

ECCC

El Cerrito Community Newsletter



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Buy local FIRST

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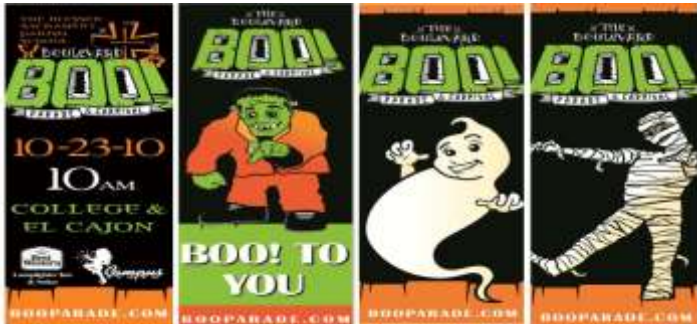
- Parade will start promptly at 4:15pm
- Children should come dressed in costume (strollers and wagons are welcome)
- We welcome children of all ages
- Bring a musical instrument or noise maker
- We want the entire community to see all of the El Cerrito Kids in their costumes!

Come Meet Your Local Businesses at ECCC's Meeting on Thursday, October 21, 2010

This month the ECCC will be holding its second annual "Come Meet Your Local Businesses Night." This was a great success last year with local businesses sharing their talents and food with us. So we suggest you come hungry and remember to shop at a local business. We look forward to seeing you there.

A map of the parade route will be handed out on the day of the parade and will be longer than last year. Feel free to jump in or out as needed. The main thing is that the parade will end at the corner of 56th/Redland & Adams (by the big Victoria **Bring some finger food to share, and mingle with the spectators after the parade. You can drop off your food ahead of time.**

If anyone has questions or suggestions....please feel free to call Eileen Logue-Sciarretta at 619-517-9786 or Co-Organizer, Heidi Feldman-Delgado at 619-255-6236



Announcing the BOO! Parade & Carnival

Saturday, October 23rd from 10:00 AM to 5:00 PM
Sponsored by Blessed Sacrament Parish School, presented by the Campus Plaza Shopping Center and Best Western Lamplighter Inn. **We need YOU to help with the parade this year! The parade takes about 175 volunteers to efficiently run. If you'd like to volunteer, contact Jennifer (an El Cerrito Resident) at the BID Office to find out how you can help (619) 582-1093. Help our neighborhood play its part in making this event great!**

Did you see the ECCC's BOO! Parade Banner? Just look up at 60th & El Cajon Blvd on the South side. We would like to give a big thank you to Com Tam from donating the \$100 for the ECCC to have a banner during the BOO! Parade and for supporting our community.

The BOO! Parade is from 10:00 AM to 11AM, followed by the BOO! Carnival located around the corner at Clay Park from 11AM to 5PM. This year's Grand Marshal will be Marianne Kushi, Co-Anchor of NBC 7/39's *News in the Morning*. Come join the fun! For more information, please visit: www.booparade.com or call 619.582.1093.

7th Annual El Cerrito Halloween Costume Parade

It is the time for the 7th annual El Cerrito Halloween Costume Parade (or "walk about" so not to be confused with BOO parade). Invite your friends and family.

- This year we will meet in front of Blessed Sacrament Church at 4pm on Halloween October 31.

El Cerrito Needs You! A Call for Community Participation

By: Carl Luster

Every community depends on volunteers to organize and run community events & activities. This active group constantly changes with resignations and new volunteers. Right now, **El Cerrito needs new volunteers to continue and improve activities and events in the community. A small group of 5 or 10 volunteers**

organizes and runs activities like September's community garage sale, monthly community meetings, seasonal pot-luck parties, the community newsletter, e-mail announcements, neighborhood watch and the community patrol. Several of these volunteers also serve on the ECCC Board and Community Planning Boards. El Cerrito needs more community volunteers for these activities.

Each of us is busy with family and work, but if you're not already participating in the following activities, please find a few hours that you can volunteer each week or each month. Let us know how you would like to volunteer by **e-mailing ECCC@cox.net** or call Carl Luster at **619-287-1840**.

ECCC Board of Directors: With recent resignations, the ECCC Board needs new members for every function, including membership, hospitality, secretary, and social events.

Newsletter Delivery: Distribute the El Cerrito Community Newsletter to homes in your neighborhood each month.

Communication: Help to manage the ECCC web space and e-mail list.

Community Garage Sale: Even if you've never been a seller, you can help organize El Cerrito's biggest community participation event.

Entertainment: Organize social activities, including refreshments for community meetings, seasonal pot-luck parties, and even *neighborhood block parties*.

Beautification/Clean-up: Join with other community members interested in activities to beautify El Cerrito, including organizing neighborhood clean-up events.

Neighborhood Watch: Many streets don't have active Neighborhood Watch groups to improve safety and prevent crime. Find out how to organize Neighborhood Watch on your street.

Neighborhood Patrol: Actively patrol the community and report problems or suspicious activity to the San Diego Police Department.

C.E.R.T. (Community Emergency Response Team): Help to form an El Cerrito group to coordinate emergency response with the San Diego Fire Department.

Community Planning: The College Area Community Planning Board and the Eastern Area Community Planning Committees provide community input on new development and community plans.

El Cerrito's Community Garage Sale

By Carl Luster

If things seemed busier than usual on Saturday morning, September 25, that was the annual El Cerrito Community Garage Sale. This year, 44 sellers registered for the sale. Customers came from this community and from every part of San Diego in response to the classified ads. This is the largest community participation activity sponsored by the ECCC. It's a great opportunity for neighbors to get out, and meet and greet each other and to clean out their garages or go home with that special find.

The sellers worked hard to prepare their items for sale. Many thanks also go to Laura Riebau, Jan Riley, and

[El Cerrito Community Council, P.O. Box 151268, San Diego, CA 92175-1268. \(ECCC@ cox.net\) 619-287-2460](mailto:ECCC@cox.net)

Maurize Rios for creating maps, placing ads, and putting up signs. They're members of local community boards, and are already heavily involved in other community activities, but they devoted a significant amount of time to this valuable community event. **Whether you're a buyer or a seller, please seriously consider helping to organize the next Community Garage Sale. For information on how to volunteer, read the article in this newsletter about "Community Participation."**

Thanks to Departing ECCC Board Member, John Stende

ECCC Board member, John Stende, has resigned to make time for other community activities. John has served on the Board for the past year and a half. During that time he has taken care of many of the tasks necessary to put on the monthly community meetings: picking up keys, opening the hall, setting up tables, and supplying coffee and refreshments. Thanks to John for his service to the ECCC, and best of luck.

Update on Traffic Lights Arosa/College & Adams Avenue/College Avenue

The ECCC is given to understand that the two traffic lights on College Avenue at Adams Avenue & Arosa should tentatively be installed by May, 2012. We'll keep you posted if we hear anything to the contrary.

Creating Identity in El Cerrito and Renewal of Our Business District

Our guest speaker at the September ECCC meeting was Mr. Marco Li Mandri. Marco's message was that creating a clear identity for El Cerrito is part of business revitalization. It will be easier to attract & keep good businesses in this community if El Cerrito is as well known throughout San Diego as Little Italy, The Gas lamp, Hillcrest and Kensington. More desirable businesses will help to make our main street as attractive as the surrounding residential community.

Marco mentioned a community sign as one of the best ways to build community identity. Kensington, Little Italy and North Park are examples of communities with large and distinctive community signs. Smaller signs identify other communities throughout San Diego. What do you think of a community sign for El Cerrito? Where should it go, and what should it look like? Please send your ideas to ECCC@cox.net. No deadlines at this time. Let's see what response we get.

Thursday, November 18, 2010 ECCC Meeting

Mr. Tracy Reed, Project Manager, Redevelopment Agency, is our Guest Speaker. His topic is "Redevelopment 101." For past 14 years Mr. Reed has worked in community planning and for the last nine years with economic/redevelopment.

If you have wondered how the redevelopment process works and what it spends its money on and what the local Project Area Review Committee is up to, we would suggest you mark this date on your calendars. Please bring along with you any questions for Mr. Reed.

In Memory of Mr. James Stockfisch

Our condolences to the family of Mr. Jim Stockfisch who passed away on September 26 of 2010. Mr. Stockfisch was one of the longest residents of our community, and he will be truly missed. Services were held at Blessed Sacrament Church.

Problem Party Houses in El Cerrito

The police department has dedicated a patrol car to deal specifically with party houses Thursdays-Saturdays.

The number to report suspicious behavior and parties is 531-2000. Please remember to get reference/case #.

El Cerrito Neighborhood Patrol

By: Patti Saraniero

- The SDPD "party car" that is patrolling the College Area Thursdays-Sundays was busy last weekend. The officers tallied up 13 Admin Cites, 50 Misdemeanor Cites, and 2 arrests for noise.
- In the last couple of weeks there have been 2 incidents of people found living in canyons around the area. One was in the canyon west of Hardy Elementary and one off 54th Street near Adams.

An e-mail warning from a neighbor: "FYI, my briefcase was stolen from my car last night. My car was parked curbside in front of my house... I must have left my car unlocked after bringing in groceries etc. There was nothing valuable but I did have work related documents in it. It was a nice leather briefcase. I blame myself."

Here are some security reminders from the El Cerrito Neighborhood Patrol:

- **Don't leave valuables in your car**
- **Turn your porch light on**
- **When it gets hot, be sure to secure your doors and windows at night and when you are away**

On Facebook? You can friend SDPD - <http://www.facebook.com/pages/San-Diego-CA/SDPD-Mid-City-810s-Service-Area/110095992376704?ref=ts>

Newsletter Donations Needed!

The ECCC did not receive any donations for the newsletter in September. *We hate to ask in these difficult financial times, but we only have sufficient funds to print one more issue of the newsletter in November! As you know, the printing cost is \$245 per month. Any donation, no matter how small, would truly be appreciated.*

E-mail from Captain McKinney, Mid-City Division – San Diego Police Department

The 4th quarter covers the months of **April, May and June**. I delivered this report to Chief Lansdowne and the Chief's Executive Committee on September 2.

Highlights: Mid City experienced one of the best quarters it ever has relating to crime. We were down in all Part 1 crime categories:

Murder down 33%.
Rape down 18%.
Robbery down 24%.
Aggravated Assault down 22%

Total Violent Crime Index down 23%

Residential Burglary down 23%
Commercial Burglary down 43%
Larceny down 20%
Motor Vehicle Theft down 34%

Total Property Crime Index down 25%

Car Prowls down 35%

Total Crime Index down 24%.

There was a great deal of work done by the police and the community to achieve these outstanding results. Because of the known incidents and the high violence potential in the division, my focus continues to be on violent crime, particularly street robberies. The Crime Suppression Team and regular squads of officers have been directed to utilize high visibility patrols and saturation patrols concentrating on known gang areas, targeted narcotics enforcement, selective enforcement on probationers and parolees with criminal histories including robbery, assault, narcotics, etc. The Juvenile Services Team conducted highly successful curfew and truancy sweeps. Talmadge and CHOP continue to lead the way with their citizen's patrols.

There were 2 homicides this quarter. These were isolated incidents and were not related to ongoing or street violence

810's Crime Information

On May 20 there was an officer involved shooting at 3400 Adams. A Mid City detective responded to a disturbance call. He arrived in time to see a man beating another man in the street. The detective intervened and was himself assaulted and choked by the suspect. Fearing that he would lose consciousness and be murdered the detective used his gun to fatally shoot the suspect.

On April 17 a grand theft occurred at the Lucky Lady Casino. The suspect waited until the cash cage was unoccupied then entered and removed \$34,000 in cash. After viewing a video tape from the card room, the assigned investigator discovered the suspect had been drinking from a cup prior to the crime. The cup was recovered and impounded. Our Lab was able to secure a DNA hit matching a subject already in jail for transporting narcotics for sales. He was charged with the robbery.