

COUNTY OF SAN DIEGO
VALLEY CENTER COMMUNITY PLANNING GROUP
REGULAR MEETING AGENDA - MONDAY, JULY 13, 2026, 7:00 P.M.
VALLEY CENTER COMMUNITY HALL
28246 LILAC ROAD – VALLEY CENTER, CA 92082
VIRTUAL ACCESS - VIA ZOOM - MEETING ID: 864 190 6365, PASSCODE 347629

- A. ROLL CALL
- B. PLEDGE OF ALLEGIANCE
- C. APPROVAL OF THE MINUTES FOR THE MEETING OF JUNE 9, 2026.
- D. D. PUBLIC COMMUNICATION:
 - a. **Public Comments:** Members of the public may address the Planning Group on any topic not on the agenda. Please read the instructions on the back page.
- E. PRESENTATIONS:
 - a. Mobility Update - **Michael Kenny**, Traffic Engineer, San Diego County, Dept of Public Works
 - b. Butterfield Trails Ranch and Star Valley Park Update – **Mark Kieser, Camille Wildbuger, Jake Enriquez, Luke Taylor**, Dept of Park and Recreation, Development Division
- F. ACTION ITEMS: (See disclaimer on the back)
 - a. Valley Center Fire Protection District Grant Request Letter (VOTE)
- G. SUBCOMMITTEE REPORTS:
 - a. Cannabis – Dr. Matthews
 - b. Design Review Board - Bothof
 - c. Parks, Rec & Trails – Hodson
 - d. Emergency Evacuation – Harmes
 - e. Mobility – Barber
- H. ADDITIONAL REPORTS:
 - a. Association of Planning - Hutchison
 - b. Board of Supervisors - Norwood
 - c. Enhancement – Lieber
 - d. Energy – Littlejohn
 - e. Community Plan Update – Ciupitu
 - f. Government – Stinson
 - g. Nominations – Harmes
 - h. CPG Update – Rattray
 - i. Revitalization – Barber
 - j. Tribal – Rattray
 - k. Water – Fajardo/Matthews
- I. CORRESPONDENCE:
 - a. Tiered Winery Rural Residential Expansion Focus Group Meeting #2
- J. ARTICLES:
 - a. Residents of unincorporated areas continue to push for short-term rental regulations
- K. NEXT REGULAR MEETING: August 10, 2026
- L. ADJOURNMENT

Planning Group Members:

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Public Comments: Members of the public may address the Planning Group on any topic not on the agenda. A three (3) minute time limit is allowed per speaker unless otherwise negotiated with the Chair. The Planning Group cannot discuss or vote on a topic but may place the item on a future agenda. Speakers are required to complete a Request to Speak form prior to the start of the meeting.

Action Items: (VCCPG advisory vote may be taken on the indicated items.) The agenda is available to members prior to regular meetings through advanced publication in the Valley RoadRunner, email distribution and public review at the Valley Center Community Hall.

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.

Public Disclosure Notice

We strive to protect personally identifiable information by collecting only information necessary to deliver our services. All information that may be collected becomes 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.



Butterfield Trails Ranch and Star Valley Park

Valley Center CPG Meeting

July 13, 2026

Project Team



Mark Kieser

- Development Division
- Sr. Park Project Manager



Camille Wildburger

- Development Division
- Park Project Manager



Lucas Taylor

- Development Division
- Park Project Manager



Jake Enriquez

- Operations Division
- Region Manager

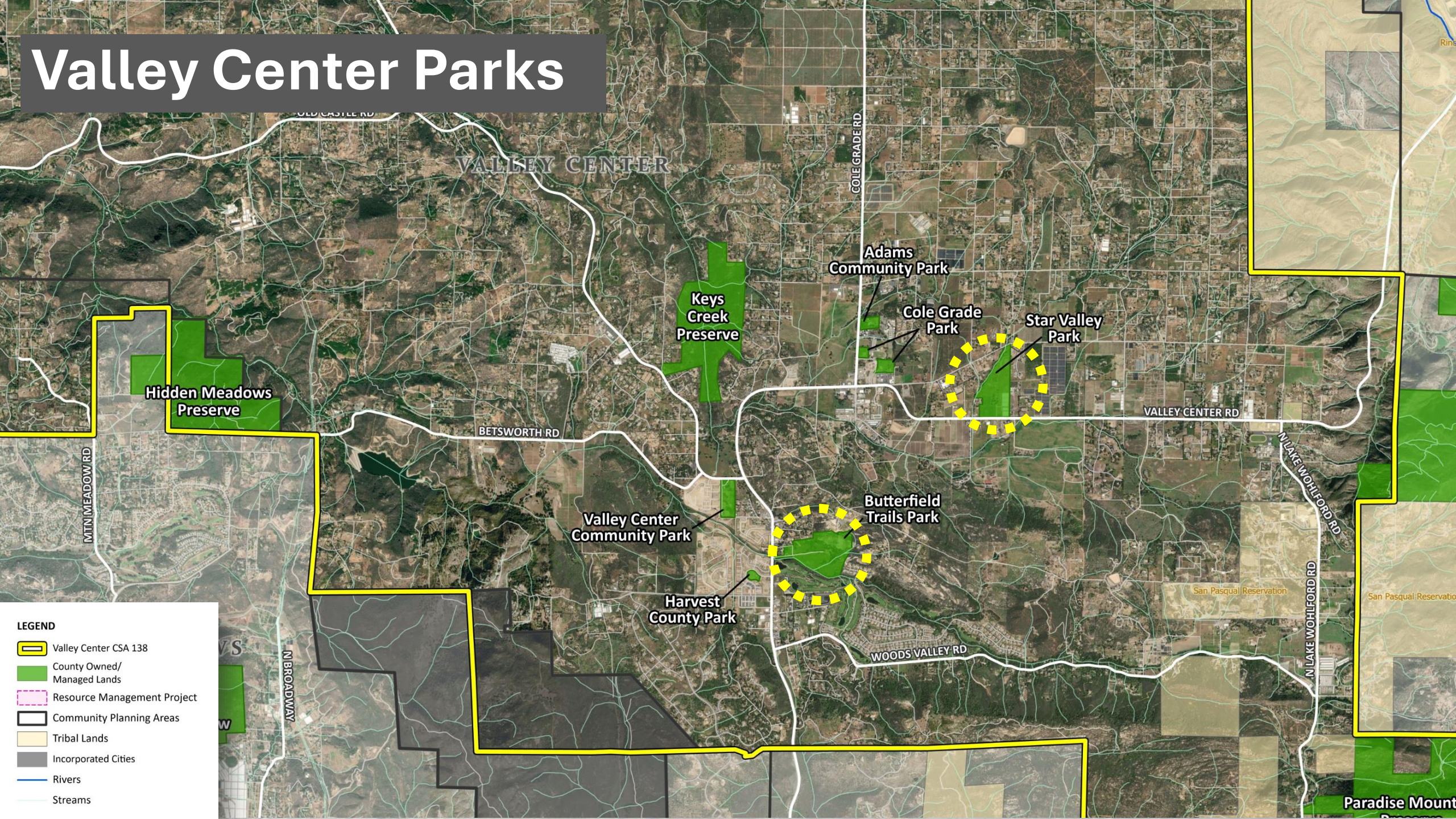


Lorrie Bradley

- Resource Management Division
- Senior Environmental Planner



Valley Center Parks

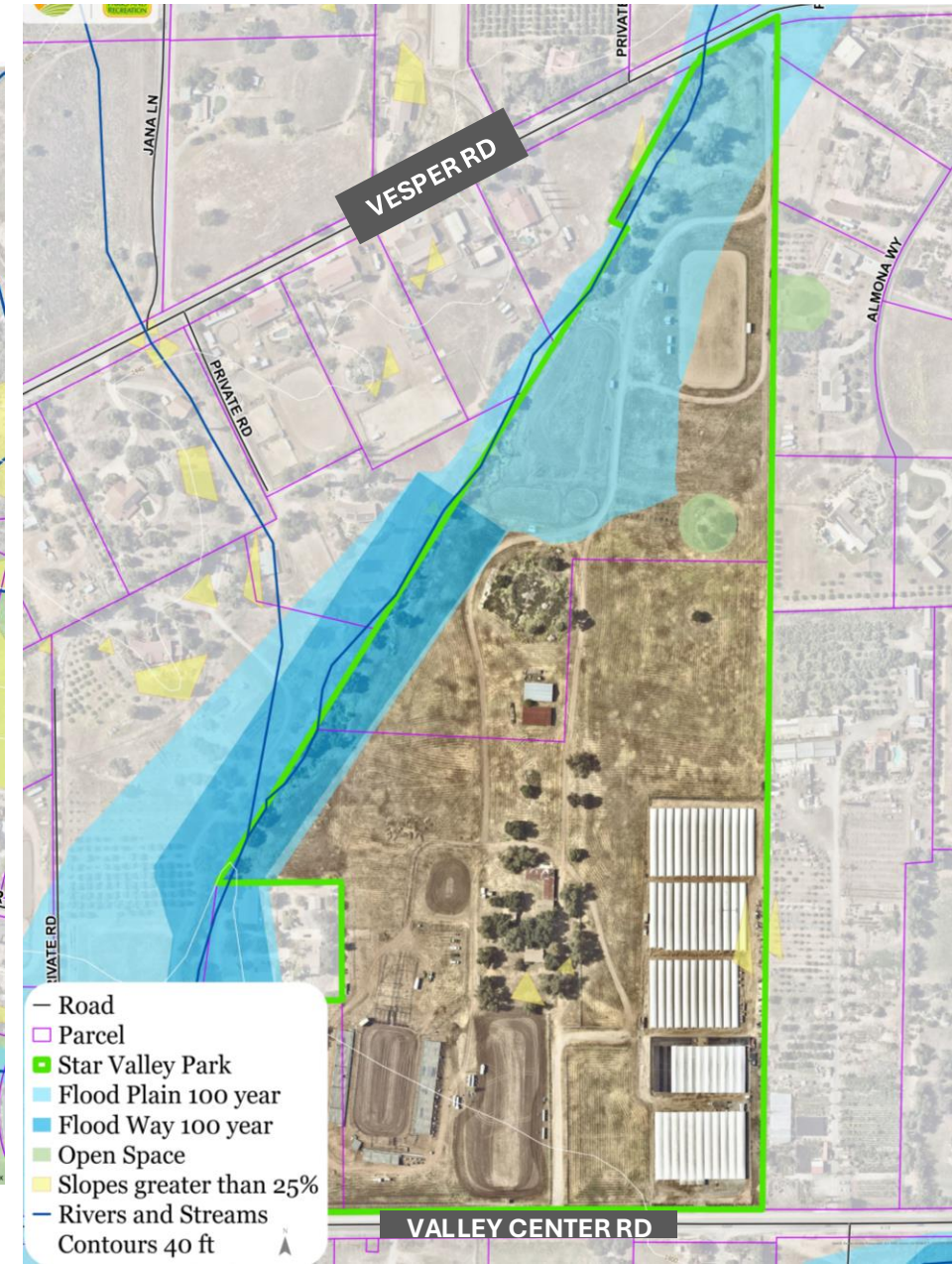
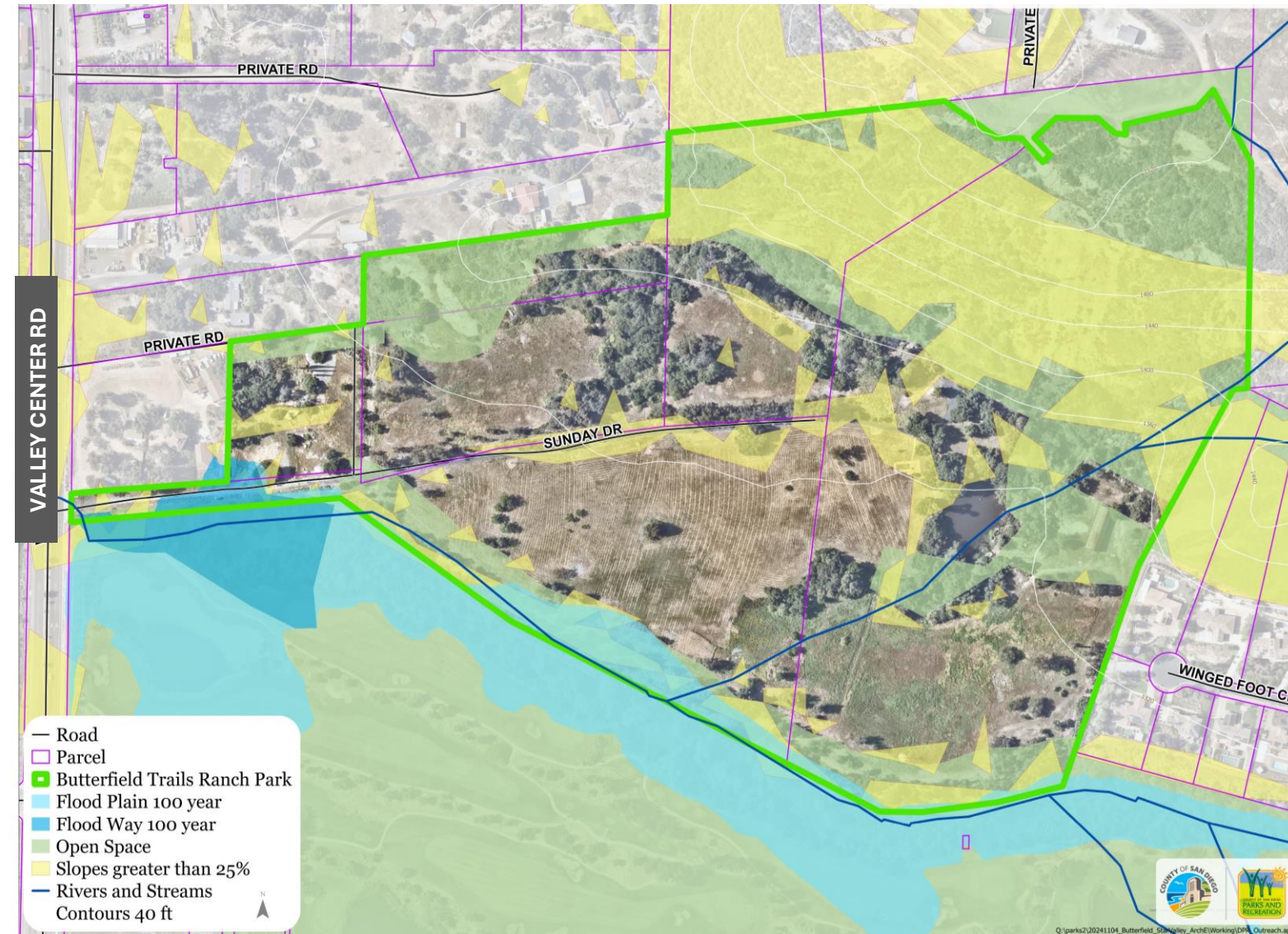


LEGEND

- Valley Center CSA 138
- County Owned/Managed Lands
- Resource Management Project
- Community Planning Areas
- Tribal Lands
- Incorporated Cities
- Rivers
- Streams

Butterfield Trails Ranch

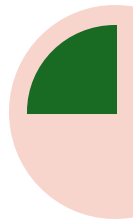
Star Valley Park



Project Lifecycle



- Acquire Funding
- Real Estate Analysis
- Property Acquisition



- Acquire Funding
- Scope Refinement
- Property Analysis
- Public Workshops
- Surveys
- Select Property to Move Forward to Design



- Acquire Funding
- Design
- Concept and Public Meetings
- Construction Drawings
- Permitting
- Bid Project



- Acquire Funding
- Construction
- Warranty
- Project Close Out
- Open to Public

Property Acquisition



Public Engagement

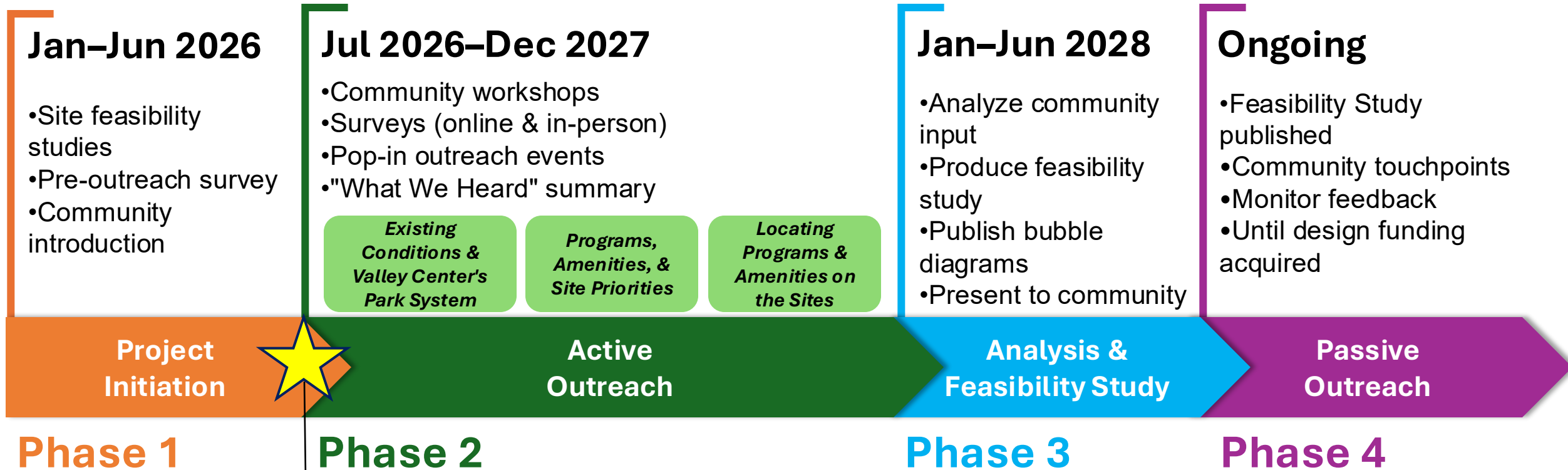
Design

Construction

We Are Here



Public Engagement Timeline



WE ARE HERE





Outreach Events So Far



Next Steps

- New survey in the works; will be available in July
- Physical (topographic) survey in process on both properties
- Outreach and engagement to stakeholders
- Preparation for first workshop this Fall: Existing Conditions & Valley Center's Park System



Thank You!

Project Contacts

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COUNTY OF SAN DIEGO

Dear Interested Community Members,

The County of San Diego Planning & Development Services (PDS) wants to thank all who attended the **Focus Group Meeting #2** for the **Tiered Winery Rural Residential (RR) Expansion** project, held on Thursday, July 09, 2026.

If you would like to see a recap of the meeting or you were not able to attend, please visit [Tiered Winery - Rural Residential Expansion](#) to view the;

- [Presentation slides](#),
- Meeting recording (will be uploaded shortly),
- and the [Draft Tiered Winery Zoning Ordinance Amendments \(Draft Ordinance\) we presented with bubble callouts](#).

Meeting Recap: We walked through the [Draft Ordinance](#) to allow winery operations within RR zones (i.e., by-right allowances, parking, minimum lot size, noise) as well as rules for the existing by-right Boutique winery tier related to allowed tasting/retail areas, amplified live music, and setback requirements for amplified live music. Attendees asked questions, provided feedback on the draft amendment, saw how public input shaped the Draft Ordinance so far, and learned about upcoming participation opportunities.

We are hosting a virtual Office Hour for anyone who has additional questions or comments regarding the project.

Please join us at the Office Hour meeting using the link provided below.

- **When:** Tuesday, July 14, 12 to 1 PM
- **Where:** Virtual Meeting - <https://sdcounty-ca.gov.zoom.us/j/86300686722?pwd=kgyHMNN7KH1qVYW0tBoitmy1iTxICQ.1>

Reminder that the [Draft Ordinance](#) is available to review for a 30-day comment period, ending on August 6, 2026. Please submit all comments to Ashley Rivero at PDS.LongRangePlanning@sdcounty.ca.gov.

Please help us spread the word - share this message with family, friends, neighbors, businesses, and colleagues!

For more information about the project, please visit this link: [Tiered Winery - Rural Residential Expansion | Engage San Diego County](#).

To receive updates on this project, please [subscribe](#) to the email list.

If you have any questions, please contact Ashley Rivero at PDS.LongRangePlanning@sdcounty.ca.gov.

Language Services

To review this information in your language, visit our website and select your language using the built-in Google Translate function at: [Tiered Winery - Rural Residential Expansion | Engage San Diego County](#)

Residents of unincorporated areas continue to push for short-term rental regulations

The goal, they say, are balanced rules that preserve their communities and their local economies

By [HANNAH ELSMORE](#) | hannah.elsmore@sduniontribune.com | The San Diego Union-Tribune

PUBLISHED: July 5, 2026 at 6:00 AM PDT

From Borrego Springs to Julian, the recent surge of short-term rentals in pockets of unincorporated San Diego County is not only reshaping the housing market, it's reshaping a way of life.

In the last five years, residents point to a concerning trend they say is pushing out longtime residents as property owners seek a greater return on their investments by converting single-family residential properties into money-generating engines for paying tourists. With few checks and balances.

While cities have their own rules for short-term rentals, the county is responsible for overseeing rentals in unincorporated areas and it has no specific regulations aside from the required occupancy tax and certification.

But locals are pushing back, searching for sensible regulations that preserve both their communities and their local economies. A local community group in Julian is leading the charge.

The historic mountain town is a popular destination for winter snow and apple pies.

Bill Everett has called the unincorporated community home for over 25 years. In recent years, he said a noticeable lack of housing has shifted the town's character and squeezed out full-term residents.

"Everyone loves Julian, but I'm not sure they're even aware that these changes are happening and the impact it's having on the character of the community," Everett said.

widening Effect of short-term rentals

Short-term rentals have practically eliminated housing options while simultaneously increasing the cost of living for locals, he said.

That shift is what prompted the Julian Community Planning Group — of which Everett is vice chair — to ask the county for further regulations on short-term rentals.

Other municipalities have stricter requirements, such as public nuisance standards and fire code compliance.

Unincorporated areas lack their own local government, so local planning groups act as advisory panels that make recommendations to county officials.

“We understand that short-term rentals can bring visitors and income,” the group wrote in a letter to the Board of Supervisors earlier this year “This is not about ending tourism. It’s about balance. Rural communities need reasonable limits, clear rules about occupancy, someone local who can respond quickly when there is an issue and enforcement that will work with increased population.”

Julian residents have been highlighting the problem for more than five years, Everett said, and members of the town’s planning group have sent letters to the county requesting mitigating measures.

Their persistent advocacy is what brought attention to the issue in other tourism-based towns across the county, Borrego Springs Community Sponsor Group Chair John Peterson said.

Operators of short-term rentals in unincorporated areas of the county are required to pay a transient occupancy tax of 8% of the total rent/fee. This applies to hotels, motels, individual rentals listed on sites like AirBnB or VRBO and other spaces rented out for 30 days or less.

Julian is missing out on a significant amount of tax revenue because owners of vacation rentals aren’t registering or filing their taxes, primarily because they are expected to self-report, Everett said.

Records show transient occupancy tax collection doubled in Julian over the past decade. During fiscal year 2015-2016, the county collected about \$250,000 in total TOT revenue from Julian operators. By fiscal year 2025-

2026, that number increased to about \$533,000, showing a significant increase in short-term rentals in the mountain town.

Everett said it's his guess that there are hundreds of operators that haven't registered.

That created a lack of available and affordable housing and pushed out fourth- and fifth-generation Julian families, Everett said.

Julian has 161 registered and 42 unregistered short-term rentals, according to county tax records for fiscal year 2025-26. In 2023, the town had just 86 registered short-term rentals, records show.

The issue is not new to county officials, who said unregistered short-term rentals are costing the county around \$10 million a year in unrealized revenue.

The county tax collector's office began cracking down on unpaid transient occupancy taxes two years ago. County officials are still working to bring roughly 700 properties into compliance.

"We've been cheated out of revenue because the county isn't bothering to collect it or do anything to increase enforcement," Everett said. "I'm not seeing anything on the horizon that looks like change will happen anytime soon, and I think it's tragic."

Forced to take long commutes

In Borrego Springs in Anza-Borrego Desert State Park, the long-term effects of unchecked short-term rentals have taken a heavy toll, particularly on full-time residents working essential jobs — such as teachers and firefighters.

Home to around 3,000 full-time residents, the tourist town had 151 registered and 31 unregistered short-term rentals, as of April tax records. That number is challenged by officials of the local sponsor group, who argue hundreds of additional short-term rentals have not filed for business licenses.

Annual records show the desert town has also seen a significant rise in short-term rentals in the last decade, according to tax records. In fiscal year

2015-2016, the county collected about \$561,000 in transient occupancy taxes from Borrego Springs. By fiscal year 2025-2026, that number rose to about \$800,000.

Victoria Baay is the principal of both Borrego Springs High School and Borrego Springs Middle School. She started working for the school district over 11 years ago and spent her first two years commuting to Borrego Springs from the Escondido area.

Her family eventually purchased a home and became full-time Borrego Springs residents nearly a decade ago, a reality she said is now all but impossible for other families.

While a near-two-hour commute each way might shock outsiders, it has become a daily reality for many teachers and essential workers in town.

Many teachers in Borrego Springs commute from such cities as San Marcos, El Centro and Calexico, Baay said. Others have opted to stay on their friend's couch during the week to avoid driving back and forth, she said.

"On one hand, short-term rentals are great for families as an extra source of income, but the struggle for renters is real," Baay said. "When houses do go on the market, the majority of them were being turned into AirBnBs so our local families weren't having a shot at buying them."

With many unable to afford housing on a teacher's salary, she said high turnover is an issue for their district.

As families continue to move away from Borrego Springs due to the lack of available housing, Baay said enrollment at their preschool has dropped to just eight students.

In the last five years, the town has changed from an affordable place for young families to buy homes to one they are being priced out of, she said.

Gary Hayes lives in unincorporated El Cajon, about 100 yards from city limits.

He said his long-standing dispute with a neighboring short-term rental is unique because his house is in "a no-man's land," neither within city limits or a small town.

His family shares an easement with a neighboring property that is operated as a short-term rental, primarily to host parties of 10 people or more.

He recounted instances where guests of the rental got into fights on the driveway, which is shared between the two properties.

“I’ve had my truck puked on and peed on, not by dogs, but by people,” Hayes said. “I’ve had people stumbling around in their underwear at like two in the morning in the driveway.”

While he isn’t against short-term rentals as a whole, Hayes said the county’s lack of oversight in unincorporated areas has made it difficult to have complaints addressed.

“We’re on the back burner,” he said.

If a short-term rental property is in an unincorporated area, noise and disturbance complaints are directed to the San Diego County Sheriff’s Office.

“By current San Diego county law, they’re actually considered transient,” Hayes said. “All the officers are going to do is ask them to quiet down, and as long as they don’t find anything else while they’re here, they’re just going to leave.”

A cap on occupancy is one solution Hayes proposed to ease disturbances. But he said accountability for short-term rental hosts is most important.

Members of the Julian planning group proposed “reasonable limits” on short-term rentals, including clear rules on occupancy, increased enforcement and “someone local who can respond quickly when there’s an issue.”

In Borrego Springs, the planning group suggested a cap on short-term rentals according to a defined percentage of available housing.

County Supervisor Joel Anderson represents dozens of unincorporated communities in rural East County, including Julian. He said his office is actively surveying residents to further understand their stance on short-term rental regulations.

“County regulations/ordinances don’t just regulate one community; it must be the entire unincorporated area and respective communities,” Anderson said in a statement. “We have to balance the needs of all communities when considering proposals.”

To Whom It May Concern:

On behalf of the XXXXXXXX, I am pleased to provide this letter of strong support for the Valley Center Fire Protection District's CAL FIRE Forestry Grant application.

The Valley Center Fire Protection District and the XXXXXXXX share a common wildland-urban interface environment characterized by steep terrain, heavy fuel loading, interconnected watersheds, and a high risk of large wildfire events. As neighboring fire protection agencies and mutual aid partners, we recognize the importance of proactive vegetation management and landscape-scale wildfire mitigation efforts that enhance community safety across jurisdictional boundaries.

The proposed project represents a comprehensive and strategic approach to wildfire risk reduction for low-income homes, established neighborhoods and secondary evacuation routes. The plan includes mechanical and manual fuels reduction treatments across approximately 2000 acres which will reduce hazardous fuel accumulations, decrease fire intensity, and lessen the potential for rapid wildfire spread. The establishment of a 100-foot-wide fire break network between Hell Hole Canyon Preserve and the District boundaries of Paradise Mountain. A Mirar De Valle safe evacuation route to highway 15 will create critical opportunities for firefighter access, tactical suppression operations, and containment efforts during emergency incidents.

These treatments will not only improve conditions on the Valley Center Fire Protection District but will also provide meaningful regional benefits by reducing wildfire threats to neighboring communities, mutual aid response areas, transportation corridors, critical infrastructure, and natural resources throughout the Valley Center region.

The project's emphasis on fuel reduction with close attention to watershed protection, erosion control, and habitat enhancement which further demonstrates a long-term commitment to open space resilience. These restoration efforts will improve ecosystem health while helping stabilize treated areas following fuels reduction activities.

We also support the project's investment in local and non-profit workforce development and community stewardship. Expanding local capacity for wildfire mitigation and land management strengthens regional preparedness and contributes to a more resilient and coordinated emergency response network throughout northern San Diego County.

The Valley Center Fire Protection District has consistently demonstrated its commitment to public safety, interagency cooperation, and responsible stewardship of historical tribal lands. This project will further advance those goals while providing measurable benefits to neighboring jurisdictions and the broader community.

For these reasons, the Valley Center Fire Protection District fully supports this CAL FIRE Forestry Grant application and respectfully encourages favorable consideration and funding of this important project.