



Pacific Beach Planning Group

www.pbplanning.org

**Pacific Beach Taylor Library
4275 Cass Street, San Diego, CA 92109
Wednesday, September 28, 2016: 6:30-8:30 pm
AGENDA**

- Item 1 - 6:30 **Call to Order, Quorum**
- Item 2 **Current Agenda - Modifications and Approval**
- Item 3 **July 27, 2016 Minutes - Modifications and Approval
August 24, 2016 Minutes – Modifications and Approval**
- Item 4 – 6:45 **Elections Subcommittee (Action Item)**
Presenter: Debbie Conca
- Item 5 – 6:50 **Non-Agenda Public Comments** (Note: 2 minutes maximum per speaker)
Issues *not* on Agenda and within the jurisdiction of Pacific Beach Planning Group.
- Item 6 – 7:05 **PBPG Chair’s Report (Information Item)**
Presenter: Brian J. Curry
- Item 7 – 7:10 **Homeless Town Hall (Action Item)**
Presenter: Elvin Lai
Motion: Allow PBPG logo on letter of invitation to Homeless Town Hall event Oct. 26.
- Item 8 – 7:20 **99 Cups of Coffee Beer & Wine License (Action Item)**
Presenter: Donna Chavez
Applicant requesting approval for beer and wine license at 99 Cups of Coffee location at 4680 Cass Street. Serving time 10:00 AM to 8:00 PM. License to be non-transferable.
- Item 9 – 7:40 **Development Subcommittee (Action Item)**
Presenter: Henish Pulickal
Rutgers Road Street Vacation / Project Number 496760 / RS-1-7
Motion: Approve paper street vacation and slope easement vacation on the northeast corner of the intersection of Cass Street and Van Nuys Street.
Subcommittee recommends motion to approve.
- Item 10 – 8:00 **Traffic & Parking Subcommittee (Action Item)**
Presenter: Michael Beltran
Motion: Request price quote for pedestrian bridge at West Mission Bay Drive and intersection connected to the off ramp of I-5 South on Cal Trans Property.
Subcommittee recommends motion to approve.

Item 11

Other Subcommittees and Reports (Time Permitting)

Code Compliance: Jason Gurlock

Pacific Beach Community Parking District: Michael Beltran or Debbie Conca

Special Events: Debbie Conca or Eve Anderson

Communications: Baylor Triplett

Item 12 – 8:30 **Adjournment**

Next PBPG

Meeting: Wednesday, October 26, 2016 6:30-8:30 pm

To: The Honorable Kevin Faulconer
City Administration Building
202 C Street, 11th Floor
San Diego, CA 92101
Phone: (619) 236-6330

From: Elvin Lai
Ocean Park Inn
710 Grand Ave
San Diego, CA 92109
619.335.8088

Dear Mayor Faulconer,

Aggressive transients in our community have become a detrimental issue that our residences and businesses have to encounter on a daily basis with no support or tools to protect themselves. We increasingly have to deal with assaults, theft, and obscene acts at our businesses deterring customers and the overall attractiveness of San Diego. I agree that this issue is a beast, with many gears and cogs in order to make work properly, but the community is frustrated and fed up with the inaction.

I, along with the other groups listed below and attached, are organizing a town hall where our voices can be heard. I am requesting your attendance on **October 26th at 6pm at the Town and Country Resort & Convention Center in their Golden Pacific Ballroom (please note the revised date)**. The town hall will be two hours; thirty-minute introduction, sixty-minutes of public comment limited to two minutes per person, and the last thirty minutes for elected officials to speak. We are expecting full media attention at this event to help include more of the community in this discussion. The goal is to start the discussion as an entire community, because it will take the entire community to move forward and ensure progress.

Thank you for your time and attention with this matter. I hope to receive a confirmation of your attendance soon. Together as a community we can succeed when we as individuals play our own part in the solution.

Best regards,



Elvin Lai

Endorsements:

Dan Hom, Chair of San Diego Mayor Kevin Faulconer's Asian Advisory Council

Marco Gastelo - General Manager of Kings Inn

Dan Weber – Owner of Midway Plaza Shopping Center & the Mission Valley Plaza Office Building

Willis M. Allen & Claudia R. Allen of Crystal Pier Hotel and Cottages



SAN DIEGO
A DESTINATION® HOTEL

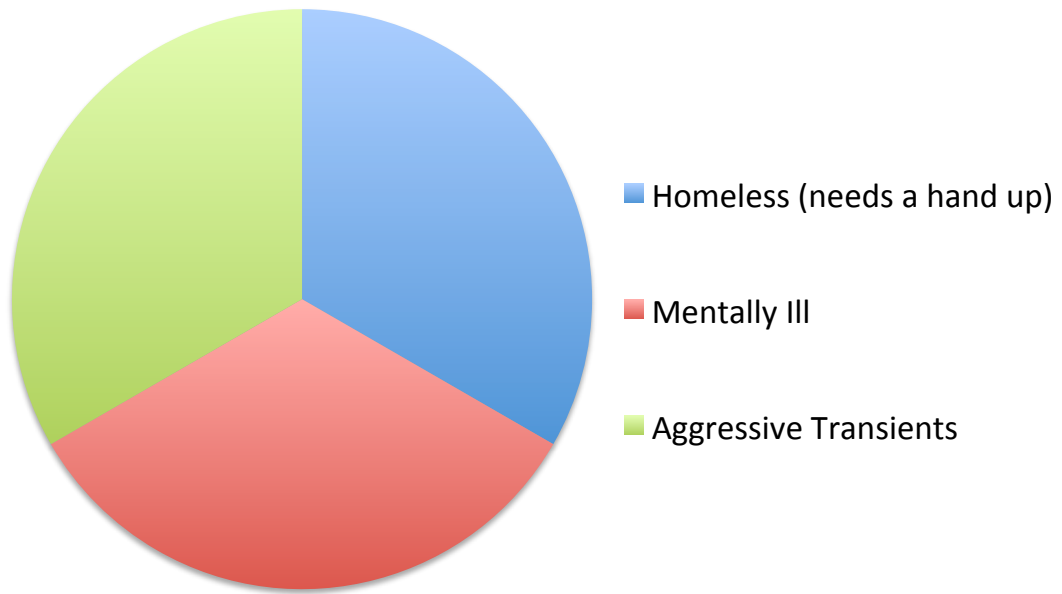
MEET * SWIM * STAY



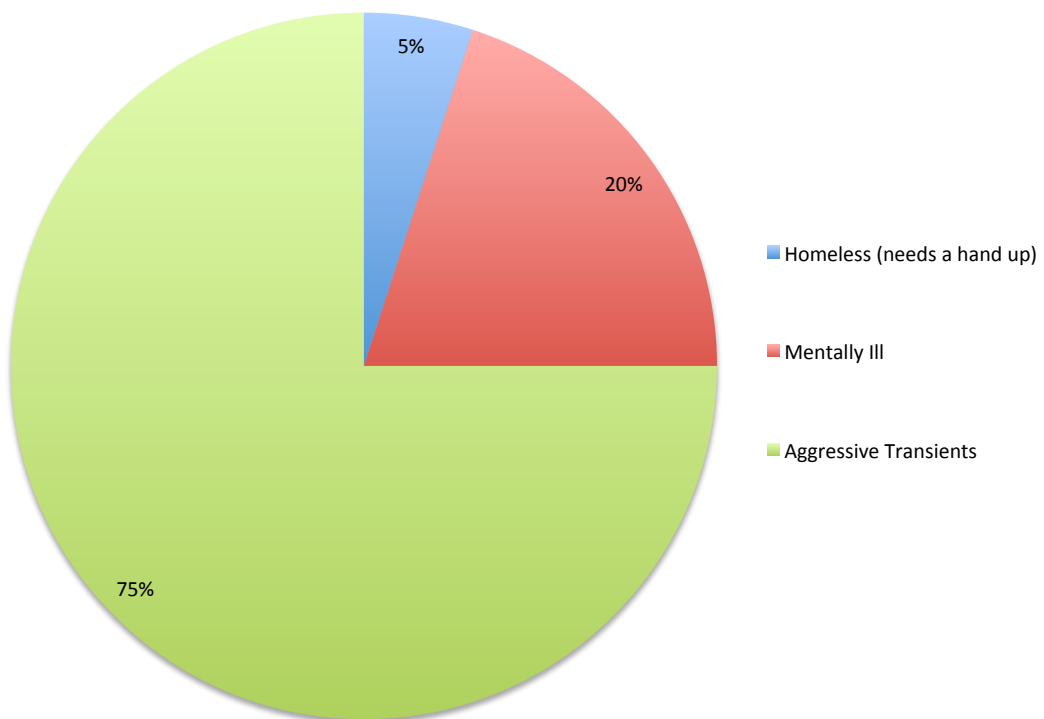
DOWNTOWN
SAN DIEGO
PARTNERSHIP

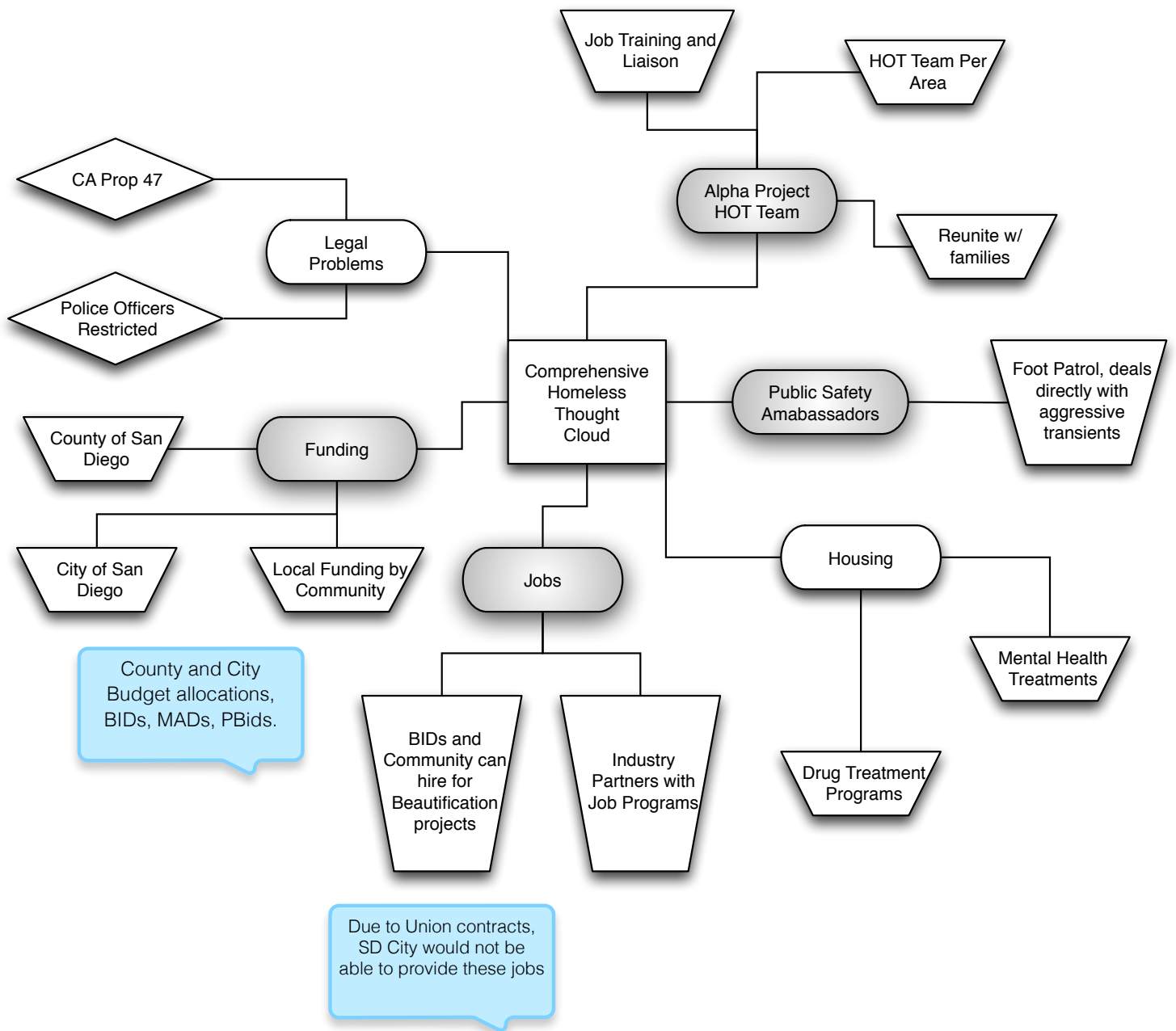


Do not know what the percentage of Homeless are?



It Feels like







September 8, 2016

Elvin Lai
Ocean Park Inn
710 Grand Ave
San Diego, CA 92109

Dear Elvin,

I understand you are working with local business owners and community leaders to convene a town hall forum on the topic of homelessness in San Diego. As this is an issue of great concern to me both as a tourism industry leader and San Diego resident, I am happy to support your efforts.

Homelessness in San Diego is a complex issue with many considerations, but it is one that must be tackled. For the tourism industry, the number of transients congregating on our city streets can make visitors uneasy and negatively impacts the tourism economy, which is so vital for San Diego. This issue is not merely financial. We must find a solution to homelessness not only for the benefit of our local economy and businesses but also for the health and well-being of our city and our community.

Theodore Roosevelt once said, "In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing." San Diego must move forward to solve homelessness in our community, and we look forward to supporting your town hall event on October 19.

Best regards,

A handwritten signature in blue ink that reads "Joe Terzi". The signature is fluid and cursive, written over the printed name.

Joe Terzi
President & CEO
San Diego Tourism Authority

SAN DIEGO COUNTY
HOTEL-MOTEL ASSOCIATION

September 9, 2016

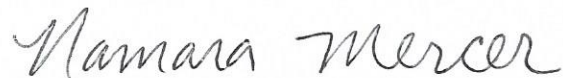
Mr. Elvin Lai
President & CEO
Ocean Park Inn
710 Grand Avenue
San Diego, CA 92109

Dear Elvin,

The San Diego County Hotel-Motel Association (HMA) Board of Directors has voted unanimously to support the Homeless Town Hall you are planning for October. Your efforts to address the issue of the negative impact of the violent transients on our communities and the tourism industry are much appreciated and in line with HMA's own efforts to educate our membership.

Please let us know how we may assist you in planning and promoting your event.

Sincerely,



Namara Mercer
Executive Director



To Elvin Lai
Ocean Park Inn
710 Grand Ave
San Diego, CA 92109

From: Sara Berns
On Behalf of the Board Of Directors
Discover Pacific Beach
1503 Garnet Ave
San Diego, CA 92109

Dear Mr. Lai

Discover Pacific Beach represents the largest Business Improvement District in San Diego with over 1500 businesses and spanning almost 6 square miles. Currently we are facing many challenges that vary but include aggressive panhandling, illegal lodging, trash, customer/business owner intimidation and level of perceived public safety for visitors and residents. We understand that we are not alone in these issues and they are a challenge across all our Cities older neighborhoods and commercial districts.

While some look to us the business association to solve these problems it is unrealistic for a small nonprofit based on our budget and resources, however community organizations like ours can be a piece of the puzzle. These issues are a part of a larger complex system that includes Mental Health and Substance Abuse Care, Homelessness and access to resources, enforcement and infrastructure among many other things. In order to solve some of these issues it will take a village and a larger conversation than just within our neighborhood. What we do know is that our membership is frustrated and willing to come to the table. Is it for this reason we fully support and plan to attend the proposed Town Hall on Oct 26th. We appreciate the effort and hope to see our representatives from City to State and other organizations as well as this is crucial to the conversation.

Thank you for your time and efforts on this project.

Regards,

A handwritten signature in black ink, appearing to read "Sara Berns", with a long horizontal flourish extending to the right.

Sara Berns, Executive Director



Asian Business Association
of San Diego

P 858-277-2822 F 858-277-2622 W www.abasd.org
7675 Dagget Street, Suite 340, San Diego, CA 92111



September 8, 2016

Elvin Lai
Ocean Park Inn
710 Grand Avenue
San Diego, CA 92109

Dear Elvin,

The Asian Business Association of San Diego is pleased to support your efforts to start the community conversation on how to deal with the “homeless issue” in your neighborhood.

Homelessness in San Diego is a complex issue with many considerations, but it is one that must be tackled. For the tourism industry, the number of transients congregating on our City streets can make visitors uneasy and negatively impacts the tourism economy, which is vital for San Diego. This issue is not merely financial. We must find a solution to homelessness not only for the benefit of our local economy and businesses but also for the health and well-being of our City and our community.

I understand you are working with local business owners and community leaders to convene a town hall forum on the topic of homelessness in San Diego. As this is an issue of great concern to me both as a business leader and San Diego resident, I am happy to support your efforts.

Sincerely,

Wendy Urushima-Conn



September 8, 2016

Elvin Lai
Ocean Park Inn
710 Grand Avenue
San Diego, CA 92109

Dear Elvin,

As a social worker and small real estate developer I am pleased to support your efforts to start the community conversation on how to deal with the “homeless issue” in your neighborhood.

I have worked in areas with a homeless problem in San Diego. It is a complex issue with many considerations, but it is one that must be addressed. For the tourism industry, the number of transients congregating on our City streets can make visitors uneasy and negatively impact the tourism economy, which is a vital industry for San Diego. This issue is not merely financial. We must find a solution to homelessness not only for the benefit of our local economy and businesses but also for the health and well-being of our City and our community.

I understand you are working with local business owners and community leaders to convene a town hall forum on the topic of homelessness in San Diego. As this is an issue of great concern to me both as a business leader and member of the Mayor’s Asian Advisory Council, I am happy to support your efforts.

Sincerely,

A handwritten signature in blue ink that reads "Robert P. Ito".

Robert P. Ito

O C E A N  B E A C H

MAINSTREET ASSOCIATION

Elvin Lai
Ocean Park Inn
710 Grand Ave
San Diego, CA 92101

September 15, 2016

Dear Mr. Lai,

The Ocean Beach MainStreet Association Board of Directors wishes to express our organization's support of a media event and town hall discussion of issues related to aggressive transients on October 19, 2016, organized by Elvin Lai. Aggressive transient individuals endanger the businesses, visitors, and residents of Ocean Beach. The most significant issues we face in our community related to transient individuals are criminal in nature. Their criminal behavior is an ongoing problem that takes enormous resources to address.

We hope to continue a solutions-oriented dialogue about aggressive transients and their criminal behavior as seen in Ocean Beach. Your vision to gather multiple community stakeholders as well as elected representatives and the media presents an excellent opportunity for our fellow business owners, citizens, and leaders in San Diego to work together on these challenging, complex issues.

We look forward to participating in the event on October 19.

Sincerely,



Denny Knox
Executive Director

To: Pacific Beach Planning Group Board of Directors
Pacific Beach Taylor Library
4275 Cass Street
San Diego, CA 92109

From: Elvin Lai
Ocean Park Inn
710 Grand Ave
San Diego, CA 92109
858.775.0241

Dear Board Members of Pacific Beach Planning Group,

I am requesting your approval to send a letter in support or to put your organizations logo on the attached letter to send to all of our elected officials, inviting them to a media and town hall event on October 26th, 2016, 6:00 to 8:00 pm at the Town and Country Resort & Convention Center. We believe we will have more than 400 people attend.

Letter of invitation will be sent to:

Mayor of San Diego, Mayor of Poway, Mayor of Encinitas, Mayor of San Marcos, SD District 1, SD District 2, SD District 3, SD District 4, SD District 5, SD District 6, SD District 7, SD District 8, SD District 9, SD County Supervisor 1, SD County Supervisor 2, SD County Supervisor 3, SD County Supervisor 4, SD County Supervisor 5, State Assembly 71, State Assembly 75, State Assembly 76, State Assembly 77, State Assembly 78, State Assembly 78, State Assembly 80, State Senate 36, State Senate 38, State Senate 39, State Senate 40, Congressional District 50, Congressional District 51, Congressional District 52, Congressional District 53.

The goal is to be heard by our politicians and to get our elected officials to take action. We as a community can tolerate no longer the silence we have been receiving. Though this will be a long journey for a complete solution, we must force the first step down a path towards progress.

Thank you very much for your time and consideration.

Yours truly,
Elvin Lai