



DISTRICT SEVEN COMMUNITIES

Allied Gardens

Alvarado Estates

Chollas Creek

Colina del Sol

College Area

Del Cerro

El Cerrito

Fox Canyon

Grantville

Islenair

MCAS Miramar

Oak Park

Rancho Encantada

Redwood Village

Rolando Park

Rolando Village

San Carlos

SDSU

Tierrasanta

The Emerald News

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After years of study and debate, our City government is poised to reinvent redevelopment in San Diego. And it's about time. I'm the Vice Chair of a new Ad-Hoc Committee of the Redevelopment Agency. Our purpose is to create an agency that revitalizes older neighborhoods by borrowing on years of valuable experience, avoiding mistakes of the past, and creating a process that is transparent and generates public confidence.

The important work of this Ad-Hoc Committee is especially timely now with our new Governor threatening to shut down redevelopment in California. We must inspire the confidence of lawmakers in Sacramento if we hope to keep dollars that are desperately needed in San Diego. And not just dollars for fancy new buildings.

In the 7th District, we need to generate redevelopment dollars so we can stop Alvarado Creek from flooding - once and for all. My heart sinks every time it rains, knowing the businesses along Mission Gorge Place are being swamped with flood waters. I cringe at the thought of children in our older mid-city communities like Fox Canyon or the College Area having no parks for play or for neighbors to gather. Redevelopment dollars can build those parks. They can also install street lights to make neighborhoods from Grantville to College Grove safer for drivers and pedestrians.

Our Ad-Hoc Committee intends to tap the brightest and best talent in San Diego and the public's vision for its communities and put them to work in our neighborhood redevelopment areas.

We also plan to find new leadership for San Diego's redevelopment efforts. Mayor Sanders was the Executive Director of our Redevelopment Agency on a temporary basis. But now that "Strong Mayor" has been approved by voters, we must replace him. His serving as the Agency Executive Director creates a legal and ethical conflict of interest. That was demonstrated recently when the Mayor used Agency personnel to lobby the state legislature, behind the back of the Agency Board, and then refused to appear before the Board to explain his actions.

We have much work to do and I hope you will join us as partners in this endeavor.

Redevelopment is one of the most important jobs of local government. Let's prove to the Governor and the State Legislature that San Diego can be a model for how to turn older neighborhoods around, generate new tax revenues, and create livable and sustainable neighborhoods for generations to come.

Thank you for listening, Marti

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Honoring Dr. Martin Luther King Jr.

January 17th was Dr. Martin Luther King, Jr. Day and, to honor the memory of Dr. King's legacy of community service, Councilmember Marti Emerald worked in partnership with community leaders and volunteers to organize a district-wide clean-up. Nearly 200 volunteers joined in to support this clean-up effort on what is traditionally a day off from work.



The Teen Challenge Center parking lot served as the staging area. Councilmember Emerald kicked off the morning with introductions of some of the community leaders and shared her thoughts on the importance of the project. Then it was time to get to work.



Rebuilding Together San Diego provided the necessary tools – trash bags, gloves, shovels, rakes, long-handled trash grabbers, and weed whackers.

By 10 am, the group divided into teams and headed to different neighborhoods in District Seven to pick up litter and clear some weeds.

Chollas Parkway, University Avenue, Alvarado Road, Mission Gorge and Twain were some of the roads targeted by clean-up teams. Serra High School in Tierrasanta was another site needing attention. In addition to the usual litter - food wrappers, cigarette butts, and soda cups - a mattress and a sofa were also collected.



A BBQ-style lunch was served by the San Diego and Imperial Counties Labor Council, which also co-sponsored the Day of Service.



"It's no secret that we have great people in San Diego, and isn't it wonderful that so many traded their holiday to come out to help? Thank you to everyone," said Councilmember Emerald.



The controversial striping on Jackson Drive (between Twin Lake Drive and Lake Shore Drive) will be discussed at the next meeting of the Navajo Community Planners on Monday, Feb. 28th, at 7pm at Temple Emanu-El, 6299 Capri Drive. Please plan to attend this important meeting. Come and let your voice be heard.



Councilmember Marti Emerald's City Website:
<http://www.sandiego.gov/citycouncil/cd7>

You Can't Spell Grantville Without a V!



One of the letters – the letter V, to be precise – was mysteriously missing from the *Welcome to Grantville* sign on Friars Road at Santo Road. A District Seven constituent phoned it in. Marisa Berumen, Council Representative for the Grantville community, stopped to investigate. It appeared that the letter V had simply come unglued and was lying on the brick median just below the sign.



The District 7 Troubleshooter Team consulted with Councilmember Emerald to determine the best way to patch up Grantville. It was decided that, with some glue, the Councilmember could return the V to its rightful position on the sign. Glue in hand, the repair was completed in just a few minutes. And Grantville is once again spelled with a V.



MARTI

EMERALD'S GOALS



- *Improve Public Safety**
- *Create Jobs**
- *Restore Trust in City Government**

Radical Reptiles and Other Wild Wonders

On Thursday, February 10th, Councilmember Emerald will share her love of reading with students at Blessed Sacrament Parish School in El Cerrito. The Councilmember has a passion for wildlife conservation and will be escorted by a couple of her favorite cold-blooded friends: Tommie the Tortoise and Caesar the Iguana.

Caesar the Iguana



These special friends are provided by Wild Wonders and are available along with several other critters through educational outreach programs at Wild Wonders and Zoofari, Inc.

For more information about Tommie, Caesar, or other wildlife conservation and educational outreach programs: www.wildwonders.org or www.zoofari.net

Tommie the Tortoise



Getting the Job Done... Constituent Comments

New Team Member *"Thank you for bringing Mary Ann Wallace to the staff of District 7. She is very proactive in an efficiently organized way. You just gave the neighborhoods of San Carlos and Del Cerro a nice service gift for 2011."*
Dale Peterson, San Carlos

Sharing Important and Timely Information via e-blast *"Thank you for your news update. Glad you care."*
Diana Rice

Notice of Trash Collection Schedule Change via e-blast *"Thanks Marti. As usual, you are on top of things."*
Carol Massa

Service Requests Completed *"In the almost 9 years I have been Secretary for the Redwood Village Community Council, we have never had this hands-on approach to support Redwood Village as we have from your office. It gives me hope that we can continue to make Redwood Village a better and safer place to live and work for all."* Barb Belcher, Secretary, Redwood Village Community Council



El Cerrito

Curbside

Clean-up

Baylor Drive, Austin

Drive, Atlanta Drive,

Augustana Place,

Adelphia Place, and

Collier Avenue from

Baylor Drive to 54th

Street. Please set all

items at the curb by

8 am. For more

information call

Chris Penmen

(858) 492-6207

February Community Events

Rebuilding Together San Diego, a 501© 3 non-profit organization, is accepting applications for their home renovation program for 2011. Rebuilding Together San Diego helps residents in need of assistance with home repairs. This service is for people who are physically and financially unable to make repairs themselves. For more information: www.rebuildingtogethersd.org or call (619) 231-7873.

Rolando Community Council Book Sale Sat 2/5 8am - 4pm in the Rite-Aid parking lot, corner of Art St. and El Cajon Blvd.

Friends of Tierrasanta Canyon Sat 2/12 8-11am. Meet at Seda Drive, one block south of Clairemont Mesa Blvd. Help remove eucalyptus and pine saplings and dead brush. Tools and gloves are provided. For more information: (858) 627-0682 or rfroome@yahoo.com

Presidents' Day—Important Holiday Trash Collection Reminder: Mon 2/21 As part of the Environmental Services Department's new Holiday Trash Collection Schedule, the City of San Diego's trash, recycling, and yard waste collection remains on the regular Mon-Fri schedule this week. For more information: www.sandiego.gov/environmental-services

Colina Del Sol Carnival Days, Fri 2/25 (5-10pm), Sat & Sun 2/26-27 (1-10pm), 5319 Orange Avenue in the south parking lot. Rides and games including Bumper cars, Russian castle, ring toss and more.

Saranac-Mohawk Community Group and Harriet Tubman Village Charter School Sat 2/26 10am. This great community-school partnership will be weeding, trimming, removing trash, repairing drip irrigation, and planting drought-tolerant plants and trees. If you are interested in volunteering or donating material: (619) 303-0505 or troy.sandiego@gmail.com

Tierrasanta at the Movie Awards 2011, Sun 2/27, doors open at 4pm. If you are a fan of the Oscars, this dinner party gala is for you. For more information: www.tierrasantafoundation.org

District Seven Homeowners May Qualify for free inspection and installation of security devices such as security screen doors, motion sensor lights, wide-angle viewers, deadbolt locks, dusk-to-dawn lights, sliding door locks, window locks, carbon monoxide/smoke detectors, and fire extinguishers. For more information: Charles Espinosa, San Diego and Imperial Counties Labor Council (619) 283-5411 Ext. 109.

Coming on March 5th 8am - 1pm at Qualcomm Stadium. A huge community clean up for all of District 7. District 6, too. Bulky items (appliances, metals, junk furniture, mattresses) and tires will be allowed at this clean up. Electronics will also be accepted. Please no hazardous waste, no construction & demolition debris. Here is a great opportunity to clear out all that clutter from your property and the neighborhood. Please help us spread the word. For more information: (858) 694-7000.

Marvin Elementary School's 17th Annual Evening in the Tropics Auction and Dinner Sat 3/5 6 - 10pm at the East San Diego Masonic Hall, 7849 Tommy Drive. For more information: www.sandi.net/marvin