

RANCHO BERNARDO COMMUNITY PLANNING BOARD

Publicity & Election Committee

Minutes of June 14, 2007 Meeting

Attending were Ellen Willis, Myrna Reese, Teri Denlinger and Irving Sherman. Fred Gahn was out of town and Joe Dirks had a medical emergency.

The meeting started with a discussion on “What is the Committee trying to accomplish and how are we going to make it happen.”

The following was the Mission Statement developed by the attendees:

The mission of the RB Community Planning Board’s Publicity and Election Committee:

To promote the Planning Board’s role throughout the community as an advisor to the City of San Diego’s Planning Department and the City Council on land-use issues in Rancho Bernardo.

To encourage the support, involvement, and participation of RB residents relating to the Board’s policies and decisions and to the annual election of representatives to the Planning Board from the seven districts.

Specific matters discussed were:

Make the community aware of the Planning Board’s sub-committees and their role with the Board.

Make residents aware of which of the seven Districts they live in.

Get Board members to serve as liaison to their respective Community Centers Board of Directors.

Establish a positive relationship with local newspapers and other media

Determine the type of material that the news media and the community would be interested in.

Publicize the functions of the Planning Board and not the Issues that come before the Board.

Develop monthly, timely press releases to be distributed to local media to include current projects or to highlight the mission of a particular PB committee (e.g. Development Review Committee)

Future meeting of the P&E Committee will be dedicated to developing specific strategies for accomplishing the objectives of the P&E Committee and the tactics to implement those strategies.

The next meeting of the Publicity and Election Committee will take place July 12, 2007 at the Swim & Tennis Club with the meeting starting at 6:30 PM. Please notify me if you will not be able to attend.

Irving Sherman, Chairman