

Central Commercial District Revitalization Corporation

3161 National Avenue

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Office of the President

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8 November 10

Annual Report

As President, it is again my honor to tell you what your special district has accomplished in the past year. You will recall that we property owners formed the Central Commercial Maintenance Assessment District just ten years ago for the purpose of revitalizing the business corridors of what we call the Central Village community of San Diego. We agreed to tax ourselves to do something about cleaning up and beautifying our neighborhood to stimulate economic revitalization and enhance property values. With assistance from the City of San Diego, which lacks the budget to do what is needed, we are increasing the services available, instead of just complaining about the situation.

Accomplishments

We know you have to be aware of the difference we have made in ten years. Our full-time cleaning crew cleans up our sidewalks, parkways and streets to remove trash, litter and graffiti. They report to the City the problems for repair (cracked sidewalks, curbs, pot holes and health hazards). We obtained funding through the City of San Diego for Community Development Block Grants by which over 200 trees were planted in the community, and we are watering and maintaining those trees, replacing those few that have failed. With similar Block Grant funding, we arranged for pedestrian-level street lighting along Imperial Avenue, installing some 15 acorn lights between 19th and 25th Streets. We placed over 120 trash barrels on the sidewalks, and our crew empties them regularly. We have designed and installed over 130 banners to dress up and identify the five neighborhoods that compose our community with a grant arranged through County Supervisor Greg Cox's office. The establishment of community spirit is important to us, and has motivated us to sponsor the annual tree-lighting and winter celebration at 25th & Imperial with funds obtained from the County of San Diego, again with the help of Supervisor Greg Cox. With another grant from Supervisor Cox's office, we developed a concept design for a permanent Cesar E. Chavez Plaza at 25th and Imperial. We act as Fiscal Agent for

the After-School Strings Program, bringing instrumental music training to some of our local schools.

We are participating in the Southeastern San Diego Planning Committee, our local community planning group. We also were involved in the upgrade of the Cesar Chavez Trolley Stop at 25th and Commercial to make it a more pleasant environment, including public art, for which we shared in the cost and have taken over the ongoing maintenance responsibility. This collaboration with Metropolitan Transportation Development Board.

What's Coming

Ultimately, we see the need for more community involvement beyond our largely commercial streets and for a larger source of funding, such as would be available through tax-increment financing available to redevelopment districts. We see great opportunities to provide the needed job-training facilities, good employment opportunities and affordable housing that our community so desperately needs. We are working toward changing the procedures for property owners to improve their properties and take advantage of the unique transportation resources of our neighborhood.

We have done a survey of owners of some of the properties adjacent to our District boundaries, and we are pleased to report that the good example we have set has been noticed by our neighbors and that there is substantial interest in expanding our District. We are seeking funding to expand our District and to take advantage of changes in law that would make it possible for us to engage in community economic promotion and take on problems that are beyond our original charter. We are now planning for a change in our assessment formula to cover new development.

Our Central Village web site at www.centralvillage.org provides you with access to our governing documents, our meeting summaries and projects, as well as important reports and notices. We are adding to it our financial report. We continue to accept the hospitality of Corona Furniture, which provides us with office facilities as needed and a place for our trash dumpsters and equipment storage. The San Diego Police Department allows us to use their meeting room at 25th and Imperial. The Krasne family has been generously permitting us to keep our tool shed and store our water carrier on their premises. The biggest contributions come from our officers and directors, who spend hundreds of hours on District projects, issues and meetings without any compensation.

No Corruption Here!

All this is an ambitious program and it is being paid for with hard-earned dollars from you, our members. Although authorized by our charter to increase assessments by 5% per annum, we have never exercised that power. Our Board

of Directors and officers volunteer their time to run the District, mindful of the costs, and are determined to get value for our expenditures. In fact, our Board members collectively pay more than 10% of the assessment dollars that fund our District. We have very strict rules against any director or officer having any economic interest in any contractor we engage. Our rules even prohibit a director from voting on a contract if a close relative or domestic or business partner has any involvement. Further, we won't deal with a contractor if a recently-resigned director or officer is involved with that contractor. We intend this District to be squeaky clean, both literally and figuratively. We operate openly and in public. Board meetings are open to the public, and their time and locations are posted on our web site and in many locations within the community, together with summaries of the actions taken at the most recent meeting. I urge you to follow our efforts. Come watch a Board meeting. Stop and read the posted reports. They appear in store windows here and there with the title of [Neighborhood Notice: CCDRC \(Central Village\)](#).

Who Is Involved

Our Board members and officers reflect the diversity of the neighborhood and the business community and are working hard to make much needed improvements. For your information, I have enclosed a brief description of who they are. Under our Bylaws, three positions on the Board come up for election at the coming meeting, those held by James Justus, Marshall Lewis and Consuelo Zuniga. At this moment, we have not heard of any other candidates for those positions.

Financial Report

Enclosed is a copy of our unaudited financial statement for the year ended June 30, 2010. As you will see there, we had total revenues of \$248,039.98 this last year and expended \$256,315.18. At June 30, 2010, we had net assets of \$249,372.57, including \$5,178.00 of restricted assets to be spent for the After-School Strings Program. Since June 30, we are close to being on budget. Audited statements will be available soon. If you would like to receive a copy, let me know. We have been finding it unnecessary to spend much of our security budget, as the crime rate has remained lower, and specific programs have not been developed to address existing problems. The cleanup and beautification have been our biggest expenditure and seem likely to continue to be so.

Annual Meeting

Our annual meeting for members will include the election of directors and a discussion of our progress. It will be held at the Corona Furniture store, 3161 National Avenue in San Diego at 10:00 a.m., on Saturday, November 20, 2010. We welcome your participation.

Consuelo Zuniga
President

Enclosures