

La Jolla Town Council

September Meeting Minutes

September 8th, 2022

Location: La Jolla Recreation Center

Start: 5:15pm



Roll Call

Present:

President Jerri Hunt

Vice President Rick Dagon (Zoom)

Secretary Brooke Baginski

Treasurer Chuck Merriman

Communications Ron Jones

Trustee Treger Strasberg

Trustee Jana Farella

Trustee Jennifer Brown

Trustee Cody Petterson

Trustee Cathy Jones

Trustee Ernie Casco

Trustee Christy Littlemore

Trustee Francie Moss

Absent:

Past President James Rudolph

Past President Ann Kerr Bache

Trustee David Talcott

Trustee Suzanne Baracchini

Trustee Karen Roque (Excused)

Documents Distributed

Agenda, Ethics Code for Trustees

Meeting Called to order at 5:15 pm, by President Jerri Hunt

The Pledge of Allegiance

National Anthem was sung beautifully by Lilou Vega, La Jolla High School Junior.

Lifeguard Report

Severe weather alerts keep lifeguards busy and may affect the upcoming La Jolla Cove Swim. There may also be high bacteria levels due to storms. Please check on updated messaging from the event coordinators.

Police Report

Lt. Rick Agular

- Labor Day was successful with 135 other division officers visiting to help protect our beach community during the holiday weekend.
- There were 2 daytime teams and 2 night-time teams with a total of 165 total officers.
- All beaches were covered with 10-12 officers in each area and 1-2 supervisors.
- There were some reports of drag racers to which the police responded with the impoundment of vehicles and fines.

Staffing report

- The summer is closing and normally the high staffing goes back to normal, however, the 8 temporary officers will not go back to their divisions, but instead, the SDPD is moving a sergeant into the slot for the second-day time beach team adding another 3 officers for a 7 day a week coverage. The beach will be patrolled from 10 am -8 pm 7 days a week and from 6 pm to 4 am on Wed-Saturday.
- The Crime suppression team will be approximately 4-5 officers to offer assistance when Detectives need help, or they will use those officers to head to the beach or into La Jolla.
- There were 11 arrests and 51 citations for all five intersections of the coastal area.

Supervisor Terra Lawson Remer Update

Spencer Katz- the new contact for the county supervisor

- Spencer reported on homelessness as a growing issue and informed the committee of the approval of the 'By-Name' list to track homelessness.
- The list will allow each person to be tracked by name and tailor their care.
- There has been a 43% decline in veteran homelessness in the county.
- The new budget will also address early childhood education and make it easier for everyone to access it by investing the federal funding given to the city.
- This funding will also allow San Diego to staff up our behavioral health system and add mental health beds to Alvarado Hospital.

President's Report

- President Jerri Hunt began the meeting by reiterating that the LJTC is a Council made up of volunteers. They are not paid but serve because they love La Jolla and want to work many hours for their neighbors.
- She encouraged each resident to voice their concerns by showing up at the meetings and speaking up. She reiterated that she wants to hear from all participants and asked for them to

reach out through our phone number and email address. She also reminded the participants to use the “Get it done” app from the city to report problems.

- We will be meeting once a month; we will listen first and then act on the majority of the concerns from the public.
- President Hunt announced the formation of the Trustee action committees

Change of Trustees

- President Hunt called for a vote on the proposed treasurer Francie Moss and Secretary Treger Strasberg. Both were voted in unanimously.
- They were sworn in

Financial report

Francie Moss

- There was an accounts manager and President Hunt reviewing all the accounts
- Treasurer Moss intends to remain transparent and give numbers in real time
- The balance of the account will be reported each month
- The account stands at \$1955.03
- There was a loss of \$162.28 this month
- The average monthly loss is \$66.33
- We earn our income primary through membership
- Reimbursements will be given only with invoices or receipts
- Membership brought in \$577.58
- The council eliminated office space expense of \$300 per month

Fundraising and Membership Committee Report

Rick Dagon- Lead

- The goal of the committee is to make more money by increasing membership
- They will be reaching out to local businesses for new and renewal of memberships
- There will be more public presence of the trustees like farmer’s market

Website and Technology Committee Report

Rick Dagon- Lead

- The committee will be looking at the best use of the website and making updates and changes as needed.
- They are also looking to improve and help up distribution of the Newsletter

Social Media Committee Report

Treger Strasberg-Lead

- Our intent with the social media committee is to grow our numbers on our accounts.
- The numbers stand at
490 for Facebook

1,029 for Instagram

and approx. 800 for the newsletter

- The newsletter will be streamlined and allow anyone to make a submission through an easy-to-use link. We want to highlight businesses, happenings, and good and bad news affecting the people of La Jolla.
- We will use all of these platforms as a tool for increasing membership and value to the community.

Safety Committee Report

Catherine Douglas-Lead

- There was a good opportunity to focus on our emergency evacuation plan due to inclement weather, power outages, and water issues.
- We want to focus on preparedness and support for those who need help
- The intent of the committee is to help facilitate the transfer of the Neighborhood from the PD to the community.

Public Forum

- **Obed Brefo** spoke about the Church of King's Cross where he is the pastor and invited everyone to come to the Sunday Forum for spirituality and life.
- **Tricia Ritta, Becky O'Connor, and Montine Nyhan** all spoke about the growing issues and concerns surrounding the closure of La Jolla Shores street Avenida de la Playa. They spoke of the dangers of big trucks, traffic jams, boat launch access, and lack of parking. They noted that the closure was supposed to be a temporary "Special Event" for outdoor seating from Jan 1- Dec 31, 2021. It was to be returned to working order "once social distancing is lifted."

Short-term Vacation Rentals Report

Christy Littlemore

- Residents have between Oct 3 -Nov 30 to apply for a short-term rental license
- They can visit the city's site to see the comprehensive calendar
- May 1, 2023, will be the implementation
- This applies to anyone with a short-term rental
- The lottery will be held Sept 16
- Jan 6th is when the license fee will be due
- You will have 1 day to pay

Closing Remarks

Steve Hadley

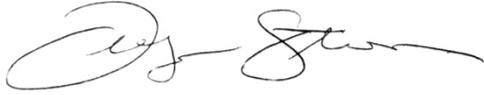
- The Vending ordinance is being addressed but there are still no defined dates as to when the Council will enforce the law.
- A hearing set in October to discuss the enforcement of the ordinance
- The City council budgeted for more rangers but are not fully staffed yet

Meeting Adjourned: 6:11 pm

So sworn by Treger Strasberg

Secretary

09-09-2022

A handwritten signature in black ink, appearing to read "Treger Strasberg". The signature is fluid and cursive, with a large initial "T" and "S".