

Mira Mesa Town Council

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Mira Mesa Chamber of Commerce

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MMTC/Chamber

- What is the Mira Mesa Town Council and what does it do?
- What are the MMTC's committees, subgroups and special efforts?
- What are the most important community issues, and how can the Chamber help?
- What help and benefit can Chamber members get from the Mira Mesa Town Council?

Mira Mesa Community Groups

- Mira Mesa Town Council
 - Community volunteer organization that works toward the improvement of the Mira Mesa Community
- Mira Mesa Community Planning Group
 - City Council policy defines Planning Groups in each community to review proposed development
- Mira Mesa Recreation Council
 - City Council policy defines Recreation Councils in each community to promote recreation programs and advise the Park and Recreation Department
- Fourth of July Committee
 - Community volunteer organization that organizes, raises funds, and puts on the annual Fourth of July celebration
- Mira Mesa Senior Center Board of Governors, Golden Friends, and FASCA
 - The Mira Mesa Golden Friends and FASCA (Filipino-American Senior Citizens Organization), membership open to ages 50+, jointly manage the Verne Goodwin Mira Mesa Senior Center through the Senior Center Board of Governors
- Other volunteer groups: HEROES, Mira Mesa Women’s Club, Theatre Guild, Mira Mesa High School Foundation, Aguinaldo Foundation, RSVP, Friends of the Mira Mesa Library, Friends of Los Penasquitos Canyon Preserve and LPCP Citizens Advisory Committee

Mira Mesa Town Council

- **ARTICLE I – STATEMENT OF PURPOSE**
- The purpose of the Mira Mesa Town Council Inc. (MMTC) shall be:
 - To provide a public forum for community issues and problems.
 - To act as a liaison to City, County, State and Federal government agencies as appropriate relative to Mira Mesa community issues.
 - To increase the cohesion of the Mira Mesa community by providing leadership for the promotion of its civic, cultural, social, educational and recreational development and improvement.
 - To seek funds from private and public funding sources to carry out all objectives designed to achieve its primary purposes.
- **ARTICLE II – MEMBERSHIP**
- Any individual, business or organization having an interest in the objectives of the MMTC shall be eligible to apply for membership.
- The MMTC shall have 3 (three) classes of membership:
 - *Regular Membership* – refers to individuals who are residents, property owners, or the designated representative of a non-profit organization operating within the geographical area of Mira Mesa. Regular members shall be *voting* members and shall be eligible for membership if they are at least 16 (sixteen) years of age.
 - *Business Membership* – refers to individuals who are the designated representative of a business operating within the geographical area of Mira Mesa. Business members shall be voting members.
 - *Associate Membership* – refers to individuals who are not eligible for regular or business membership, but who have an interest in or concern with the affairs of Mira Mesa. Associate members shall be *non-voting* members.

MMTC/Verne Goodwin Scholarships



2007 MMTC Meeting



2008 Mira Mesa High School

Every year since 1985, the Mira Mesa Town Council has awarded scholarships to graduating high school seniors based on their volunteer work. The scholarship is named in honor of long time community volunteer Verne Goodwin.

Mira Mesa Street Fair



The 10th annual Mira Mesa Street Fair will take place on Saturday, Sept. 27th, from 10 AM to 4:30 PM, on Camino Ruiz between Mira Mesa Boulevard and New Salem. More than 100 crafters, businesses, non-profit groups, and food vendors will have booths at the event. The Street Fair will feature an expanded Fun Zone with rides for children and teens, and continuous entertainment on two stages. There will be special attractions such as earth-moving equipment, military vehicles from MCAS Miramar and a demonstration of K-9 dogs in action.

Community Pride



Clean and Green Day



Painting Walls along Mira Mesa Blvd

The Community Pride Committee monitors the Community for problem maintenance areas. They remove illegal signs and send polite reminders to property owners with code violations. Special projects include Clean and Green Day, and the “Adopt-A-Wall” program to paint the brick walls along Mira Mesa Blvd. and Camino Ruiz

Volunteer of the Year Dinner



2007 Volunteer of the Year Mike Davis
with Mayor Jerry Sanders



Past Volunteers of the Year Attending
2008 Dinner

Each year since 1984 the Mira Mesa Town Council has held an annual dinner to recognize special volunteers who make this community a better place. The Volunteer of the Year need not be a Mira Mesa Town Council member, but should be someone who has made a significant contribution to Mira Mesa through volunteer work, not just during the past year but over the years s/he has been involved with the community.

Mira Mesa Maintenance Assessment District



Mira Mesa households are assessed \$10/year for landscaping along major streets, trash pickup and lighting along Mira Mesa Blvd. The MMMAD subcommittee of the Town Council manages a budget of ~\$700k per year.

Stakeholders Committee



Stakeholders Committee – set up to manage a community fund of ~\$2 million from a 1990 development agreement. Funded the Epicentre Teen Center, Police Storefront, Landscaping and improvements at several neighborhood parks.

RSVP



The Mira Mesa Town Council organized and collected money to initiate the Retired Senior Volunteer Patrol (RSVP)

Banner District

Objective: Promote Mira Mesa and local activities through the use of street banners located on Mira Mesa Blvd



Prototype banner designs

Method: Banners are used to promote an organization or to advertise a specific event. For our immediate purposes, the banner project should be considered part of a larger branding effort for Mira Mesa and the Town Council. Headed by the Mira Mesa Town Council, it would promote the community and help establish a Mira Mesa identity. Through the use of a simple logo, slogan and web address, we can drive people to the town council web site. Once there, we can use this cost-effective conduit as a means of educating people about the community.

The banners could be tied to efforts in the following areas: (1) resident membership drive, (2) business membership drive, or (3) current or annual community activities. Serious consideration could also be given to forming a Business Improvement District for future efforts.

MMTC Meetings

- 7 PM First Monday of Each Month, Mira Mesa Library
- Opportunity to interact with our elected officials and their representatives
- Source of timely community information
- Open forum for information from the community
- Program examples:
 - Candidates forums: Three this year - for City Council, School Board and City Attorney (next Monday Sep. 8 at Challenger Middle School)
 - City Councilman Brian Maienschein
 - Greg Rubin on Fire Safe Landscaping
 - Police Department: Crime in Mira Mesa
 - Mira Mesa Schools with school principals and Miramar College
- Special Topics:
 - Fresh and Easy Market permit
 - Abandoned Shopping Carts
 - Adopt-A-Wall graffiti removal and wall repainting project

MMTC Committees

- Street Fair – puts on the Mira Mesa Street Fair last Saturday in September
- Scholarship – awards scholarships to high school seniors based on volunteer service
- Maintenance Assessment District – manages a budget of ~\$700k for landscaping along major streets and lighting along MM Blvd
- Community Pride – checks community for problem maintenance areas
- Volunteer of the Year Dinner – Dinner held in honor of one community volunteer each year.
- Stakeholders – set up to manage a community fund of ~\$2 million from a 1990 development agreement.
- Banner District – manages street banners along Mira Mesa Blvd.

Special Efforts

- The Mira Mesa Town Council can coordinate community efforts and contribute and/or collect money for these efforts
 - RSVP – MMTC helped set up the Retired Senior Volunteer Patrol program
 - Adopt-A-Wall – MMTC contributed money and set up an online link for donations to the Adopt-A-Wall program that has been painting walls along Mira Mesa Blvd
 - Fourth of July – Set up online donations for the Fourth of July Celebration
 - Shopping Carts – MMTC has been working with the City Council office and San Diegans Against Abandoned Shopping Carts to address this problem
 - Special Events – MMTC is asked to write a letter of support for all special events in the Mira Mesa Community

MMTC/Chamber of Commerce

- The Chamber of Commerce working together with the Mira Mesa Town Council can give added weight to important community issues
 - Abandoned shopping carts
 - Police and crime
 - Traffic, intersection and lighting improvement
 - Projects that improve community appearance or business climate
- MMTC can assist Chamber of Commerce members
 - Special support such as Fresh and Easy Market case
 - Publicity through participation in Street Fair
 - Publicity through MMTC business members published on MMTC web site.
 - Insight into community issues
 - Insight into community perspective on business issues
- MMTC needs Chamber members business expertise