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**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

**DATE** : April 30, 2008  
**TO** : Council President Scott Peters & Honorable Members of the  
San Diego City Council  
**FROM** : Mayor Jerry Sanders  
**SUBJECT** : Reappointments to the La Jolla Shores Planned District  
Advisory Board/ New Chair

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It is my pleasure to reappoint Dan Goese and Suzanne Weissman to the La Jolla Shores Planned District Advisory Board, subject to your confirmation.

Dan Goese is the Founder and President of Marketing Counsel, Inc. located in the La Jolla Shores community and has been in the marketing industry for more than 20 years. As a product development and market research consultant for high-tech companies, Mr. Goese has created break-through marketing strategies and supported the development and launch of innovative products including consumer, commercial and industrial hardware, software, and web technologies. As a La Jolla Shores resident, Mr. Goese aims to improve the quality of life of both residents and visitors by keeping abreast of the planning and development of the community. His interests include ensuring local development conforms to community standards and codes. Mr. Goese has served on the Board of Directors for the La Jolla Shores Association and La Jolla Youth, Inc., and has been a member of the La Jolla Shores Planned District Advisory Board since 2007. Mr. Goese will be reappointed for a term ending April 1, 2010.

Suzanne Weissman retired in 1995 as a Certified Public Accountant (CPA) after more than 25 years of service in the private sector. Since her retirement, Ms. Weissman has become an outstanding volunteer and civic leader in the La Jolla community. Among her many volunteer activities, Ms. Weissman currently serves on the Board of Directors of the La Jolla Shores Association, and previously served as a member of the La Jolla Shores Permit Review Committee, a subcommittee of the La Jolla Community Planning Association. She also graciously gives her time to volunteer as a docent at the San Diego Museum of Art and is currently Chair of the Docent Council. Ms. Weissman has been a resident and property owner in the La Jolla Shores community since 1980, and a member of the La Jolla Shores Planned District Advisory Board since 2004. Ms. Weissman will be reappointed for a term ending April 1, 2010.

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Further, it is my pleasure to appoint Mr. John McColl as the new Chair of the La Jolla Shores Planned District Advisory Board. Mr. McColl has been actively serving on the Board since 2005.

I ask that you confirm these reappointments and join me in acknowledging them for their continued willingness to give of their time and serve in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre

City Clerk Elizabeth Maland

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