

**Central Commercial District Revitalization Corporation 3161 National Avenue
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Office of the President
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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 less than four years ago for the purpose of revitalizing the business corridors of what we call the Central Village neighborhood of San Diego. We have agreed to tax ourselves to do something about cleaning up and beautifying our neighborhood and stimulating economic revitalization. With assistance from the City of San Diego, which lacks the budget to do what is required, we are enhancing the services available, instead of just complaining about the situation.

Accomplishments

We know you have to be aware of the difference we have already made. We have contracted with New City America, Inc., to carry out our decisions and, through New City America, we have had a full-time cleaning crew cleaning up our streets to remove trash, litter and graffiti. Our crew reports to the City the problems for repair (cracked sidewalks, curbs, pot holes and health hazards). We have obtained funding through the City of San Diego by applying for Community Development Block Grants with the assistance of Councilman Ralph Inzunza 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 have arranged for pedestrian level street lighting along Imperial Avenue, installing some 15 acorn lights between 19th and 25th Streets. We have temporarily placed 5 plastic and 84 metal trash barrels on the sidewalks and our crew empties them regularly. The establishment of community spirit is important to us, and has motivated us to sponsor the annual tree lighting holiday celebration at 25th & Imperial with funds obtained from the County of San Diego through the good offices of Supervisor Greg Cox.

We are participating in and providing leadership to the Southeast San Diego Planning Committee, our local community planning group, and we are active in discussions of proposals for redevelopment of the school district's property at 19th and Commercial Streets. We have also been involved through our directors in planning for upgrade of the Trolley Stop at 25th and Commercial to make it a more pleasant environment, including public art, for which we just agreed to fund the ongoing maintenance costs. This collaboration with Metropolitan Transportation Development Board has progressed well under the leadership of Louise Torio.

What's Coming

We have just obtained community development block grants for studies of community planning, planning rules and revitalization and are now interviewing professional planners to develop concepts and identify obstacles to be resolved to get our community moving. Ultimately, we see the need for more community involvement beyond our largely commercial streets and for a larger source of funding, such as is available through tax-increment financing available to redevelopment districts. We are approaching that one with some concern because of the need to have very limited powers of eminent domain, but we see great opportunities to provide the needed job training facilities, good employment opportunities and affordable housing that our community so desperately needs. We continue to be earnestly involved in trying to streamline the procedures for property owners to improve their properties and take advantage of the unique transportation resources of our neighborhood.

We are pleased to report that our neighbors outside our district have taken note of the changes in our community wrought by our cleanup efforts, removing the trash and graffiti as fast as it appears. We have been in contact with responsible elements in adjacent blocks who have shown interest in having us expand our functions to include their areas. We have also been considering the effect of recent municipal ordinances that would make it possible for us to engage in community economic promotion and take on problems that are beyond our original charter.

We have a committee working on the concept of a Central Village web site, so that you can have access to our governing documents, our minutes and agendas and important reports and notices at your convenience. We also are looking into the possibilities of collaborating with other community organizations to share an office and yard where we can locate our files and equipment and hold our meetings. In the meantime, we continue to accept the hospitality of Corona Furniture, which provides us with office facilities as needed and of the San Diego Police Department, which allows us to use their meeting room at Bay View Family Center.

Still No Corruption Here!

As I reported last year, all this is an ambitious program and it is being paid for with hard-earned dollars from our members. Our Board of Directors and officers continue to be mindful of the cost and are determined to get value for our expenditures.

None of our directors or officers are compensated for the time they devote to all this. 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 location are posted in numerous 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 written and enclosed a brief description of who they are. Under our Bylaws, four positions on the Board come up for election this year, those held by James Justus, Marshall Lewis, Debbera Stecher 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 financial statement for the year ended June 30, 2004. As you will see there, we received \$222,308 during the year and expended \$227,785. At June 30, 2004, we had an accumulated net worth of \$260,365. Since then, expenses have approximated \$37,369, which is right 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 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 efforts have been our biggest expenditure and seem likely to continue to be so.

Annual Meeting

Our annual meeting for members will serve to count the election ballots and discuss our progress. It will be held in the Brockhause Room (on the right from the parking lot entry on G Street) of Our Lady of Angels Church, 635 22nd Street in San Diego on October 16, 2004, at 10:00 A.M.

Consuelo Zuniga
President