

serra mesa observer

PUBLISHED BY THE SERRA MESA COMMUNITY COUNCIL

VOLUME 28, ISSUE 4 JULY / AUGUST 2014



SUPPORT OUR SERRA MESA BUSINESSES!

SERRA MESA IS HOME TO MANY
THRIVING BUSINESSES! SOME
MAINSTAYS HAVE BEEN AN ESSENTIAL
PART OF THE SERRA MESA COMMUNITY
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BRAND NEW - WHICH IS EXCITING!
YOU'VE PROBABLY NOTICED THAT A
FEW FAMILIAR BUSINESSES HAVE
BEEN REVAMPED AND REVITALIZED
OR HAVE NEW OWNERSHIP! DON'T
MISS THE FEATURED SERRA MESA
BUSINESS INSIDE THIS ISSUE - AND
KEEP YOUR EYES PEELED FOR UPCOMING
ARTICLES WHICH WILL SPOTLIGHT
OUR COMMUNITY BUSINESSES!



www.SerraMesa.org

You are invited to participate in the
Serra Mesa Community Council
No Meeting in July

Serra Mesa Community Council
Wednesday, August 27
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*
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 Debbie Campbell..... (858) 565-2473*
Vice President/Community Events
 Andrea Eaton.....(858) 565-2473*
Treasurer/Community Events
 Cindy McIntyre(858) 565-2473*
Secretary

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 Welcome.....(858)565-2473*
Welcome to Serra Mesa
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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

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
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 Cindy McIntyre.....(858)565-2473*
Observer Staff/Education
 Jennifer French.....(858)565-2473*
Observer Staff
**Contact by calling (858) 565-2473 & leaving a message.*

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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: September / October Edition...August 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

July 8	Friends of Serra Mesa-Kearny Mesa Library 5:30 p.m., Serra Mesa-Kearny Mesa Library, Sudberry Room
July 9	Serra Mesa Recreation Center Council Meeting 6:30 p.m., 9020 Village Glen Drive
July 17	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
July 28	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Aug 2	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Aug 21	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Aug 25	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr
Aug 27	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Sept 6	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.

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PRESIDENT'S MESSAGE



Purpose

A very good friend, Gloria Espeseth, sent me an article that I want to share with you. The title is "Living on Purpose" and is authored by Paula Span. In it psychologists define purpose as, "purpose reflects a commitment to broader life goals that helps organize your day to day activities." Paula chronicles aging for the New York Times "New Old Age" blog and teaches journalism at Columbia University (www.paulaspan.com). Paula has written a book titled: When the Time Comes which talks about that time when families with aging parents share their experiences with struggles and solutions. It turns out that aging people with purpose have a reason to continue living.

Dr. Patricia Boyle, a neuropsychologist at the Rush Alzheimer's Disease Center in Chicago has been studying independent people living in Chicago for physical, psychological and cognitive measures. These persons have been willing, after death, to donate their brains for research. After studying over 1000 persons (average age of 80) persons with high purpose scores are almost 2.5 times more likely to remain free of Alzheimer's. Purpose was also shown as the reason for delayed cognitive decline by as much as 30%. Another interesting conclusion was drawn that even those persons with purpose, whose autopsies showed Alzheimer's, were able to cope and still maintain cognition.

Our conclusion here is that persons with purpose are less likely to develop aging disabilities. The question is, how can we assist aging persons to find purpose in their lives? In the past we have looked to nursing homes and assisted living facilities. While these facilities make it easier on the family, the result is often that even with many activities and proper and frequent medical inspection, the persons often lose a sense of purpose and feel that what they do doesn't matter. Dr. Boyle concludes, "They want to make a contribution and want to feel part of something that extends beyond themselves. People of purpose have a sense of their role in the community and the broader world." Like many of our war veterans, it seems that there is purpose in passing on experiences and memories to the younger generations. Each of these seniors has years of experience in the business world, parenting, cooking, teaching, drawing, flower arranging, gardening, or even passionate causes such as restoring funding for senior centers.

The Serra Mesa Village Steering Committee is a group formed to investigate the possibility of forming The Serra Mesa Village Concept. This is an organization patterned after the Tierrasanta Village to meet the needs and wants of a maturing community. This includes socialization, opportunity for sharing tasks, sharing time with others, and finding and fulfilling purposes. If you have an interest, we would love to talk to you. We are in the formative stages and our committee is now up to 5 persons each with a purpose of making this community service viable. If you have an interest, please call or email us.

Carl Demas, President

Link to Paula Spans article: <http://newoldage.blogs.mytimes.com/2014/06/03livingonpurpose/>

(858) 565-2473, communitycouncil@serramesa.org

CUBBERLEY ELEMENTARY SCHOOL

Greetings Serra Mesa Community!

It was a wonderful year of learning for Cubberley students. It was a year of transition into the Common Core State Standards and the beginning of the Smarter Balanced Assessment Consortium (SBAC) on line testing. We also continued to establish our STEAM (Science, Technology, Engineering, Arts, and Math) focus.

- Science: Teachers implemented **science** notebooks and integrated Common Core strategies in research projects.
- Technology: Students also utilized **technology** iPads and netbooks in writing and creating presentations in science and social studies.
- Engineering: Our robotics team has expanded to two teams this year; The Metal Bots and Jr. Hammerheads (named after the Kearny High School team). We are honored to have 2 sponsorships with the **Rotary Club** and **Women in Defense**. Students participated in 3 tournaments this year and most recently earned a 2nd place at the 2014 Del Mar Fair competition. Congratulations to all our students and mentor, Frank Ho.
- Arts: Our PTA continues to fund our Art Corps program that teaches Cubberley the concepts of line, color, space, value, texture, shape, composition, and famous artists. Each child is an artist and completes a portfolio of pieces to reflect each concept, highlighting one of the pieces at our annual Art Show. Please visit www.artcorpssd.com.
- Math: Our transition into CCSS focused on the mathematical practices: *Making sense of problems and persevere in solving them and Construct viable arguments and critique the reasoning of others.*

Our PTA sponsored many events for our students and families. Each month a special assembly was focused on character education, science, or the arts. Family activities included movie and game nights, family dances, and our Spring Carnival.

We look forward to the new 2014-2015 school year and welcome new students, TK and Kindergarten students. Our office will begin registration on August 19th.

Sincerely,

Rosemary Cruz
Principal

CRUNCH FITNESS IS COMING TO SERRA MESA!

Set to open later this summer Crunch Fitness Centers announces its newest franchise location in Serra Mesa, California. The renowned gym chain best known for making serious fitness fun through innovative group fitness programming and cutting-edge training offerings, will bring its 'No Judgments' philosophy to the residential neighborhood in San Diego.

Conveniently located in the Rancho Serra Mesa shopping center, the new gym can be found at 3270 Greyling Drive. The 12,000 square foot space will boast the latest state-of-the-art cardio and strength training equipment, weight room, full-service locker rooms with showers, tanning booths, Hydro-Massage bed and an extensive schedule of the most fun and unique cardio fitness classes on the market including Zumba®, BodyWeb with TRX®, Yoga Body Sculpt, BOSU® Bootcamp and more. Expert personal trainers will be on hand to provide personalized fitness plans for members looking to reach any fitness goal.

Crunch Franchisee, John Romeo is looking forward to being a part of the Serra Mesa community. "We are extremely excited to be the health and fitness provider for the area and hope to serve as a place where everyone in the community feels welcome," said Romeo.

Memberships start at \$9.95 per month and an enrollment center is now open at 3238 Greyling Drive, San Diego, CA. For more information on Crunch Serra Mesa, visit www.CrunchSerraMesa.com.

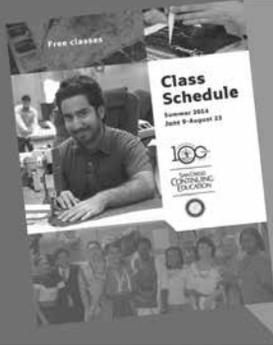
Note: Since I was in the market for a fitness center I joined Crunch and found the staff professional and friendly. I asked that they write an article for the Observer introducing themselves to the community.

Cindy Moore

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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 July 9th and September 10th at 6:30pm

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

Gethsemane Lutheran Church



Gloria Espeseth
Pastor

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CABRILLO HEIGHTS PARK AND WATERSHED RIBBON CUTTING

By Cindy McIntyre

On Wednesday June 18, Councilmember Scott Sherman, City Park and Recreation Director Herman Parker, Transportation, Storm Water Deputy Director Andrew Kleis and Architectural Engineering and Parks Division Deputy Director Mark Nassar officially opened the new play area and storm watershed improvements at the park in a ribbon cutting ceremony.

This \$1.7 million project includes a new play structure near field number 1. Near field number 4 are four new picnic tables, a BBQ and a large shade structure. On the north side of the fields, net structures have been erected to protect housing. The Watershed portion on each end of the fields will collect rainwater from the 6 acre park and nearby parking lots and filter the water before it enters the storm drain system. With this filtration system the water quality in the bay and oceans is improved. For more information on the filtration system find the interpretative signage next to the watershed areas.

Councilmember Sherman thanked the Serra Mesa Recreation Council and the City Staff for making the improved park a reality.



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

SAVE THE DATE

Saturday, July 19, 5:40 pm

**San Diego Padres vs. New York Mets
at Petco Park**

**Fundraiser to benefit the
Serra Mesa Food Pantry**

**For tickets please contact
Jerry Albert at Gethsemane
Lutheran Church 858-277-6572
or Luisa Johnson at
619-770-8517.**



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

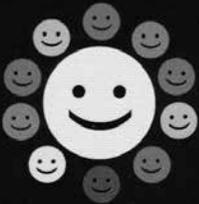
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- Can you handle my business taxes? **YES!**
- Can I meet you before I decide? **YES!**



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 Church Phone 1(858) 277-3863

SERRA MESA ENHANCEMENT COMMITTEE

If you wish to report a code violation, please write to SMEC, P.O. Box 23315, San Diego, CA 92193 or send an email to 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.

Parking of Oversized Vehicles on the Street

In early August the City of San Diego will be enforcing new parking regulations on oversized, non-motorized and recreational vehicles. According to the Municipal Code (86.0139 - http://docs.sandiego.gov/municode_strikeout_ord/O-20281-SO.pdf) these vehicles will be prohibited from parking on City streets, park roads, or park parking lots between 2 am-6 am and within 50 feet of an intersection at any time.

Exceptions include

- Oversized vehicles on a public street while loading or unloading goods
- Oversized vehicles providing a service
- Any vehicles connected to government authorities or a public utility
- School buses
- Doesn't apply to commercial loading zones
- Vehicle displaying a valid permit.

People can obtain a permit that allows vehicles more than 27 feet long and 7 feet high to park on the street for up to three consecutive nights or a total of 72 per year. The permit costs \$2 and will be available online beginning on July 8.

At press time it was unknown which City department will be responsible for enforcing violations.

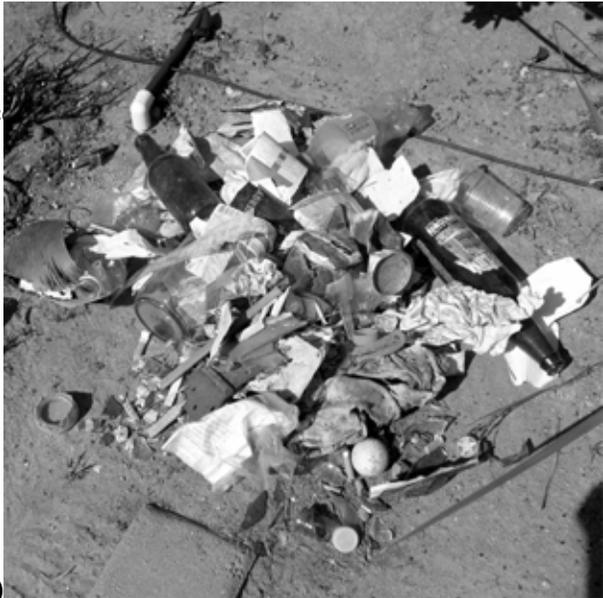
MEMORABLE (NOT) SERRA MESA SCENES - DO YOU RECOGNIZE THEM?

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. This photograph is memorable in a negative way. It's a bunch of trash collected in a 15 minute stroll along about a 2-block segment from one of our busy streets out onto a canyon pathway. The trash bag was almost too heavy to carry, and there were still more scattered pieces of trash yet to be picked up.

So where is this colorful place? Well, I prefer not to disclose it, in case some Serra Mesans might want start a campaign to close it down, given the gobs of trash casual strollers might encounter and be exposed to (who knows what evil lurks inside those many bottles and cans – that's a memory quip for some early radio listeners). But here's a suggestion. When you do stroll away from the city streets and out into one of our several trails, take along a trash bag and put it to use. The same applies for neighborhood streets – when you see trash, pick it up. And as you drive, pedal or stroll along, and get the urge to toss that hamburger wrapper, empty soda container, beer can, cigarette pack or gum wrapper onto the street, freeway exit, alley, sidewalk, or parking lot, resist that urge – be a trash picker-upper rather than a trash piler-upper. End of today's sermon. Thanks and amen.

(Do you have a memorable scene -- preferably a positive one -- for us to present? Contact Tom at www.outdoorssd@aol.com with your suggestion.)



Serra Mesan Tom Leech and Jack Farnan are authors of *Outdoors San Diego: Hiking, Biking & Camping*. For info about all his books, visit www.presentationspress.com.

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 July 17 and August 21. To contact us, email smpg@serramesa.org.

Summary of May 15 Meeting

New Board Member – Welcome to Jim Antoshak. His election provides the required twelve member board. However, the board size can be increased. 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, <http://www.sandiego.gov/planning/community/resources/cow/index.shtml>.

SMPG's Prioritization of Serra Mesa Projects for using Broadstone Ad Hoc Fees (\$3,504,000) – SMPG approved the following priorities in order of ranking: Taft Joint Use, Cabrillo Hts Western Field Lighting, Ruffin Canyon Trail (\$100,000 to hire a consultant and for permitting), Juarez Joint Use ADA.

The following criteria were used in determining the priorities: Revenue Potential, Unlimited Public Accessibility, Design to Construction, Annual Maintenance Cost, Replacement Life Cycle, Increase Participation, Community Support, Minimal Environmental Constraints, Proximity to Broadstone, Cost/Benefit, and Improvement to Environment.

The Library Conversion was removed from the list because of the high conversion cost (\$3,400,000) and it may not be available (owned by library services).

At their May 20th meeting the Serra Mesa Parks and Recreation Council (SMPRC) determined their prioritization list: in order of ranking: Taft Joint Use, Ruffin Canyon Trail, Cubberley Joint Use, Juarez Joint Use ADA.

Since the prioritization list from SMPG and SMPRC differ City Councilmember Scott Sherman will help with making the final decision.

Summary of June 19 Meeting

Sevan Court Sewer Easement Vacation – SMPG voted favorably for the vacation of a 10 foot easement that will be privatized. . .“The easement is located within the canyon between the terminus of Sevan Court to 2393 Cardinal Drive...In 2000 most of the residential laterals along Cardinal Road were replumbed to eliminate a portion of the sewer within the canyon. One apartment complex, which was constructed at a lower elevation than the street, was left connected to the existing main that is located in the canyon”. This project is to privatize this main and to vacate the existing sewer easement associated with the main in the canyon.

Continuing Item

AeaLAS Charter School Conditional Use Permit (CUP), 9160 Gramercy Rd (former Guild Mortgage Building) – Kathi Riser from Atlantis Group, representing Aealas Charter School, sent the following email message when asked about the status: “The processing exceeded the time limit set in the escrow, and the school have been negotiating an extension with the owner. I have been asked not to submit any more documents until the extension is finalized. I will let you know when I get the green light to resubmit.”

***Serra Mesa Community Council Welcomes
May / June New and Renewed Subscribers***

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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

Update

Aero Drive Right Turn Lane at Sandrock Road – Construction to be completed in August.

Franklin Ridge Road Connection – The City Council passed a resolution (R-304297) on October 21, 2008 which directed staff to analyze the following issues in relation to the proposed street connection from Quarry Falls to Serra Mesa at Phyllis Place: whether police and fire response times would be improved with the road connection, whether the road connection could serve as an emergency route, whether it is feasible to make the road available for emergency access only, and whether pedestrian and bicycle access would be improved by the street connection. Additionally, the resolution states "...the initiation of a community plan amendment in no way confers adoption of a plan amendment and City Council is in no way committed to adopt or deny the amendment once it goes for approval..."

The City's consultants are working on the traffic study for the Environmental Impact Report. This report will be written and reviewed by staff. Once the draft is completed it will be disseminated for public review and at public hearings. Anyone can submit comments on the draft EIR. Staff will then write a response to the comments and their final report. SMPG will probably schedule the item for a couple of meetings: to review the EIR and to vote on our recommendation. The City Council makes the final decision. Completion of the draft EIR is anticipated in six months.

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



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 • San Diego, CA 92104

SUMMER EVENTS COMING SOON TO SERRA MESA!

The Events Committee of Serra Mesa Community Council has begun planning neighborhood events for this summer. But we need help! Volunteers to help plan, and sponsors to help fund these events are needed so we can bring these events to our neighborhood. Please contact us if you can help! Call 858-565-2473 or email communitycouncil@serramesa.org.

Currently, we are planning 2 events this summer: a concert in the park and a movie night. We would love to hear your feedback on what you would like to see, what you liked about last year's events, and if and how you can help out! Last year's events were well received, well attended and fun!

Our first event will be a concert in the park on Saturday July 26 with the native Serra Mesans, the Siers Brothers Band! Saturday September 13 will be a family movie night. Both events will be held at Cabrillo Heights Park, the concert will start at 2pm and go until 5pm and movie night begins at sunset. Both events will host a food drive to benefit the Serra Mesa Food Pantry.

We appreciate your feedback and willingness to help. These are great events to bring our community together and have a great time enjoying our awesome neighborhood. We look forward to hearing from you!

KUDOS FOR A SPECIAL SERRA MESAN

by Tom Leech

This is a new Observer feature, where we will call attention to fellow Serra Mesans who have recently received a strong "attagirl" or "attaboy." In this inaugural issue we mark kudos that have recently been awarded to Cindy McIntyre, a 26-years Serra Mesa resident.

At its annual May 20 event San Diego Unified School District, honoring excellence by both classified and certificated employees, Cindy was a runner-up honoree for her work as a Special Education Assistant at Marston Middle School. From the event program: "Cindy has worked for San Diego Unified for more than 10 years. While her specialty is working to help students with Individualized Education Plans reach their goals, her experiences as a mother and her concern for the education of all students provides just the right balance of skill, knowledge and caring that middle school students need. She is in multiple classrooms throughout the day guiding students and assisting teachers in the delivery of their lessons. Her kind, calm demeanor makes students feel comfortable and ready to learn.

"In addition to her work responsibilities, she is a tireless cheerleader for the schools within the Clairemont Cluster. She continually volunteers her time and energy to tutoring students of all age levels and helping the school staff. Cindy can be counted on to participate in or lead a group for the betterment of the students, school and community...Her passion and dedication are evident in all her work and commitments."

Cindy is a current member of the Serra Mesa Community Council, a past Chair of the Citizens Patrol, and past PTA President at Wegeforth, Marston, Clairemont High and the San Diego Unified Council. Her daughter Laura is a PhD candidate at UC Irvine and son Bradley is a sophomore there.

DRUM ROLL..TRUMPETS BLARE...let's hear it for our own Cindy McIntyre.



SERRA MESA LAUNDRY AND DRY-CLEANING

A full service laundry and drycleaners is open again in Serra Mesa. Located at 3265 Greyling Dr. in the same location that used to house a drycleaners, Serra Mesa Laundry and Cleaners is ready for your business. Owned by local residents Scott and Tina Butterick the cleaner has been open since November and business is good. Managed by Antonio Rodriguez the full service cleaner is open Monday through Friday 8am to 6:30pm, Saturday 9am to 3pm and closed on Sunday.

No need to get out of your car, as the Serra Mesa Laundry has a drive up window for your service. One service that we all can use at one time or another is the fluff and fold service. If you just don't have time to do your laundry, they will take care of it for you. All laundry will be cleaned, folded and bagged or hung. If you need alterations like hemming, seam repair or a broken zippers they are specialists to help repair or adjust clothing to fit. Military uniforms are also a service they can provide. Items too large for your home washer can be taken to them as well and cleaned, such as comforters or blankets.

Support your local businesses like Serra Mesa Laundry and Cleaners. Give them a call at 858-737-4419.



URBAN FOREST AND SURVEY

At the Serra Mesa Planning Group meeting on June 19 a presentation was made regarding the Urban Forest Management Plan. Participants were asked to fill out a brief survey with questions pertinent to a neighborhood and requested that this survey be distributed. The survey can be filled out online at <https://www.surveymonkey.com/s/CXS5KXC>. Here's the information from their handout.

The Urban Forest Management Plan will answer the following questions:

- What do you have? (inventory)
- What do you want? (goals and objectives)
- How do you get what you want? (implementation plan)
- Are you getting what you want? (monitoring)

Goals for urban forestry:

- Develop, nurture, and protect a sustainable urban/community forest, City of San Diego 2008 General Plan
- See also Conservation Element, J. Urban Forestry for additional policies

Benefits of trees:

- Trees shade buildings and lower energy bills
- Trees shade streets and parks
- Trees clean the air by absorbing pollutants
- Trees reduce greenhouse gases and urban heat
- Trees stabilize soil and reduce stormwater runoff
- Trees provide food and shelter for wildlife
- Trees increase property values
- Trees create more pleasant neighborhoods and business districts

Next steps:

- \$75,000 planning grant received from California Department of Forestry and Fire Protection (CalFire)
- City staff, Community Forest Advisory Board, and consulting urban foresters working to develop the draft plan
- Survey about community forestry, at <https://www.surveymonkey.com/s/CXS5KXC>
- **Public Stakeholder meetings, Monday evenings from 6pm to 8pm**
 - ❖ September 22, 2014 and January 26, 2015-University Town Center (UTC), Forum Hall (above Wells Fargo Bank) 4315 La Jolla Village Drive
 - ❖ September 29, 2014 and February 2, 2015-Balboa Park, War Memorial Bldg.

September Meetings: Review Objectives and Potential Actions

January/February Meetings: Review Draft Plan

- Draft Urban Forest Management Plan, early 2015
- City Council action expected, Spring/Summer 2015
- Implementation of the Plan will require additional resources and funding
- Forum Hall (above Wells Fargo Bank) 4315 La Jolla Village Drive

SAN DIEGO SANDWICH COMPANY:

3373 Sandrock Road

Caring about our Community and Your Taste Buds.

As an iconic part of the Serra Mesa Community for 40 years, San Diego Sandwich Company has provided top notch food and service to its customers. The current owner Cindy started as a young woman working in the shop and eventually purchased the business 20 years ago. Since Cindy took over San Diego Sandwich Company, she has kept alive the deep tradition of the classic deli by having fresh baked bread daily and slicing all meats, veggies, and cheeses in-house.

San Diego Sandwich Company has been dedicated to giving back to the community by having surrounding schools tour the shop, showing kids the ins and outs of the business and of course letting them sample some of the delicious fare. The owner Cindy has also provided teachers in the area with free ice cream coupons to give to students who have displayed outstanding behavior or academic excellence.

Hard working family owned and operated businesses are hard to come by now a days, but when you step into San Diego Sandwich Company you are always greeted with a smile and you can always expect an amazing sandwich experience. The clientele consist of mostly regulars for a reason, come in one time and you are hooked!



**Come in next time you are cruising down Sandrock to feel and taste the history of Serra Mesa!
Open Monday to Friday 10 to 7 and Saturday 10 to 5**

UPDATE OF PHYLLIS PLACE TRAFFIC STUDY AND ENVIRONMENTAL IMPACT REPORT

As your Councilmember, it is my responsibility to update you on ongoing projects in your community. In June 2010, the City Council commissioned a study to look into amending the Serra Mesa Community Plan to analyze the viability of a new road connection with pedestrian and bicycle access from Phyllis Place in Serra Mesa to the Civita project in Mission Valley. The traffic study component which is in progress will analyze if a road connection is necessary and will look at the different street classification and alignments for the connection to Phyllis Place Road.

Below is an updated timeline for the study:

- The Traffic Study will be completed by the consultant in late July 2014
- Following the completion of the Traffic Study, the Environmental Impact Report (EIR) consultants will resume their work
- It is anticipated that the EIR process will take between 8-10 months to complete
- The Public Review period for the EIR is anticipated to take place at the end of this year
- It is anticipated that the public hearings will take place in the Spring or Summer of 2015

If you should have any further questions please do not hesitate to contact me at (619) 236-6677 or via email at ScottSherman@sandiego.gov.

Yours in Service,

Scott Sherman
Councilmember – District 7

**SERRA MESA
COMMUNITY COUNCIL
presents**



FREE!

Concert in the Park



with

THE SIERS BROS

(classic rock from the 60's, 70's and 80's)

**Saturday,
July 26**

**Food
drive**

Bring non-
perishable food
to donate to the
Serra Mesa Food
Pantry!

**2pm to 5pm
Cabrillo Heights Park in
Serra Mesa**

SERRA MESA-KEARNY MESA BRANCH LIBRARY

July/August, 2014 Events/Programs

Adult Programs

Art Exhibits – The Friends of the Serra Mesa-Kearny Mesa Branch Library present the art of Scott Intrabartolo in the Community Room and an exhibit of Superhero Action Figures by George Dixon 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.

July 8, 5:00 p.m. Friends of the Library Meeting. Join members of your community to discuss ways to support the library.

July 8, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *Where'd You Go, Bernadette?* by Maria Semple.

July 11, 1:30 p.m. How to Find a Job. This workshop by the San Diego Metro Career Center teaches you effective job search strategies.

July 20, 2:00 p.m. Music on the Mesa: Buena Vista SoCal Club. Come and enjoy a FREE concert of Cuban and Latin American music.

July 25, 1:30 p.m. Getting LinkedIn. Learn how to create a LinkedIn profile and use effective networking tips in this workshop offered by the San Diego Metro Career Center.

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

August 8, 1:30 p.m. Your Personal Commercial. This workshop by the San Diego Metro Career Center teaches you how to communicate your value to prospective employers.

August 12, 6:45 p.m. Serra Mesa Library Book Club. Join members of your community to discuss *You Cannot Be Serious* by John McEnroe.

August 17, 6:00 p.m. Music on the Mesa: Mesa College Guitar Ensemble. Come and enjoy a FREE concert featuring guitarists from Mesa College.

August 22, 1:30 p.m. Salary Negotiation. Learn how to effectively negotiate your salary with prospective employers in this workshop offered by the San Diego Metro Career Center.

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

August 27, 6:30 p.m. Serra Mesa Community Council. A meeting to provide information and act as a forum for identifying and solving community problems.

Children Programs

Summer Reading Program, "Paws to Read" – June 15 to August 15

Join us this summer for our annual Summer Reading Program! Children and Teens can read books and collect prizes. Register online or at the library starting June 15. Come to the library every Wednesday at 4:00 p.m. for special programs throughout the summer including music, magicians, animals and clowns.

SERRA MESA-KEARNY MESA BRANCH LIBRARY

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.

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

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

July 10, 17, 24 & 31, 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.

July 2, 4:00 p.m. Summer Reading Program: Mad Science Show. Join us for a fun program showing off crazy science experiments!

July 9, 4:00 p.m. Summer Reading Program: Alakazam Magic Show. Join us for a fun show filled with magic and laughter!

July 16, 4:00 p.m. Summer Reading Program: Animal Magic Show. Join us for a fun show featuring animals and magic!

July 23, 4:00 p.m. Summer Reading Program: Fiddle Girl Show. Join us for a fun program demonstrating instruments and music!

July 30, 4:00 p.m. Summer Reading Program: Krypton Yvonne Science Show. Join us for a fun show of science experiments!

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

August 11 & 25, 10:30 a.m. Preschool Craft. Join us for a fun, easy-to-make children's craft.

August 14, 21 & 28, 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.

August 6, 4:00 p.m. Summer Reading Program: Sparkles the Clown Show. Join us for a fun show filled with jokes and laughter!

August 13, 4:00 p.m. Summer Reading Program: Pacific Animal Productions Show. Join us for a fun program showing off animals!

August 20, 4:00 p.m. Summer Reading Program: Ronald McDonald Show. Join us for a fun show featuring Ronald McDonald!

Apply for a Free Computer!!! Computers 2 SD Kids at the Serra Mesa-Kearny Mesa Library – Classes on July 26 and August 23

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.

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

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Dated Material



SAVE THE DATE

Concert in the Park
Siers Brothers Band
Saturday, July 26
2:00 p.m. - 5:00 p.m.

Family Movie Night
Saturday, September 13
at Sunset!

Both at Cabrillo Heights Park
for more information see page 13

