



000782

**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

**DATE** : April 30, 2008  
**TO** : Council President Scott Peters & Honorable Members of the  
San Diego City Council  
**FROM** : Mayor Jerry Sanders  
**SUBJECT** : Reappointments to the La Jolla Shores Planned District  
Advisory Board/ New Chair

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It is my pleasure to reappoint Dan Goese and Suzanne Weissman to the La Jolla Shores Planned District Advisory Board, subject to your confirmation.

Dan Goese is the Founder and President of Marketing Counsel, Inc. located in the La Jolla Shores community and has been in the marketing industry for more than 20 years. As a product development and market research consultant for high-tech companies, Mr. Goese has created break-through marketing strategies and supported the development and launch of innovative products including consumer, commercial and industrial hardware, software, and web technologies. As a La Jolla Shores resident, Mr. Goese aims to improve the quality of life of both residents and visitors by keeping abreast of the planning and development of the community. His interests include ensuring local development conforms to community standards and codes. Mr. Goese has served on the Board of Directors for the La Jolla Shores Association and La Jolla Youth, Inc., and has been a member of the La Jolla Shores Planned District Advisory Board since 2007. Mr. Goese will be reappointed for a term ending April 1, 2010.

Suzanne Weissman retired in 1995 as a Certified Public Accountant (CPA) after more than 25 years of service in the private sector. Since her retirement, Ms. Weissman has become an outstanding volunteer and civic leader in the La Jolla community. Among her many volunteer activities, Ms. Weissman currently serves on the Board of Directors of the La Jolla Shores Association, and previously served as a member of the La Jolla Shores Permit Review Committee, a subcommittee of the La Jolla Community Planning Association. She also graciously gives her time to volunteer as a docent at the San Diego Museum of Art and is currently Chair of the Docent Council. Ms. Weissman has been a resident and property owner in the La Jolla Shores community since 1980, and a member of the La Jolla Shores Planned District Advisory Board since 2004. Ms. Weissman will be reappointed for a term ending April 1, 2010.

La Jolla Shores Planned District Advisory Board Reappointments

April 30, 2008

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Further, it is my pleasure to appoint Mr. John McColl as the new Chair of the La Jolla Shores Planned District Advisory Board. Mr. McColl has been actively serving on the Board since 2005.

I ask that you confirm these reappointments and join me in acknowledging them for their continued willingness to give of their time and serve in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre

City Clerk Elizabeth Maland

000783

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

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)

TO: **000784**  
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):  
MAYOR JERRY SANDERS

3. DATE:  
05/16/08

4. SUBJECT:  
**REAPPOINTMENTS TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD**

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.)  
Lisa Gordon MS11A, 67740

6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.)  
Ed Plank MS 11A, 66433

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

**8. COMPLETE FOR ACCOUNTING PURPOSES**

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

**10. ROUTING AND APPROVALS**

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT /LG	<i>[Signature]</i>	5/16/08	8	DEPUTY CHIEF/KM	<i>[Signature]</i>	5/20/08
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>[Signature]</i>	5/27/08
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/EP	<i>[Signature]</i>	5/21/08
5					DOCKET COORD: _____ COUNCIL LIAISON _____		
6					<input checked="" type="checkbox"/> COUNCIL PRESIDENT <i>[Signature]</i>	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 6/10/08	

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

Reappointing Dan Goese and Suzanne Weissman for terms expiring April 1, 2010. Please see Mayor Sanders' April 30, 2008 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): Council District 1

COMMUNITY AREA(S): Dan Goese resides in La Jolla; Suzanne Weissman resides in La Jolla.

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

RECEIVED  
CITY COUNCIL OFFICES  
2008 MAY 28 PM 3:08

000785

DOCKET SUPPORTING INFORMATION  
CITY OF SAN DIEGO

DATE:

5/16/08

SUBJECT:

REAPPOINTMENTS TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated April 30, 2008.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR  
(FOR MAYORAL DEPARTMENTS ONLY)

000786

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

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

WHEREAS, on May 30, 1974, the City Council adopted an ordinance, which is on file with the Office of the City Clerk as Document No. O-11332 and, as amended, is codified at San Diego Municipal Code section 1510.0105, creating the La Jolla Shores Planned District Advisory Board [the Board]; and

WHEREAS, the Municipal Code states that the Board is to review all applications for permits referred to it, including applications for Planned Development Permits for residential development within the La Jolla Shores Planned District; submit recommendations or comments *in writing to the City Manager*; review any required *Environmental Impact Reports* prepared in conjunction with an application within the La Jolla Shores Planned District; and make recommendations to the Planning Commission of any changes to regulations; and

WHEREAS, the Municipal Code requires seven members to be appointed to the Board by the Mayor and confirmed by the City Council; and

WHEREAS, the Municipal Code requires that members serve two-year terms and each member shall serve until a successor is duly appointed and qualified; and

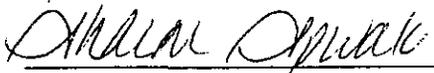
WHEREAS, the Municipal Code requires that, at the time of appointment and during incumbency, five members of the seven-member board shall be resident property owners of the La Jolla Shores Planned District; the sixth member shall be a resident of the district but need not own property; and the seventh member shall own property in the district but need not be a resident; NOW, THEREFORE,

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BE IT RESOLVED, by the Council of the City of San Diego, that the following reappointments by the Mayor to serve as members of the La Jolla Shores Planned District Advisory Board, for terms ending as indicated, be and the same are hereby confirmed:

<u>NAME</u>	<u>TERM EXPIRES</u>
Dan Goese (La Jolla, District 1) (Reappointment)	April 1, 2010
Suzanne Weissman (La Jolla, District 1) (Reappointment)	April 1, 2010

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By   
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
05/27/08  
Or.Dept:Mayor  
R-2008-1098

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