating, please email smpg@serramesa.org.

***Serra Mesa Community Council Welcomes
September / October New and Renewed Subscribers***

Russell Armstead *	William & Grace Heim	Wanda Pabian
Michael Armstrong **	Clint & Suzanne Hewey *	Trinidad Pastor
Arlan & Elizabeth Barber	Barbara Holt	Michael & Cheryl Patzer
Dieter & Mary Ann Beck	Richard & Kathleen Hoot	Kay Phillips
Gene & Joann Bertsch	Jo Ann Jeffries	Steve & Lisa Poston *
Roma Brown	Nina Kenney	Marilyn Randall
Lori Burke	Madonna Kentro *	Dean & Janine Richey *
Patricia Burke	Derling Killion	Wayne & Vicki Riggs *
Bill Burmeister	Theresa Kleinpeter	Patricia Robison
Robert Carlson	Louis Kleis	Karen Rohrbaugh & Janis Legzdins
Lorraine Cederberg	Beatrice Knott	Robert Rucker
Martha Chin	Jason & Cheryl Lamell	Marco Sessa **
Paul & Oona Clark	Richard Lattizzori	Lois Shenk
Carl & Marge Demas *	Thomas & Leslie Leech *	Marv Sloben & Diane Dewitt
Lavella Dodd	Marsha Lindbeck	Earl & Liz Sopher
Nancy Enderlin	Cynthia May	Patricia Taylor
Ernest & Esther Falcon	Robert McDowell *	Jean Temple
Debbie Fredlund	Cindy McIntyre	Marilyn Thiele
B. L. Gandolfo	Walter & Betty Meins *	Laverne Trousdale
Bob Garner	Hilda Mendiola	Steve & Laura Trudgen
George & Dorothy Green	Homer & Linda Moyer *	Steve & Linda Vassier *
Andy Greiner	Richard & Judy Nagy *	Dar Lynn Wallake
Luther Handshy *	Judith-Anne Nations	Mike & Rachel Westcott
Diane & Michael Harding	Peter & Debra Oberg	Carol Jean Wolcott
Ellen Hatch	Russ & Debbie Orrell *	Steve Zalfen *

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.

AND THE WINNER IS....TAFT MIDDLE SCHOOL!

Taft won a "School Makeover" by United We Paint, a not-for-profit, who is partnering with Encore Capital Group to repaint Taft's exterior. The one day campus make-over will be done on Saturday, November 16, by an estimated 200 employees from ECG with the professional support of United We Paint. New Principal Joel Spengler simply said, "We're thrilled!" Check out the group at unitedwepaint.org.

Taft has also won with new Principal Joel Spengler who succeeded Mike George who was at Taft on opening day when he was in 7th grade, taught Special Education, and finished out his long education career as Principal. Joel has been in middle school education for 20 years, truly enjoys the nature of middle school kids, believes in schools rooted in and serving their neighborhoods, and brings with him a specialization in math. Welcome to Taft and Serra Mesa, Mr. Spengler.

Finally, Taft is winning in the community. Enrollment increased from 454 to 515 with the most growth in 6th grade. When the number of students who showed up on the first day exceeded projections, there was some initial overcrowding. Since then, additional teachers have come on board, and, each and every day, the focus is on academic achievement. The newly introduced Common Core State Standards are designed to increase critical thinking, improve skills for the discovery of information, and use all this to solve increasing complex real world problems so that all students finish high school ready for college or career. More information on the Common Core State Standards is at www.corestandards.org.

So, don't be influenced by years old rumors. Check out the Taft of today for yourself...ask the hard questions...there are happy students and parents who are staying in Serra Mesa, knowing that award winning Kearny Educational Complex is next with its opportunities to study at Mesa College while still in high school. You can get a tour and by calling the Taft office at 858-496-8245.

SCHOOL OPTIONS IN SAN DIEGO UNIFIED SCHOOL DISTRICT

San Diego Unified School District is committed to quality schools in every neighborhood so that parents don't have to choice (and drive) to (and from) another location. (See the commitment made Vision 20/20 at www.sandi.net.) At the same time, SDUSD provides parents enrollment options, and during the period of November 1 to February 15 parents can apply for a school outside of their neighborhood. A booklet is available at www.sandi.net to guide the process.

The first step in "choice" is to check out your neighborhood schools. While SDUSD provides many specialty programs, approaches, and curriculum that cannot be duplicated everywhere, solid education experiences are available right here in Serra Mesa. Beyond this, some of our elementary schools have an emphasis in math and science with robotic teams opportunities, others have special programs for students with specific needs, and, as of this year, one, Juarez elementary, introduced Dual Language Immersion (Spanish-English) this fall for incoming kindergarteners. Cubberley, which showed an increase in students this year, shares their campus with Kavod Charter which is Dual Language Immersion with Hebrew and English. Taft is our often misunderstood sleeper but standardized tests prove that students who attend there score Advanced and Proficient in standardized tests as at other schools. Also, in a small school, there are more opportunities for leadership and support. Kearny's turnaround from even five years ago is astounding, winning multiple awards for academic achievement. Its proximity to Mesa College means that some high school students graduate with two years of college credits. Granted that is not for everyone but this option is spot on for others, including parents who are looking to make college more affordable!

We know the years old rumors are out there. You owe it to yourself to visit your neighborhood schools to see for yourself. Choice is good, and it is good when a good neighborhood school is one of your choices.

If you have ideas of how we can strengthen our neighborhood schools or get the word out about student achievement, the Serra Mesa Community Council would like to hear your ideas. Leave a message at www.serramesa.org, and we will contact you.

Gloria Espeseth

Education Concerns for Serra Mesa Community Council-Attends Kearny Cluster meetings on behalf of SMCC

FRIENDS OF RUFFIN CANYON

The Friends of Ruffin Canyon continue to join with community members on the first Saturday morning of each month to sustain our wonderful canyon. From 9am to noon we clean out trash and invasive non-native weeds; or plant, water and mulch new natives. Observing and responding to the needs of the canyon clears your mind, awakens your senses, and strengthens your body. It feels good to be with people who believe in tomorrow.

Where to go? On even numbered months (October, December, February) meet at the west end of Shawn Avenue to enter the canyon. On odd numbered months (November, January, March) gather in the parking lot of Taft Middle School at the south end of Ruffin Rd. We may work there, or at the bits of canyon at St. Columba or between the Library and the Rec. Center.

On September 21st we enjoyed participating in Coastal Cleanup Day. The day was even more enjoyable because SDSU student Nick Cantelmi, an intern from SD Canyon lands, was Captain for Serra Mesa this year. About 37 people signed up, including a lot of children. One of the children found a large praying mantis, who then sat and eyed us from atop the lemonade cooler. This year, effort was split between the Open Space and roadside cleanup. Trash anywhere in Serra Mesa can get into the canyon the adjoining canyons and on to the ocean. CCD is the largest volunteer day in the world. There are events in all 50 United States!



By our polling, most Serra Mesa residents would like to see a good canyon trail from here to Mission Valley, to enjoy the canyon or connect us to the resources there without getting into a car. The San Diego River Conservancy, a small state agency, has plans and funding for just such a trail. Its mission to restore and promote the river includes connecting communities this way. Historically, of course, the San Diego River was essential for connecting people and institutions. You can find all you want to know and more at sdrc.ca.gov/useful_information.html.

The conservancy cannot proceed until there is evidence that we do want a safe, stable, attractive canyon trail and city government will support it. Unless we act, the money could go to another project. FRC has been answering questions and asking for signatures to a letter of support. Your own emails and calls would be even better. People who need to hear you are:

Councilmember Scott Sherman

Chris Zirkle, Deputy Dir. of SD City Open Space

Kevin McKernan, Dir. of San Diego River Conservancy

Your contacts in the government and local groups

And of course feel free to call me, Bonnie Hough, with your thoughts. Thank you.

Bonnie Hough for FRC

SERRA MESA-KEARNY MESA BRANCH LIBRARY

November/December, 2013 Events/Programs

Adult Programs

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

Lobby Showcases – The Model Train Collection of Donald Fowler will be in the display cases.

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.

November 12, 5:00 p.m. Friends of the Library Meeting. Join members of your community to discuss ways to support the library.

November 12, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *Killing Kennedy* by Bill O'Reilly.

November 15, 1:00 p.m. How to Build a Resume. This workshop by the San Diego Metro Career Center teaches you how design eye-catching resumes.

November 17, 2:00 p.m. Music on the Mesa: The Kensington Trio. Come and enjoy Classical music in a concert which is free and open to the entire family.

November 20, 6:30 p.m. Serra Mesa Community Council. A meeting to provide information and act as a forum for identifying and solving community problems.

November 22, 1:00 p.m. Resume Tune Up. Learn how to refine your resume in this workshop offered by the San Diego Metro Career Center.

November 24, 1:30 p.m. San Diego Folk Song Society. Join the folk song circle and enjoy free, live music.

November 26, 6:00 p.m. E-Reader Clinic. Bring your electronic reader devices and learn how to download and view library ebooks.

December 6, 1:00 p.m. Skills & Accomplishments. This workshop by the San Diego Metro Career Center teaches you how to recognize and present your best skills to employers.

December 10, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *The Light Between Oceans* by M.L. Stedman.

SERRA MESA-KEARNY MESA BRANCH LIBRARY

December 13, 1:00 p.m. Exploring Your Job Options. Learn how to evaluate yourself to find the best work for you in this workshop offered by the San Diego Metro Career Center.

December 15, 2:00 p.m. Music on the Mesa: Tuesday Night Alibi. Come and enjoy the free music of a Barbershop Quartet in a concert which is open to the entire family.

December 22, 1:30 p.m. San Diego Folk Song Society. Join the folk song circle and enjoy free, live music.

Children's 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.

Homework Help – Tuesdays, 6:00 p.m. The library offers free tutoring and homework help every Wednesday evening for children ages 5 and up.

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.

November 4 & 18, 10:30 a.m. Yoga Storytime for Kids. Toddlers will hear stories and songs while learning yoga poses.

November 6 & 20, 4:00 p.m. Lego Builder Club. Join us to build Lego creations that will be displayed in the library.

November 14 & 21, 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.

November 25, 10:30 a.m. Preschool Craft. Join us for a fun, easy-to-make children's craft.

December 2 & 16, 10:30 a.m. Yoga Storytime for Kids. Toddlers will hear stories and songs while learning yoga poses.

December 4 & 18, 4:00 p.m. Lego Builder Club. Join us to build Lego creations that will be displayed in the library.

December 9 & 23, 10:30 a.m. Preschool Craft. Join us for a fun, easy-to-make children's craft.

December 12 & 19, 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.

MONTHLY KINDNESS STATION AT JONES ELEMENTARY!!

Jones Elementary is proud to be a Kindness Certified school. Last year we participated in the Great Kindness Challenge, a Kids for Peace initiative. The Great Kindness Challenge is a positive, proactive anti-bullying initiative, reaching millions of students during the last full week of January every year.

In order to create a consistent, positive message throughout our school and community, Jones Elementary has held monthly kindness stations during recess, where the kids get to make hearts, bookmarks, and posters all devoted to kindness. They give them to their friends, teachers, and parents to show that kindness matters. This week, we had a huge showing at our October kindness station. One child even shared the note he wrote, it said "I am sorry". Other kids wrote "You are a great friend" and "You make me smile". I am so thankful to our wonderful PTA and parents that help run and support our efforts of creating a bully-free, safe and caring school environment!



SERRA MESA COMMUNITY GARDEN & ORCHARD HAS A PLACE FOR YOU!

Like gardening? Like picking fruit? There is a place for you at the Serra Mesa Community Garden & Orchard at 2650/2696 Melbourne Drive (across from Juarez Elementary). Five new beds are ready to go for vegetable gardening, and the orchard is maturing to provide a steady stream of fruit for the Serra Mesa Food Pantry located at 2650 Melbourne Drive at Mission Village Christian Fellowship. A one-time fee of \$100 gets you a bed (some scholarships are available), and the yearly water fee is \$60. Some gardeners have their own "yard to table" garden at home so they tend a bed for the full benefit of the Serra Mesa Food Pantry (the water fee is paid for by fund raising for these beds). Hundreds of pounds of produce went to the Pantry this summer with more on its way as fall crops go in. (For those of you from colder climates, you can garden year around in San Diego by adjusting what you plant.) Some users of the Food Pantry were introduced to chard for the first time with several delicious recipes provide.

The Community Garden had its Annual Meeting on October 12 and agreed to focus on being inhospitable to the pests and critters who like fruits and vegetables as much as human beings do. If you want to check out the site, gardeners are there working together every 2nd Saturday from 9am to noon. Contact them at info@smcgo.org.

Answer from page 8...

Where you'll see this eye-catching structure is when you're heading onto or exiting I-805, at Murray Ridge Road. This is the Holy Angels Byzantine Catholic Church, located on a hillside in the western part of Serra Mesa (2235 Galahad Rd.). The parish was founded in 1958 and the church was built here in 1978. At that time the city renamed this bluff Angel Heights (bet you didn't know we had such a neighborhood). For a special treat, stop in at their ground floor social hall, where for donations you can pick up delicious sausages called Kolbasi and other Central-European ethnic foods (and you don't have to be a member of the church). Information is available at 858-277-2511.



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.

JONES ELEMENTARY PTA

Please help Jones Elementary PTA by dropping off trash bags of any unwanted textiles. We will be holding a drop off on Saturday, January 28, from 11am - 1 pm. We will accept clean, stained, torn and unwanted textiles (clothing, shoes, pillows, stuffed animals, curtains, linens, etc.). By dropping off your unwanted items you will not only be helping Jones Elementary PTA, you will be recycling and doing your part to keep these items out of landfills.

WEGEFORTH ELEMENTARY SCHOOL

My name is Lori Sandoval and I am the new principal of Wegeforth Elementary School. We serve grades kindergarten through fifth grade and we're located close to the Serra Mesa Recreation Center. Wegeforth State Preschool is just behind the elementary school, next door to the recreation center, so our neighborhood is extremely family-oriented.

At Wegeforth, we have an amazing dance program. We are in the process of converting one of our classrooms into a dance studio so that our students are able to practice with mirrored walls and ballet bars. I suspect that our dance performances will become even better after our students have had the opportunity to learn within the surroundings of a professional dance studio!

In addition, we are building our AVID program in grades three through five. AVID, Advancement Via Individual Determination is a college readiness system for elementary through higher education that is designed to increase school-wide learning and performance. Students become more organized and responsible learners using the tools and philosophies embodied in AVID. With the Common Core State Standards becoming the basis of all instruction, and being more rigorous than our California State Standards, utilizing AVID techniques will become even more important for our students to be able to perform academically at the higher standards.

Please contact our office to schedule a tour of our beautiful campus. Tours will be held most Thursdays from 8:30-9:30. Call 858-496-8274 to schedule an appointment today.

HED: Holiday Shopping Tips

SUB: The County of San Diego is working to ensure you pay the right price

By Supervisor Ron Roberts

The holidays are here again. That means shoppers will be rushing around, hitting the sales and navigating crowds to find perfect gifts for friends and loved ones. It also means it is time to remind ourselves to double-check receipts, even when we are hurrying, to make sure we are not being overcharged by faulty cash register price scanners.

Through its Scanner Awareness Program, San Diego County's department of Agriculture, Weights and Measures has been inspecting stores for price scanner errors since 1999. In 2012, our inspections showed that 20 percent of all stores reviewed had overcharging errors. We checked 22,387 items at 1,673 stores and found that consumers were four times as likely to be charged too much, rather than too little, when errors happened.

But shoppers can protect themselves from overcharges, and maybe even stretch their holiday budgets at the same time, by following some simple steps:

- Always verify receipts and immediately notify store management of any price discrepancies.
- Take sales advertisements with you when shopping to verify prices.
- Know that stores cannot legally charge more than their lowest advertised, posted or quoted price.
- Call our inspectors at (888) 878-3722 to report overcharges you cannot resolve with store.

When it comes to your money, it pays to be careful. It's not just the thought that counts.

County Supervisor Ron Roberts represents Serra Mesa as part of his Fourth Supervisorial District. You can follow him on Facebook at Supervisor Ron Roberts, on Twitter at @RonRobertsSD and at www.RonRoberts.com.



SERRA MESA ENHANCEMENT COMMITTEE

This is the season for giving thanks. The Serra Mesa Enhancement Committee (SMEC) wishes to thank all of you who have taken the time for ongoing maintenance-raking leaves, pulling weeds, picking up litter, painting your home when it needed it, repairing damaged fences, hiding the trash containers, and storing miscellaneous items out of sight. We thank you if you helped the neighbor who is physically unable to do some of these tasks. You are a good neighbor!

We thank those people who pick up litter as they walk through the neighborhood, the volunteers who regularly paint out graffiti and work on community improvement projects. You contribute to making Serra Mesa a desirable place to live.

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. Please contact us if you wish to share other resources.

If you have a suggestion for a topic for this column or you wish to report a code enforcement violation that you want SMEC to investigate, you can write to SMEC, P.O. Box 23315, San Diego, CA 92193 or send an email to serramesaenhancementcommittee@hotmail.com. If you need immediate assistance on a code enforcement violation, contact Neighborhood Code Compliance, 619-236-5500.

MOVIE NIGHT IN THE PARK A SUCCESS!

The Serra Mesa Community Council presented the 2nd Annual Movie Night at Cabrillo Heights Park on Saturday, September 21. Thank you to everyone who attended! The movie Rio was shown on a huge 32 foot high screen. Everyone had a great seat in the house to watch the animated movie about a blue macaw from Minnesota going back to his home in the jungle of Brazil. Parents and children alike enjoyed the movie while eating dinner, lounging in chairs, laying on blankets and trying to stay warm on this unusually chilly night in September!

We are especially thankful for the attendance of Pizza Pazza food truck. They sold pizza slices, calzones, bread sticks, drinks, etc. to the crowd. For our movie snacks, our local ice cream truck (Mr. Fuges) stopped by to sell candy and ice cream during the movie.

As with the Concert in the Park earlier this summer, non-perishable food was collected for donation to the Serra Mesa Food Pantry. More than 100 pounds of food was collected! Thank you Serra Mesa for your donations!

Many thanks to our sponsors for this event: San Diego Chargers, Greyling Dental, Joe Sparrow, DDS and Serra Mesa Community Council. Please contact the Community Council, at 858-565-2473 or communitycouncil@serramesa.org, if you would like to sponsor any of our events in 2014 or if you are interested in assisting the planning committee!

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

PRSRT STD
US POSTAGE
PAID
PERMIT 0639
SAN DIEGO CA

Dated Material



**Wednesday
December 18, 2013
6:00 pm**

Water Wise Workshop

With Councilmember Scott Sherman

***Water Conservation Tips
How to Setup Your Online Account
How to Pay Your Water Bill Online***

***Serra Mesa-Kearny Mesa Library
9005 Aero Dr
San Diego, CA 92123***

***December 18, 2013 at 6pm
RSVP to (619)236-6677 or
ScottSherman@sandiego.gov***

FREE EVENT

