

COUNTY OF SAN DIEGO, BORREGO SPRINGS COMMUNITY SPONSOR GROUP

*** APPROVED MINUTES***

Thursday, February 1, 2024, 5:00 p.m.

In-person at the Borrego Library, 2850 Country Club Rd, Borrego Springs & also via Zoom

John Peterson is inviting you to a scheduled Zoom meeting.

<https://us02web.zoom.us/j/81338749275>

THE PUBLIC IS ALWAYS WELCOME TO OUR MEETINGS

WE REPRESENT YOU WHEN ADVISING THE COUNTY OF SAN DIEGO ON LAND USE ISSUES

A. CALL TO ORDER/ROLL CALL @ 5:01 pm

John Peterson - Present

Judy Haldeman - Present

Bill Berkley - Present

Jim Dax - Present

Bruce Durbin - Present

Julie Gerson - Present

Bill Haneline - Present

Rebecca Falk - Not Present

Nancy McRae - Present

B. APPROVAL OF MINUTES FOR THE MEETING of December 7, 2023

MOTION TO APPROVE: John Peterson

SECOND: Bill Berkley

MOTION PASSED UNANIMOUSLY

C. APPROVAL OF MINUTES FOR THE MEETING of January 4, 2024

MOTION TO APPROVE: Judy Haldeman

SECOND: Bill Berkley

MOTION PASSED UNANIMOUSLY

D. PUBLIC COMMUNICATION (may be limited to 3 min): Opportunity for members of the public to speak to the Group on any subject matter within the Group's jurisdiction that is not on the posted agenda.

Elizabeth Rodrigues spoke about Dollar General (DG) signage, expressing concerns about its size, height and whether illumination is in compliance with dark sky regulations. Peterson is waiting until signs are illuminated to assess whether action should be taken. Durbin will research compliance with Zone 3 lighting (Borrego is within the County's Zone 3). He does not think the sign exceeds allowed size. Elisabeth pointed out that "new builds" must comply with Dark Sky policies. John said that as this topic is not on the agenda, it cannot be further discussed until it is on the agenda.

Vivian Wilke, General Manager of La Casa Del Zorro (LCDZ) - Expressed that LCDZ wants a better understanding of community expectations on fencing, as it relates to aesthetics, around their new solar area.

E. ACTION ITEMS:

1. Acceptance of resignation of Julie Gerson from Seat #7 of the BSCSP. Discuss procedure to fill the seat.

MOTION TO ACCEPT RESIGNATION: Bill Haneline

SECOND: Bill Berkley

MOTION PASSED UNANIMOUSLY

F. NON-ACTION ITEMS:

1. Status Update by Bri Fordem and team regarding the work tasks that the Stewardship Committee (SC) are completing. Potential for a Board Member to attend and report back to the BSCSG on the Stewardship Committee plan.

Fordem, President of SC, presented via Zoom: Mission of SC is to celebrate, promote and protect the unique character, irreplaceable resources and economic vitality of BS and ABDSP for residents, businesses, visitors and future generations. SC exists to support this unincorporated community in becoming educated and knowledgeable, and being able to live, work and play here. It is not an advocacy group; it is a conduit to be supportive of organizations, responding to gaps and accomplishing things that other groups (like BSCSG) can't do due to resource, policy or legal restrictions.

Recent things that are happening: Partnering with Community Resource Center (CRC) to take on Stewardship Council (now the Stewardship *Committee*) as a program/committee operating within the CRC. This will enable SC to focus its resources on impact, not fundraising and organization. SC has received funding from the San Diego Foundation, Prop 68, and partners with CivicWell.

Re SDF Funding: The requirements of the funding were to develop an organizational structure (now part of CRC); develop network of local and regional partners (leadership team comprised of 51 signatories that have signed on as part of network), build organizational identity/branding (website and newsletter) and hire a coordinator (Eddy Rivera, who works for BASIC and CRC, has been hired as SC's coordinator to implement tasks). All requirements have been met.

Re Prop 68 SGMA Implementation Grant, tasks are:

Community Engagement Plan: SC is not formulating a plan, but rather collecting data to support the formation of a plan.

Borrego U Education Series: 5-6 webinars in English and Spanish. The first two, town planning and County land use planning, have taken place and are available on website.

Town Hall/Surveys: Capture info for a community vision.

White paper: Collect data to be one source of information for what's going on with BS, the valley and water reduction. The white paper will be publicly available for review before published on the SC website.

Collaborate with water master board.

Collaborate with BSCSG - Planning a Borrego U presentation so that residents understand the purpose of the Sponsor Group and how residents can use it to have a voice.

Website is <https://borregovalleystewardshipcouncil.org/>.

To sign up for newsletter: <https://borregovalleystewardshipcouncil.org/contact-us>.

Fordem stated that the SC would love to have a SG member attend regular meetings to stay informed and hopes that the SG supports John Peterson and another member to present in Borrego U about what the SG function is and how it's connected to a holistic approach to communicate with county, let residents know they have a voice. This presentation is Feb 21 at the library at 6:00 pm.

Peterson thanked Fordem and opened up for questions.

Jim Dax asked if there is a standing date for SC meetings. Answer: 3rd Friday of every month at 11:30 via Zoom.

2. Update on Results of the Community Signage Survey and Potential Next Steps. Nancy McRae and Bruce Durbin presenting.

McRae read letter written to Supervisor Jim Desmond summarizing the results of Borrego Springs' first-ever community survey regarding welcome signage. Letter is Attachment 1 to minutes.

McRae/Durbin stated that this is not a BSCSG committee, but rather a grass roots citizens committee.

Although the County has said there is no funding, Durbin made the point that the Supervisor's office has funds for special projects like this and we intend to pursue funding with them when a design is finalized.

McRae stated that a request for funding \$6,000 for the hiring of one to three designers has been submitted to the Borrego Valley Endowment Fund. Jim Dax asked if there was a way community members could donate; McRae said not yet, but that will be looked in to.

3. Update on the completion and opening of the DG store.

Peterson said the County is still processing Alcohol Beverage Commission (ABC) permit. He spoke with the district manager who is building store, target to open is mid-March, but there are a lot of issues between here and there so manager is not optimistic that they will meet that.

Peterson reiterated that BSCSG can't act on lighting concerns until lights are turned on.

Judy Haneline stated that the community gave up on DG being designed in keeping with community character, but what about the landscaping? She recalled that Tom Fredericks was going to do the landscaping, but there's nothing but a few boulders, no trees, nothing. Is Tom Fredericks working on landscaping?

Elizabeth Rodrigues stated that earlier discussions with the developer indicated that lighting would be a lower sign - 5 ft high, more of a drive by sign rather than so tall, but that was scrapped by developer. Elizabeth feels the dark sky issue should be addressed now. The owner will be taking over and the developer will be stepping aside. Will the County have the ability to persuade the owner to change the light? Will there be an inspection?

Bruce Durbin did some quick research on Class 2 - business related lighting. On-premises signs extinguished one hour after sunset *unless* the business is operating, so lights can be on.

Peterson will look into landscaping.

4. Should we get a replacement for Julie which covered SANDAG/Transportation?

Julie no longer gets emails from the group that was planning an association of community groups - last email was October. There is one non-voting member on SANDAG representing unincorporated areas. Julie said it would be good to know what are they advising. Bruce said 95% of SANDAG issues don't pertain to our valley. Decision about replacing Julie postponed.

F. GROUP BUSINESS:

1. Chair Report: No report.

2. Topics for future discussion at BSCSG meetings: Ram Hill development plan, other?

Peterson suggested Revitalization Committee (Elizabeth Rodrigues) and update on what's going on at LCDZ.

McRae requested presentation by the group suing Sempra/SDGE (led by Bill Powers per Jim Dax) about what's happening with the threat of solar farms taking over our valley.

Bill Berkley brought up the desire for private citizens to spruce up the decrepit gas station across from LCDZ @ 3774 Yaqui Pass Rd. Discussion about difficulty of finding owners or getting a response from them.

Durbin thought it could be designated an historic site which would require owner action. After a discussion of some of the dilapidated buildings in town Peterson suggested a presentation by the County on code enforcement.

3. Subcommittee Reports: None

4. Meeting Updates: None

5. Correspondence received:

County assistance for storm recovery (not pertinent to us)

Peterson received an email from a Senior Land Surveyor re a small easement that is a public right of way that is being vacated in DeAnza. They have contacted the De Anza GC and its President didn't have any objections to vacating right of way. JP didn't think a response from us was necessary since DeAnza is okay with it. Bruce Durbin said this very public walkway is a 10 ft easement and eliminates need to get in car to get to street grid. Members of the SG said they would like to discuss at next meeting. Peterson agreed to include this item on the March 7 agenda.

OTHER: Bruce Durbin told the group that he is being required to return to work in LA one day/work - on Thursdays beginning late March. He said he would probably be at March meeting and could attend via Zoom in April, May, June, but not really feasible to continue as a member via zoom only. Peterson asked the group if Thursday meeting dates were set in stone. Several members (all?) responded that they would be willing to change meeting day if it meant Durbin would continue as a member. Will discuss at future meeting.

G. ADJOURNMENT

MOTION TO ADJOURN: Bruce Durbin

SECOND: Bill Berkley

MOTION PASSED UNANIMOUSLY: Meeting adjourned at 6:20.

The next regular meeting is scheduled for March 7 , 2024, 5 pm at the Borrego Springs Library Community Room, 2850 Country Club Rd, Borrego Springs, California and via Zoom.

UPCOMING STANDING SUBCOMMITTEE MEETINGS:

The Chair has appointed the following BSCSG Members to serve as points of contact for the following areas:

a) Road Maintenance, Bill Haneline

b) SANDAG/Transportation Unincorporated Areas, Julie Gerson. (Do we need to continue this?)

Emails sent to the Chair at petersonenv@hotmail.com will be forwarded to the appropriate person.

To sign up for County of San Diego email or text notices about various programs and topics that you can choose, visit: <https://public.govdelivery.com/accounts/CASAND/subscriber/new?preferences=true#tab1> or search for the program at the county you want to find and scroll down to their email sign up link.

If this Agenda is revised, a revised copy will be posted 72 or more hours prior to the meeting. The final Agenda may include additional Administrative or Non-Action items. For further information and to be added to the Sponsor Group email list to receive agendas and agenda packets, contact the Chair at petersonenv@hotmail.com . Address U.S. mail to: Community Sponsor Group, P.O. Box 1371, Borrego Springs, CA 92004-1371. For agendas, minutes and Community Plan, visit: <https://www.sandiegocounty.gov/content/sdc/pds/gpupdate/comm/borrego.html> .

Public Disclosure We strive to protect personally identifiable information by collecting only information necessary to deliver our services. All information that may be collected becomes a public record that may be subject to inspection and copying by the public, unless an exemption in law exists. In the event of a conflict between this Privacy Notice and any County ordinance or other law governing the County's disclosure of records, the County ordinance or other applicable law will control.

Access and Correction of Personal Information You can review any personal information collected about you. You may recommend changes to your personal information you believe is in error by submitting a written request that credibly shows the error. If you believe that your personal information is being used for a purpose other than what was intended when submitted, you may contact us. In all cases, we will take reasonable steps to verify your identity before granting access or making corrections.

Borrego Springs Community Sponsor Group Members:

Chairperson: John Peterson Vice-Chairperson: Judy Haldeman, Secretary: Nancy McRae

Members: Bill Berkley, Jim Dax, Bruce Durbin, Julie Gerson, Bill Haneline, Rebecca Falk

Standing Committees (with both Sponsor Group members and members of the public): None

LETTER TO SUPERVISOR DESMOND REGARDING RESULTS OF COMMUNITY SIGN SURVEY

Dear Supervisor Desmond

The results are in from Borrego Springs first-ever community survey regarding **welcome signage**, or “community identification” signage as it is called by the County. A total of 262 responses were received. **An overwhelming majority, 90% of respondents**, thought the need for new welcome signage is either **important, very important or extremely important**. The message is clear: **The community of Borrego Springs would like some new welcome signs**.

This survey was prompted by an indication from the County in 2023 that there might be funds for community identification signage in the unincorporated areas of the county. A grass-roots committee assembled to lead the project, starting with the development of a survey to determine level of interest by the community, size, materials and placement of signs. The survey results are attached below.

The survey results are statistically significant, meaning that we can feel confident **the data accurately represents the consensus of the community**.

- The survey was available in both paper hard copy and digital format with a QR code that linked to Survey Monkey.
- It was produced in both English and Spanish.
- Hard copies and the QR code were available at the library, the Post Office, the Community Resource Center and other locations around town.
- Information about the survey was printed in the Borrego Sun, The Center/Mall newsletter which is delivered to every Borrego Springs PO Box, posted multiple times on the Facebook “Borrego Springs 92004” page, and handed out at a booth throughout the weekend of the Borrego Days Festival.
- The survey was available to take from October 21, 2023 to January 5, 2024.
- The Borrego Springs Community Sponsor Group has been and will continue to be kept informed of progress and results.
- Respondents were from a broad cross-section of the community including Spanish speaking residents, high school students, community leaders, full-time and part-time residents and a handful of visitors.

The Welcome Signage committee is currently seeking community funding to hire one to three designers familiar with the parameters of County sign development and placement. The designers will be asked to develop prototypes based on the feedback obtained in the survey and in compliance with County requirements.

Once a final design is selected and approved by the community and County, we hope that your office will be supportive of contributing significant funding, perhaps through a matching funds campaign, to the construction and installation of one or more welcome signs for the small but highly visible community of Borrego Springs.

Thank you for your on-going interest in and support of Borrego Springs.