



The La Jolla Rotary Club News Bulletin

JUN 10, 2025

Our Speakers for our Upcoming June 17 Meeting:



Update on the impact of Fentanyl in San Diego as seen by the DEA and Social Advocates for Youth

Retired San Diego County Deputy Sheriff and SAY (Social Advocates for Youth) San Diego Prevention Specialist **William Perno** is a subject-matter expert on synthetic drugs and will talk to us about fentanyl in San Diego.

Shastity Urias, Community outreach specialist from the DEA will co-present with Bill.

La Jolla Rotary Club Meeting Summary

Date: 6-10-2025

Location: La Valencia Hotel

Notes Taken: Courtney Snyder

1. Opening Remarks

Reflection by Kate

"I lived through Washington DC violence in the '60s."

Kate opened the meeting with a personal reflection on living through the civil unrest in Washington, DC, during the 1960s. She emphasized the need to foster a peaceful and compassionate society, quoting Dr. Martin Luther King Jr.:

Kate reminded members of the power of compassionate action to bridge divisions and reduce harm, urging us to be mindful of how we resolve conflict—online and offline.

Presiding: President

Pledge: The Pledge of Allegiance was recited.

2. Member and Guest Introductions

- Guests:
 - Mary Jo Hausman – Former spouse of Rotarian Burton Hausman
 - Hector – Guest of George (3rd visit)

3. Announcements and Club Updates

- Upcoming Social Events:

- - Motown Concert at The Conrad
 - Date: July 13
 - Feature: Motown producer from Australia
 - Tickets: Five pairs will be auctioned off to support Rotary programs
- Upcoming Meeting – Bylaws Vote:
 - Russell reminded members that an official vote will take place at next week's meeting
 - Updated and current bylaws will be sent to members at least five days in advance
 - Clarified the changes are minimal, as the bylaws are renewed every three years

4. Community Service Updates

- Armed Services YMCA Donation:

Cindy shared a thank-you letter recognizing the Club's \$1,100 contribution, which was used to quickly support junior enlisted military families following a tragedy. Presented by Frank Martin.

- Fire Station & Wildfire Readiness:

Cindy attended a meeting with the fire chief.

- Highlights:
 - A new health and wellness center at Kearney Mesa
 - Goat deployment for brush management at Mt. Soledad
 - Promotion of "Genesis Protect" – a real-time evacuation/emergency app
 - Fire Station 16 needs major renovations; rehabilitation expected to begin next year

5. Happy Bucks

- Barbara Brown: \$20 for daughter Allison's upcoming appearance on Jimmy Kimmel Live with Steve Martin
- Leighann: Also celebrated grandson Zander Bravo's international tennis ranking
- Don Lincoln: Celebrated his grandson's engineering degree, granddaughter's high school graduation, and his 63rd wedding anniversary
- Denise: \$50 for her granddaughter Charlie's graduation
- Cindy: \$50 toward Fire Station 16 efforts

6. Guest Speakers: La Jolla Community Foundation (LJCF)

Speaker 1: Phyllis Pfeiffer, Chair of the LJCF Board of Directors

Speaker 2: Lydia Rossner, Executive Director

Presentation: Village Streetscape Plan

- About the Foundation:

The La Jolla Community Foundation (LJCF) is a 501(c)(3) public charity supporting La Jolla through memberships and donations. LJCF was formerly an affiliate of the San Diego Foundation but gained independent nonprofit status in April 2022.

- Project Focus:

The Village Streetscape Plan is LJCF's current signature project, aiming to revitalize the core of La Jolla's village with:

- Tree canopies and upgraded landscaping
- Additional lighting for safety
- Corner pocket parks and more pedestrian-friendly walkways
- 49 trees, 63 benches, and 51 new streetlights
- ADA-compliant improvements to sidewalks and crossings

- ~9,100 sq. ft. of new public space
- Partnership with the City of San Diego:

LJCF secured a City Improvement Project (CIP) designation, allowing access to federal/state funding—including a \$1 million state grant already received.

- Timeline:

Construction is expected to begin January 2026, carried out in two phases (January to May) to minimize impact on businesses during peak tourism.

- Community Engagement & Legacy:

The initiative builds on the legacy of past infrastructure like the Bird Rock roundabouts. Several prominent families have already donated significantly but are seeking visible impact before committing more.

- How to Get Involved:

For contributions or questions, contact Lydia Rossner at

rossnerl@communityfoundation.org

ljcommunityfoundation.org

PO Box 1273, La Jolla, CA 92038

858-257-7100

7. Q&A Highlights

- Denise: Asked about the timeline—confirmed to run in off-peak seasons to avoid summer disruption
- Cityhood Question: The project will proceed regardless of the La Jolla cityhood effort. Most supporters are advisors or donors focused on visible impact

- Next Phases: Community engagement will determine priorities and scope for future improvements

8. Closing Remarks

Thanks were extended to all members contributing their time, resources, and spirit. Special recognition was given to efforts supporting Fire Station 16 and the La Jolla community through LJCF's visionary project.

Tuesday, June 24: We will be dark