

**000001 REQUEST FOR COUNCIL ACTION**  
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER 30  
(FOR AUDITOR'S USE ONL) 10/9

TO: CITY ATTORNEY  
2. FROM (ORIGINATING DEPARTMENT): Council President Scott Peters  
3. DATE: 9/25/2007

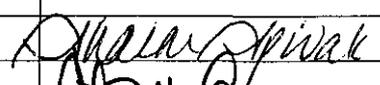
4. SUBJECT: Proclaiming October 9, 2007 to be "Promote La Jolla Incorporated Day" in San Diego

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.): Nathan Batchelder, 619-533-6559  
6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.): Christina Cameron, 236-6611, MS 10A  
7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

**8. COMPLETE FOR ACCOUNTING PURPOSES**

FUND					9. ADDITIONAL INFORMATION / ESTIMATED COST:
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

**10. ROUTING AND APPROVALS**

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	 CHRISTINA CAMERON, CHIEF OF STAFF		8	DEPUTY CHIEF		
2	AUDITOR AND COMPTROLLER			9	COO		
3	EAS			10	CITY ATTORNEY		9/25/07
4	LIAISON OFFICE			11	ORIGINATING DEPARTMENT	 CHRISTINA CAMERON, CHIEF OF STAFF	
5					DOCKET COORD: _____	COUNCIL LIAISON: _____	
6				✓	COUNCIL PRESIDENT 	<input checked="" type="checkbox"/> SPOB <input type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 10/9/07	

11. PREPARATION OF:  RESOLUTION(S)  ORDINANCE(S)  AGREEMENT(S)  DEED(S)

City Attorney:

Please prepare a resolution proclaiming October 9, 2007 to be "Promote La Jolla Incorporated Day" in San Diego.

11A. STAFF RECOMMENDATIONS:

000002

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S): Citywide.

COMMUNITY AREA(S):

ENVIRONMENTAL IMPACT: THIS ACTIVITY IS NOT A "PROJECT" AND IS THEREFORE NOT SUBJECT TO CEQA PER CEQA GUIDELINES SECTION 15060(C)(2).

HOUSING IMPACT: NONE

OTHER ISSUES: NONE

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

WHEREAS, Promote La Jolla, Inc., is a non-profit organization whose purpose is to promote business within the Village of La Jolla; and

WHEREAS, Promote La Jolla was formed in 1987 as the Business Improvement District for the Village of La Jolla, to serve the merchants of the Village; and

WHEREAS, Promote La Jolla includes three committees, Promotions, Design, and Economic Development, who meet monthly to make recommendations for the City to implement; and

WHEREAS, the 1,400 member merchants, and 15-member board of directors, are dedicated to developing the economy and creating innovative and important business opportunities for the Village by the Sea; and

WHEREAS, Promote La Jolla, Inc. is celebrating 20 years of dedicated service to the community; and

WHEREAS, Promote La Jolla, Inc. members and board have dedicated themselves to serve the business community by giving back and volunteering their time to aid in its beautification of the Village, economic revitalization, helping businesses throughout the community to prosper and hosting special events; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the citizens of San Diego, does hereby commend Promote La Jolla Inc. for its substantial contributions to San Diego.

BE IT FURTHER RESOLVED, that Tuesday, October 9, 2007 be named "**PROMOTE LA JOLLA, INC. DAY**" in the City of San Diego in celebration of 20 years of dedicated service to the community and in support of businesses in the Village.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Sharon B. Spivak  
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
09/25/07  
Or.Dept:Council-Peters  
R-2008-251

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor