



# Mira Mesa Town Council Newsletter

Volume 37, Issue 4

April 2012

## Mira Mesa Town Council Meeting

- Monday, April 2, 2012  
7 p.m. - 9 p.m.  
Mira Mesa Senior Center  
8460 Mira Mesa Blvd

### Agenda:

- San Diego Police Beat Map of Mira Mesa
- Center on Policy Initiatives

### Business of the Month:

- Relay for Life

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## What's in a name? For Mira Mesa, it means reclaiming our identity

By Bari Vaz

During the 2010 City Council Redistricting Commission process, Mira Mesa representatives were shocked to learn of the existence of an "Official San Diego Map of Neighborhoods" that divided the Mira Mesa community into two separate "neighborhoods."

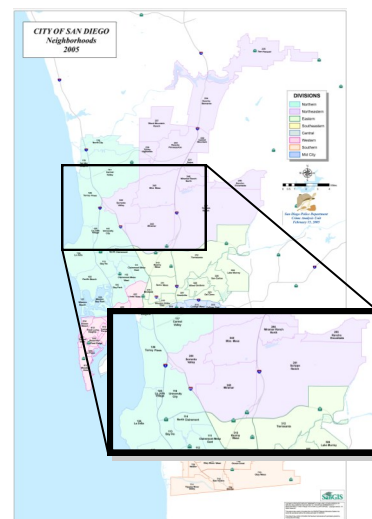
Its existence led to a significant discussion in front of the commission, as Mira Mesa representatives argued against the acceptance of a redistricting map that would place the western half of Mira Mesa — called "Sorrento Valley" on the "official" map — in a separate city council district.

Following the end of the redistricting process, we researched the origin of this map and how it came to be portrayed as the "official" map of neighborhoods.

This map has its origins in the 1997 Community Policing initiative of the San Diego Police Department, led by then-Police Chief Jerry Sanders. In an effort to make the SDPD's community policing process more responsive, several town hall meetings were held.

Approximately 800 residents attended these town hall meetings and gave input on their perception of "neighborhood" boundaries. The resulting map of 99 "neighborhoods" was published in the Oct. 7, 1997 edition of the San Diego Union-Tribune and clearly divides Mira Mesa into two "neighborhoods" — east ("Mira Mesa") and west ("Sorrento Valley").

Had this map remained simply a tool for community policing, Mira Mesa would not today face an "identity crisis." Sometime in the re-



This police beat map, dated 2005, erroneously labeled as "City of San Diego Neighborhoods," effectively dividing Mira Mesa in two.

cent past, a decision was made to relabel this map as the "Official San Diego Map

(See SDPD on page 5)

## Business of the Month: Relay for Life

The Mira Mesa/Rancho Penasquitos Relay for Life is a 24-hour event to raise funds and awareness for the fight against all kinds of cancer. It will take place Saturday to Sunday, May 19-20, 2012, at Hilltop Park in Rancho Penasquitos.

Everyone is invited to come enjoy this celebration of life and love!

If you'd like to make a donation in support of a particular walker or team, or join a team to walk an hour or two sometime during the 24-hour period of the Relay, go to <http://events.cancer.org/rflmiramesaca> for details.

It's also possible to make a donation to help support the event overall, or to donate for a

luminaria in honor or in memory of a loved one who has battled cancer. Additional cancer survivors who would be interested in participating in the opening ceremonies and initial "survivor's lap" are still being sought, too.

Mira Mesa Town Council is making a donation to help support the Relay for Life overall.

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## President's Message for April

By Ted Brengel

**What if...**

What if there were a spot in a local shopping mall where you could really find out what's happening in Mira Mesa?

A place where you could find the agenda for the next Planning Group or Town Council Meeting? Or maybe it's the Little League Schedule you seek. Or perhaps you are having a problem with street lights or persistent flooding and would like to know who to contact. Maybe your non-profit

group is having a fund raiser and would like to spread the news.

In short I think we need a Community Storefront. And while I am proposing that MMTC take the lead and establish it, I by no means believe that MMTC would be the sole user. I think that a storefront could be a sort of nexus or focal point that helps to bring the efforts of a great volunteers working on behalf of dozens of autonomous community organizations together and form a loose by somewhat synergistic

bond.

"What if ..." poses dozens of other questions. Where would the storefront be and who would pay the rent? Okay, if we can get the rent covered, who pays for the utilities? What about furniture and wouldn't a computer be a good idea.

Now, if all those problems are solved, who is going to man (person) the storefront. Clearly, a locked door is little better (if any) than no storefront at all.

So, think about it. That's all I am asking right now.

## The Foreclosure Crisis and its impact to San Diego

The foreclosure crisis hurts not just the families foreclosed on but their neighbors and communities. Foreclosures impact the values of properties in the entire neighborhood.

Each vacant home can cost the City of San Diego between \$5,000 and \$34,000 depending on how it's maintained.

With nearly 57,000 foreclosures estimated in the City of San Diego from 2008-2012, the price tag may reach \$135 - \$855 million. Between 2008-2012, Dis-

trict 6 alone will have experienced 7,373 foreclosures.

The Center on Policy Initiatives along with various community groups is proposing an ordinance that would help deal with the impacts of the Foreclosure crisis at the local level.

The Property Value Protection Ordinance would hold banks accountable through the creation of a local registry for foreclosed properties and fine banks up to \$1000 dollars a day for failing to

maintain foreclosed properties.

CPI will be discussing the impacts of foreclosure to San Diego and the Property Value Protection Ordinance during the presentation.

The proposed ordinance is currently in the Land Use and Housing Committee.

CPI is a research and action institute dedicated to creating economic prosperity, sustainable communities and a healthy environment.

## 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
- MISS/MISS TEEN MIRA MESA
- 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 4 for specific meeting times and locations.

## Bill introduced places deadline for long-delayed Salk Elementary

Mira Mesa Congressman Brian Bilbray, Town Council and San Diego Unified School District have issued the following statements following the introduction of H.R. 4244, a bill to Cap Undo Regulatory Environmental Delay (CURED Act) for the proposed Jonas Salk Elementary School.

This bill places a deadline on U.S. Fish and Wildlife Service to issue a final determination for an elementary school that was approved for construction in 2003. Originally slated to begin serving students in 2006, the school has been indirectly delayed by an envi-

ronmental lawsuit on the greater Mira Mesa planning area and agency delays that have pushed its opening to 2014.

### Congressman Brian Bilbray

"It should not take nearly a decade of government approvals to permit the building of a school. With nearly one in 10 San Diego residents out of work, this 'shovel-ready' project has been the victim of bureaucratic regulatory delays. This has hurt students, deprived the community of park and much needed jobs.

This bill ensures that the current timeline is kept to allow the school district finally

build and open the community school."

### Mira Mesa Town Council President, Ted Brengel

"The members of the Mira Mesa Town Council take great pride in balancing the needs of the community and its duties as an environmental steward. This project provides for the both students and habitat conservation, which constitutes a win-win for all involved."

### San Diego Unified School District Superintendent, Bill Kowba

"We appreciate this effort by the Congressman to help expedite this long-delayed project."



Congressman Brian Bilbray.

## Mira Mesa Volunteer of the Year Dinner May 5 to Honor Judy Taylor

By Pam Stevens

The Mira Mesa Town Council will honor longtime Mira Mesa resident Judy Taylor, active Mira Mesa/Scripps Ranch RSVP member and Golden Friends president, as 2011 Mira Mesa Volunteer of the Year at the MMTC's annual Volunteer of the Year Dinner on Saturday, May 5, 2012, at the Country Inn and Suites hotel ballroom, 5975 Lusk Blvd., in western Mira Mesa.

Active planning is now underway for the gala event, which will start with a reception from 6 to 7 p.m., followed by a buffet dinner. This year's dinner will be a fiesta!

A cash bar will be open all evening. After dinner and the program with presentations to Judy by elected officials and appreciative fellow volunteers and friends, enjoy music and dancing into the evening.

The annual MMTC Volunteer of the Year Dinner also offers an

opportunity for people to make donations to the MMTC/Verne Goodwin Scholarship Fund, named after Mira Mesa's first Volunteer of the Year, Verne Goodwin, in 1984.

The cost for the Volunteer of the Year Dinner will be the same as last year, \$35 per person. MMTC members will receive mailed invitations, and online reservation and payment will again be available via the MMTC website.

**"Volunteer of the Year Dinner also offers an opportunity for people to make donations to the MMTC/Verne Goodwin Scholarship Fund"**

## Mira Mesa Theatre Guild presents "Greater Tuna"

Mira Mesa Theatre Guild invites you to visit the third smallest town in Texas. "Greater Tuna" is a hilarious send-up of small town morals and mores.

Variety calls this show "Howlingly funny." Two actors, Chris Woods and director Tim Arends, portray the entire population of Tuna, Texas, in a tour-de-force of quick change artistry, changing costumes and characterizations faster than a jack rabbit runs from a coyote.

Come meet much put-upon local housewife Bertha Bumiller and her three children, twins Charlene and Stanley, and youngest Jody, her Aunt Pearl, Vera Carp, the Reverend Spikes, Didi and R.R. Snavelly, Petey Fisk, and radio personalities Thruston Wheelers and Arles Struvie. These are just some of the 20 residents we will meet on our visit. So come on out, y'all.

If you love small-town America, you'll love Tuna, Tex-

as. The people who live in this all-too-small, all-too-nosey community are just a HOOT! Join us in a town where the Lion's Club is too liberal and Patsy Cline never dies.

"Greater Tuna" plays at 7:30 p.m. Fridays and Saturdays April 13 through April 28 at The EpiCentre, 8450 Mira Mesa Boulevard.

Tickets are \$15 per person and are available at [www.miramesatheatreguild.org](http://www.miramesatheatreguild.org) or at the door.



**"Greater Tuna" is Mira Mesa's second full-length production this season.**



**Banned Book Club meets April 24 at 6:45 pm, Mira Mesa Library**

**Events of Interests**

- **Apr 10 - 6pm Big Read: Shades of Poe w/ Wangenheim Middle School, Mira Mesa Library**
- **Apr 12 - 3:30pm Sign4Baby w/ Joann Wooley, Mira Mesa Library**
- **Apr 14 - Mira Mesa HEROES will Assist Newbreak in supporting an orphanage in TJ/Mexico**
- **Apr 24 - 6pm Yoga Tuesday, Mira Mesa Library**
- **Apr 28 - HEROES Mira Mesa Park clean up / Paint our Recreation Center**

# April 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Mira Mesa Town Council – 7pm, Mira Mesa Senior Center	3 Golden Friends – 10 am, Mira Mesa Senior Center Mira Mesa Maintenance Assessment District – 7 pm, Mira Mesa Senior	4 Kiwanis, Scripps-Mira Branch – 7:15 am, Mimi's Restaurant Line Dance – 4:30 pm, Mira Mesa Library	5 VITA - Free Tax Preparation – 9:30 am, Mira Mesa Library	6 GOOD FRIDAY Khanh's Drawing Class – 4 pm, Mira Mesa Library	7 PASSOVER Story Time & Craft – 11 am, Mira Mesa Library Zumba w/ Azi – 1 pm, Mira Mesa Library
8 EASTER SUNDAY	9 Mira Mesa Town Council Board of Directors – 6:45 pm, Mira Mesa Senior Center	10 Golden Friends – 10 am, Mira Mesa Senior Center 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	11 Kiwanis, Scripps-Mira Branch – 6:30 am, Mimi's Restaurant Exchange Club of San Diego – 6:30 pm, Mandarin Garden Restaurant Line Dance – 4:30 pm, Mira Mesa Library	12 VITA - Free Tax Preparation – 9:30 am, Mira Mesa Library	13 Khanh's Drawing Class – 4 pm, Mira Mesa Library "Greater Tuna" - 7:30 pm, EpiCentre	14 Story Time & Craft – 11 am, Mira Mesa Library Zumba w/ Azi – 1 pm, Mira Mesa Library "Greater Tuna" - 7:30 pm, EpiCentre
15	16 Mira Mesa Community Planning Group – 7 pm, Vulcan Materials Office, 7220 Trade St, Suite 205	17 Mira Mesa Chamber of Commerce – 7 am, Hera Hub, 9710 Scranton Rd, #160, San Diego 92121 Golden Friends – 10 am, Mira Mesa Senior Center	18 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 Line Dance – 4:30 pm, Mira Mesa Library	19 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 Black Mountain Democratic Club – 7 pm, Mesa Village Rec Hall I	20 Khanh's Drawing Class – 4 pm, Mira Mesa Library "Greater Tuna" - 7:30 pm, EpiCentre	21 Story Time & Craft – 11 am, Mira Mesa Library Zumba w/ Azi – 1 pm, Mira Mesa Library "Greater Tuna" - 7:30 pm, EpiCentre
22	23 Mira Mesa Cluster Schools Council - 6 pm, Mira Mesa High School Media Room	24 Golden Friends – 10 am, Mira Mesa Senior Center Banned Book Club – 6:45 pm, Mira Mesa Library	25 Kiwanis, Scripps-Mira Branch – 7:15 am, Mimi's Restaurant Line Dance – 4:30 pm, Mira Mesa Library	26	27 Khanh's Drawing Class – 4 pm, Mira Mesa Library "Greater Tuna" - 7:30 pm, EpiCentre	28 "Greater Tuna" - 7:30 pm, EpiCentre
29	30					



## Minutes From Last Month’s General Membership Meeting

### CALL TO ORDER

- Pledge of Allegiance
- Approval of Minutes from the February meeting, by acclamation
- Recognition of our “Business of the Month” — Magical Moments Professional DJ Services

### PRESENTATION — DISTRICT 6 COUNCILMEMBER LORIE ZAPF

- Introduced herself and explained the new city council districts.
- Kenneth Nakayama is her community representative.
- Ms. Zapf gave us a state of the city informal presentation.
- She answered questions from the audience.

### SPECIAL RECOGNITION

- President Ted Brengel presented a plaque to Chuck Sweet for his service to the Town Council, Senior Center and community.

**PRESENTATION — NEIGHBORHOOD MAPS** — Bari Vaz gave us an update on her communications with the mayor’s office and

the police department regarding the San Diego “Map of Neighborhoods”. Mira Mesa vs Sorrento Mesa — it’s all Mira Mesa. Sorrento Valley is between Interstate 805 and Interstate 5.

### PRESENTATION — COMMUNITY GROUPS

- Andrew Holets of Access Youth Academy told us about an upcoming 5K fun run and walk fund raiser. Access Youth Academy helps youth to focus on responsible decisions so they can be successful. The run/walk will begin at the Green Flash Brewing Company on May 5 at noon. Registration is at 11 am.
- Kath Rogers introduced us to the California Against Slavery petition drive for “Californians Against Sexual Exploitation Act (CASE Act) — The Act will raise the penalty for human trafficking, educate law enforcement, and fund shelters for victims.

### ELECTED REPRESENTATIVE REPORTS

- Councilmember Carl DeMaio** (Felipe Monroig)
- Told us about the pothole project and other issues of

interest to the residents of Mira Mesa. He answered questions from the audience.

### County Supervisor Pam Slater-Price (Steve Hadley)

- Told us about issues of interest to the Mira Mesa community. He distributed handouts about upcoming events

### CANDIDATE FORUM

- Dave Roberts running for 3rd District County Board of Supervisors told us about himself and his vision for the County of San Diego.
- Steve Danon running for 3rd District County Board of Supervisors told us about the problems facing the County and his vision for the County of San Diego.
- Dustin Steiner running for the 77th Assembly District told us about himself and his vision for state government.

### COMMUNITY GROUP REPORTS

Community organizations were heard from — 2 minutes each

### ADJOURNED (8:57PM)



Councilmember Lorie Zapf was at the March Town Council Meeting

*This Monday, April 2, we will begin this discussion of what names should be assigned to these police neighborhoods/ beats. Please join us to voice your opinion.*

## SDPD: Public meeting April 2 to discuss beat map change

(Continued from page 1) of Neighborhoods” and place it on the city’s website.

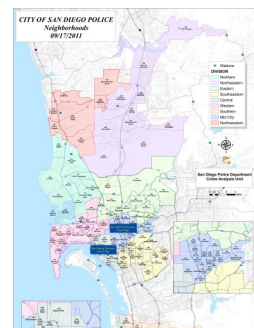
From there, the map was adopted for use by real estate companies, media outlets, and mapping services such as Mapquest and Google Maps. Suddenly, Mira Mesa had been stripped of much of its carefully planned and well-thought out commercial and tech centers. Such national-

ly recognized Mira Mesa-based corporations as Qualcomm and Gen-Probe were suddenly relocated to “Sorrento Valley.”

The Mira Mesa Town Council and Mira Mesa Chamber of Commerce have met with the San Diego Police Department, which is receptive to changing the name of one or both of the “neighborhoods” carved out of Mira Mesa.

Their only request is

that we publicly discuss the name change prior to SDPD changing their map. This Monday, April 2, we will begin this discussion of what names should be assigned to these police neighborhoods/beats. Please join us to voice your opinion.



This is the most recent beat map from the SDPD

## Business Members Directory

### New Ad Rates—Business Card Size

**One Issue - \$25.00, Three Issues (Buy 2, Get 1 Free) - \$50.00, Full Year - \$150.00 (Buy 6, Get 5 Free) - To place an ad contact: Newsletter@MiraMesaTownCouncil.org**

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WELCOME TO MIRA MESA

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## Mira Mesa Town Council — Annual Membership Application

Primary Member/Contact Name _____	Companion Member Name(s) _____
Business/Corporation Name _____	E-mail Address _____
Address Phone _____	Number _____
City _____	State/Zip Code _____
Business/Cell Number _____	Date _____

**Membership Type (check one):**

- Individual     
  Companion     
  Senior/Military/Student     
  Corporate/Business  
 Combined MMTC/MMCC (Corporate/Non-Profit Only)

If you choose a joint membership with the Mira Mesa Chamber of Commerce, you will be contacted to provide additional information required for your Chamber application. Joint memberships are restricted to Corporation/Business or Non-Profit organizations.

**Rates (annual membership begins July 1 and ends June 30):**

(Pro-rated membership applies to first time members only; all renewals are for the full amount)

Join Between:	Individual	Companion/Senior Military/Student	Corp/Bus	Corp/Bus Joint MMCC	Non-Profit Joint MMCC
May 15 - Aug 14	\$20.00	\$10.00	\$50.00	\$150.00	\$90.00
Aug 15 - Nov 14	\$15.00	\$7.50	\$37.50	\$112.50	\$67.50
Nov 15 - Feb 14	\$10.00	\$5.00	\$25.00	\$75.00	\$45.00
Feb 15 - May 14	\$5.00	\$2.50	\$12.50	\$56.25	\$22.50

Any resident, business, or non-profit may join the Mira Mesa Town Council; members with addresses outside the Mira Mesa Community will be non-voting associate members. The Mira Mesa Town Council is a non-profit volunteer organization. Membership dues are used to defray the cost of operations such as printing and distributing the newsletter, maintaining the website ([www.MiraMesaTownCouncil.org](http://www.MiraMesaTownCouncil.org)) and other approved council expenses. Amount \$ \_\_\_\_\_ Cash / Check # \_\_\_\_\_ There will be a \$25 fee for all returned checks.

Mira Mesa Town Council  
 PMB 230  
 10606-08 Camino Ruiz  
 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.

Mira Mesa Town Council  
 PMB 230  
 10606-08 Camino Ruiz  
 San Diego, CA 92126

issues@miramesatowncouncil.org  
[www.MiraMesaTownCouncil.org](http://www.MiraMesaTownCouncil.org)

Please send items for publication to:  
[newsletter@miramesatowncouncil.org](mailto:newsletter@miramesatowncouncil.org)