

**UNIVERSITY CITY COMMUNITY ASSOCIATION
MINUTES OF JULY 8, 2015 MEETING**

Present: Barry Bernstein, President; Vince Reardon, Secretary; Merle Langston, Beautification; Barbara Gellman, Neighborhood Watch/Beautification; Terry Jones, Correspondence; Mack Langston, UCCF Rep; Darlene Ventimiglia, Historian; Valerie O'Neill, Newsletter; and Diane Ahern, Publicity & Promotion

Excused: Ginny Charvat, Barbara Henshaw and Hallie Burch

Absent:

Guests: Nancy Groves

President Barry Bernstein called the meeting to order at 6:02 p.m. Barry led the meeting in the Pledge of Allegiance.

Agenda: Terry Jones made a motion to approve the July Agenda. Valerie O'Neill seconded the motion and the June agenda was unanimously approved.

Minutes: Terry Jones made a motion to approve the June minutes. Darlene Ventimiglia seconded the motion and the June minutes were unanimously approved.

COMMUNITY REPORTS

San Diego Police Department Northern Command Division News: Northern Division community-relations officer (CRO) Holly Tafoya, accompanied by Officer Weissman, discussed: 1) Aerial commands from SDPD helicopter would now be publicized in real time on Next Door, the social media platform. Neighbors have complained that the helicopter commands are unintelligible; 2) Recently a dog in UC had to be put down because it bit someone walking up to a residence. The SDPD has made available a tip sheet on how to manage your dog in and around the home to prevent inadvertent attacks of strangers; 3) There has been a spate of day and night residential burglaries. Tafoya reminded attendees that these are opportunity burglaries, so make sure you lock doors and windows, day and night; 4) Finally, Tafoya said criminals are noting the recently deceased from newspapers, and casing their homes to burglar them. So be on the lookout of strangers in and around the homes of recently deceased neighbors.

San Diego Fire Department News: SDFD Chief Maynard, accompanied by Battalion Chief Tricia Pollett, said funds have been approved by the City Council for a Fast Response Squad in UC, and are looking for a location of the crew. The Squad would be located in a site relatively distant from a Fire Station. In the meantime, the Chiefs gave a brief report on the need for vigilance during the summer fire season, especially during the fourth year of the California drought.

San Diego Supervisor Dave Roberts News: Community Representative Janie Hoover discussed: 1) She urged UC residents to be aware of and take precautions regarding dead birds who may be infected with West Nile Virus. She said her office has a Prevent and Protect Report and other tips, which you can obtain by calling (858) 694-2888. She also urged residents to reports standing pools of water, which attract the pest; 2) She suggested that UCCA attendees pick up and read the Aging & Independence newsletter on the back table; 3) She also noted she had a flyer on 31 Things to Do in San Diego County for Free; 4) Finally, she discussed the County's Grant Programs (Jan.- Mar.), which provide funds for events that bring in tourism and provide infrastructure improvements. Applications are available on the County's website (www.sdcounty.ca.gov).

San Diego Councilwoman Sherri Lightner News: Council Representative Kyle Heiskala discussed: 1) the on-going drought and the need for UC residents to continue to reduce water consumption. He said if attendees are aware of dead or dying trees, let his office know; 2) he discussed the June traffic meeting at the UC Library to address local traffic concerns. He said Lightner's office will continue to monitor traffic recommendations from that meeting; 4) Finally, he said Lightner's office is working with the City on recommendations for securing and protecting Swanson Pool. A higher fence to keep out vandals is one possible improvement.

City Attorney of the City of San Diego News: Community Relations Representative Julio DeGuzman asked for attendees' cooperation in reporting crime to his office, especially minor crimes.

California State Senator Marty Block News: Community Representative Sarah Fields discussed to recent Senate bills Block has authors: SB 15 and SB 369. In June the State unanimously approved a vote that will provide funding to enact major provisions of SB 15, a measure by Senator Marty Block to improve higher education access and affordability. He is also sponsoring SB 369, which would assist students of military families who are subject to frequent relocations and disruption in education. Fields said Senator Block will be in the District in the Fall, if anyone wishes to see him.

ASSOCIATION REPORTS

Treasury & Budget Reports: There was no budget or treasurer's report due to Ginny Charvat's medical issues.

Membership Report: Hallie Burch reported that as of July 3, 2015, there are 781 UCCA members (comprising 564 memberships) and totaling \$26,900 in membership revenue. Barbara Gellman moved to approve the reports; Merle Langston seconded the motion. All unanimously approved the motion.

PUBLIC FORUM

2016 San Diego City Council Candidates: Two contenders for District One's vacant seat in 2016 attended the meeting and introduced themselves to the UCCA and told attendees what they would do if elected to office. Barbara Bry said she was knowledgeable of the District's issues and was confident she could offer practical remedies to the area's problems, especially repairing its degrading infrastructure. Ray Ellis also introduced himself and pitched himself as an entrepreneur who know how to get things done.

COMMITTEE REPORTS

Correspondence (Terry Jones): Terry said UCCA received two thank you letters: 1) a thank you from the San Diego Library Foundation for the \$1,000 donation, 2) a thank you from UCHS's Safe Grad Nite Celebration for the \$1,000 donation.

UCHS High-Diving & Swim Team: A motion was made by Barbara Gellman and seconded by Terry Jones to provide UCHS's Centurion Foundation a \$1,000 to help the high-diving and swim team pay for the swim facilities at another local high school.

Beautification (Merle Langton): Merle gave an update of infrastructure improvements to the "road islands" at Radcliffe and Stresemann. She said demolish was underway on the two islands, removing concrete and asphalt. She also said she received two bids from contractors for creating a dry creek bed with boulders, drought-resistant plants and a water-drip system. One bid was for \$12,000 and the second bid was double the first bid. Once the contractor has been chosen, work should be done by the end of the year. Finally, she met with Sandy Lippe to discuss available funds to retain an architectural landscaper to maintain the upkeep of the road islands.

Buy Local (Diane Ahern): Diane said we sold 12 UCCA shopping bags at the July 4th event at Standley Park. She suggested giving the 50 remaining bags to the first 50 volunteers to UCCA activities and events.

Neighborhood Watch (Barbara Gellman): 1) Barbara said August 4 is the official National Night Out across the country. Captains and/or neighbors were planning street gatherings where they may have pot luck dinners, barbecues or appetizers and desserts and wine from around 5:00-8:00 pm. On Wednesday, August 5, 2015 from 5:30-6:30 p.m. Barbara said attendees can buy food at Family Food Truck Night at Spreckles Elementary School. This is a community event where everyone has an opportunity to meet Officer Tafoya, our Community Liason, and other law enforcement officers from Northern Division. Reflective bracelets will be distributed to the first 200 attendees. Currently, there are between 79-81 Neighborhood Watch captains in UC.

Neighborhood Street Banners (Barry Bernstein): Barry said street banners in UC are coming done and Barbara Henshaw will notify the families of children depicted in the banners to pick one up, if they care to.

Social Media Update (Valerie O'Neill): Valerie said there is a meeting at her house on the evening of July 14th to discuss UCCA's social media outreach. Diane Ahern is expected to distribute and discuss a handout describing our efforts to date. (See attached addendum for reference.)

Next Year's Fourth of July Celebration (Terry Jones): She said the event needs more volunteer. Next year's plan is to start planning earlier and try to recruit students from UCHS. She noted that the Standley Park & Rec staff was awesome. The pancake breakfast was outstanding. Finally, she said she will try to find out how much profit the Celebration each year.

Imagine UC 2020 (Barry Bernstein): Recapping recent events, Barry said the San Diego School Board had approved the park improvement project. He added that Mayor Falconer is meeting with John Lee Evans and Greg Zinser to discuss details of responsibility between the School Board and the City for various facilities on the property under discussion. It's possible that there will be a groundbreaking next year.

Volunteer Recognition (Barry Bernstein): On Friday, August 21 there will be an informal UCCA board meeting at Barry's home, which will be followed by a concert at Standley Park to recognize this past year's volunteers in the community.

New Business & Old Business: None

Adjournment: Diane Ahern made a motion to adjourn the meeting. Terry Jones seconded the motion. All unanimously approved the motion. The meeting was adjourned at 7:350 p.m.

Next Informal Board Meeting: The UCCA Board will meet on Friday, August 21, 2015 at 6:00 p.m.

Next Formal Board Meeting: Wednesday, Sept. 9th.

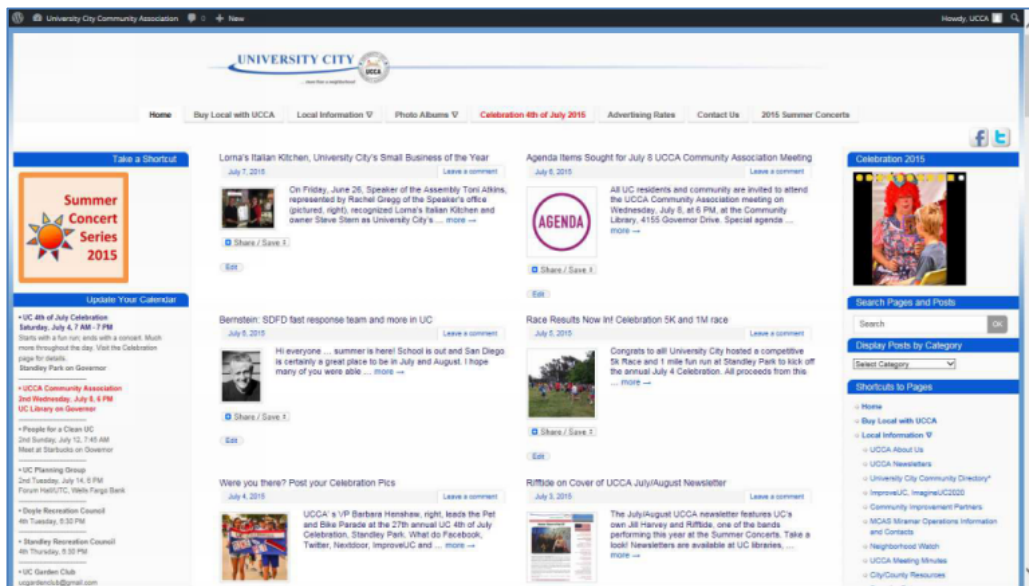
1. **Benchmark, Interactions History:** www.universitycitynews.org by the numbers, June 1, 2014 to June 1, 2015:

- 100 memberships thru PayPal
- 58 Contact Us messages
- 48 Gmail messages
- 42 Google Voice Mail message
- 28 Buy Local signups (4 months, fall 2014)
- 24 Celebration volunteer signups (1 month, June 2014))
- 3 Comments (1 month, May 2015)

Average 4.8 interactions per week

2. **What's New:** Create a post, start a conversation, share the news, organize an event, keep in touch, take a look:

- **NEW!** Facebook – <https://www.facebook.com/universitycitycommunityassociation>
- **NEW!** Twitter – https://twitter.com/UCCA_SD
- Nextdoor – <https://nextdoor.com/sandiego/>
- ImproveUC – <http://improveuc.org/>
- **NEW!** – Community Improvement Partners - <http://www.universitycitynews.org/community-improvement-partners/>
- **NEW!** Miramar Info and Contacts - <http://www.universitycitynews.org/mcas-miramar-operations-information-and-contacts/>
- **NEW!** Community Directory - <http://www.universitycitynews.org/university-city-community-directory/>
- **NEW LOOK!** www.universitycitynews.org



3. **Benefits of new UCCA format??**

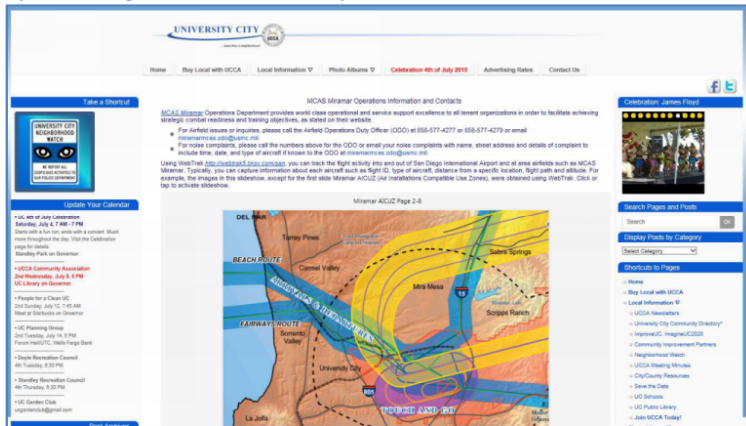
- Each post has a unique URL (Uniform Resource Locator) web address so it can be easily shared electronically.
- All posts are categorized by subject matter and easily searched.
- Posts automatically and instantaneously to Twitter and Facebook.
- Posts are updated frequently; all are dated; most recent on top; comments enabled.
- Links to Facebook and Twitter.
- Links to Contact Us and Advertising Rates in main menu.
- Enhanced Local Information tab with new Community Directory, Community Improvement, and Miramar Information pages.
- Mobile-friendly, responsive

4. NEW! Google and Facebook Analytics for tracking effectiveness:

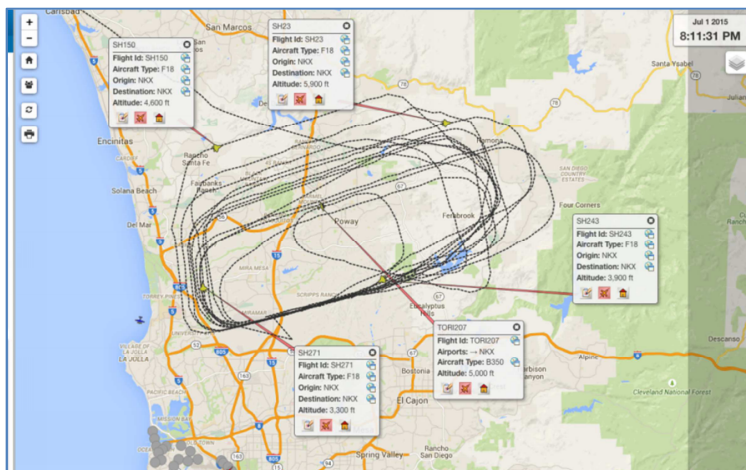
UCCA universitycitynews.org (in last 3 days)	UCCA Facebook (in last 3 weeks)
<p>Post and page reach:</p> <ul style="list-style-type: none"> 1-UC 4th of July Celebration – 108+ 2-Celebration race results – 29+ 3-Celebration pictures – 21+ 4-Rifftide Cover & concert schedule – 20+ <p>Comments: 5 (since June 3)</p> <p>Sources of traffic:</p> <ul style="list-style-type: none"> 1-direct 2-Google (search, Gmail) 3-Facebook 4-Share buttons 	<p>Post reach:</p> <ul style="list-style-type: none"> 1-Rifftide on Cover of July/August Newsletter – 720+ 2-Lorna’s UCs Small Business of the Year – 420+ 3-Evans: Spreckels to Standley project – 225+ 4-UC ranked #3 for best neighborhoods for families -200+ <p>Page Likes: 123+</p> <p>External referrers:</p> <ul style="list-style-type: none"> 1-UCCA posts 2-Nextdoor – UC Southeast 3-Nextdoor – UC North Central 4-Nextdoor – UC Northeast

5. NEW PAGE! MCAS Miramar Operations Information and Contacts

<http://www.universitycitynews.org/mcas-miramar-operations-information-and-contacts/>



6. NEW SITE! WebTrak <http://webtrak5.bksv.com/san> - tracks flight activity into and out of San Diego International Airport and at area airfields such as MCAS Miramar.



7. Benefits of WebTrak site??

- Noise complaints about SD International can be filed directly through the site. All other complaints must be filed directly with the appropriate airport.
- Typically, site displays flight ID, type of aircraft, distance from a specific location, flight path, altitude, originating and destination airport; information that is requested when filing a noise complaint at Miramar and/or at other area airports.