

Making the Sweetwater Valley the Best Place to Live

P.O. Box 232, Bonita, CA 91908 www.sweetwatervalleyca.org



**SWEETWATER VALLEY CIVIC ASSOCIATION
MINUTES OF BOARD MEETING
December 7, 2016**

CALL TO ORDER: The meeting was called to order at 7:00 p.m. by President Michael Seiler at the Bonita Library Community Room. He welcomed everyone to the meeting and introduced Ms. Richelle Farley, our new website administrator who is also our new website developer. He then led the Pledge of Allegiance to the Flag of Our Country followed by a moment of silence for armed service personnel, law enforcement and first responders.

Directors present: Mike Seiler, Jim Woodford, Tom Pocklington, Steve Stonehouse, Tony Tieber, Judy Tieber, Sharon Coleman,

Members present: Bill Coleman, Glen Kopp, Mark Kukuchek, Mary Ellen Phillips

Guests present: Michael De La Rosa, Guillermo Torres, Richelle Farley

MINUTES: Motion by Tom Pocklington, second by Mary Ellen Phillips to approve minutes of November 2, 2016. Motion passed.

TREASURER'S NOV. REPORT: Accepted as written.

Checking Account Balance: \$ 664.13

County Grant Funds on Deposit: \$ 5,752.00

Certificate of Deposit Balance: \$ 3,452.24

Ending Balance: \$ 9,868.37

(Previous Balance was \$11,418.31)

Report accepted as written.

President Seiler changed the meeting schedule so we could have adequate time for Richelle Farley to talk with us about the new website. Our current site is very content heavy, and she felt we needed to revamp it and also update our logo. Those present explained what information is needed on the website and how information was always sent to the website administrator to post. We need her to keep the information about meeting dates and time up to date and remove old, irrelevant materials from the website. Richelle reviewed the development plan for the website with the goal of making people want to stay and explore the website. We want the website to be the common community resource. All groups can post to it. Facebook will be used to "push" the information out to the Community. It was also noted that the younger people are using Snapchat and Instagram.

Additionally, Tony Tieber followed up with Liz Stonehouse and Harriet Taylor regarding the use of this new website to post their notices and minutes. Again, the trick will be how to "push" their information out to the community. Now the same information is out there on the County Website, but if the community does not know the Sweetwater Community Planning Group even exists, they will not go looking for information that they don't know about.

Guillermo Torres suggested putting out a notice/mailer to the community to let our neighborhoods know the SVCA exists and what we do. Mike Seiler brought up the need for up-to-date calendars, hyperlinks to County website for the Planning Group, and a place for "What's

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going on in the community. The website acts as an umbrella to the rest of the community groups. This website is not to replace individual group websites, but rather help make them available to our neighbors. He liked the idea of sending out a neighborhood mailer. Mike Seiler, Tony Tieber and Steve Stonehouse will work on that.

Richelle Farley also spent a little time talking about updating our logo. She suggested we keep the same basic design, but make the colors brighter and make it round rather than square. During the following discussion, the idea was presented that perhaps we need a new logo that honors the present community character instead of, or in addition to the past. President Seiler asked everyone present to think about ideas for a new Association logo. Richelle can take our ideas and work up some designs for our review if we choose to go in that direction.

LAW ENFORCEMENT REPORT: No Law Enforcement Reports.

ELECTED REPRESENTATIVE REPORTS:

Michael De La Rosa—Supervisor Greg Cox' Office

Michael reported on the November 8th homeless encounters in the Sweetwater River bed as a follow-up to the County "Project One For All", Bay-Shore Bikeway expansion, completion of the utility undergrounding project on Plaza Bonita Road, the 125 connector to 905 is now complete. With that and other infrastructure improvements, the County hopes to attract more industry to the Otay Mesa area in an effort to reverse traffic patterns with more jobs available in South County. The new road pavement schedule will be coming out soon. The issue remains funding because road improvement projects are still paid for with gas tax dollars that continue to decline as more people switch to alternative fuel sources. The County is currently looking for open space that could be improved for youth camping.

CONTINUING BUSINESS:

Regarding previous discussions about the Association logo, Mike Seiler noted that so far no new ideas have been brought forward. He asked those present, (as well as all members) to send ideas for the logo to Tony Tieber (tony.tieber@cox.net) so we will have something to review and discuss at our January 2nd meeting.

After discussion about the difficulties associated with maintaining the website page devoted to acknowledging our Gold members, Tom Pocklington motioned and Jim Woodford seconded to remove the gold membership page from the website. After discussion, the motion failed. An action item for Richelle Farley will be to update the page based on membership feedback.

President Seiler suggested we invite our new Sweetwater Authority Director, Josie Calderon-Scott, to an upcoming meeting, perhaps February, and Ray Traynor, 125 Operations Manager, back in March to follow-up on our November discussion with him regarding:

- Can SANDAG remove the toll from the San Miguel Ranch Rd/125 interchange to Highway 54?
- Can SANDAG reduce the toll for this travel?
- Explain how SANDAG can restructure the current "out-of-proportion" toll rate for the above.

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COMMUNITY FORUM:

Fire Department: Tom Pocklington told us that we are still in a fire season due to the drought. While rain always helps, we have not had enough to make a difference. Good news is the Fire Fighting helicopters are now authorized to fly at night, and they have been flying at night to help fire fighters on the ground. He reminded everyone to call SDGE at 1-800-411-7343 to come out and check your pilot lights and gas fittings before turning on your heaters. We were also reminded to change batteries in our smoke and carbon monoxide detectors. Tom assured us the defibrillators installed in various community buildings are used to save a life. Just last month the defibrillator saved a golfer's life on the Chula Vista Course.

Roads: Tony Tieber had nothing new to report.

Website: Tony Tieber told us that everything related to the website was covered earlier.

Planning Group: Steve Stonehouse told us the Community Planning Group did not meet in December because the County had no agenda items for them.

Membership: Sharon Coleman announced that the membership list needs some fine tuning, but at this time we have: 18 individuals, 29 families, 8 organizations, 9 gold members.

Senior Volunteer Patrol (SVP): Jim Woodford announced that everyone was back from vacation and everything is going well. Their patrol car went in for maintenance and came out with new back brakes. Their YANA (You are not alone) client went into a nursing home for awhile but is now home and a Sr. Volunteer Patrol officer is making daily calls. No December activity report is available.

Mike Seiler informed us that Carol Freno has resigned from her Seat 6 position due to health issues. After discussion, Guillermo Torres, who lives in same area of Bonita as Carol, was elected to Seat 6. Guillermo will be our newest SVCA member.

The Christmas tree lighting with a visit from Santa Claus will occur from 3-6 p.m. on Dec. 10th.

Tony Tieber moved to adjourn, Judy Tieber 2nd. President Seiler adjourned the meeting at 8:40 p.m.

Respectfully submitted
Judith A. Tieber, Secretary