

Rancho Bernardo Community Council  
MAD Committee Meeting Minutes

Monday, July 2, 2007  
RB Swim and Tennis Club, Conference Room

The meeting was called to order at 7:10 p.m. In attendance: Frank Auwarter, Steve Ewart, Janet Atkin, Althea Altenbern, David Blitzblau, Myrna Reese, and Cory Peterson, staff.

The minutes of the June 4, 2007 meeting were approved as written.

The Staff Report is attached as an exhibit. Cory Peterson was asked if he expects the bid for the meter at Oaks North Drive to be in the range of the \$8,000 estimate approved by the Community Council. He replied that there is some uncertainty as the actual cost. It was the sense of the committee that if the bid does not exceed \$10,000 the work should proceed. Otherwise the project should be reconsidered.

In Joe Henderson's absence, discussion of the need to control the amount of the reserve was postponed until the next meeting. The chairman mentioned that the budgeted reserve appears to be in the \$400,000 to \$500,000 range. Cory pointed that the true amount of the reserve will depend upon actual expenditures during the year.

There was an extensive discussion of the number, location, and design of welcome signs. The committee looked at photographs of several signs. After consideration of a number of alternatives, a motion was made, seconded, and unanimously adopted that:

Subject to agreement upon design details and cost, the committee recommends the construction of four welcome signs styled in the design of the Rancho Bernardo Inn sign at Rancho Bernardo Road and Bernardo Oaks Drive, with stucco pillars, barrel tile roof, white background, and dark lettering. One sign would replace the existing sign on Rancho Bernardo Road, one would be placed at the north end of Pomerado Road after the I-15 exit, one would be placed on Pomerado Road south entering Rancho Bernardo from Poway, and the other would be placed on Bernardo Center Drive east of the I-15 exit. The chairman is directed to inform Joe Henderson of this decision and ask him to obtain estimates or bids for the design and construction of the signs.

Steve Ewart suggested for consideration that the signs have a simulated wood background with routed out letters. Cory suggested that the solar would be the best option for illumination.

Janet Atkin reported that the Public Relations Committee is preparing a press release inviting members of the public to suggest a motto for Rancho Bernardo. Several MAD Committee members suggested that it should be made clear that putting a motto on the

welcome signs will depend upon available space and that if no worthy suggestion is received none will be adopted. Janet will so advise the Public Relations Committee.

Steve reported that he has obtained an estimate for the installation of holiday lights from Lights on San Diego. The estimated cost is \$200 per tree with a minimum of 50 trees. Cory pointed out that the actual cost after wiring and other incidentals could be around \$15,000 to \$17,000. David Blitzblau raised the question of whether, if sufficient donated funds cannot be raised, MAD funds should be used for the holiday lights. Four of the six members present indicated that they would oppose the use of MAD funds.

Cory reviewed the History of the Westwood sound wall. Maintenance will continue on that corridor with the same services historically provided.

There was a discussion of the prospect of obtaining through grants the large amount of money that would be required for the landscaping of the Pomerado Road medians. Frank reported that the cost of constructing and landscaping the medians by Pomerado Hospital in Poway was \$600,710, \$183,962 of which was for landscaping, including labor, irrigation and materials. Cory said that for us to have a realistic hope of raising sufficient funds an intensive effort will be required. He said that he knows of two individuals with the Rancho Penasquitos MAD committee who mounted such an effort and succeeded in raising funds. Cory will give their names to the chairman, who will contact them for suggestions. Dave suggested as a preliminary to any fundraising effort a landscape architect should be retained to prepare a design. There was general agreement with that suggestion.

Steve reviewed the items on the issues log.

The meeting was adjourned at 8:50 p.m.

Frank Auwarter  
Secretary pro tem