



THE ROTATOR

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SAN DIEGO ROTARY CLUB

A Vision for the East Village South



Patti Roscoe
Editor

As this editor drove into a bustling Liberty Station for this week's meeting, I had a flashback to fifteen years ago, when it existed as Naval Training Center. Many of us watched as NTC morphed into a fun and busy retail, housing, commercial, and cultural hot spot. Perhaps that is what we are about to experience over the next five to ten years with East Village South. More about that possibility to follow.

President John has hit his stride in the second quarter of his presidency of Club 33. After calling us to order, he asked **Chris Sichel** to present the Inspirational Message, which included a quote from Mick Jagger and ended with our singing Happy 50th Birthday to Chris. **Brandon Horrocks** and **Larry Showley** led us through our patriotic moments. We all stood a bit straighter as we saluted our flag.

Wannabe newscaster **Mark Burgess** gave us an update of the events of the day and then told possibly the worst urban renewal joke ever. Guest speaker Rob Quigley was polite and didn't even snicker. Thank you to **John Peelle** for being our news sponsor.

The Video of the Week focused on the recent Presidential debate and was just as bizarre. **Bruce Doole** introduced Course Director Scott Gaeta from Boy Scouts who gave us a recap of their National Youth Leadership Training program. A Club 33 grant allowed the Scouts to fund much needed equipment for their annual camp, for which they are most grateful.

Camp Enterprise 2017 chair **Solveig Deuprey** announced next year's camp dates as March 16-18. She asked anyone interested in being a facilitator to attend a CE Facilitator Rally on Wednesday, Oct. 12th from 5:30-7:00 pm at the offices of Higgs, Fletcher & Mack. SIGN UP TODAY on our [website](#). You will love working on one of our club's most popular programs.

Another terrific club program is our Summer Youth Exchange, which promotes international understanding and peace through an exchange program for teenage students. **Larry Hoeksema** introduced three grateful students who had the opportunity to participate. Host countries were Romania, the Czech Republic, and Hungary. Larry thanked **Steve Cushman**, **Mike Morton, Sr.**, **Paul Hartley, Jr.**, **Bob Russell** and everyone else who helped to sponsor this valuable program.

Congratulations to **Celia Ramirez** for being our Rotarian of the Quarter. A member since 2012, Celia has an impressive resume of volunteer work for many Club 33 activities. Her standing ovation was very well deserved.

Chair of the Day **Phil Blair** took the lectern and introduced our program, *A Compelling Vision for East Village South*. Presentations by architect Rob Quigley, and I.D.E.A. Partner David Malmuth walked us through a different vision for the fifteen acres east of PETCO Park than that heard recently from the San Diego Chargers. Quigley, Malmuth and others working on the project call themselves "The East Village People." (I hear a song coming on!) Demographics of East Village have drastically changed as the area has grown. For the most part, residents are young, well educated, and affluent. Seventy per cent of them commute to work outside the area and are "sick of it!" There have been 110 start-up business and established tech firms are taking notice of the growth. There are 3,000 residential units under construction with few sites for real job creation. (We're back to having the crane as our city bird.)

The East Village people want to change that. They envision two parcels – Tailgate Park and MTS bus yards – as urban areas that would attract new business to the area.

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Next Meeting

October 6, 2016

Balboa Park— The Future is in Good Hands

Our grand old lady has served us well for over 100 years. Whether you hike her trails, savor quiet moments or enjoy the treasures of the institutions, our Park is always there.

But with finite resources, an ever-growing population, limited water supply, aging infrastructure and inadequate accessibility, what is the future?

Executive Director Tomas Herrera-Mishler of the Conservancy, Peter Comiskey from the Cultural Partnership and John Bolthouse of the Friends of Balboa Park will share the excitement of the present and future of our beloved icon.



Betty Peabody
Chair of the Day

QUICK BITS

2016 AUCTION

Plans are underway for our annual **Giving Thanks, Giving Back auction on November 17**. If you would like to make a donation towards our silent or live auction, please complete the [donation form](#) and return it to the Rotary office. Donations of wine need to be at least 91 points or better and cost a minimum of \$25. Any questions? Contact Auction Chair [Diana Mar-Jip Chuh](#).

The **SMALL CLUB JOINT VENTURE COMMITTEE** wants to remind you to consider doing your meeting makeups with the **Southeast San Diego Rotary Club**. They meet on Wednesdays at noon at the Jacobs Center in the Community Meeting Room. Their address is 404 Euclid Avenue, San Diego, 92114. Their lunch cost is \$15. For catering purposes, please contact Diane Crawford at sesdrotary@yahoo.com the day before you plan to attend.

BIRTHDAYS

October

Cindy Marten	3
Tom Gehring	3
Claudia Johnson	4
Mary Lyons	4
Garet Clark	6
Emily Rex	6
Peter Duncan	7
Ed Nares	7
Frank Pavel	9
Maureen Gray	9

A Vision for the East Village South continued

Innovation clusters, retaining historic buildings and making connections to other neighborhoods would create a vibrant work/live atmosphere. They spoke of projections that show the 5+-acre land, valued at \$200 million dollars, bringing in tax revenues of \$20 million annually.

We heard of a compelling vision with a highest and best use that would provide green spaces and view corridors. A 14th Street Promenade would become a “green street” with wide, tree-lined sidewalks connecting City College to Chicano Park.

They urged the City to make good land use decisions for so important an asset as East Village South, by overlaying the existing Master Plan with a well-designed East Village development plan to attract new business and new jobs. They pointed to Little Italy as a district that had done just that. It is now a successful and very vibrant community.

They are solidly against November’s ballot initiative Measure C. Soon it will be up to us to voice our opinion through *our* ballot. As someone once said, *every election is determined by the people who show up*. So whichever side of this issue we may be on, let’s just show up – or forever hold our peace.



Interested in participating in Camp Enterprise as a facilitator?
Attend the **Camp Enterprise Facilitator Rally** on Wednesday, October 12 from 5:30pm-7:00pm
Location: Higgs, Fletcher & Mack
401 West A Street, SD 92101
26th Floor

[Click here](#) for more details and to register

CALENDAR

ALL MEETINGS ARE HELD AT LIBERTY STATION CONFERENCE CENTER UNLESS OTHERWISE NOTED

October

6 *Tomas Herrera-Mishler, Peter Comiskey and John Bolthouse—The Future of Balboa Park*

13 *Tracy Sundlun and Meb Keflezighi - Olympics*

20 *Steve Breen - Editorial Cartoonist, San Diego UT*

27 *Women PeaceMakers*

GROTARIAN EVENTS

Tuesday, October 18

Grotarian event at WFW Industries & Workshops for Warriors

Time: 5:30 pm - 7:30 pm

Location: 2970 Main Street, 92113

Cost: \$20

Tour Workshops for Warriors, a non-profit school that trains Veterans for advanced manufacturing careers, and VetPowered, a manufacturing company that employs Veterans and wounded warriors.

The tour will be guided by Founder and CEO Hernán Luis y Prado, also a Club 33 member. Appetizers and drinks will be served.

[Click here](#) for complete details of the event and to register.

Meetings: Every Thursday at Noon, Liberty Station Conference Center, 2600 Laning Road, San Diego, 92106

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FACES IN OUR CROWD



(From left) David Malmuth, Rob Quigley, President John and Phil Blair



Scott Gaeta presents President John with a token of appreciation from the Boy Scouts.



Celia Ramirez is announced as Rotarian of the Quarter.



President John presents Celia with her award.



(From left) Karen Reyes, Daniel Carreon and Tatiana Gross participated in this past summer's Youth Exchange summer program.



Steve Cushman, one of the benefactors of our Youth Exchange program, joined us today.



Jack Carpenter and guests: (top row) Beth Calendar, Wayne Rafflesberger, Haney Hong, Pete Garcia, Scott Lewis; (bottom row) Julie Meier Wright, **Mel Katz**, Logan Jenkins

MILITARY AFFAIRS COMMITTEE



Ladies—Donate your gently used ball or evening gowns to the Military Affairs Committee this Thursday, October 10th. The gowns will be donated to those in need for the annual United States Marine Corp Birthday Ball. Please bring your gowns to our meeting at Liberty Station, or you may drop them off at the Rotary office. Thank you!

