AGENDA
SAN DIEGUITO RIVER VALLEY REGIONAL OPEN SPACE PARK
CITIZENS ADVISORY COMMITTEE

10:30 a.m. to 12:15 p.m.
Friday, February 7, 2014

Location: San Rafael Parish,
Pastoral Center, Rooms D&E
(The Pastoral Center building is located on the south side of the parking lot)
17252 Bernardo Center Drive, Rancho Bernardo
(north of Rancho Bernardo Drive)

In order to conduct the meetings effectively, the Chair has asked the Citizens Advisory Committee appointees to please sit at the front of the room. Alternates (who are not sitting in for the regular appointee) and others present are invited to sit in the rows behind the committee. Discussion during the meeting will be conducted by the appointees. Alternates and others are welcome to address the committee during the public comment period or if recognized by the Chair during the meeting. Speaker slips are available. It is important that CAC members comply with the Chair's Meeting Procedures and maintain decorum and politeness at all times. A quorum is a simple majority of current members. The Chair cannot start the meeting until a quorum is present. PLEASE ARRIVE BY 10:25 A.M! The CAC may take action on any item listed on the Consent or Discussion/Action agenda, but only when a quorum is present. If a quorum is temporarily lost during the meeting, no further discussion will take place until the quorum is regained. If the quorum is not regained, the meeting will be adjourned. Please advise the Chair at the beginning of the meeting if you must leave before 12:15 p.m.

NOTICE: Agenda packets are distributed by e-mail only. If you do not have an e-mail address, please contact the office at 858 674-2270 to make alternative arrangements.

Roll Call and Introductions
Chair

Late arrivals should speak to staff to make sure their attendance is noted.

Approval of December 6, 2013 Minutes
Chair

Chair's Report

Executive Director's Report

Public Comment

Public
DISCUSSION/ACTION

1. Committee Reports
   a. Project Review Committee
   b. Trails Committee

2. Nominating Committee Report: Election of Chair and Vice-Chair  (page 3)

3. Discussion of Proposed Changes to Donation/Naming Rights Policy  (page 4)

4. Request for Reinstatement to the CAC from Lomas Serenas Homeowners Association  (page 15)

INFORMATION

5. Coast to Crest Trail Expedition Report and Ceremony at Dog Beach February 11

6. Park Project Status
   a. Ranger Maintenance Building
   b. Lagoon Open Air Classroom
   c. Lighting on David Kreitzer Lake Hodges Bicycle/Pedestrian Bridge
   d. Sikes Adobe Creamery

7. Communications An opportunity for any CAC member or the public to bring to the CAC's attention a project or activity not reviewed by the Project Review Committee in their reports.

8. Attachments
   a. Letter from Caltrans responding to JPA comments on I-5 Widening EIR  (page 16)

Adjournment

Chair

If you have any questions, please call Dick Bobertz at (858) 674-2270.
TO: CAC  
FROM: Staff  
SUBJECT: Nominating Committee Report and Election of Officers

RECOMMENDATION:
Elect Chair and Vice-Chair

SUMMARY:
At your October 2nd meeting, Chair Golich appointed a Nominating Committee comprised of Bill Michalski, Phil Pryde, Pat Whitt and Jeff Barnouw, with Bill to serve as Chair. The Nominating Committee’s assignment was to recommend a Chair and Vice-Chair willing to serve in those capacities for 2014 and 2015.

The Nominating Committee’s proposed slate for Chair and Vice-Chair is to re-elect our current officers: Tom Golich, Chair and Jacqueline Winterer, Vice-Chair.

At today’s meeting, nominations will be accepted from the floor prior to voting on the Nominating Committee’s proposed slate. Nominees must be willing to serve. If there are nominees from the floor, a secret ballot election will be held.

CAC election of the Chair and Vice-Chair must be confirmed by the JPA Board at their next meeting, which will be February 21st.
TO: CAC

FROM: Staff

SUBJECT: Proposed Changes to Donation Policy

RECOMMENDATION:
Discuss and make recommendation to JPA Board

SUMMARY:
Vice-Chair Winterer has been concerned about the SDRP naming policies and has consequently drafted the attached memos for the CAC’s consideration.

As she explains, the 2009 SDRP-JPA Donation Acceptance and Recognition Policy (Donation Policy) addresses the issue of naming River Park features in the context of donations. It does not provide guidelines for the naming of new features and facilities outside of that context. Some geographic features need a name because they need to be referred to although nobody gave any money for them. The Dust Devil Nature Trail is an example.

In order to remedy this situation and to standardize the naming policies, Jacqueline submitted the attached memo and recommendations. She is asking the CAC to consider amending the 2009 SDRP-JPA Donation Acceptance and Recognition Policy as allowed in section IV of that policy. Such an amendment will require a JPA Board vote and she is suggesting that the CAC take on the task of considering the changes proposed here.

Attachments:
1. Memo from Jacqueline Winterer, 1/16/14
2. Why Adopt Short Names For Park Features? (from Jacqueline Winterer)
3. Current Donation Acceptance and Recognition Policy, approved by the JPA Board
4. Article in UT 1/30/14 “County to Sell Unincorporated Park Area Naming Rights”
Proposed amendments to the SDRP Donation Policy of 06/19/09.

New title for the Policy:
SDRP JPA Donation Policy and Naming Guidelines

New title for Section III:
Naming Rights and Guidelines.

In blue, guidelines are from the existing Donation Policy, section III, in black (underlined) proposed new guidelines adapted from US Board of Geographic Names recommendations. (remarks between parentheses are not to become part of the amended policy).

1. New names must be approved by the JPA Board with recommendation from the CAC. Any member of the public may request that the CAC consider its recommendation of acceptance or denial before the item is considered by the JPA Board for a final decision (Donation Policy section III, I.) (In the past this policy has not always been implemented.)

2. Names should be short and simple

3. The principal concern in naming a feature is to provide effective, conveniently usable, and appropriate reference. All features do not necessarily need a name.
4. Historical or geographic names for Park features are preferred, with the name of donors or memorial names secondary.

5. Naming facilities, including trail, after individuals can be given consideration and should be limited to
   - recognition for outstanding services or
   - exceptionally generous financial contributions from a donor.
     - surnames are preferable to full names
     - people who are deceased

   (Giving names of living people has its dangers: consider what happened to Rep. Cunningham and San Diego Mayor Filner. I don’t know if anything was ever named after them, but giving the name of people who have died is better).

6. Names should be made of two parts.
   A SPECIFIC NAME. and a GENERIC NAME.
   This will be best understood best in giving examples:

<table>
<thead>
<tr>
<th>SPECIFIC NAME</th>
<th>GENERIC NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coast to Crest</td>
<td>Trail</td>
</tr>
<tr>
<td>Crest</td>
<td>Canyon</td>
</tr>
<tr>
<td>Dust Devil</td>
<td>Nature Trail</td>
</tr>
<tr>
<td>Peter Douglas</td>
<td>Wetland</td>
</tr>
<tr>
<td>Bernardo</td>
<td>Mountain</td>
</tr>
<tr>
<td>Sikes Adobe</td>
<td>Historic Farmstead</td>
</tr>
<tr>
<td>Mule Hill</td>
<td>Trail</td>
</tr>
<tr>
<td>Clevenger</td>
<td>Canyon etc…</td>
</tr>
</tbody>
</table>

   Essentially a minimum of 2 words are needed to name a feature. Two words names are sufficient and even preferred. While more
words have been used, the longer the name the more difficult it is for people to remember them. (The Boardwalk is some time referred to without its specific name: Lagoon Boardwalk).

7. or E: Physical display of the Naming Rights (unchanged from original section III).

8. or F: Duration of naming rights. (unchanged)

9. or G: Informed consent. (unchanged)

10. or H: Monetary valuation of naming rights. (unchanged).

11. In the event of a conflict, the persons or agencies most directly involved should resolve the matter. When a single name has been applied to two different sites, the feature named first generally should retain the name. (Example: there are apparently 2 Black Mountains in San Diego County).
REVISING THE SDRP NAMING POLICIES:
WHY ADOPT SHORT NAMES FOR PARK FEATURES?

The San Dieguito River Park is very large. Its area is 50,000 acres or 78 sq. mi..
Two comparisons are made below to give a sense of the park size.

1. The LIST OF UNITED NATIONS COUNTRIES AND TERRITORIES BY AREA on Wikipedia reveals that there are 249 Countries and Territories. The River Park is larger than 23 of those countries and territories. You are very familiar with 2 of these: Monaco and the Vatican.

2. The area of the Park is as large as the cumulative area of the following five SD County cities: Poway, Encinitas, El Cajon, Solana Beach and Del Mar *.

Our Park is mostly unpopulated, has few street crossings (the freeways), no street numbers and few structures. One could say that it does have a very long single street: the Coast to Crest Trail.
While some of us are familiar with the whole Park, others are only familiar with some trail segments.

So the question is, how does one locate oneself in the Park?

1. Longitude and latitude: this is not a familiar way for people to locate themselves.

2. **Mile markers are locators**, not unlike street numbers or street crossings.
The FSDRV have worked with the JPA and the Conservancy to identify mileage along the trail with mile markers. Only a few are installed so far, but I am told that the miles are identified on the trail maps prepared by the Conservancy.

   Here is an example of how this is helpful: when I know that Lake Hodges Dam is at mile 13.5 and I-15 at mile 20.5, I know that the walk along Lake Hodges shore will be about 7 miles, how far it is from both the ocean and I-15.

3. **Geographic and other features, are also good locators**, not unlike significant buildings in a city: the Library, the Post Office, a major store etc…

   While many old names are simple as in Clevenger Canyon, Pamo Valley, Mule Hill trail, Crest Canyon and easy to remember, there have been occasions recently when very long names have been attributed to features that makes it difficult to remember.
   An example: the David Ktreitzer Lake Hodges Bicycle/Pedestrian Bridge: 7 words.

   So what is proposed today is to revise the donations policy, to provide guidelines and the rationale for adopting short names for park features. We need them to help locate ourselves in the Park.
*  
Poway : 39 sq.mi  
Encinitas: 20 sq. miles  
El Cajon: 14.4 sq.mi  
Solana beach : 3.5 sq.mi  
Del Mar: 2 sq.miles  
Together miles 78.9 sq.mi
POLICY NO. P09-02  
ADOPTION DATE: 6/19/2009

SAN DIEGUITO RIVER PARK JOINT POWERS AUTHORITY  
DONATION ACCEPTANCE AND RECOGNITION POLICY

PURPOSE

The Board of Directors of the San Dieguito River Park Joint Powers Authority receives support from members of the community and from donors that helps to implement the vision and goals of the San Dieguito River Park, and wishes to recognize those contributions appropriately without detracting from the mission of the San Dieguito River Park. The guidance provided in this policy describes procedures for accepting and recognizing such contributions.

POLICY

It is the policy of the San Dieguito River Park Joint Powers Authority (JPA) that in accordance with the protocols described below, the JPA will encourage and accept the support of donors and members of the community in order to implement the mission of the San Dieguito River Park and will recognize that support through appropriate means. The guiding principle for this policy is dedication to maintaining the open space environment and natural beauty of the land within the Focused Planning Area of the Park.

I. Donations

A. The JPA shall encourage donations from individuals, for-profit, non-profit and public entities, as long as the donations will enhance the Park and are consistent with the Park Concept Plan and mission.
B. Donations may be in the form of land, or interests therein, money or securities, or equipment or other objects.
C. Appropriate items for specified donations shall include, but not be limited to:
   a. Benches
   b. Picnic tables
   c. Drinking fountains
   d. Kiosks
   e. Interpretive signs and markers
   f. Trails or portions thereof
   g. Native gardens or restoration areas
   h. Bridges and Under crossings
   i. Staging areas
   j. Visitor Center or Nature Center, or portions thereof
D. When donated items are accepted by the Park, these items will be maintained in their designated locations for a reasonable period of time. Donors will be advised, if possible, when the donated item is to be moved or removed.
E. Acceptance of a donation is at the discretion of the Executive Director. A donation may be declined if the donor individual or entity is associated with activities that are incompatible with the goals and objectives of the San Dieguito River Park.

F. The River Park Staff shall be responsible for acceptance, location, usage, maintenance and record-keeping of all donations.

G. When donations are received, the staff will enter the information into an appropriate Donations Record file, which should include:
   a. Name of Donor
   b. Amount of donation
   c. Date of donation
   d. Donor-requested use or purpose of donation
   e. Actual use of donation
   f. Location of donation if appropriate

H. Park staff shall send an acknowledgement letter to each donor to thank them for the donation and provide a receipt for tax purposes.

I. Maintenance
   a. All items donated to the Park shall become the Park’s property and the Park’s responsibility to maintain.
   b. Projects constructed by community or charitable groups may be maintained by the donor group for a time requested by the group if approved by the Park.
   c. The Park will be under no obligation to maintain in place, or replace signs, plaques, structures, or other donated objects if they are vandalized, lost, stolen or otherwise destroyed, or in need of relocation as a result of Park operations. Maintenance or replacement of said objects will be at the discretion of the Park.
   d. When donated items are accepted by the Park, these items will be maintained in their designated locations for a reasonable period of time. Donors will be advised (if possible) when the donated item is to be moved or removed. In the latter instance, the donor will have the first right of acceptance of the removed object.

J. If a member of the public, including the donor, or a member of the CAC, disagrees with the staff’s handling of any aspect of a donation, the disagreement should be made known to the staff in writing, and if the disagreement persists, that party may submit an appeal, in writing, to the JPA. JPA’s decisions on all appeals shall be made in a timely manner, and shall be final.

K. Donations accepted by the Park shall be regularly listed on the CAC agenda so that CAC members or other members of the public are informed regarding the donations that the JPA has received and accepted.

II. Recognition

A. Recognition for certain donated or funded items such as benches, picnic tables, signs and kiosks (items C.a.through C.e. above) will generally take the form of a commemorative plaque, approximately 4 inches by 6 inches, recording the name of the donor, honoree if any, and the date of the donation, which shall be affixed to the donated item.

B. Recognition for certain donations such as gardens or staging areas (items C.f, C.g or C.i above) may take the form of a small freestanding sign giving the name of the donor, honoree if any, and the date of the donation.
C. For recognition of multiple donations associated with large facilities it will be appropriate to have a plaque or similar display listing all donors, which shall be located in a conspicuous but not distracting location. Size, scale, and material of the sign or other method of display shall be consistent with the number of donors and the structure.

D. The Executive Director of the San Dieguito River Park has the authority to accept the donations described in Section I.C. above, pursuant to the terms of this Policy. The Executive Director shall use his/her judgment regarding whether a donation has the potential to be controversial, and in such case the Executive Director may consult with an ad hoc committee of the Citizens Advisory Committee for advice and recommendation.

E. The donated items described in Section I.C. above will be located in appropriate locations in the Park as determined by the Executive Director or his designee. It is important that the placement of items and/or recognition for donated items minimize impacts to native habitat and the wildlife that uses it, preserve and respect views, and preserve and respect the pristine nature of undeveloped areas.

F. No religious or political statements are allowed on any signage.

G. Recognition for larger gifts may take the form of Naming Rights consistent with Section III.

III. Naming Rights

Naming rights may be granted by the JPA in recognition of any significant contribution to the Park that it wishes to honor. These contributions can be financial in nature or for meritorious service not associated with a donation and is at the discretion of the JPA Board in agreement with the party or their representatives. Naming rights will be granted at the sole discretion of the JPA Board in recognition of persons or entities it wishes to honor.

A. The JPA will not name a geographic feature of the Park, such as a mountain, lagoon or creek, after an individual or other entity.

B. Historical or geographical names for Park facilities are preferred, with the name of the donor or memorial name secondary to the historical or geographical name.

C. Naming Park facilities, including trails, after individuals (donors, honorariums and memorials) should be given careful consideration by the JPA Board and staff.

D. One of the following two criteria must be fulfilled in order for the granting of Naming Rights to be considered:
   a. Recognition of outstanding service to the Park;
   b. Recognition of an exceptionally generous financial contribution from a donor (be it by way of donation, bequest, sponsorship, etc.)

E. Physical Display of Naming Rights
   a. The physical display of the Naming Rights shall be decided or negotiated by the JPA Board on a case by case basis, with consideration given to appropriateness of the size, style and refinement of the display in proportion to the facility and its setting.

F. Duration of Naming Rights. The duration of the recognition – whether in perpetuity or for a designated period – will be determined by the JPA Board in consultation with the donor/contributor or a trustee at the time of the donation/contribution. Notwithstanding this clause, any responsibility of the JPA toward the donor regarding
the naming rights is subject to Section I.I.c. and shall be terminated if the named object no longer exists.

G. Informed Consent. The JPA shall not grant a Naming Right without the informed consent of the named party or the named party’s legal representative.

H. Monetary Valuation of Naming Rights. Monetary valuations may be assigned to Naming Rights possibilities on a case by case basis to aid with making decisions about granting Naming Rights.

I. Acceptance of a donation in association with naming rights must be approved by the JPA Board, with recommendation from the CAC. Any member of the public may request that the CAC reconsider its recommendation of acceptance or denial before the item is considered by the JPA Board for a final decision.

IV. This Policy may be amended by majority vote of the JPA Board.

**Adopted by the JPA Board 6/19/09**
Move made to pay for maintenance

MARK WALKER • U-T

SAN DIEGO

Park trails, playgrounds and other amenities in the unincorporated area are going up for sale.

At least their naming rights are after the San Diego County Board of Supervisors on Wednesday approved a plan to sell naming rights for park facilities to groups, businesses and individuals for up to 20 years in a move that could generate $6 million or more.

County supervisors voted 4-1 to approve the plan to sell naming rights for five, 10, 15 or 20 years as a way to generate money for public open areas.

The only caveat to secure the rights after writing the check is that nothing promoting a product, alcohol, gambling or a political or religious viewpoint is allowed.

Supervisor Bill Horn strenuously objected to the pitch from county parks department, saying he doesn’t think the county should be in the business of selling any piece of its property holdings.

“The San Diego County name is good enough,” Horn said. “It is not for sale. We have enough money and a triple-A bond rating so that if you really need something done you can come ask for it.”

He cited a rubberized ball field the county recently installed at one county park, saying selling naming rights to that detracts from the fact that county taxpayers are the ones that footed the bill.

The plan is the result of a more than yearlong study by county parks officials to come up with ways to generate revenues for maintenance and new park development. They conducted 45 meetings in recent months with park groups around the county, finding general support for the move.

“We’re trying to find other ways we can pick up money, and we think this is a very good idea,” Paul Davis, a parks advisory panel member told the supervisors.

The county has dozens of park trails, fields, community centers and the like that could be eligible for the naming rights.

Park names themselves are not for sale, nor are any existing, already-named trails or facilities.

The cash generated from the sales will go either to the specific park where a name is purchased if that’s what the buyer wants, or into a general fund benefiting all parks.

Supervisor Dave Roberts said he supports the move because of the money it can generate, but expressed concern that tribal-owned casinos that help sponsor many community programs were being excluded. However, tribes using just their names would be allowed to sponsor park facilities.

Supervisor Dianne Jacob said the idea is worth trying for the next year and then seeing what the result has been.

The marketing program will soon appear on the parks department website, where a catalog of naming opportunities and the price tag can be examined. Some of those costs could run as high at $200,000 for substantially long trails named for 20 years.

Specific language to ensure that names do not promote products, substances and are viewpoint neutral is being developed by county attorneys.

Five-year naming rights for $15,000 less are subject to approval by the parks director. Longer-term naming leases and anything costing more than $15,000 requires approval of supervisors.
Ms. Susan Carter, Deputy Director  
San Dieguito River Park  
Escondido, California.  

Dear Ms. Carter,

This will serve to apprise you that the Lomas Serenas Property Owners Board of Directors has voted to request reinstatement of the Lomas Serenas Representative on the River Park’s Citizens Advisory Committee. Terry Badger, who has represented our community for many years is on the Committee already as a Central Property Owner, and is not eligible to take the Lomas Serenas slot. However, we have two volunteers, Karen Black, current Board of Directors President, and Dorothy McLin, resident, who have expressed interest in the representative/alternate positions. These positions will be approved by the Board at the February meeting.

This note is to ask you to start the machinery rolling to reinstitute the Lomas Serenas position on the CAC. Thank you for your help in this regard.

Very truly yours,

Dee Waite  
Prescott Management Company  
Lomas Serenas Property Manager  
858 946-0320

cc Karen Black
January 14, 2014

Mr. Jim Cunningham  
JPA Chair  
San Dieguito River Park  
Joint Powers Authority  
18372 Sycamore Creek Road  
Escondido, CA 92025

Dear Mr. Cunningham:

I appreciate the letter you sent to Shay Lynn M. Harrison on December 17, 2013 regarding the Interstate 5 North Coast Corridor Project Final EIR/EIS (I-5 NCC Project Final EIR/EIS). The improvements near the San Dieguito Lagoon River Park are proposed for Phase 2 (2021 to 2030).

The bulleted points identified in your letter were considered, and the Environmental Commitments Record (ECR) will be revised as identified below, and is included in the enclosed revised ECR highlighted in green on Pages 23 and 24.

The following addresses the remaining issues as identified in your letter:

- The ECR will contain - In the San Dieguito Lagoon, Caltrans will attempt to salvage two trail bridges that cross drainage channels identified to be demolished, and return the salvage to the JPA [Joint Powers Authority] for re-use;

- The measures from Appendix A will be included into the ECR as follows:
  
  o Caltrans will work with the JPA to determine if lagoon or water-themed art and other educational amenities may be incorporated into the freeway trail undercrossing at the San Dieguito Lagoon;

  o Caltrans will work with the JPA to provide beautification on the concrete facing adjacent to the trail under I-5 and will review the original design to determine what elements can be incorporated into the proposed bridge at the San Dieguito Lagoon;

“Caltrans improves mobility across California”
Caltrans will appoint the Project Manager of the I-5 NCC Project to work as a liaison with JPA staff on design details during the engineering design of the I-5 NCC Project for the San Dieguito Lagoon, particularly where the freeway interfaces with the trail and park;

Caltrans will appoint the Project Manager for the I-5 NCC Project to work as a liaison with JPA staff during construction in order to establish procedures to address construction notifications, potential trail closures, and other construction-period issues for the San Dieguito Lagoon.

- The ECR will contain - Caltrans to continue researching surface material to reduce tire noise and use surface material that reduces tire noise near the San Dieguito Lagoon.

- The ECR will contain - Caltrans JPA liaison will inform JPA staff of permanent storm water BMPs to be included in the design of the I-5 NCC Project to show that storm water will be treated to the Maximum Extent Practicable in accordance with Order No. 2012-0011-DWQ, NPDES No. CAS000003 National Pollutant Discharge Elimination System (NPDES) Statewide Storm Water Permit Waste Discharge Requirements (WDRS) for the State of California Department of Transportation (Caltrans).

- Caltrans will coordinate the use of the term “multi-use” when identifying the Coast to Crest Trail in all future information.

Please contact Shay Lynn Harrison at (619) 688-0190 or Shay.Lynn.Harrison@dot.ca.gov for any further assistance.

Sincerely,

BRUCE L. APRIL
Deputy District Director, Environmental

c: Dick Bobertz, Executive Director, San Dieguito River Park JPA
    Shawna Anderson, AICP, Principal Planner, San Dieguito River Park JPA
    Shay Lynn M. Harrison, Chief, Environmental Analysis, Branch C, Caltrans District 11

"Caltrans improves mobility across California"