March, 2011

Mira Mesa Town Council

Abandoned Carts? There's an App for That!

In our continuing quest for relief from abandoned shopping carts, there's a new tool for residents of Mira Mesa. And as they say in the commercials, "There's An App For That!"

CartSnap Enterprises, a company located in Silicon Valley, has presented us with the opportunity to test their new "Abandoned Shopping Cart Reporting" application for iPhone. Mira Mesa residents can download the CartSnap application from the App Store for free, using their iPhone 3, 3GS, or 4. Then snap those pictures! Information from your cart pictures is uploaded to CartSnap's server, and the owner of the cart is notified. As a benefit, we will also get a report listing all of the abandoned carts reported, the owners name, and the location where it was found. This information will help us document the extent of the abandoned cart problem in Mira Mesa, so that we can present statistical evidence when speaking with store owners, the City Council, and other entities about possible actions.

The test with CartSnap will last for one month, beginning on March 1 and ending at midnight on March 31. As an incentive to participate, MMTC will award a prize basket to one winner drawn at random from all of the shopping cart photos submitted to CartSnap. The prize will be awarded at our April 4 meeting.

Check our website—www.MiraMesaTownCouncil.org—for more details regarding CartSnap and our Cart Reporting Contest.

SDPD Reports on Mira Mesa

The SDPD officers scheduled to attend our February meeting were unavoidably detained responding to a call. At this month's meeting, SDPD's Northeastern Division will give us a report on crime trends in our community and ways that you can help them keep Mira Mesa a safe community.

As reported recently, crime is down significantly in the city of San Diego. Mira Mesa has had some "high profile" incidents of late, but in meeting with the officers at Northeastern Division we have learned that the news is just as good for Mira Mesa. These "high profile" incidents have made the news because they are rare, and as everybody knows "good news" doesn't necessarily make news!

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Mira Mesa Town Council Meeting

Monday, March 7, 2011
7 - 9 p.m.

Mira Mesa Senior Center
8460 Mira Mesa Blvd

Agenda:

CartSnap Abandoned Cart Tracking System

SDPD Report on Mira Mesa

Newbreak Church/Hage Elementary

Business of the Month: Yogurtland

MIRA MESA TOWN COUNCIL BOARD OF DIRECTORS, 2011

PRESIDENT
Ted Brengel, *Ted@TedBrengel.com*

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Bari Vaz, *BariVaz@sbcglobal.net*

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Jerry Ollinger, *jerryollinger@hotmail.com*

Mira Mesa Town Council Meetings

Mira Mesa Town Council meetings provide a public forum for community issues relating to civic, cultural, social, educational and recreational development and improvement in the area. Regular meetings are held the first Monday of each month at the *Mira Mesa Senior Center* from 7 to 9 p.m., with no meeting held in July.

2011 Mira Mesa Town Council meeting schedule:

January 3	**July - NO MEETING**
February 7	**August 1**
March 7	**September 12 ****
April 4	**October 3**
May 2	**November 7**
June 6	**December 5**

**** Sept meeting is on the 2nd Monday due to Labor Day**

Contact Us:

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San Diego, CA 92126

issues@miramesatowncouncil.org

www.MiraMesaTownCouncil.org

Please send items for publication to:
newsletter@miramesatowncouncil.org

Want to help your community, but don't know how?

Mira Mesa is made up of people just like you who are looking for ways to get involved in the community. Whether you are interested in local planning, parks and recreation, community appearance, family events or something completely new, there's a place for you.

Ongoing MMTC committees and community groups include:

- **MMTC BANNER DISTRICT COMMITTEE**
- **MMTC COMMUNITY PRIDE COMMITTEE**
- **MMTC FOURTH OF JULY COMMITTEE**
- **MMTC STREET FAIR COMMITTEE**
- **MMTC MAINTENANCE ASSESSMENT DISTRICT COMMITTEE**
- **CLUSTER SCHOOLS COUNCIL**
- **COMMUNITY PLANNING GROUP**
- **HEROES**
- **MIRA MESA COMMUNITY VISION**
- **RECREATION COUNCIL**
- **RETIRED SENIOR VOLUNTEER PATROL (RSVP)**

Come to a Mira Mesa Town Council general meeting or contact one of our directors for more information. Also see page 7 for specific meeting times and locations.

Business Member of the Month
Yogurtland Mira Mesa

The Yogurtland website says the their mission is "To bring people together for the most flavorful, natural, and fun frozen yogurt experience while promoting a healthy lifestyle." Yogurtland Mira Mesa's manager, Andrew Samida, has added his own style to this mission: "and to work hard to support the community of Mira Mesa."

Since opening their location at the Mira Mesa Mall, Yogurtland has become a familiar sight at local events such as the annual Street Fair. Andy Samida has also become a familiar attendee at our Town Council meetings, as well as at the Mira Mesa Chamber of Commerce and other community gatherings.

Andy and Yogurtland believe in becoming an important part of the community they serve. At our next meeting, please visit with Andy and his staff as we honor them as our March "Business Member of the Month."

Mira Mesa Public Library Book Sale in April By Pam Stevens

The Mira Mesa Public Library will host its annual Book Sale on Friday, April 29 and Saturday, April 30, during regular library hours (Friday - 9:30 a.m. to 5:30 p.m., Saturday - 9:30 a.m. to 2:30 p.m.).

President's Message for March

By Ted Brengel, MMTC President

Welcome to (almost) Spring! While there may be more foul weather ahead, after February I find it somehow easier to handle. This is especially true because most of Mira Mesa sits on high ground.

Lots of things are happening in our community. Planning for major events is taking shape with the Volunteer Of The Year Dinner leading the way. It will be on April 16 at the Country Inn and Suites as it was last year and is guaranteed to be a memorable event, particularly for our Volunteer of the Year for 2010, John Sunde. Please mark your calendars now for this event.

In addition, planning will start soon for our 4th of July festivities and the first Street Fair Committee meeting will be in April. Incidentally, the Mira Mesa Street Fair this year will be held a week earlier than usual—on September 17, the third Saturday in September.

I know that many who attended our last meeting were disappointed by the failure of several speakers to appear. That seems to have been due to myriad scheduling and communications complications. Our Program Chair Person, Bari Vaz, made a very big deal out of this and got a call from Chief Lansdowne, who helped work out the kinks in scheduling. In short, there will be a Police Department representative at all of our meetings to provide any news that the department wishes to share and to field questions from those in attendance. In addition Bari and I had a meeting with Captain McManus and his staff at the Northeastern Division Headquarters in Rancho Los Peñasquitos that included our extraordinary Community Police Officer, Susan Steffen. The Northeastern Division covers the eastern portion of Mira Mesa. To be candid, the message that I got is that our drug and gang problems in Mira Mesa, while present and worthy of scrutiny and surveillance, pale in comparison to other communities. I was especially surprised to hear that drug-related problems are much more prevalent at schools in communities often considered to be much more affluent than Mira Mesa. Captain McManus was very careful not to leave us with the impression that they feel Mira Mesa's problems in these areas can be ignored.

Changing the subject… Stay tuned for more on grocery carts. Bari discovered a company called CartSnap that allows us to use their iPhone application to send them *geo-tagged* pictures of abandoned carts, which they then forward to the appropriate store or service. The picture, of course, has to reveal the cart's home (store) so that CartSnap can notify the owner. A trial of this should be all over the community in March.

I could go on for much longer as Mira Mesa is not the strip mall haven as described in the U-T ("Neighborhoods", Section B, February 12) but rather a thriving multi-cultural community of nearly 80,000 residents. Trust me, there is always a lot going on. And with that I will close until next month. See you at the meeting on March 7th!!!

HEROES Seeks Volunteers for Mason Elementary "Clean and Paint"

By Mike Davis

On Saturday, March 5, HEROES will host a "Clean and Paint" at Mason Elementary, 10340 San Ramon Drive. Work will begin at 8 a.m. and last until noon. If you are interested in volunteering, or have a group that would like to help out, please contact HEROES Chairman Mike Davis at mike.davis.sd@gmail.com.

Students and faculty repaint the girls' restroom at Mira Mesa High School on February 12.

HEROES - Hometown Efforts to Rescue Our Endangered Society - is a local 501(c)3 non-profit dedicated to improving the lives of Mira Mesa residents. On February 11 and 12, HEROES partnered with Mira Mesa High School students and staff to repaint the girls' restroom. Painting contractor Rich Burns a long-time HEROES supporter, was on hand to lend his assistance. Food for the volunteers was provided by Chick-fil-A through the generosity of owners Brent and Ashley Baillio. More work is planned for the Mira Mesa High School campus, along with future community improvement projects.

Students, staff, and HEROES volunteers prepare to paint the girls' restroom on Friday afternoon.

Do you know a person or community organization that could use the help of Mira Mea HEROES? Let HEROES know, and they will help organize the assistance needed.

HEROES welcomes volunteers, whether individuals or groups, to participate in their Mira Mesa community improvement efforts. If you are interested in participating in one of HEROES' upcoming events, or would like to plan an event with HEROES, please contact Mike at mike.davis.sd@gmail.com. HEROES also welcomes donations of paint and painting supplies, food and beverage for volunteer events, and cash donations to buy supplies and equipment. As a 501(c)3 charity, donations to HEROES may be tax deductible. To donate, please contact Mike Davis.

CartSnap & MMTC "Cart Contest"

By Bari Vaz

Look for posters like this one in Mira Mesa stores, advertising CartSnap and the MMTC Cart Contest.

For years, residents of Mira Mesa have complained about abandoned shopping carts. Now, "There's An App for That!"

CartSnap Enterprises, based in Silicon Valley, CA, has developed and released an iPhone application that connects the reporting of lost or abandoned shopping carts to the people who retrieve them. "Abandoned shopping carts have become 'background noise' in our society today. These carts decay and rust and pollute the environment. They also make our neighborhoods look trashy." state CartSnap co-owners Ron Jimenez and Che-Chuen Ho. "We started our company with a simple goal: make a difference, make it fun, and keep innovating!"

CartSnap has offered Mira Mesa a unique approach to a long-standing problem. And in keeping with CartSnap's goal of "making a difference and making it fun" the Mira Mesa Town Council is testing the iPhone application in the form of a contest.

Beginning at 12:01 am on March 1, 2011, and ending at midnight on March 31, each "Snap" of an abandoned cart in Mira Mesa will also serve as a contest entry. A gift basket containing merchandise and gift certificates will be awarded to one lucky "Snapper" chosen at random from all accepted entries.

Guidelines for acceptable "Snapping" are posted on CartSnap's website—www.CartSnap.com. A copy of the "Snapping" instructions along with the contest rules are posted at the Mira Mesa Town Council website—www.MiraMesaTownCouncil.org. There will also be a presentation on "Snapping" at our March meeting. To download the app, go to the App Store or scan the tag at right with your iPhone.

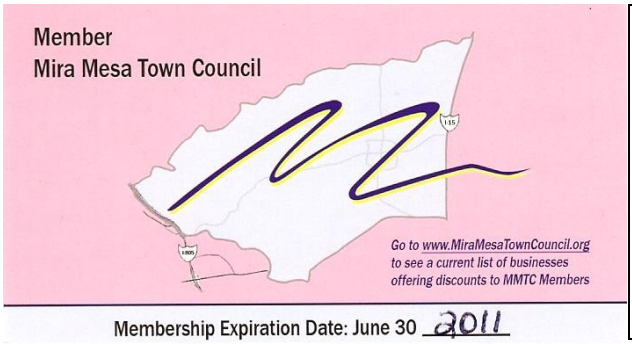
CartSnap App

Mira Mesa Community Planning Group Elections to be held on March 21

By Bari Vaz

The Mira Mesa Community Planning Group will hold elections for its Executive Committee on Monday, March 21, at 7 p.m. in the office of Vulcan Materials, 7720 Trade St., Suite 205.

The Mira Mesa Community Planning Group has the responsibility to write (with the aid of the City) community plans, recommend changes to community plans, and evaluate projects as they are proposed for consistency with the Mira Mesa Community Plan The Planning Group has 11 residential, 5 business and 3 property owner members. Planning Group members are elected to four year terms, with half elected every two years. Elections are held in March of odd-numbered years. If you would like to participate in the Planning Group or vote for or run for the Planning Group Board, you must attend a Planning Group meeting and register as a general member by giving your name, address, telephone number and email address to the Planning Group secretary.



Have you picked up your Mira Mesa Town Council Membership Card?

Visit pages 10 and 11 to see a list of local businesses offering discounts to Mira Mesa Town Council members who show their membership card.

You can pick up your card at the March 7 Mira Mesa Town Council meeting.

LOCAL NUMBERS

Emergency Services
Police/Fire/EMS 9-1-1
Poison Control 1-800-222-1222

Utilities
Fire hydrant open 619-515-3525
Gas leak 800-411-7343
Power/phone line downed 619-811-8081
Tree limbs in power lines 800-411-7343

Nuisances
Animal, dangerous 619-236-2341
Animal, dead 858-492-5060
.....5pm-7am or weekends & holidays: 619-573-1276
Animal manure (dog) 619-338-2283
Animal, rodents/rats 858-694-2888
Building abandoned or dangerous 619-236-5500
Car abandoned or inoperative 858-495-7856
Noise (loud) 619-236-5564
Code Compliance 619-236-5500
Trash: uncollected, overflowing dumpster, trash-strewn lot, or recyclables 858-492-5055

General County Services Information
2-1-1 San Diego 2-1-1

Streets & Environment
Bus shelter damaged 619-231-1466
Manhole cover missing or damaged 619-515-3525
Street, flooded 619-527-7500
Street, light out (see below for traffic lights) 619-527-7500
Street, pothole 619-527-7500
Street, sink hole or collapse 619-515-3525
Street, traffic light non-functioning 619-525-8650
Swimming Pools…….. 858-689-6296
Weeds overgrown, fallen trees, or clogged storm drain 619-527-7500

Criminal Activity
Police Community Relations Office, NE.....858-538-8120
Police Community Relations Office, NW.....858-523-7031
Suspected Arson 1-800-472-7766 (47ARSON)
Gangs 619-531-2847
Graffiti 619-525-8522
Non-emergency crime or suspicious activity e.g. belligerent person, car/building alarm, nuisance bar, underage drinking 858-484-3154

ELECTED OFFICIALS

City Council District 5: Carl DeMaio
Ph. (619) 236-6655, Fax (619) 238-0915
E-mail: carldemaio@sandiego.gov
Website: http://www.sandiego.gov/citycouncil/cd5/index.shtml
Representative to Mira Mesa John Ly, JwLy@sandiego.gov

San Diego Unified School District Board, District A: John Lee Evans
Ph: (619) 725-5550, Fax (619) 297-5624
E-mail: johnleeevans@sandi.net
District Website: http://www.sdcs.k12.ca.us/
Website: http://www.sandi.net/board/evans.pdf

San Diego Community College District Board, District B: Bill Schwandt
bschwand@sdccd.edu
Website: http://www.sdccd.cc.ca.us/public/district/trustees/schwandt.html

Governor: Jerry Brown
State Capitol Building, Suite 1873, Sacramento, 95814
Ph: (916) 445-2841, Fax: (916) 445-4633
Local office: 1350 Front St., Suite 6054, Sixth Floor
San Diego 92101
Ph: (619) 525-4641
Website: www.governor.ca.gov.

Congressman, 50th District: Brian Bilbray
San Diego County Office: 462 Stevens Ave. Suite 107
Solana Beach, CA 92075
Ph: (858) 350-1150 Fax (858) 350-0750
E-mail via website: http://www.house.gov/bilbray
Field Representative: Will Zasadny
Will.Zasadny@mail.house.gov

Mayor, City of San Diego: Jerry Sanders
Ph: (619) 236-6330 Fax: (619) 236-7228
E-mail: JerrySanders@sandiego.gov
Website: http://www.sandiego.gov/mayor/
Representative to Mira Mesa: Stephen Lew

State Assembly, 75th District: Nathan Fletcher
9909 Mira Mesa blvd., Ste. 130, San Diego, CA 92131
Ph: (858) 689-6290, Fax: (858) 689-6296
Website: : http://www.assembly.ca.gov/fletcher
Ph: (916) 319-2075.
Field Representative: Chasen Bullock,
Chasen.Bullock@asm.ca.gov

State Senate, 39th District: Christine Kehoe
2445 Fifth Avenue, Suite 200, San Diego, CA 92101
Ph: (619) 645-3133 Fax: (619) 645-3144
Representative to Mira Mesa: Andrew Kennerly

County Supervisor District 3: Pam Slater-Price
Ph: (619) 531-5533
E-mail: pam-slater@co.san-diego.ca.us
Website: http://www.sdcounty.ca.gov/cnty/bos/sup3/
Representative to Mira Mesa: Nadia Moshirian

County Supervisor District 4: Ron Roberts
S.D. County Administration Center: 1600 Pacific Highway
Room 335, San Diego, CA. 92101
Ph: (619)531-5544
E-mail: ron-roberts@sdcounty.ca.gov
Web site: http://www.sdcounty.ca.gov/cnty/bos/sup4/
Field Representative: Lauren Prescott

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Preschool: 858-578-2160

Church: 858-578-2150
Fax: 858-578-4096
Web site: mmpcusa.com
E-mail: mmpcusa@sbcglobal.net

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BRANDON@858GRAPHICS.COM
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Mira Mesa 2009
Volunteer of the Year

8250 B Mira Mesa Blvd. * San Diego, CA 92126

1997 Volunteer of the Year

Past MMTC Board Member
Past LMD Chair
Past Community Pride Chair
President—MM/SR RSVP "Foundation"
"Chief Graffiti Buster Since 1993"

"Ask for MMTC Discount"

Mira Mesa Farmer's Market

Open 3—6 pm, Mira Mesa High School

March 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 **Golden Friends** – 10 am, Mira Mesa Senior Center **Mira Mesa Maintenance Assessment District** – 7 pm, Mira Mesa Senior Center	**2** **Kiwanis, Scripps-Mira Branch** – 7:15 am, Mimi's Restaurant	**3**	**4**	**5**
6	**7** **Mira Mesa Town Council** – 7 pm, Mira Mesa Senior Center	*Mardi Gras* **8** **Golden Friends** – 10 am, Mira Mesa Senior Center **Epicentre Oversight Committee** – call for information **Mira Mesa Women's Club** – 7 pm, Mira Mesa Senior Center **Friends of the Library** – 7 pm, Mira Mesa Library **Recreation Council** – 7 pm, Lopez Ridge Rec Center **Black Mountain Masonic Lodge #845 F.& A,M,** – 7:30 pm, Mission Valley Scottish Rites Center	**9** **Kiwanis, Scripps-Mira Branch** – 6:30 am, Mimi's Restaurant **Exchange Club of San Diego** – 6:30 pm, Mandarin Garden Restaurant Fourth of July Committee - 6:30 pm, Mira Mesa Senior Center	**10**	**11**	*Girl Scout Day* **12** **Fil-Am Sr. Citizens Assn** – 10 am, Mira Mesa Senior Center
13 **FAASDNC Meeting** – 12 pm, Mira Mesa Recreation Center	**14** **Mira Mesa Town Council Board of Directors** – 6:45 pm, Mira Mesa Senior Center	**15** **Golden Friends** – 10 am, Mira Mesa Senior Center **Mira Mesa Chamber of Commerce**—5:30 pm Social, 6 pm Meeting, location varies	**16** **Kiwanis, Scripps-Mira Branch** – 7:15 am, Mimi's Restaurant	*St. Patrick's Day* **17** **Sr Center Board of Governors** – 2 pm, Mira Mesa Senior Center **Mira Mesa Theatre Guild** – 6 pm, location varies **Community Pride –** 6:30 pm, call for location **Los Penasquitos Canyon Preserve Citizens Advisory Cmte –**7 pm, Penasquitos Adobe Ranch House **Black Mountain Democratic Club** – 7 pm, Mesa Village Rec Hall 1	**18**	*St. Joseph's Day* **19**
20	**21** **Community Planning Group** - 7 pm, Vulcan Materials Office, 7220 Trade St., Suite 205	**22** **Golden Friends** – 10 am, Mira Mesa Senior Center	**23** **Kiwanis, Scripps-Mira Branch** – 7:15 am, Mimi's Restaurant **Exchange Club of San Diego** – 6:30 pm, Mandarin Garden Restaurant **Mira Mesa Banner District** – 6:30 pm, location TBD	**24**	**25**	**26**
27	**28** **Mira Mesa Cluster Schools Council** – 6 pm, Mira Mesa H.S. Media Room	**29** Banned Book Club—6:45 pm, Mira Mesa Library	**30**	**31**		

Highlights of the February 7, 2011 MMTC Meeting

CALL TO ORDER

- Pledge of Allegiance
- Approval of Minutes from January meeting, by acclamation
- Recognition of our "Business of the Month" - Chick-fil-A

POLICE AND FIRE REPRESENTATIVES

San Diego Fire Department

- Officers Steve Bixler, Steve Powell, Kiera Maloney, and Eric Thomas were in attendance
- Two rotating crews in Mira mesa, who are shared with Sorrento Valley and Scripps Ranch; one Hazmat unit for the area

ELECTED REPRESENTATIVE REPORTS

City Councilman Carl DeMaio (John Ly)

- Everyone is invited to Councilman's "State of the District Address" on February 22, 7 pm, Marshall Middle School
- Ned Baumer pool heating issue has been resolved
- Hillery DAR cooperative agreement with Caltrans is complete; Caltrans has pledged $2.5 million toward mitigation

State Assemblyman Nathan Fletcher (Chasen Bullock)

- State legislature is still gathering information on the fluoridation issue
- Governor has asked for $12.5 million in budget cuts; suggests extending taxes, shifting services to city/county,.

County Supervisor Pam Slater-Price (Nadia Moshirian)

- Healthy Lifestyles Initiative: 10-year program promoting a more healthy lifestyle
- Small Business Seminar—February 25, 8:30—11:00, Mira Costa College in Encinitas

Congressman Brian Bilbray (Will Zasadny)

- Will explained the Mt. Soledad Cross War Memorial Protection Act
- Congressman voted to repeal the new Healthcare Legislation; prefers to work malpractice reform, allow to cross state lines, etc.

COMMUNITY GROUP REPORTS

Mira Mesa High School/MMHS Foundation

- Jennifer Kvalvik invited local business owners to participate in the annual "Senior Exhibitions" on March 16, noon to 3 pm
- Kathy Madsen announced "Taste of Mira Mesa" scheduled for Wed, March 30, at Gen-Probe

Theatre Guild

- Jeff Barkley presented the council with a $1,000 check for the Fourth of July celebration.

COMMITTEE REPORTS

Fourth of July

- First meeting on Wed, Feb 9; new faces, new plans, lots of fun

Banner District

- Banner District committee being revived; first meeting to be announced soon.

Redistricting

- Committee continues to follow the City Commission's activities; we continue to try to educate on true boundaries of MM.

Finance Committee

- Jeff Stevens presented the 2011 budget for approval; motion by Chuck Sweet, 2nd by John Malo, approved by membership.

PRESENTATION—MEMBERSHIP BENEFITS

- Maria Pankau presented a summary of new membership benefits, discussed Business Discounts for members

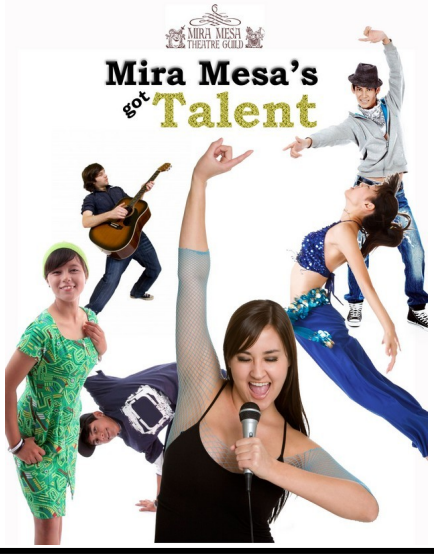
OPEN FORUM

- Richie Ludwig expressed concern over recent violence in Mira Mesa, disappointed at failure of SDPD to attend meeting
- Roland Pietze expressed concern over teen gangs and their activities/fights at pedestrian bridge and on Galvin Av
- John Mayo reported gang activity taking place behind Senior Center
- Ed Mayeski reported that his home has been burglarized twice this month
- Pam Stevens announced "Save the Date" for Volunteer of the Year Dinner—April 16, honoring John Sunde
- Amy Clark complimented Tom Derr and Mira Mesa Maintenance Assessment District on new landscaping for MM Blvd
- Joe Frichtel suggested the community get involved with local schools, to help in any way we can due to budget cuts

Meeting adjourned 8:45 p.m. Next meeting Monday, February 7, 2011, 7 PM, at the Mira Mesa Senior Center.
Board meetings are held on the second Monday of each month at the Senior Center at 6:45 PM.

Mira Mesa's Got Talent!

By Pam Stevens and Alexander Tri Minh Nguyen



The Mira Mesa Theatre Guild is pleased to announce their first annual "Mira Mesa's Got Talent". If you have a talent, we're looking for you!

The talent competition is open to anyone ages 8 or above. Mira Mesa residents, those who work in Mira Mesa, and anyone who just loves Mira Mesa are invited to participate! Prizes will be awarded to the top finishers.

Auditions will be held at the Epicentre on Thursday, May 5 and on Thursday, May 12, from 6 p.m. until 9 p.m. For additional information, please contact the Mira Mesa Theatre Guild at info@miramesatheatreguild.org.

Mira Mesa Theatre Guild reserves the right to refuse any acts that are considered dangerous, have strong sexual content or nudity, or are considered offensive.

The First Annual "Mira Mesa's Got Talent" will be held on Saturday, May 21. For more information, please visit the Theatre Guild website at www.miramesatheatreguild.org or contact Pam Stevens, MMTC Liaison to the Mira Mesa Theatre Guild, at pstevens@san.rr.com.

Senate Bill 14, for Budget Reform

By Assemblyman Nathan Fletcher, 75th District

The day I was elected to the legislature, we had a $42 billion dollar deficit. Three years later it stands at $26 billion. There is no doubt we are facing a fiscal crisis of historic proportion. But with this crisis comes an opportunity to enact real and substantive reforms that will change the way the state conducts business -- and puts us on solid footing for generations to come.

One change that will bring about an increased level of accountability, transparency and efficiency is performance-based budgeting. The concept is simple: You replace the existing "baseline" system, in which budgets are based on what you received last year, with a new system that has every government entity explain exactly what they do, how many times they do it and what it costs.

We are co-authors of Senate Bill 14 (SB14), which would put California on the forefront of budget reform. SB14 establishes a performance-based budget process for state departments and programs. The bill requires the Governor's proposed budget to use a performance-based framework that includes:

1) The mission and goals of each agency.
2) The specific activities and programs focused on achieving those goals.
3) Performance metrics that reflect desired outcomes for existing and proposed activities and a targeted performance level for the following year.
4) Prior-year performance data and an explanation of deviation from previous-year targets.

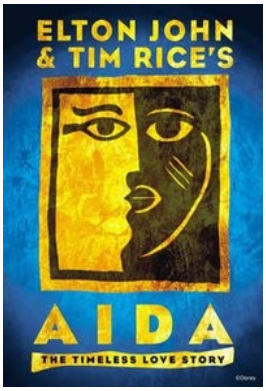
The baseline budget that we currently use does not provide the necessary information to help policymakers conduct proper oversight.

State program goals and targets must be supported with information on results – or performance measures – that allows public managers to report their progress and future targets.

With crisis comes not only opportunity, but an obligation. An obligation for real change. An obligation to fundamentally restructure the way Sacramento operates. Performance-based budgeting is an important step in the right direction.

Mira Mesa High School Presents "Aida"

By Pam Stevens



Mira Mesa High School's Performing Arts Department proudly presents "Aida" , the story of an Egyptian love triangle involving Nubian princess Aida (Juliana Desai-Parsons), Egyptian captain Radames (Gabriel Macedo), and Egyptian princess Amneris (Lorina Alfaro). The story begins when Radames' soldiers capture a group of Nubian women, with Aida in their midst. He soon falls in love with her, causing tension between himself and Amneris, his future bride.

Showings are scheduled for Friday, March 11 at 7 pm, Saturday, March 12 at 2 pm and 7 pm, Thursday, March 17 at 3 pm, Friday, March 18 at 7 pm, and Saturday, March 19 at 7 pm. General admission for the 7 pm showings is $10 ($9 with MMHSASB), and $8 for the 2 pm and 3 pm showings. Friday, March 18, is Alumni Night.

To reserve tickets for one of these performances, please e-mail mmhsdramapublicity401@gmail.com.

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Businesses whose names are proceeded by an asterisk offer discounts to Mira Mesa Town Council members who show their current membership card.

San Diego Foundation's Regional Vision Initiative By Bari Vaz, Chairman, Mira Mesa Community Vision

Last year, the San Diego Foundation announced the start of its "Regional Vision Initiative." The effort is designed to develop a long-term plan for San Diego, as well as provide a mechanism for implementing the vision. That visioning effort is now about to begin, and will involve our entire community in the process. The San Diego Foundation would like to share why it is undertaking this effort, and how this will be different than many other "planning" initiatives undertaken in the past.

"San Diegans are proud of their region, and happy to call it 'home'. However, they have identified the need for action in anticipation of new challenges and opportunities.

We have always loved and treasured our San Diego region. So why create a vision for its long-term future? The answer is simple—*Our San Diego* is a response to what our fellow residents and civic leaders say they want as they plan for their own future, and that of their children. They believe that an ever-increasing population could jeopardize mobility, affordability and our region's finite supplies of water and energy. They believe we sit on a volatile, international border and lack the leadership to create sustainable solutions. They believe we need new jobs in order for every resident to thrive. Yet, it is unclear where those jobs will come from. These issues are painfully real and imminent, and need strategic responses. A vision of regional scope will provide a framework to address these critical issues, leading to decisive action and strategic solutions. We ask you to join us as we plan for the future.

The first phase of this endeavor included a comprehensive study of the region's trends and its residents' values. During this phase, which was completed in 2010, we learned what compels residents to engage and formed the framework of the vision process for moving forward. The study consisted of research on the region's economy and resources, quantitative and qualitative analysis, in-depth interviews with local experts, and much more. It also included scientific polling of more than 1,000 individuals, and focus groups with more than 100 others. This work has allowed us to formulate a methodology for engaging our residents in the creation of a 50– to 100-year vision.

It is now time to hear from many more residents about their priorities and solutions. We will engage residents in all of San Diego County, to learn everything we can, from every community."

Now it is time for Mira Mesa to become a part of the "Our San Diego" process.

Beginning in the spring of 2011, *Our San Diego* will engage tens of thousands of people to successfully represent their diverse points of view. The efforts will include traditional methods, such as town-hall style convenings and media outreach. It will also include new strategies, using highly accessible and powerful web-based and social-medial techniques and tools. The end result will be a comprehensive and cohesive vision of the San Diego region which will truly be a product of the people, for the enhancement of the region in perpetuity.

Mira Mesa will participate in this process, designed to present our ideas on what we would like our community to be. But what, exactly, is our vision for Mira Mesa? That will be the goal of Mira Mesa Community Vision over the next few months: to help us discover what our vision for Mira Mesa is, and how we might get there. So when *Our San Diego* arrives in Mira Mesa, we will be ready to share with them our hopes and dreams for our community's future.

For more information on *Our San Diego,* please visit the San Diego Foundation website at www.sdfoundation.org.

Mira Mesa Town Council
Annual Membership Application

Pay on line @ www.miramesatowncouncil.org. OR Mail to: MMTC; 10606-8 Camino Ruiz, PMB230; San Diego, CA. 92126

Primary Member/Contact Name

Companion Member Name(s)

Business/Corporation Name

E-mail Address

Address

Phone Number

Business/Cell Number

City

State

Zip Code

Date

Membership Type (please circle one)

Individual (new/renewal) | Companion (individual needed) | Senior/Military/Student (I.D. proof necessary) | Corporate/Business | Combined MMTC/MMCC (Must join at same time) | Combined MMTC/MMCC) (non-profit)

Month	Individual	Comp/Sen/Stud/Mil.	Business	Combined (MMTC portion)	Combined Non-Profit
July	$20.00	$10.00	$50.00	$40.00	$90.00
August	$18.30	$9.15	$45.80	$36.60	$82.50
September	$16.60	$8.30	$41.60	$33.20	$75.00
October	$15.00	$7.50	$37.50	$30.00	$67.50
November	$13.30	$6.65	$33.30	$26.60	$60.00
December	$11.60	$5.80	$29.15	$23.20	$52.50
January	$10.00	$5.00	$25.00	$20.00	$45.00
February	$8.30	$4.15	$20.80	$16.60	$ 37.50
March	$6.60	$3.30	$16.65	$13.20	$30.00
April	$5.00	$2.50	$12.50	$10.00	$22.50
May	$3.30	$1.65	$8.30	$6.60	$15.00
June	$1.60	$0.80	$4.15	$3.20	$7.50

Any resident, business or nonprofit may join MMTC. Members with addresses outside the Mira Mesa community will be non-voting associate members

Amount $_____ Cash Check #_____

There will be a $25.00 for all returned checks

The Mira Mesa Town Council is a non-profit volunteer organization. Membership dues are used to defray the costs of operation such as printing and distributing the newsletter, maintaining the website (www.miramesatowncouncil.org) and other approved council activities.

Mira Mesa Town Council
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San Diego, CA 92126

The MMTC would like to thank the Mira Mesa Shopping Center, LLC for their continuing support in providing postage for the MMTC newsletter.