



New Council Member Primer 2017-18 Session

Welcome to the Rancho Peñasquitos Town Council. We are happy to have you join us in our efforts to serve, represent, and promote the activities and interests of all Rancho de los Peñasquitos residents.

One of the first things you should do as a new member is sign up for the email updates on our website www.rpcouncil.com. Also consider liking and following us on Facebook, www.facebook.com/rpcouncil, Twitter @rpcouncil and Instagram Rancho Peñasquitos Town Council. Once you are on all our feeds, please invite your friends and neighbors to sign up and join us too; the more community members who know what's going on, the better.

Next, scroll through this primer and decide what you'd like to learn more about and how you'd like to get involved. Here's what you'll see in the following pages: council committees, budget, fundraising, community events, council member bios, and contact info.

If you have questions, suggestions, or ideas about anything you see, or want to get more involved in any way, contact any or all of the Council members via what's App or email. This is the most effective way to get information and ideas flowing before the formal setting of the monthly meetings. We welcome your participation, and we can't wait to hear from you.

Committees

Executive Board:

President: Elijah Nicolas – presidentrptc@gmail.com

Vice President: Matt Benedict – vrptc@gmail.com

Treasurer: Brian Reschke – treasurer.rptc@gmail.com

Secretary: Collective Effort – Roger Platt, David DeVries, Brian Reschke

Parliamentarian: Alan Gin – grants.rptc@gmail.com

Community Partners & Membership:

Kate Glenn E: community.partnerships.rptc@gmail.com,

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This committee is in charge of community outreach, monthly networking mixers for Residents and Businesses. Fundraising and membership pledge drives and the fundraising events for the Town Council.

Grants: Alan Gin, E: grants.rptc@gmail.com

The Town Council offers community service grants to individuals and organizations for activities, events, and projects that promote the interests or provide community service to PQ. Grants normally will not exceed \$300 for individuals, and \$500 for Organizations but never exceed more than 50% of the Projected Total for the Project Costs. Applications are on the web site and are accepted on a continuing basis but granted quarterly. They are at quarterly grant review meetings held 30 minutes prior to regular Council meetings. Applicants are invited to make a verbal presentation up to 5 mins long and answer questions proposed by the Grant Review Committee. There's a very detailed explanation of this on our web site, but to make a long story short, we give away between \$7K-\$11K each year in grants and scholarships, depending on our fundraising success.

Code Compliance: OPEN, E: code.compliance.rptc@gmail.com

The goals of this committee include neighborhood preservation and enhancement. Volunteers, trained by the City of San Diego's Code Compliance Department, provide information, answer questions, and process complaints. Regarding complaints, the focus is on municipal code "building" and "vehicle" violations (limited to parking, storage, servicing, selling, and inhabiting vehicles). CC&Rs are often difficult to interpret, out of date, and not enforceable. The committee works closely with the City's Neighborhood Code Compliance Department to process complaints. This committee is also active in the removal of illegal signs and graffiti. These are also municipal code violations. Other services include architectural review and neighborhood clean-ups (performed in cooperation with the City of San Diego). Not sure how active this committee is, how many volunteers there are, or when the last City training was.

Safety & Health: David DeVries, E: safety.health.rptc@gmail.com

The charter of the Health and Education Committee is to promote a healthy environment in PQ for all residents and discuss issues that affect the schools and students in PQ.

Government Affairs: Brian Reschke E: government.affairs.rptc@gmail.com

The committee fields and refers questions from the community that fall into the category of "government affairs." Committee may organize candidate forums around election cycles.

Web & Print: Kate Glenn, E: web.print.rptc@gmail.com

Keep the residents informed about current events affecting PQ. To that end, this committee:

1. Runs and adds content to the Council web site, and all social media channels: Facebook, Twitter, Instagram, NextDoor, and Peachjar.
2. Writes a column for "92129 Magazine every other month.
3. Maintains and works to continue increasing the size of our community contact list
4. Is considering an online newsletter to potentially include: Council contact info, fundraising, elected officials' updates, crime stats, Planning Board update, sports,

Parks & Rec, Schools, Library, Business, other community interest items. Rough sample available.

Banner District:

Three standing committees collaborate in the street banner program. 1) Signage Contracts – Executive Committee 2) Installation and Repairs – Fiesta 3) Ad Space Sales Community Partners.

Community Events and Businesses advertise and promote through our Banner District Program to raise interest in local businesses with advertising on those banners. This has the potential to be a big fundraiser. Our current banners are approximately 6 years old scheduled for replacement in 2018. All 80 were purchased by the City. They are faded and need to be taken down. Current Printing Company – Fox Graphics, Installation and Removal – The Décor Plan. The Council maintains our \$1000/yr insurance policy almost exclusively for this. We’ve discussed having a contest to design a new banner. Bottom 2 feet would be sold as ad space to businesses in community or even individuals with a message. They should hang for no more than 1 year.

COMMUNITY REPRESENTATIVES

Firesafe Council: Open

The Firesafe Council is a seasonal group, focused on educating the community and on early detection of wild fires in the Rancho Penasquitos area. During fire season, the Firesafe Council meets monthly at 7PM on the third Wednesday of each month at the Hotel Karlan, 14455 Penasquitos Drive, San Diego, CA 92129. Please inquire about whether a meeting has actually been scheduled before attending.

Maintenance Assessment District: Open

A Maintenance Assessment District (**MAD**) is legal mechanism by which property owners can vote to assess themselves to pay and receive services above-and-beyond what the City normally provides. This above-and-beyond service level is called a “special benefit.” What the City normally provides is called the “general benefit.”

PQ has 2 MADs: **PQ East** (not sure what areas are included in this) and **Park Village** (which goes all the way over to Salmon River Rd). Those residents pay into the MADs in property taxes. Money can be spent on what voters approve. For PQ East MAD, it’s just median strips and entrances to our community. Park Village MAD has done some tree/brush management in canyons. The MADs are managed by the City in conjunction with local people: **Park Village MAD local contact is Jon Becker of the Planning Commission; PQ East MAD is Bill Diehl from Rec Council, Bill (Diehl?) from Planning Board, and Mike Shoecraft from Town Council. Planning Board has documents on how much money is collected for each MAD. The City takes about 35% for managing it.**

Rancho Penasquitos Planning Board: OPEN, E: advisory.rptc@gmail.com

The Planning Board is a City entity and does not fall under the authority of the Town Council, but we do have a Council member on the Board. The City Council recognizes one

Note: This primer is written by Michelle O’Connor-Ratcliff and Kate Glenn. The ideas herein do not necessarily reflect official PQ Town Council positions and may not even be entirely accurate. 😊

official land use planning group in each community to work with City staff to formulate and implement the General Plan and community plans, and to advise the Planning Commission and City Council on projects. The Board meets the first Wednesday of every month at 7:30pm at the Doubletree Golf Resort, Sandpiper Room, 14455 Peñasquitos Drive. I think we need better communication with this group. I would like to add info from their meetings to our web site.

Rancho Penasquitos Parks & Rec Council: Theresa Gonzaga, E: advisory.rptc@gmail.com

Miramar Community Leaders Forum: Jim Hogan, E: advisory.rptc@gmail.com

This forum is comprised of representatives from all San Diego communities that are surrounding, or affected by, MCAS Miramar. The purpose is for the Base to communicate ongoing activities to the local communities and for local communities to communicate activities that could affect the Base.

School Community Policing Program Collaborative: Roger Platt – volunteer.rptc@gmail.com

Budget

Yearly Operating Costs: \$1500-\$2500 for insurance, phones, web site, incidentals

Outgoing: \$7000-\$11000 per year for grants and scholarships, depending on incoming

Incoming: money from the Arts & Entertainment Grants from SD City and County (approx. \$9,600K/yr), money raised from Fiesta (\$0-\$5000), and other fundraising.

We hope to make significant changes in the “incoming” money category by re-starting our banner district and soliciting membership or sponsorship from community members and businesses.

Changes to the “outgoing” category might include other community events hosted by the Council, rather than just supplying grants to other groups who host events. We should consider holding back \$2000-\$3000 for new community events that we can host ourselves. This would limit grants and scholarships to approximately \$5000/year.

Fundraising

Things we're working on:

- **banner district:** Our current banners are approximately 6 years old. All 80 were purchased by the City and are being replaced in May 2018. The Council maintains our \$1000/yr insurance policy almost exclusively for this. We've discussed having a contest to design a new banner. Bottom 2 feet would be sold as ad space to businesses in community or even individuals with a message. They should hang for no more than 1 year.
- **sponsorship/membership drive:** Community Partners solicit fundraising campaigns for donations from individuals and businesses in town. We post across all social media channels, and our website including Facebook, Twitter, and Instagram and email.
- **Fiesta** is an all-hands-on-deck event every year on the first Sunday of May. Fiesta planning begins in September, meetings begins approx. Nov. 1.

Other ideas:

- **Fundraiser nights** at local Wineries, Breweries and Restaurants
- **Cookies & Cocoa with Santa – Vendor Booth Rentals**
Annual Holiday Gift Drive benefiting Foster Children with Voices for Children. Held the 1st Sunday in December.
- **Utility Box painting**-Our contact is Juanita Hayes, Public Affairs Manager at SDG&E (JHayes1@semprautilities.com, 760.480.7650).

Event ideas for the future:

- Candidate forums for City Council and Mayor
- **Movie in the Park:** Outdoor movie night at one of our neighborhood parks. \$600 equipment rental from Funflicks.com. They deliver, set up, stay for the movie, and take down. They'll provide popcorn for a bit extra. Vote via council web site on what movie to show. Sell popcorn, soda, candy, etc. Potential sponsors get ad space at bottom of screen.
- Summer Picnic and Concert in one of our parks
- Community Blood Drive
- E-Waste Recycle Day
- CPR day co-sponsored by police and fire

Council Member Bios

This is a lot of info, so to save paper, please see the web site for this information. In short, the Town Council is made up of elected and appointed volunteers from 8 districts laid out to coincide with the existing PUSD elementary school boundaries in the 92129 zip code. There are up to 2 elected representatives from each district and up to 8 appointed members-at-large. No district may have more than 4 representatives. The council currently has 20 members, leaving room for 4 more.

Adobe Bluffs = 2 reps
Canyon View = 2 reps
Deer Canyon = 2 rep
Los Pen = 2 reps
Park Village = 2 reps
Rolling Hills = 1 rep
Sundance = 2 reps
Sunset Hills = 1 reps