

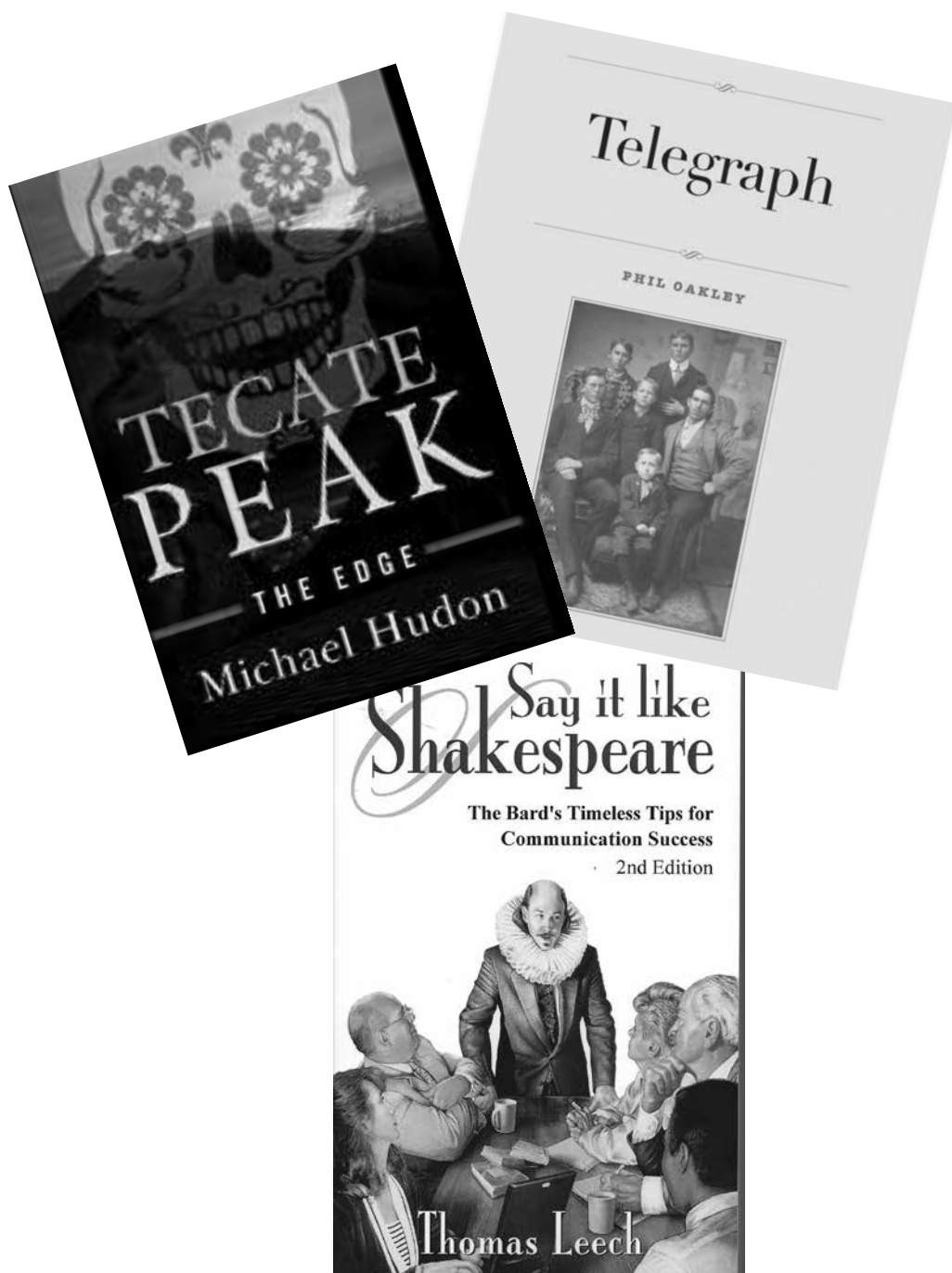
# serra mesa observer

PUBLISHED BY THE SERRA MESA COMMUNITY COUNCIL

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VOLUME 28, ISSUE 5     SEPTEMBER / OCTOBER 2014

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[www.SerraMesa.org](http://www.SerraMesa.org)

You are invited to participate in the

**Serra Mesa Community Council**  
Wednesday, September 24  
6:30 pm

**Serra Mesa Community Council**  
Wednesday, October 22  
6:30 pm  
*Serra Mesa - Kearny Mesa Library  
Community Room, 9005 Aero Drive*

Neighborhood People  
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Living and Working Together

**Have you read these? see page 15 for the scoop on some of our local authors!**

### Serra Mesa Community Council Board Officers

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<i>President</i>	
Debbie Campbell.....	(858) 565-2473*
<i>Vice President/Community Events</i>	
Andrea Eaton.....	(858) 565-2473*
<i>Treasurer/Community Events</i>	
Cindy McIntyre .....	(858) 565-2473*
<i>Secretary</i>	

### Board Members

Jackie Ander.....	(858) 565-2473*
<i>Friends of the Library</i>	
Welcome.....	(858)565-2473*
<i>Welcome to Serra Mesa</i>	
Jon Cima.....	(858)565-2473*
<i>Community Events/SM Recreational Council</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/Community Events</i>	
Tom Leech.....	(858)565-2473*
<i>Current Issues</i>	
Cindy Moore.....	(858)565-2473*
<i>Special Projects/SMPG</i>	

### Appointed Positions

Bonnie Hough, Monica Fuentes.....	(858)565-2473*
<i>Friends of Ruffin Canyon</i>	
Melissa Cima.....	(858)565-2473*
<i>Observer Staff</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.....	(858)565-2473*
<i>Observer Staff/Education</i>	
Jennifer French.....	(858)565-2473*
<i>Observer Staff</i>	

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

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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:** November / December Edition...October 19th

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

### SERRA MESA COMMUNITY GROUPS

Serra Mesa Community Council	(858) 565-2473
e-mail: <a href="mailto:communitycouncil@serramesa.org">communitycouncil@serramesa.org</a>	
Serra Mesa Planning Group	(858) 565-2473
e-mail: <a href="mailto:smpg@serramesa.org">smpg@serramesa.org</a>	

### 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

Sept 9	Friends of Serra Mesa-Kearny Mesa Library 5:30 p.m., Serra Mesa-Kearny Mesa Library, Sudberry Room
Sept 10	Serra Mesa Recreation Center Council Meeting 6:30 p.m., 9020 Village Glen Drive
Sept 18	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Sept 22	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Sept 24	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Oct 4	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Oct 16	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Oct 22	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Oct 27	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr
Nov 1	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**



A great time was had by all who attended the "Concert at the Park". If you were not there you really missed a fantastic family day event. The Siers Brothers Band, are wonderful neighborhood guys who entertained us continually for three hours. They played and sang and had the audience enthralled with their music and voices. If you are not following them, you need to be. They convinced all of us present that they are a force to be recognized. Thank you Siers Brothers for a job well done and appreciated. I would also like to thank our advertisers for whom this event was made possible. Make sure you patronize: Crunch Fitness, Rawknyks, Alliance Residential, The Siers Brothers, and Serra Mesa Community Council. Also, a big thank you from the Serra Mesa Food Pantry for the food contributed by attendees. It makes such a big difference to those in our neighborhood who have to make decisions of: Do I buy groceries or do I buy prescription drugs.

Another group to be recognized are the ladies who save us many dollars by preparing the news-letter every other month for mailing. If you know or recognize say thanks to: Ruth Galvin, Eileen Harrington, Eleanor Villandare, and Marge Demas.

Our next event is on Saturday, September 13th, "Movie at the Park" at Cabrillo Park and is being planned by the same team that planned the "Concert at the Park" event. They are Andrea Eaton, Debbie Campbell, and Annemieke Frost Hutchinson. Plan now to attend this event and much will be coming your way including the

name of the movie. The movie will start at Sunset and is free. We encourage you to bring one canned food product per person for the Serra Mesa Food Pantry. Gals you honor us with your service and hard work to make sure these events happen flawlessly.

One of the new organizations taking place in Serra Mesa is our introduction of the "Village Concept". We are currently in steering committee status but progress is continuing as we had an introduction session on Friday, August 1 which was put on by the Village Core Group. This was a 4 hour session that introduced the concept to various communities in San Diego to see if the feasibility made sense to other communities as well as ours. One of the priorities is to establish a meeting place for mature adults who have time and ability to socialize together, another priority is to plan events such as travel, exercise, time sharing, and other activities that interest the group. The group is also planning on providing a directory of services especially designed by seniors and used by seniors to fulfill the needs of persons wishing to stay in their homes. If you are 55 years of age or older and want to invest your time in an activity that we think will be of great benefit to the community please contact us. Should you want to join our steering committee, contact Carl Demas at: (858) 565-2473 or email subject "Village" at [communitycouncil@serramesa.org](mailto:communitycouncil@serramesa.org). We meet on Mondays at 1:30 to 3:00 PM. Look forward to another meeting on "What do you need to do to start a Village". Should you wish to get more information get on our email list or become an active part in putting together this program, please leave a message for me at: (858) 565-2473 OR email: [communitycouncil@serramesa.org](mailto:communitycouncil@serramesa.org) with the title Serra Mesa Village. We promise that your information will be confidential and not used for any marketing programs.

We continue to look for board members on the Serra Mesa Council, Serra Mesa Planning Group, and the Recreation Council. If you would like to serve, we have a place for you to assist us in making our community become even better than it is. We are all volunteers wanting to make San Diego and especially Serra Mesa safe and proud.

Carl Demas President

## **AN APP THAT MAKES YOU A LIFE SAVER**

### **New PulsePoint rollout can help deliver CPR before first responders arrive**

By Supervisor Ron Roberts

Sudden Cardiac Arrest (SCA) is a leading cause of preventable death in San Diego County. It can strike anywhere at any time. Now, a new smartphone app can help swiftly deliver CPR to victims in the critical minutes before first responders can arrive.

The free app is called PulsePoint. It works by alerting CPR-trained civilians to a cardiac emergency within a quarter mile radius, with the alert going out nearly simultaneously to a 9-1-1 operator dispatching paramedics.

After working more than six months to get our regions dispatch centers and fire departments trained and on board, we launched the app in late July. My hope is that everyone downloads the app, even those who have yet to learn CPR.

Once PulsePoint is downloaded, those with CPR training are asked to “check” a box confirming they are available to respond. Everyone else still has access to an array of features, including a scrolling list of local traffic, fire and medical emergency alerts and Live Dispatch Radio. My hope is these users will later be inspired to seek out the widely available CPR training provided by the American Red Cross, American Heart Association, San Diego Project Heartbeat and others so they too can check the box.

Using mapping technology, the PulsePoint app directs nearby responders directly to a stricken individual’s location and alerts them to the availability of an Automated External Defibrillator (AED), a simple to use automated device that can shock a heart back into its correct rhythm.

Today, we know that every minute a victim of sudden cardiac arrest waits for CPR their survival chances drop by up to 10 percent, and after four to six minutes, brain damage begins.

PulsePoint’s success here will depend on the involvement of trained San Diegans in essentially crowd sourcing early CPR aid. Please visit [sdcounty.ca.gov/appcenter](http://sdcounty.ca.gov/appcenter) to learn how you can help save a life.

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](http://www.RonRoberts.com).

Tim McClain  
Deputy Chief/Communications Director  
Office of Supervisor Ron Roberts  
San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101  
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## 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  
September 10<sup>th</sup> and November 12<sup>th</sup> at 6:30pm

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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](http://www.gethsemanesd.org)

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## **MORE POTHOLE REPAIRS IN SERRA MESA**

Thanks to increased street funding in Mayor Faulconer's FY 2015 budget and reorganizations to pothole repair crews, more pothole repairs are happening in the Serra Mesa community.

In the recently approved budget, 16 additional full-time city workers have been hired to focus solely on pothole repairs. These new workers are expected to double the amount of asphalt repairs annually in the City.

In the past, road-crews responded to pothole complaints as they came in. This means that a repair crew could fix a pothole in Serra Mesa and drive across town to fix another pothole even if the next street over in needed repairs.

As a result of an Audit Committee recommendation, the old way has been changed to a more effective and efficient way of fixing potholes. Pothole repair crews now stay in one district the whole day fixing reported pothole problems in the district.

For this new measure to work effectively, it is important for Serra Mesa residents to report potholes right away. To report potholes online, please visit the website here: <http://apps.sandiego.gov/streetdiv/>. Residents can also call and report a pothole at (619) 527-7500. For a calendar of when repair crews will be in the district, please visit the link here: <http://www.sandiego.gov/street-div/pdf/potholeschedule.pdf>.

Of course residents can also contact my office to report a pothole or any other issue affecting their neighborhood. Please contact my office at 619-236-6677 or email me at [ScottSherman@SanDiego.Gov](mailto:ScottSherman@SanDiego.Gov).

As many Serra Mesa residents know, our roads and infrastructure have been neglected for far too long. The new budget and street repair crew organization is a great start to getting our roads back on track.

Councilmember Scott Sherman

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## **Harvest and Holiday Craft Fair—Serra Mesa-City View Church, Phyllis Place**

Hosting over 70 vendors, this annual craft fair features beautifully hand-crafted jewelry, woodwork, textiles, photography, art, soaps and more! Get an early start on your holiday shopping and have a great day out with family and friends. Food trucks will be on hand for the hungry, and a classic car show will be here for car enthusiasts. Parking is plentiful and access is easy, right off the 805 at Murray Ridge Road!

Crafters of beautiful things are invited to register for a 10x10 space. Information is available at [www.cityviewsd.com/craftfair](http://www.cityviewsd.com/craftfair)

Saturday, October 25

9:00-3:00

City View Church  
8404 Phyllis Place, San Diego 92123

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## **SERRA MESA ENHANCEMENT COMMITTEE**

Send any code compliance complaints that you would like SMEC to pursue to P.O. Box 23315, San Diego, CA 92193 or [serramesaenhancementcommittee@hotmail.com](mailto: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.

The continued drought is creating a heightened awareness of water wastage. SMEC isn't in a position to pursue water wastage complaints. Please refer to the Water Restrictions and Rebates article in this edition.



**IMPORTANT PHONE NUMBERS**

Abandoned Vehicles & Police Non-Emergency	(619) 531-2000
Airport Noise - Montgomery Airfield	(858) 573-1436
Animal Control	(858) 236-4231
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

**St. Columba Parish**

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

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

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 Church Phone 1(858) 277-3863

## 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!**



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**Horizon Planning**



**Melissa Leon**  
 Community Service Representative

Phone: 858-277-3722  
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9665 Granite Ridge Dr. 205  
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 Msloben@san.rr.com





## **YOU'RE INVITED!!**

St. Columba School's 15th Annual Dinner-Dance-Auction Fundraiser will be held at the Ascension Parish Hall on November 22nd. Tickets are only \$35 and include: Mexican Buffet Dinner, Dancing, Silent & Live Auction Baskets, Door Prizes & our Annual \$10,000 Opportunity Draw (\$100/ticket with only 350 tickets sold – go in with some friends)! We are also offering \$29 Program Sponsorships for all Businesses.

Call St. Columba School 858-813-1882 or visit our website: [stcolumbaschool.org](http://stcolumbaschool.org)

## **SERRA MESA VILLAGE DEVELOPING**

Serra Mesa may not have a building for a Senior Center nor a social service agency focused on seniors; but what it does have is a dynamite Steering Committee, supported by the Serra Mesa Community Council, working to bring the "Village" concept here. "Villages" have been developing around the US with the first one in Boston's Beacon Hill in 2002 (check it out at [www.beaconhillvillage.org](http://www.beaconhillvillage.org)). "Villages" are networks of seniors (and people who care about them) for seniors to embrace life and make each day the best possible. Most "Villages" include social activities, classes, community service, and support systems for those with chronic conditions or increasing frailty. One of the hallmarks of a "Village" is to know the resources available to seniors in the city and county. "Villages" are membership organizations, locally developed and run. The Serra Mesa Village Steering Committee anticipates having membership applications available by October or November with its first general membership meeting in January 2015.

The Steering Committee is open to additional members who want to see this concept come to Serra Mesa. You need to commit to attend the weekly meetings where plans/decisions are made and to take on at least one task to work on between meetings. Steering Committee meetings are held at Gethsemane, 2696 Melbourne Drive (across from Juarez Elementary School), on Mondays from 1:30-3:00 p.m. There is an Interest Survey in this issue of the Observer to find out what Serra Mesa residents want/need. The Steering Committee has set a "Meet and Greet" for Sunday, November 2, from 2-4 p.m. in the Community Room at the Serra Mesa Library on Aero Drive. Look for more information or contact the SMCC: [communitycouncil@serramesa.org](mailto:communitycouncil@serramesa.org) (put "Village" in the subject line); leave a message at 858-565-2473; or write to Serra Mesa Village, P.O. Box 23315, San Diego, CA 92193.

The "Serra Mesa Village" will happen because we make it happen. It is an exciting new dimension for this wonderful neighborhood and for all who have the good fortune to age.

## **HARVEST FESTIVAL**

Join us!

**Free!**

Friday, October 31, 2014

**Free!**

5:30 - 8:30 p.m.

A fun and safe alternative for Halloween!

There will be games, astro jump, candy, calk walk, music, hot dogs, drinks and again lots of candy!

Where?

Mission Village Christian Fellowship

2650 Melbourne Dr

San Diego, CA 92123

## **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 August meeting wasn't held since there weren't any agenda items. The next meetings are September 18 and October 16. To contact us, email [smpg@serramesa.org](mailto:smpg@serramesa.org).

### **Summary of July 15 Meeting**

**Prioritization of Serra Mesa Projects for using Broadstone Ad Hoc Fees (\$3,504,000)** – New information on the cost of the joint use projects meant that SMPG's previous prioritization list (Taft Joint Use, Cabrillo Hts Western Field Lighting, Ruffin Canyon Trail, Juarez Joint Use ADA) needed reviewing. SMPG met jointly with the Serra Mesa Parks & Recreation Council and City staff. Both groups agreed to recommend Taft Middle School Joint Use Project (4.75 acres for \$3,270,271) as their number one priority.

City Councilmember Scott Sherman's office makes the final decision and will follow up with the City's budgeting process. In the future the Serra Mesa Parks & Recreation Council will conduct community meetings to determine the amenities for the joint use project.

**Update - AeaLAS Charter School** withdrew their application for a conditional use permit at 9160 Gramercy Road (former Guild Mortgage building). The time limit on their escrow for the building wasn't extended.

### **September 18 Agenda Item**

**Cardinal Slope Easement Vacation**, Cameron Brothers Company. Description: Application request to vacate a 0.277 acre slope easement located at 2383 Cardinal Drive. The slope easement was obtained by the state for CA-163 but was relinquished to the City because it was no longer needed. The project description on the general application states "The proposed project will consist of 3 stories of apartments totaling 30 units at approximately 35,000sqft and one story of garaged parking at approx. 13,500sqft." This will be an annex to the existing Moderne Apartment Complex.

---

### **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

***Serra Mesa Community Council Welcomes  
July / August New and Renewed Subscribers***

Ted & Donna Altman  
Carmen Anderson  
Marilyn Atwood  
Harry & Mary Baldwin  
Roma Brown  
Mary Brush  
Patricia Burke  
Eudora Carlson  
James Cheatham  
James Chism \*  
Michael & Janice Conroy  
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Wayne & Sally Findlay  
Kathleen Ford \*  
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Argyle & Bertha Gifford  
Eugene & Diane Goligoski  
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Sandra Gunning  
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Else Ottesen  
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M. Gloria Riggs  
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Marv Sloben & Diane Dewitt \*  
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Our Valued Advertisers:  
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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.

## **WATER INFORMATION AND REBATES**

The following information has been copied/adapted from the San Diego City and County websites.

### **Water Information**

#### **General Water Conservation Information – 619-533-7485**

#### **Restrictions Applicable to Residences (San Diego Municipal Code, Section 67.3803)**

- Repair or stop all water leaks upon discovery or within 72 hours of notification by the City.
- Water before 10 a.m. and after 6 p.m. from June to October; before 10 a.m. and after 4 p.m. from November to May. There are exceptions; refer to code.
- Customers “shall not allow water to leave their property due to drainage onto adjacent properties or public or private roadways or streets or gutters due to excessive irrigation and/or uncorrected leaks.”
- Running hose to wash down sidewalks, driveways, parking areas, tennis courts, patios or other paved areas prohibited except for immediate safety or sanitization hazards.
- Overfilling of swimming pools and spas prohibited.
- Decorative water fountains must use a recirculating pump.
- Vehicles washed only at a commercial car wash or by using a hose with an automatic shutoff nozzle or with a hand-held container.

**Enforcement and penalties** ([www.sandiego.gov/water/conservation/drought/enforcement.shtml](http://www.sandiego.gov/water/conservation/drought/enforcement.shtml)) – Report water waste by calling 619-533-5271 or [waterwaste@sandiego.gov](mailto:waterwaste@sandiego.gov).

A Code Enforcement Officer or Water Waste Investigator follows up on water waste violations. Remedies begin with information about restrictions and resources available from the City to assist in complying with regulations. Remedies include:

- Warning letter;
- Administrative Citations (\$100, \$250, \$500, \$750, and \$1,000);
- Notice of Violation (Civil Penalties up to \$2,500 per day per violation);
- Referral to the City Attorney for Civil or Criminal prosecution;
- Shut off water service.

**Water Conservation Tools** – To determine how long to water your landscape, a Landscape Watering Calculator is available at <http://apps.sandiego.gov/landcalc/start.do>. Also, to help estimate home water usage the San Diego County Water Authority offers a Residential Household Water Use Calculator at <http://www.watersmartsd.org/water-calculator>.

**Rebates & Incentives** (<http://www.sandiego.gov/water/conservation/residentialoutdoor/index.shtml>) – 619-533-4126 or [waterconservationrebates@sandiego.gov](mailto:waterconservationrebates@sandiego.gov)

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## **ANOTHER SUCCESSFUL SUMMER EVENT SCHEDULE!**

The Events Committee of Serra Mesa Community Council planned two events in Serra Mesa this summer, a concert in the park and a movie night. Thank you to our sponsors Alliance Residential (builders of the new apartment complex at the corner of Sandroek and Aero), Crunch Fitness (new to Rancho Serra Mesa shopping center), Rawknyz Barber Shop (near the airport), Home Instead Home Care, City and County of San Diego, and Parks and Recreation Center.

The concert in the park was on Saturday July 26 with the native Serra Mesans, the Siers Brothers Band. Saturday September 13 is family movie night. Both events were held at Cabrillo Heights Park. Both events hosted a food drive to benefit the Serra Mesa Food Pantry.

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

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](mailto:communitycouncil@serramesa.org).

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## **PUMPKIN FEST AT FAITH COMMUNITY CHURCH**

Join us Saturday October 25th from 11-2 for a day of Free Family Fun!

Pumpkins for the kids, a hayride, a dunk tank, games, a petting zoo with pony rides, face painting, cookie decorating, crafts, kettle corn, a cake walk, and a yummy BBQ!

Have your picture taken by Big Mac, our huge pumpking! You can take a guess at how much he weighs too. If you are correct, you can take him home with you at the end of the day.

Bring your family, friends, and neighbors and enjoy a great day with us!!

**Faith Community Church  
2285 Murray Ridge Rd  
Saturday, October 25, 2014  
11:00 - 2:00 p.m.**







City of San Diego

## New Neighborhood Parking Rules

### Permits Required Starting August 17, 2014

The San Diego City Council adopted a new **Neighborhood Parking Protection Ordinance** that restricts overnight parking of “oversized vehicles, non-motorized vehicles and recreational vehicles”. This ordinance is authorized by Sections 86.0138 through 86.0143 of the San Diego Municipal Code.

Oversized vehicles are defined as any vehicle, including any attached trailers, vehicles or loads thereon, that exceeds 27 feet in length AND 7 feet in height. Non-motorized vehicles include open and closed trailers with or without loads.

### Permits will be Required

Recreational vehicles owners may obtain a permit allowing overnight parking. A permit is valid for one 24-hour period. Permit applicants may obtain up to three consecutive days (72 hours total) at one time. Applicants may purchase up to 72 days of permits per year. **The permit is only valid on the same block as the resident’s address.**

Recreational Vehicles are defined as “any camp trailer, camper, trailer coach, or house car,” in the Vehicle Code, or, “any boat, dune buggy, all-terrain vehicle (ATV) or other motorized or towed vehicle designed, maintained or used primarily for recreational purposes.” Individuals must offer proof of residency in advance of purchasing the permit. Permit applicants – once confirmed by City staff – may purchase up to three consecutive permits (72 hours). Applicants may purchase up to 72 days of permits per year.



**Recreational vehicles and trailers like these are subject to permit requirements**

The new ordinance includes an automated permit system. That system went “live” via the City Treasurer’s website on July 8 (<http://www.sandiego.gov/parking/permits/torvp/index.shtml>). It allows permit applicants to provide appropriate proof of residency. **Permits will become available for purchase on August 17 when the ordinance officially goes into effect.**

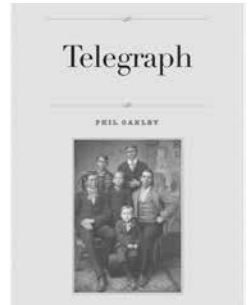
continue to page 16

## KUDOS FOR SPECIAL SERRA MESANS

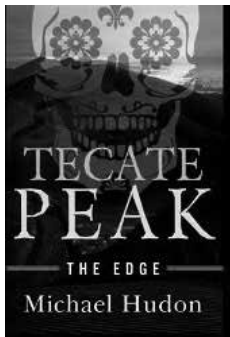
by Tom Leech

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 2nd report we flag kudos for three Serra Mesa authors, all with recently published books.

Phil Oakley, *Telegraph* (The Oakleys Book 1), fiction published May, 2014. This is the story of an amazing American family (the Oakleys, based on Phil’s grandparents) who set roots in the frontier, first in New Mexico and later in the Texas Hill Country (real town of Telegraph, a fictional setting). Their hard work to build a peaceful life alongside the bubbling waters of Little Hatchet Creek and the South Llano River began after the Civil War. Their challenges were formidable, but the newcomers learned to get along with the old residents of their new neighborhoods: Mescalero Apaches, Comanches and Tejanos. The family built for themselves and their new America, but were horrified when Texas storms washed away their hard work in furious, boiling floodwater. Their children were beautiful and smart, but the third generation faced eradication tied to the decadence, drunkenness and violence of Prohibition and the Jazz Age...



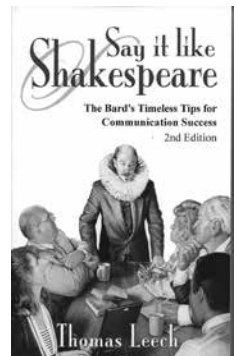
Phil and wife Nancy came to Serra Mesa 18 months ago, and live in the Stonecrest area. Before that Phil had worked for ABC in Dallas, serving as Regional Manager for SW US and Latin America. His profession now? “Writing books, with two more to go in this Oakley series.”



Michael “Mic” Hudon, *Tecate Peak: The Edge*, fiction published in May 2014. This story starts with action and ends with action. In between, in its nearly 300 delicious pages, there are continuing and interwoven subplots packed full with passion, drama, love lost and regained, moral dilemma, brotherhood, and suspense, always sandwiched by more action. *Tecate Peak* traces the ebb and flow, the frenzy and the calm that is the day to day life of Harry Dugan, a cop from a family of cops who proves to be the epitome of the old adage “no good deed goes unpunished.” Haunted by the appearance of wrong doing on the job, and a one-night affair that didn't happen, banished by his wife, who says she still loves him, and betrayed by the man who was his partner and friend (sound like Othello?), he stumbles blindly into a world that's new to him. Now, age 40+, he’s starting from scratch in a place he's never been, 3000 miles away from everything that is dear to him. His only lifeline is an old wrinkled slip of paper with a man's name and phone number, a man who is the cousin of his former friend and might help him find work in San Diego...

Mic was raised back there in New Hampshire. A long-time San Diegan, he and wife Carol came to Serra Mesa four years ago (to get more space and a back yard), and reside near Wedgeforth school. The book’s inspiration has some ties to a past job as part of California’s state security-drug task force and as a border patrol subcontractor. Now his profession is perhaps less violent, as an actor in local theater, movies and TV shows, and commercials. He’s an active SAG-AFTRA member in San Diego.

Tom Leech (yes, that’s me), *Say it like Shakespeare: the Bard’s Timeless Tips for Communication Success*, published January 2014, non-fiction. This new edition of McGraw-Hill’s original widely-praised book (with a much more cumbersome sub-title) provides a tune-up for enhancing communications success in business and personal worlds. As the Bard of Avon put it 4+ decades ago “No man is lord of anything ‘til he communicates his parts to others.” In May USA Best Book Awards announced their selections for 2014 International Book Awards. The winner in the "Business: Communications/Public Relations" category is...(bagpipes fire up)... Say it like Shakespeare.



Tom, wife Leslie, and two pooch pals have lived 11 years in the Phyllis Place side of SM. Tom has written books on a variety of subjects, including business, communication, travel and nature (check [www.presentationspress.com](http://www.presentationspress.com)). His primary business is as a presentations-public speaking coach and conference speaker. He’s a long-time free-lance writer, and their travel articles appear regularly in various publications. He’s a member of the SM Community Council Board, and welcomes your suggestions of other Serra Mesans with recent attaboy-girl accomplishments. Send to [tomaseb@aol.com](mailto:tomaseb@aol.com) or 858-650-0810.

DRUM ROLL..TRUMPETS BLARE...let’s hear it for our own published Serra Mesa authors.

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### City of San Diego

The City will adhere to a grace period for vehicles parked in violation of the ordinance between August 17 and August 31. All citations issued after the grace period will include a first notification with no associated fines. Subsequent violations will levy a \$100 fine to vehicle owners.

#### Permitted vehicles

- Camp Trailer
- Camper
- Trailer Coach
- House Car
- Boat
- Dune Buggy
- All-Terrain Vehicle
- Other motorized or towed vehicle designed, maintained, or used primarily for recreation purposes

#### Non-Permitted Vehicles

- Any Trailer or Trailer Bus, as Defined in Vehicle Code Sections 630 and 636
- Any vehicle, including any attached trailers, vehicles or loads thereon, that exceeds 27 feet in length and 7 feet in height

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**City of San Diego Grass Replacement Rebate for Residential Customers** – Converting a traditional grass lawn to sustainable landscaping can reduce water usage by up to 70%. Switching from grass and sprinklers to water-wise plants and micro irrigation systems can save up to 44 gallons of water annually for each square foot of converted landscaping.

#### Guidelines

- Beginning September 1, 2014, the City is offering a rebate of up to \$2 per square foot for residential sites that replace existing grass with water wise landscaping. Preliminary site inspection is required to confirm qualification.
  - Rebate limit is 2,400 square feet and \$4,800 per site for front, side and back yard grass removal
  - Minimum conversion per application is 400 square feet (If area is less than 400 square feet it must be 100% of front, side or backyard grass area.)
- All projects must be completed within 120 days of City-designated start date.
- Projects that DO NOT qualify include those that install artificial turf, other turf grasses or vegetable gardens, as well as sites that use recycled water.

**Additional Grass Replacement Rebate Opportunity** – An additional \$2 per square foot rebate for turf/ grass replacement may be available through the regional SoCal WaterSmart Rebate Program at <http://www.socalwatersmart.com/index.php/qualifyingproducts/turfremoval?p=res>. Unlike the City's grass replacement rebate program, only one rebate per site is allowed.

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**Micro-Irrigation** (<http://www.sandiego.gov/water/pdf/conservation/microirrigationguidelines.pdf>) – Effective September 1, 2014, a City of San Diego Public Utilities Department customer may qualify for a rebate to replace an existing overhead spray sprinkler system with micro-irrigation (i.e. micro-spray, drip, in-line emitters, etc.). Converting to micro irrigation can save up to 9 gallons of water annually for each square foot of converted area.

### **Rules for Residential Customers**

- Customers served by an individual water meter may receive up to a \$0.30 per square foot rebate in grass replacement areas and in existing flower, shrub and vegetable beds.
- Rebate limit is up to 3,000 square feet and \$900 per site, with a minimum conversion of 400 square feet.
- All projects must be completed within 120 days of City-designated start date.

**Rain Barrel Rebate for San Diego Residential Customers** (<http://www.sandiego.gov/water/conservation/residentialoutdoor/resrainwaterharvesting.shtml>) – Landscapes can soak up more than 50% of the water used at a typical San Diego home. Capturing rain from your roof is a quick way to conserve water to use for landscape irrigation and help prevent pollution by reducing the amount of runoff entering our storm drain system.

City of San Diego Public Utilities residential customers can receive a cash-back rebate when purchasing and installing a rain barrel and connecting it to the home's rain gutter downspout. Rebates will be distributed on a first-come, first served basis and funding is limited.

Receive up to \$1.00 per gallon of barrel storage capacity for rain barrel rebate program, up to 400 gallons and \$400 per property. Minimum total storage capacity to receive a rebate is 50 gallons. Connecting several rain barrels is acceptable. Only the cost of the rain barrel is eligible for a rebate. Expense for labor, taxes, shipping, and incidental material related to installation do not qualify, nor do homemade rain barrels.

Additionally, City water customers may qualify for the SoCal Water\$mart's separate rain barrel rebate program (<http://www.socalwatersmart.com/index.php/qualifyingproducts/rain-barrels>). This program provides \$75 per qualifying rain barrel; minimum rain barrel size is 50 gallons.

**Free On-Site Water Conservation Surveys** – 619-570-1990 or email [watersurvey@sandiego.gov](mailto:watersurvey@sandiego.gov) (<http://www.sandiego.gov/water/conservation/residentialoutdoor/survey.shtml>) – The City of San Diego offers residential customers free on-site indoor and landscape water conservation surveys that provide customized information on how to save water and money.

### **Mulch from Miramar Greenery** – 858-492-6100

(<http://www.sandiego.gov/environmental-services/miramar/greenery/cmw.shtml>) – Applying mulch to your garden will reduce the need to water. City residents may load (by self or staff) up to two cubic yards of compost or mulch at the Miramar Landfill for free with proof of residency. One cubic yard is equal to the size of six 32-gallon trash cans. Wood chips can be purchased for a modest fee.

**Rebates Offered for High-Efficiency Toilets** - The Metropolitan Water District of Southern California offers a rebate on low-flow toilets. For information and the application, visit the SoCal Water\$mart website, <http://www.socalwatersmart.com/index.php/home/?p=res>.

**Rebates for Appliances** - When purchasing a new appliance ask about any applicable rebates.

## **SERRA MESA-KEARNY MESA BRANCH LIBRARY**

### **September/October, 2014 Events/Programs**

#### **Adult Programs**

**Art Exhibits** – The Friends of the Serra Mesa-Kearny Mesa Branch Library present the art of the Associated Fine Artists in the Community Room and a Halloween exhibit by George Dixon and the Ege Family 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.

**September 2, 6:30 p.m. Journeys Through France and Life Author Talk.** Join author Glenda de Vaney for a slideshow and discussion of her memoir.

**September 9, 5:00 p.m. Friends of the Library Meeting.** Join members of your community to discuss ways to support the library.

**September 9, 6:45 p.m. Serra Mesa Library Book Club.** Join members of your community to discuss *The Orchardist* by Amanda Coplin.

**September 12, 1:00 p.m. Resume Strategies.** This workshop by the San Diego Metro Career Center teaches you the best ways to organize and present your resume.

**September 24, 6:30 p.m. Serra Mesa Community Council.** A meeting to provide information and act as a forum for identifying and solving community problems.

**September 26, 1:00 p.m. Resume Tune-Up.** Learn how to improve the language and layout of your resume in this workshop offered by the San Diego Metro Career Center.

**September 28, 1:30 p.m. San Diego Folk Song Society.** Join the folk song circle and enjoy free, live music.

**October 10, 1:00 p.m. Cover Letters & More.** This workshop by the San Diego Metro Career Center teaches you how to create impressive and attention-getting cover letters.

**October 14, 6:45 p.m. Serra Mesa Library Book Club.** Join members of your community to discuss *The Kitchen House* by Kathleen Grissom.

**October 22, 6:30 p.m. Serra Mesa Community Council.** A meeting to provide information and act as a forum for identifying and solving community problems.

**October 24, 1:00 p.m. Labor Market Websites.** Learn how to navigate and explore the best labor market information websites in this workshop offered by the San Diego Metro Career Center.

**October 26, 1:30 p.m. San Diego Folk Song Society.** Join the folk song circle and enjoy free, live music.



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## **SERRA MESA-KEARNY MESA BRANCH LIBRARY**

### **Children Programs**

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

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

**Chess Club – Fridays, 4:00 p.m.** Join instructors from the Lone Kings Chess Club and learn game tactics and strategies.

**September 15, 10:30 a.m. Yoga Storytime for Kids.** Toddlers will hear stories and songs while learning yoga poses.

**September 8, 22 & 29, 10:30 a.m. Preschool Craft.** Join us for a fun, easy-to-make children's craft.

**Septmeber 3 & 17, 4:00 p.m. Lego Builder Club.** Join us to build Lego creations that will be displayed in the library.

**September 11, 18 & 25, 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.

**October 6 & 20, 10:30 a.m. Yoga Storytime for Kids.** Toddlers will hear stories and songs while learning yoga poses.

**October 13 & 27, 10:30 a.m. Preschool Craft.** Join us for a fun, easy-to-make children's craft.

**October 1 & 15, 4:00 p.m. Lego Builder Club.** Join us to build Lego creations that will be displayed in the library.

**October 9, 16, 23 & 30, 10:00 a.m. Music Time for Kids with Cowboy Bob.** Come dance with Cowboy Bob as he introduces music and instruments in a show appropriate for all ages.

**Apply for a Free Computer!!! Computers 2 SD Kids at the Serra Mesa-Kearny Mesa Library – Classes on September 27 and October 25**

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

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## **SAVE THE DATE**

**Family Movie Night**  
Saturday, September 13  
at Sunset!

**at Cabrillo Heights Park**  
for more information see page 13

