

Councilmember  
**Myrtle Cole**  
Council District 4

e-Newsletter  
FALL | December 10, 2014



**Proudly Representing**

- Alta Vista
- Broadway Heights
- Chollas View
- Emerald Hills
- Encanto
- Greater Skyline Hills
- Jamacha
- Lincoln Park/Knox
- Lomita Village
- North Bay Terraces
- Oak Park
- O'Farrell
- Paradise Hills
- Redwood Village
- Rolando Park
- South Bay Terraces
- Valencia Park
- Webster

**Connect with Myrtle**

**Twitter:** @CD4Myrtle Cole

**Facebook:** <https://www.facebook.com/councilmembermyrtlecolecd4>



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**Myrtle's Message**

I want to take this moment to thank you for electing me again to be your representative on the San Diego City Council. I pledge to spend the next four years making sure your voices are heard at City Hall. Please see the special insert of the Inauguration Ceremony.

**Proud Sponsor: 8<sup>th</sup> Annual Holiday Entertainment Series on the Trolley Orange Line**

With the holidays upon us, the excitement of the season has filled the air of our neighborhoods and communities. I want to wish you and your family a joyous holiday season.

We're proud to present the 8<sup>th</sup> Annual Holiday Entertainment Series on the MTS Trolley Orange Line to enhance the riding experience for daily trolley users during this holiday season.

The Euclid Avenue & 62<sup>nd</sup> Street Trolley Orange Line Station, in the heart of our district, will showcase some of the best in musical talent. San Diego Young Music Artists Academy and M.A.N.D.A.T.E Records have teamed up to bring trolley riders an arts & cultural experience right in our own community. We are in for a real treat. This year's performances include: Men for Christ, Lanee Battle, Pizarro Brothers & other guitarists, vocalists, and saxophonists.

These FREE holiday music performances are scheduled on December 15<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup>, 6:30 a.m. – 8:30 a.m. and 4:30 p.m. – 6:30 p.m.

**For the complete schedule and list of performers, please visit:**

<http://www.sdmts.com/marketing/2014HolidayEntertainmentSeries.asp>

**Fiscal Year 2014 State of the Capital Improvements Program (CIP) Report**

This week at City Hall, I want to highlight the FY '14 State of the CIP Report that my Council Colleagues and I received from Public Works – the City department that manages the Capital Improvements Program. These semi-annual reports are part of the transparency measures put into place when Council implemented CIP Streamlining efforts in April 2012 to accelerate the delivery of projects. It is important to me that my constituents know what's going on and why it takes so long for our infrastructure needs to become CIP projects.

These reports provide an overview of the City's CIP, highlighting major projects and programs as well as process improvements, recommendations and accomplishments. There is an estimated \$2 Billion dollar hurdle to jump to get critical infrastructure improvements around this City and in our district. I will continue my fight to make sure there is equity in the Fourth Council District and that our communities get the necessary infrastructure improvements. (See page 2 for FY '14 snapshot/highlights.)



- 📌 **FY 2014 CIP Snap Shot** *(continued from page 1)* | Citywide: There were 1,356 projects in FY 2014; Of those, 464 projects were completed or closed; 121 projects were awarded construction; a total of \$263.2 million expended. The Public Works Department had 894 projects at the end of FY 2014; 160+ projects closed during FY 2014; a total of \$220.1 million expended.
- 📌 **Nine Arts Districts, One Vibrant City** | There is a new tourism video promoting Southeastern San Diego as a cultural destination. The promotional video will be distributed internationally through a social media campaign and air locally on San Diego City and County access television. To watch the video, please visit this link: <http://www.sandiego.org/campaigns/district-arts/southeastern.aspx>
- 📌 **More transparency in government at your fingertips: OpenDSD is here** | The city's Development Services Department's OpenDSD website now displays details to the public of the annual permits and code enforcement complaints as they are logged. You can track your complaints without leaving the comfort of your home. **How to use Open DSD:** Click this link: <http://www.sandiego.gov/development-services/opendsd/index.shtml>; Choose the appropriate inquiry: discretionary approvals maps, ministerial approvals maps, or code enforcement case map; use the zoom in-out slider to go to the desired neighborhood and click 'refresh results;' click on a house icon (for permits) or exclamation point (for complaints) to see a summary; within the summary are links to the permit's approval and project number or the complaint's case number with details, including the phone and email for the responsible inspector or officer.

## PHOTO GALLERY



**NEWS** | Councilmember Cole funded a memorial plaque in the Valencia Park Community to honor slain teens. During the annual candlelight vigil on December 6<sup>th</sup>, Councilmember Cole was joined by the families of the teens, representatives from the San Diego Compassion Project, and Valencia Park Community members for the unveiling of the memorial plaque immortalizing the lives of Monique Palmer and Michael Taylor, two promising local high school students who were gunned down in this same community on December 6, 2008.



**New Skyline Hills Branch Library  
Public Art Project  
Talk to the Artist Event**



**Sidewalks on Holly Drive!** True to her word, Councilmember Cole is delivering on sidewalks. Recently, she stopped by Holly Drive to shake the hands of construction workers and to thank them as she took a stroll down the new sidewalks on Holly Drive!



## Special Insert Photo Gallery | Inauguration Ceremony



**NEWS** | On December 10, 2014, Councilmember Cole took the oath of office during the Inauguration Ceremony for the Seventieth City Council of the City of San Diego. Councilmember Cole was joined on stage by good friends: Frank Jordan, Alyce Pipkin-Allen, Jane Potter, and Ken Seaton-Msemaji as Bishop George Dallas McKinney – Senior Pastor of the prominent St. Stephen’s Cathedral Church of God in Christ in the Fourth Council District - administered the oath. Myrtle thanked her family, her union brothers and sisters, her staff, residents of the district, and the many community supporters that walked precincts with her. Councilmember Cole laid out a list of accomplishments over the last eighteen months and promised to ensure that the voices of the Fourth Council District’s neighborhoods and communities are heard at City Hall.

**For the complete [speech](http://www.sandiego.gov/citycouncil/cd4/pdf/2014/release141210.pdf), please visit:** <http://www.sandiego.gov/citycouncil/cd4/pdf/2014/release141210.pdf>

## Special Insert Photo Gallery | Inauguration Ceremony



District 4 Staff (l to r): Mathew Gordon, Monica Montgomery, Ruth Torres, Pam Ison, Elizabeth Lopez-Sandoval, Perri Storey, Luis Natividad, and Jimmie Slack (both not pictured).



**MORE INAUGURATION NEWS** | In front of an ample crowd at Golden Hall, Councilmember Cole highlighted her priorities: public safety, infrastructure improvements, neighborhood revitalization, economic development, and quality jobs. "Since I took office eighteen months ago, we rolled up our sleeves and went to work," said Councilmember Cole.

- ✓ Established Neighborhood Revitalization Days: Cleaning up our neighborhoods.
- ✓ Renovated the Tubman-Chavez Community Center and met with hundreds of constituents during office hours (10 a.m. – 2 p.m.) on Fridays at Tubman-Chavez Community Center.
- ✓ Connected Residents with jobs on the weekly Job Board.
- ✓ Identified funding for an Interim Fire Station at Skyline and Sychar and Encanto Rapid Response Team.
- ✓ Completed the Utilities Undergrounding Project in Lincoln Park.
- ✓ Started construction of Holly Drive Sidewalks.
- ✓ Started construction of Walgreen's – first drugstore south of I-94.
- ✓ Unveiled New Skyline Hills Library Winning Design and shovels will be in the ground soon.
- ✓ Over 3,000 potholes repaired.
- ✓ Over 21 miles of streets paved.
- ✓ Met with quality restaurateurs to determine how to best attract investment in the Fourth Council District.
- ✓ Addressed the issue of quality affordable housing with workforce housing offset legislation.
- ✓ And, much more...

"I envision a new day when we no longer have to talk about dilapidated buildings, cracked streets and missing sidewalks. We must continue to focus on restoring and rebuilding the infrastructure in this City. It will take us working together as a team - that means the civic leaders and elected officials - to identify a new way to address the estimated \$2 billion hurdle," added Councilmember Cole. She listed several infrastructure projects as ongoing priorities and vowed to make progress on these including: the design and construction of Fire Station 51 in the Skyline Hills Community, the Martin Luther King, Jr. Promenade, the SR-94 and Euclid Avenue Interchange, the long-awaited joint-use field at Rolando Elementary School, new street lights on several streets, and much more.

**For the complete [speech](http://www.sandiego.gov/citycouncil/cd4/pdf/2014/release141210.pdf), please visit:** <http://www.sandiego.gov/citycouncil/cd4/pdf/2014/release141210.pdf>

## Upcoming City Council, Committee and Outside Organization Committee Meetings Councilmember Cole in Action!

- **December 13** | 10:00 a.m. – 2:00 p.m. | Friday District Office Hours | Tubman Chavez Community Center. 415 Euclid Avenue, San Diego, CA 92114.
- **December 15** | 2:00 p.m. | San Diego City Council Meeting | City Administration Building. 202 C Street, San Diego, CA 92101.
- **December 16** | 10:00 a.m. and 2:00 p.m. | San Diego City Council Meeting | City Administration Building. 202 C Street, San Diego, CA 92101.

## Upcoming Community Meetings

- **December 11** | 6:00 – 7:00 p.m. | Valencia Park Town Council – O'Farrell Park Town Council | O'Farrell Charter School. 6130 Skyline Drive, San Diego, CA 92114.
- **December 15** | 6:30 – 7:30 p.m. | Encanto Neighborhood Community Planning Group | Jacobs Center Community Room. 404 Euclid Avenue, San Diego, CA 92114.
- **December 16** | 6:30 - 7:30 p.m. | Bay Terrace Council Meeting | Paradise Hills Recreation Center, Craft Room. 6610 Potomac Street, San Diego, CA 92139.
- **December 17** | 6:00 – 7:00 p.m. | Knox Town Council | Knox Elementary. 1098 S. 49<sup>th</sup> Street, San Diego, CA 92113.
- **December 17** | 6:30 – 7:30 p.m. | Paradise Hills Council | St. Timothy Church. 2602 Reo Drive, San Diego, CA 92139.
- **December 18** | 6:30 – 7:30 p.m. | Webster Community Council | Webster Elementary School. 4801 Elm Street, San Diego, CA 92102.
- **December 19** | 6:00 – 9:30 p.m. | Broadway Heights Community Council Annual Holiday Party | 2305 Laconia Street, San Diego, CA 92114.

## Calendar of Events

- **Miss Southeast San Diego Scholarship Pageant 2015 | REGISTRATION NOW OPEN!** | Learn to Maximize your strengths and minimize your weaknesses. For more information please call 619.819.8998.
- **Come Meet Santa** | Saturdays, December 13 and 20 | 11:00 a.m. – 1:00 p.m. | San Diego Marketplace. 1755 Euclid Avenue, Ste 101. San Diego, CA 92105 | Bring your camera and take pictures with Santa.
- **MVSRRC Rummage Sale** | Saturday, December 13 | 9:00 a.m. | MLK Park. 6401 Skyline Drive, San Diego, CA 92114 | Buy used appliances, TV's, toys, tools, bicycles, sporting goods, clothing and much more. All proceeds to benefit Mountain View Sports & Racquet Club's building fund.
- **CivicSD Community Benefits Consensus Project** | Thursday, December 11 | 5:30 p.m. | The Jacobs Center. 404 Euclid Avenue, San Diego 92114 | This convening will feature the panel discussion "Creating Complete Communities" and CivicSD first consensus-building exercise.
- **Jacobs Presents: Philippine Lantern Festival** | Saturday, December 13 | 1:00 – 1:00 p.m. | 404 Euclid Avenue, San Diego, CA 92114 | Experience a Philippine Christmas centered around the Parol Start Lantern. Experience a taste of the Philippines with food, dance, music, and exhibits. For more information and tickets: 619.477.3383.
- **Make an Ornament Workshop** | Tuesday, December 16 | 5:30 p.m. | Skyline Hills Branch Library. 480 S. Meadowbrook Drive, San Diego, CA 92114 | Build your own Christmas tree ornament. All materials supplied. No sign-ups needed.
- **Breakfast with Santa** | Saturday, December 20 | 9:00 a.m. | The Jacobs Center. 404 Euclid Avenue, San Diego 92114 | Join us for pancakes, live Christmas music, gifts from Santa and much more! Reservations at 619.316.8854.
- **Breakfast with Santa** | Saturday, December 20 | 9:00 a.m. | Paradise Hills recreation Center. 6610 Potomac Street, San Diego, CA 92139 | All participants will enjoy a great breakfast with entertainment, music, photos with Santa and much more! Reservations at 619.527.3419.
- **34<sup>th</sup> Annual Sickle Cell and Thalassemia Holiday Party** | Saturday, December 20 | 12:00 p.m. | Bayview Baptist Church. 6134 Benson Avenue, San Diego CA 92114 | Free event for the families of sickle cell patients featuring face painting, catering, a bounce house and more. For more information call 619.321.8477.



The Fourth District's Premier Career Center  
 South Metro Career Center | 4389 Imperial Avenue | San Diego, CA 92113  
 (619) 266-4200 | <http://www.metrocareercenters.org/>

**NEW Adecco** (Admin Assistant) <http://www.indeed.com/jobs?q=addecco+&l=San+Diego%2C+CA>  
**American Red Cross** <http://www.indeed.com/jobs?q=american+red+cross&l=San+Diego%2C+CA>  
**NEW AMN Healthcare** <http://www.indeed.com/jobs?q=AMN+Healthcare&l=san+diego>  
**AMSEC Trades** [www.huntingtoningalls.com/careers](http://www.huntingtoningalls.com/careers)  
**NEW Bank of America** <http://www.indeed.com/q-Bank-of-America-l-San-Diego,-CA-jobs.html>  
**California State Personnel Board** <http://www.indeed.com/jobs?q=california+state+personnel&l=San+Diego%2C+CA>  
**NEW CBS Radio** (Human Resources Coordinator) [www.cbsradio.com](http://www.cbsradio.com)  
**City of Coronado** <http://agency.governmentjobs.com/coronado/default.cfm>  
**NEW City of Chula Vista** <http://agency.governmentjobs.com/chulavista/default.cfm>  
**City of Del Mar** <http://www.delmar.ca.us/jobs.aspx?jobID=9>  
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**City of Poway** <http://agency.governmentjobs.com/poway/default.cfm>  
**City of San Diego** [www.sandiego.gov/empopp/](http://www.sandiego.gov/empopp/)  
**County of San Diego** <http://agency.governmentjobs.com/sdcounty/default.cfm>  
**Coca-Cola Refreshments** <http://www.indeed.com/jobs?q=coca+cola&l=San+Diego%2C+CA>  
**Cox Communications** <http://www.cox.com/aboutus/careers/search-jobs.cox>  
**NEW Department of Veteran Affairs** <http://www.indeed.com/jobs?q=department+of+veteran+affairs&l=San+Diego%2C+CA>  
**NEW Encore Capital Group** (Performance Manager) <http://encore-jobs.com/>  
**Family Health Centers of San Diego** <https://jobs-fhcsd.icims.com/jobs/intro>  
**FedEx** <http://www.indeed.com/jobs?q=fedex&l=San+Diego%2C+CA>  
**HD Supply** <http://www.indeed.com/jobs?q=hd+supply&l=San+Diego%2C+CA>  
**NEW Helix Water District** [www.hwd.com](http://www.hwd.com)  
**NEW Heritage Senior Care** [http://www.heritagekeepers.net/senior\\_care\\_employment.php](http://www.heritagekeepers.net/senior_care_employment.php)  
**Hilton** <http://www.indeed.com/jobs?q=hilton&l=San+Diego%2C+CA>  
**Hotel Del Coronado** <http://www.hospitalityonline.com/jobs/610934-conference-sales-manager>  
**Holiday Inn** <http://www.indeed.com/jobs?q=holiday+inn&l=La+Mesa%2C+CA&from=vj>  
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**Humana** <http://www.indeed.com/jobs?q=humana&l=san+diego+ca>  
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**NASSCO** <http://www.indeed.com/jobs?q=NASSCO&l=san+diego>  
**Nordstrom's** <http://www.dreamjobber.com/jobs/landing.jsp?job=Nordstrom&SID=5388400>  
**Northrop Grumman** <http://www.indeed.com/jobs?q=northrop+grumman&l=San+Diego%2C+CA>  
**NEW Otay Water District** (Utility Maintenance) <http://agency.governmentjobs.com/otay/default.cfm>  
**Pasadena City College** [http://www.pasadena.edu/Files/Events/19420\\_File.pdf](http://www.pasadena.edu/Files/Events/19420_File.pdf)  
**NEW Public Consulting Group** <http://www.jobs.net/jobs/public-consulting-group>  
**Point Loma Nazarene University** <http://www.indeed.com/jobs?q=point+loma+nazarene&l=San+Diego%2C+CA>  
**NEW Rady's Children's Hospital** <http://www.indeed.com/q-radys-childrens-hospital-l-San-Diego-jobs.html>  
**NEW Robert Half** <http://www.indeed.com/jobs?q=robert+half&l=San+Diego%2C+CA>  
**NEW Safeway** <http://www.indeed.com/jobs?q=Safeway&l=san+diego%2C+ca&from=vj>  
**SANDAG** <http://www.sandag.org/index.asp?jobid=383&fuseaction=jobs.detail>  
**San Diego Housing Commission** <http://agency.governmentjobs.com/sdhc/default.cfm>  
**San Diego Metro Career Center** <http://www.metrocareercenters.org/>  
**San Diego Police Department Recruitment (SDPD) NOW HIRING** [www.joinSDPDnow.com](http://www.joinSDPDnow.com)  
**San Diego Workforce Partnership Jobs** <http://workforce.org/career-centers>  
**San Diego Zoo** <https://www.hrapply.com/sandiegozoo/Setup.app>  
**SCRIPPS Careers** [http://www.scripps.org/about-us\\_\\_careers](http://www.scripps.org/about-us__careers)  
**NEW Sears** (Loss Prevention) <http://www.searsholdings.com/careers>  
**NEW Sempra Energy** <http://www.indeed.com/jobs?q=sempra&l=San+Diego%2C+CA>  
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**Sodexo** <http://sodexousa.com/us/en/careers/find-job/Search-Jobs/search-jobs.aspx>  
**NEW TJX Companies** <http://www.indeed.com/jobs?q=tjx+companies&l=San+Diego%2C+CA>  
**UCSD** <http://www.indeed.com/jobs?q=ucsd&l=San+Diego%2C+CA>  
**Union Bank** <http://www.indeed.com/jobs?q=union+bank&l=San+Diego%2C+CA&from=vj>  
**NEW UPS** (In-House Counsel) <http://jobs-ups.com/>  
**NEW Wells Fargo** <http://www.indeed.com/jobs?q=wells+fargo&l=San+Diego%2C+CA>  
**NEW YMCA** [www.ymca.org/jobs](http://www.ymca.org/jobs)



**EL MENSAJE SEMANAL DE LA REGIDORA MYRTLE COLE  
10 DE DICIEMBRE**

202 C STREET, 10TH FLOOR SAN DIEGO, CA 92101  
(619) 236-6644

**Orgullosamente Representando:**

Alta Vista, Broadway Heights, Chollas View, Emerald Hills, Encanto, Greater Skyline Hills, Jamacha, Lincoln Park, Lomita Village, North Bay Terraces, Oak Park, O'Farrell, Paradise Hills, Redwood Village, Rolando Park, South Bay Terraces, Valencia Park, Webster

***El Mensaje de Myrtle***

**Orgullosos Patrocinadores: 8va Edición de las Series de Entretenimiento Navideño en la Línea Naranja del Trolley**

Quiero aprovechar este espacio para agradecerles la oportunidad que me brindan de poder representarlos ante el Cabildo de la Ciudad de San Diego y asegurarles que trabajaré arduamente para ustedes. También quiero aprovechar para desearles un buen inicio de los festejos navideños.

La época navideña ya se siente en el aire, es por eso que estamos contentos de presentarles la 8va edición de la Serie de Entretenimiento Navideño en la línea naranja del Trolley, la cual nos brindará una experiencia muy navideña durante nuestro trayectos en transporte público.

La estación ubicada en la Avenida Euclid y la calle 62, brindará lo mejor en entretenimiento musical. Los artistas del San Diego Young Music Artist Academy y de M.A.N.D.A.T.E. Records nos darán una experiencia artística y cultural en nuestra comunidad. Este año se presentarán: Men for Christ, Lanee Battle, Pizarro Brothers y guitarristas, saxofonistas y vocalistas.

Habrán presentaciones GRATUITAS los días 15, 17, 18 y 19 de Diciembre de 6:30 a.m. a 8:30 a.m. y de 4:30 p.m. a 6:30 p.m. Para consultar una lista completa de las presentaciones y horarios, visita: <http://www.sdmts.com/marketing/2014HolidayEntertainmentSeries.asp>

**Año Fiscal 2014 Reporte del Programa de Mejoras de Infraestructura (CIP)**

Esta semana mis compañeros de Cabildo y yo recibimos el Reporte del Año Fiscal 2014 del Programa de Mejoras de Infraestructura. Este reporte es parte de los esfuerzos de transparencia aplicados en abril del 2012. Estos reportes analizan el Programa de CIP, su proceso, mejoras y recomendaciones. Se estima que hay un rezago de \$2 billones de dólares en la infraestructura en nuestra Ciudad y nuestro Distrito. Continuaré trabajando para asegurarme que haya igualdad en desarrollo de infraestructura en nuestras comunidades.