

G El Cajon Gateway

Fall 2019
City News & Guide to Recreation



THE
MAGNOLIA



2 TABLE OF CONTENTS

City of El Cajon (619) 441-1776

City Hall
200 Civic Center Way
El Cajon, CA 92020
www.cityofelcajon.us

City Council (619) 441-1788

Mayor Bill Wells
Deputy Mayor Steve Goble
Councilmember Gary Kendrick
Councilmember W.E. "Bob" McClellan
Councilmember Phil Ortiz

City Departments

City Attorney	(619) 441-1798
City Clerk	(619) 441-1763
City Manager's Office	(619) 441-1716
Community Development	(619) 441-1741
Finance	(619) 441-1668
Fire Administration	(619) 441-1601
Human Resources	(619) 441-1736
Information Technology	(619) 441-1535
Police Administration	(619) 579-3351
Public Works	(619) 441-1653
Recreation	(619) 441-1754
Passport Services	(619) 441-1763

Emergency 9-1-1

Call 9-1-1 when there is a medical emergency, fire, crime in progress, or a life threatening situation.

Non-Emergency

Police (619) 579-3311
Fire (619) 441-1721

About the Cover:

Magnolia Performing Arts Center Opening in September! Cover photo by Ron Valles, Design by MaryAnn Prall.

Pages

- 3** City News
- 4-5** The Magnolia
- 6-7** The REC Department



Pages

- 8** New Development
- 9** Housing
- 10-11** Public Safety & Awareness
- 12-13** Storm Water

Pages

- 14** Community Events & Activities
- 15** Guide to Recreation
- 51** Thanks to Our Community Sponsors
- 52** Community Events



Daylight Saving Time Ends

On November 3rd, it is time to roll your clocks back an hour as we welcome the fall season. Take a moment to also change the batteries in your smoke alarms and carbon monoxide detectors!

Message from the City Manager



Over a century ago, 123 of the 158 voters in the El Cajon community voted to establish the City of El Cajon. Like El Cajon, most communities that incorporate, do so to have control—control over land use, public safety, business attraction, and more.

The ultimate goal or the underlying motivation of a city should be to ensure a higher quality of life for its citizens.

The definition of “quality of life” differs from person to person. Well paved roads may rank high for one resident, while having a variety of restaurants is important to another. Yet a third resident may value the feeling of safety as part of his or her quality of life definition. Regardless of our different perspectives, if we were to ask residents to identify the top ten quality of life elements, I am confident that parks and recreational programs would make almost everyone’s list—at least it makes mine.

This issue of the Gateway magazine highlights services provided by the City’s Recreation Department. I am proud of those that work to fulfill this important element of City services. These employees are truly dedicated to enhancing the quality of life for our residents—both young and old, and everyone in between. As city manager, I have opportunities to accompany our recreation staff and observe the programs we offer first hand. “Awe” and “inspiring” are two words that come to mind to describe El Cajon’s recreation staff and how they serve our residents.

The array of classes and activities that the City offers is astounding and exemplifies why parks make life better! To illustrate the wide variety of activities, I will only name a fraction of what is provided: movies in the park, playgrounds, Zumba, adult and teen dance classes, aquatic classes, water aerobics, pickleball, cooking classes, summer day-camps, skatepark, volleyball, basketball, and indoor soccer. I encourage you to look through the Fall Guide to Recreation and find an activity for you and your family.

I hope that you enjoy this issue of the Gateway and can see all the ways we are working to enhance the quality of life in El Cajon. If there are areas in which we can improve in this effort, I would appreciate hearing from you. Please give me a call or send me an email at (619) 441-1718 or gmitchell@cityofelcajon.us.

Connect with Us!



See what makes El Cajon such a great place to live! Follow us on social media for breaking announcements about upcoming concerts at The Magnolia, special events such as America on Main Street, and even volunteer opportunities through our Reserve Firefighter program or the Police Department’s Teen Academy. The City promotes all sorts of exciting news about events projects, and developments around town on social media.

Follow us, like us, and even share our posts to help showcase El Cajon. Look for us on your favorite social media platform today!

Stay Informed Connect Share



El Cajon ranked in the **Top 100 Best California Cities to Live for 2019**. The City earned a spot on the top ranking based on employment, housing, quality of life, education, and overall health. Learn more at <https://www.chamberofcommerce.org>.

4 THE MAGNOLIA

The Magnolia Opens this Fall

Past Gateway issues have addressed exciting news happening at The Magnolia (once referred to as the East County Performing Arts Center). This article provides a summary of the re-opening of the beloved venue as well as announcing a community open house for The Magnolia.

Recap

During the height of the Great Recession in 2009, the City of El Cajon faced a budget dilemma, as did most cities. In what can only be described as an anguishing activity, the City determined what programs would stay and which would be cut. These types of decisions happened in city council chambers across the state that year.

The East County Performing Arts Center (ECPAC) was one of the programs cut from the City's budget. ECPAC, which opened in the late 1970s, had served as a cultural icon in the east San Diego region. However, like most municipal performing arts centers, ECPAC relied on sizable taxpayer subsidies to operate.

Shuttered in December 2009, El Cajon's performing arts center has remained dormant for a decade. However, the venue's lights are back on ahead of its reopening this September under a new name, a new operating partner, a new management model, and a new look after an extensive remodel.

Now called The Magnolia, the City is almost ready to show off the masterpiece along with its partner, Live Nation Entertainment.

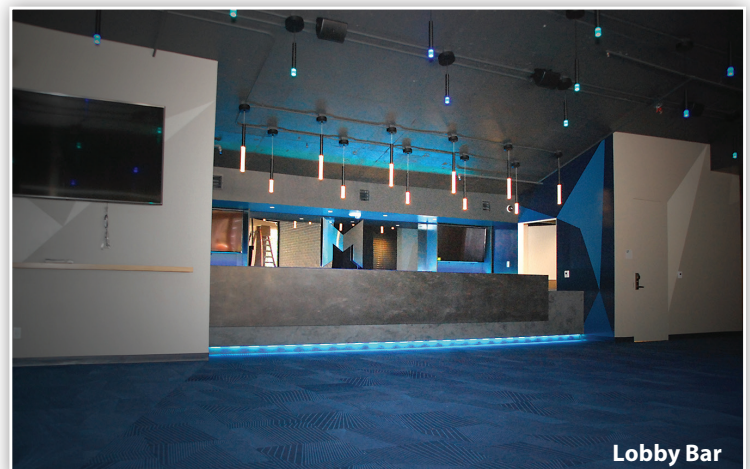
The Magnolia's Renovations

The 42-year-old building, that has been closed for a decade, stood in stark disrepair. The City invested a little over \$8 million in improvements to The Magnolia. Much of the funding for this came from one-time monies from left over reserve funds and the sale of the former police station.

El Cajon partnered with Live Nation, architect firm Rios, Clementi, Hale Studios, and WIELAND Construction, to steer the venue's renovation. Upgrading The Magnolia's basic structural and mechanical equipment were priorities and include a new HVAC system, new roof, installation of an elevator, complete remodel of the restrooms, new venue-wide electrical, and modern exterior signage. The remainder of the construction budget focused on creating a new entrance bar, painting, flooring, and increasing seating capacity. The Magnolia also features an outdoor plaza bazaar which will feature pre- and post-show dining experiences.



View from Main Street



Lobby Bar

Live Nation Entertainment to Operate The Magnolia



When looking to reopen the former ECPAC, the City did not want to do so under an antiquated business model. It recognized that cities have skill sets that do not include booking acts. As such, it determined that if it were to reopen its former performing arts center, it was going to do so with a powerful private sector partner. El Cajon’s previous city manager, Doug Williford, knew that if the venue was to survive, it needed to partner with the best in the industry.



Reflecting on the public-private partnership to operate The Magnolia, city manager Graham Mitchell stated, “This is why El Cajon partnered with Live Nation—this venture is about being a smarter municipal government. Live Nation is the world’s leading live entertainment company. They have experience operating similar venues and bringing massive expertise to help ensure the facility’s success. With Live Nation, The Magnolia will become a one-of-a-kind venue in San Diego County. The partnership is a no brainer.”

Impact on Downtown El Cajon and Beyond

Because The Magnolia sits in the heart of El Cajon’s downtown, the City is hoping that this project will encourage more development in the downtown, along with recent development like the Courtyard by Marriott.

The Magnolia is expected to attract up to 100,000 visitors annually to downtown El Cajon and the City believes that this will have a significant impact on further development in its downtown and throughout the City.

“The Magnolia is a catalyst project—the type of project that will drive new businesses and development to the downtown area,” affirmed Vince DiMaggio, El Cajon’s assistant city manager who also oversees development activity throughout the City.

Opening Soon & Open House

Most of the construction work wrapped up in July with final touches being completed and production equipment installed.

The community is invited to tour The Magnolia on Tuesday, September 10th with a community-wide celebration and open house. Watch for more information regarding this celebration. Shows kick off a few days later with a busy opening two months.

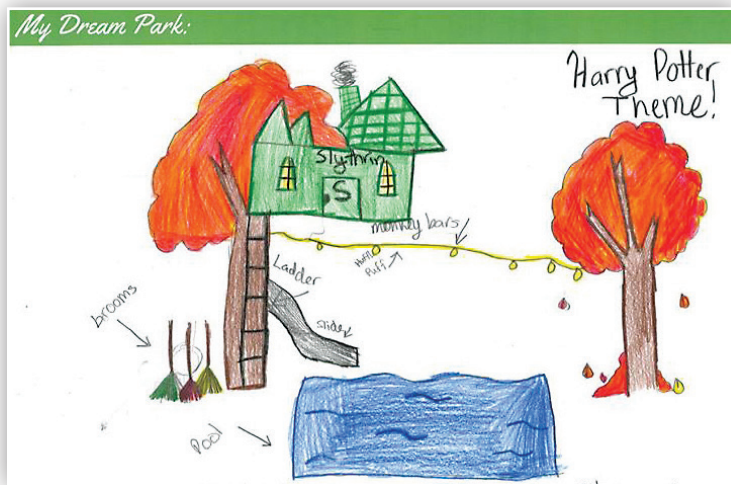
Magnolia Initial Event Lineup

September 12	Queen Nation
September 13	Countess Luann & Friends
September 24	Al Di Meola
October 1	Roy Orbison & Buddy Holly: Rock’N’Roll Dream Tour
October 3	Patti Labelle
October 9	Dave Mason & Richie Furay
October 10	Bruce Hornsby & The Noisemakers
October 16	Master Chef Junior Live!
October 17	Leo Dan
October 18	Pat Benatar & Neil Giraldo
October 23	Engelbert Humperdinck
October 27	Dream Theater
November 1	Ramon Ayala
November 22	World Of Dance Tour - Live
December 13	Straight Up With Stassi Live featuring Beau Clark & Taylor Strecker
December 29	Pj Masks

Visit www.magnoliasandiego.com for the latest performance schedule.

El Cajon 2030: Connecting People with Parks

Proximity to parks are important to health and physical activity of our residents. The City of El Cajon has been exploring ways to increase access to parks throughout the community. In fact, earlier in 2018, the City was awarded a grant through the National Recreation and Park Association (NRPA). The grant is referred to as the 10-Minute Walk Planning & Technical Assistance Grant. NRPA provided the grant in partnership with the Trust for Public Land and the Urban Land Institute. El Cajon is one of twelve cities nationwide and the only city in California to receive this grant.



The Challenge

The City was established in 1912, but did not build its first public park until 50 years later. In the 1960s, City leaders recognized that

the City lacked sufficient parks and began a strategy to meet community needs. Part of that strategy was to invest in building recreation centers. The City now boasts six recreation centers, this ranks the City above the national average for the number of recreation centers per population. However, the City still lacks parks and open space. According to Trust for Public Land, the City only serves 45 percent of the population with a park located within a 10-minute walk of home. This analysis has helped the City pinpoint specific areas of the City that are considered "underparked."

The Solution

Realizing this park shortfall, the City has decided to emphasize pocket parks as a strategy to provide more parks within walking distance of neighborhoods. To create the City's 10-Minute Walk Plan, eighteen community meetings were hosted in the underparked areas of the City to obtain community feedback. At one meeting, translators were provided for five different languages!

The community's feedback has been outstanding. The outreach efforts provided the City with the information necessary to finalize the City Council approved plan. This plan is referred to as "El Cajon 2030: Connecting People with Parks." The plan's goal is to add five to seven parks that will ensure that 90 percent of our community is within a 10-minute walk of a park.

Through NRPA grant funds, the City hired MIG to help find funding and acquire land for parks. The City also seeks public-private partnerships to increase park access for all residents.

The City is excited to continue working toward the vision that this plan has created to improve the quality of life for every El Cajon resident.

To learn more about El Cajon's 10-Minute Walk Plan, visit www.elcajonrec.org.

Free Basketball Referee Skills Clinic

This Fall, the El Cajon Recreation Department offers a free basketball referee skills clinic to youth ages 13-17. This training opportunity can help youth gain volunteer hours and skills necessary to seek employment with the Recreation Department as a referee. The clinic will be offered at the Renette Recreation Center on Wednesday, November 27. For more information, please call Malo Lutu at (619) 441-1555.



Swim Lessons Extended into Fall

The City of El Cajon is committed to the safety of its children. With drowning being the leading cause of preventable death for children ages 1-5 years, Fletcher Hills Pool is extending its swim lesson season through mid-October. In addition to swim classes, water aerobics and recreation level swim team programs will also be offered.

For more information, please visit www.elcajonrec.org or call (619) 441-1672.



Nominations Being Accepted for El Cajon Veteran of the Year

El Cajon veterans have a long history of veterans performing community service in support of other veterans, the City, and its residents. The City of El Cajon wishes to recognizing these individuals for their significant contributions to the community. The Veteran of the Year award recognizes the accomplishments and contributions of veterans to the City and the greater San Diego area. Each year, the El Cajon Veterans Commission selects a recipient to recognize him or her as one of the City's finest veterans.

To be considered for this award, a veteran must:

- Have been honorably discharged from U.S. Military Service or National Guard,
- Be a resident living in one of the following El Cajon zip codes: 92019, 92020, or 92021, and
- Have made significant contributions to the community since their discharge.



Emphasis is given to candidates who have made contributions to the nominating organization, community service efforts to the residents of El Cajon, as well as to the greater San Diego veteran community. Members of the City of El Cajon Veterans Commission are ineligible while serving on the Commission.

Nomination packets must be received by September 13, 2019 and must include a completed application, a copy of the Veteran's DD-214 or NGB-22 (with social security number covered), and a summary of the Veteran's accomplishments. The application should provide two photos of the veteran, one current, and one in uniform, if possible, and originals photos will be returned, if requested. All applications will be reviewed by the City of El Cajon Veterans Commission. The commission will select the Veteran of the Year who will be announced on Thursday, October 31, 2019.

To access the Veteran of the Year application, please visit www.elcajonveterans.org.



Improvements at Wells Park

Have you been to Wells Park lately? In this year alone, eight different contractors have been hard at work on different projects to enhance not just the safety and security of the park, but its infrastructure as well.

The park restrooms have reopened after the replacement of an underground sewer line the length of a football field. Ornamental fencing was installed along Madison Avenue, enabling the City to secure the park after hours. Renovations to the Wells Park Public Safety Substation—located next to the Boys & Girls Teen Center—are nearly complete. The facility will serve as an outpost at the park for El Cajon Police officers that will be available 24/7. Additionally, the El Cajon #RecSquad will also call the substation home as they continue to offer free recreational activities to youth and families at Wells Park. New LED lighting in the parking lot is also planned for this year, which will improve safety in the parking lot.

Beyond these enhancements, many more projects are being considered. City staff is frequently collaborating with community members to identify active recreation ideas. Other park enhancements may include restroom renovations, more off-leash dog areas, drought-tolerant landscaping to replace grass, and more!

For more, information please call (619) 441-1653.

Fletcher Marketplace and Hampton Inn

The City is excited to announce the opening of several new eateries and retailers at the Fletcher Marketplace. California Fish Grill, Urbane Café, and In-N-Out recently opened on the site of the former police station—a dramatic transformation that adds to El Cajon’s already thriving food and shopping choices.

On the same site, the Excel Group, who successfully built the Courtyard Marriott in El Cajon, is nearing completion of the new Hampton Inn by Hilton. The 96-room hotel—the City’s second major hotel—is expected to be completed in the spring of 2020.

Fletcher Marketplace is located on the corner of Magnolia and Fletcher Parkway across from the Parkway Plaza mall.



New Flavors and Programs at Parkway Plaza

El Cajon’s local business scene continues to grow with much of it taking place at Parkway Plaza.

New food options continue to expand with Juicy Burgers and iced cream from La Mya Paleta Fire and Ice. Texas Roadhouse also plans to open its second San Diego location in the spring of 2020.

Parkway Plaza is also expanding its efforts to support the local community through various programs. Live 360° provides space and amenities for local vendors and community members to host events around fitness, fashion, health, and more.

Additionally, Parkway Plaza features “The Battle of the Pop-Up” program to help boost awareness of local business. The most recent program winner, El Cajon resident Kristie Dubin, won free retail space in the mall for her business, 1904 Apothecary Lane, which opened in July.

Find more information on dining, shopping, and business programs at Parkway Plaza at www.shoppingparkwayplaza.com.



New Downtown Apartment Homes

Construction of Cornerstone Place—a 70-unit mixed-use housing development in downtown El Cajon—is on target to begin welcoming new residents this fall. The development project provides veterans and families with one- and three-bedroom affordable apartment home options.

The development also includes outdoor spaces, a community room, and ground floor office and commercial spaces. Cornerstone Place builds on the already significant amount of revitalization taking place in downtown El Cajon. Cornerstone Place is located at 230 South Sunshine Avenue in El Cajon. For more information or to be placed on an interest list, please call Domus Development at 1-866-666-0350 or email domusgmtco@domusmc.com.



Salvation Army Community Center

Construction of the Salvation Army's new 30,000-square-foot community center is nearly complete and expected to open this fall. The \$5.8 million facility, located at 1011 E. Main Street, will include a church, classrooms for after-school and youth development programs, a food pantry, space for clothing distribution, and many other social services. The facility is expected to serve 1,500 East County families every month. To learn more, visit www.elcajon.salvationarmy.org/.

Main Ranch Development

More homes are coming to El Cajon! Main Ranch—located on East Main Street at Tammy Street just north of Greenfield Drive—includes 139 detached, two-story, single-family homes with two-car garages, private rear yards, and landscaped front yards. Homes will range in size from 1,500 to 1,825 square feet, with four separate floor plans and four distinct color schemes. This project includes a private park and landscaped areas maintained by a homeowner's association. To alleviate potential impacts from freeway noise, a sound wall will be constructed between the freeway and the new housing development.

This new neighborhood is located in the Cajon Valley Elementary and Grossmont Union High School Districts. For more information, please call (619) 441-1742.



New Industrial Park on Marshall

Phase 1 of a new 9-acre, 112,000-square-foot industrial park on North Marshall Avenue is nearly complete. This new development will create new jobs and space for the City's growing industrial sector. The project consists of seven single-story, multi-tenant industrial buildings that will include flexible space for general industrial uses.

PD Seeks Senior Volunteers

Are you over 50 years of age and looking for a meaningful way to contribute to the City's quality of life? Then look no further – the El Cajon Police Department needs you.



Join the Police Department's Retired Senior Volunteer Program (R.S.V.P.) and help enhance the safety and security of your community through crime prevention and education. Typical duties include traffic control, parking enforcement, patrolling neighborhoods, vacation home checks, participating in special events, and checking the on the welfare of elderly and disabled participants in the You Are Not Alone (Y.A.N.A.) program.

Qualifications:

- Be at least 50 years of age
- Be a U.S. citizen
- Possess a valid California Driver's License and vehicle insurance
- Have medical insurance
- Pass a complete background check
- Be physically and emotionally able to perform the duties of the position
- Attend a 2-week volunteer academy

To learn more or to download an application, visit www.elcajonpolice.org. For additional information, you can also call RSVP coordinator, Samantha Scheurn at (619) 579-4227 or e-mail her at sscheurn@cityofelcajon.us.

Protect Against Wildfires

This year, fire season follows one of the wettest springs in recent history. These wet conditions turned all of San Diego into a lush wildflower spectacle. However, summer heat has since dried out the seemingly endless pastures creating an abundance of new wildfire fuel.

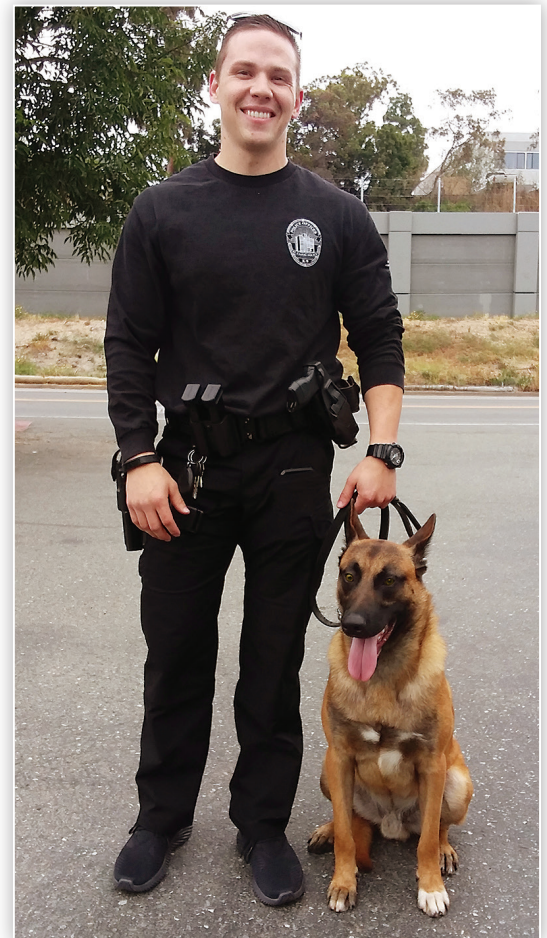
While San Diego County was largely spared from wildland fires last season, this year it is more important than ever to protect against wildfires. You can help by keeping your property free of dried brush.

Protecting your property is always a good idea, even if you live in an area that appears safe. Visit www.readyforwildfire.org for more information on how to be prepared this fire season.



Welcome to the newest K-9 Recruit, Chevy!

Meet Chevy, a 19-month-old Belgian Malinois who understands commands in German. He is the El Cajon Police Department's most recent K9 recruit.

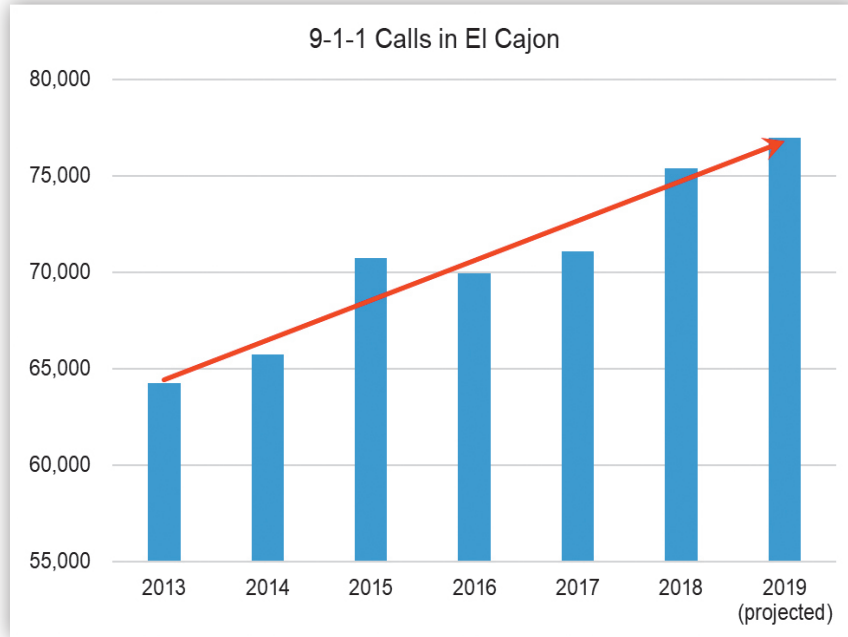


In June, the El Cajon Police Department's K9 Unit met at Man-K9 in San Diego to test for a new police dog. Proper canine selection is a critical factor in determining a team's success. When selecting a dog for police work, the Department tests the dog's courage, ability to work on slick floors, reaction to gunfire, play drive, and many other qualities necessary to be a good police dog. A total of seven dogs were evaluated with K9 Chevy showing the best qualities.

Chevy is assigned to K9 Officer Rob Farren. The team started the K9 Academy on July 18. Prior to that, Chevy and Rob worked on light obedience training to kick start their teamwork.

Calling 9-1-1

Many cities, including El Cajon, have experienced significant increases in 9-1-1 calls. False or unwarranted 9-1-1 calls threaten the public safety for others in the community.



When should I call 9-1-1?

- **MEDICAL EMERGENCY** such as chest pains, seizures or bleeding.
- **CRIME** in-progress including robbery, burglary, prowler or fights.
- **FIRE** including structure, vehicle or brush fires.
- **LIFE THREATENING** situation such as traffic accidents.

What to say when 9-1-1 answers

- **STAY CALM** and **SPEAK CLEARLY**.
- **LOCATION** - Tell the dispatcher where the incident is occurring.
- **EMERGENCY** - Tell the dispatcher what is the emergency.
- **YOUR INFORMATION** - Provide your name, phone number, and address.
- **STAY ON THE LINE** to answer questions until the dispatcher tells you to hang up.

In cases of non-emergency, dial (619) 579-3311.



Benefits of Locking Dumpsters

There are several benefits to locking your dumpster. First, it prevents illegal dumpster scavenging by people looking for scrap metal, cans, bottles and other items that can be recycled. It also helps deter illegal dumping by people looking for a free, quick, and easy way to throw away bulky trash. Locking and securing your trash is a simple way to keep your property and the community clean from trash and debris caused by illegal dumping.

Keep El Cajon Graffiti Free

The City needs your help to keep El Cajon graffiti free. If your home or business has been tagged by graffiti that is visible from the public street, the City will remove it at no cost. To do so, the City must have a signed consent form to access your property on file. The Graffiti Removal Consent can be accessed online at www.cityofelcajon.us.

Help fight graffiti by reporting it in one of three ways:

- 1) Call the Graffiti Hotline at (619) 441-5533,
- 2) Report online at www.cityofelcajon.us and use the Requests & Issues icon, or
- 3) E-mail the City at graffiti@cityofelcajon.us.



**REPORT ILLEGAL
DUMPING AND TRASH**
CALL (619) 441-1658
LET'S KEEP OUR CITY CLEAN!

Good Housekeeping Prevents Pollution

Trash, debris, and toxic liquids that wash into local waterways are major sources of water pollution. Automotive products, pet waste, pesticides, and fertilizers are examples of everyday household products that if not properly stored can pollute our creeks, streams, and ultimately the ocean.



Pollutants are not always directly dumped into a waterway but are often the result of runoff water from streets, lawns, roofs, and outside storage areas. This pollution runoff can be

prevented by properly storing hazardous materials. Here are a few tips that you can use to prevent such water pollution:

Around the house:

- Collect and properly dispose of trash in a garbage can,
- Use a broom to clean driveways and sidewalks instead of water,
- Clear out gutters of decomposing leaves before the rainy season, and
- Recycle and properly dispose of old unused paint, cleaning, and other chemical products.

At work:

- Dispose of trash in a covered solid waste container and keep the surrounding area clean,
- Use a broom and absorbent materials when cleaning hard surfaces (if water is necessary, wash the water into a sewer drain, not a storm drain),
- Wash floor mats and grease filters where there are floor sinks or sewer drains,
- Properly store chemical products such as paints and oil based products inside enclosure containers, and
- Clean up spills immediately using drip pans or absorbent materials.

Prevent Water Pollution while Maintaining your Vehicle



Maintaining your own vehicle may save money; but, if done incorrectly, doing so may cause water pollution. One study found that oil run off from streets and driveways can cause roughly 10 million gallons of water pollution annually in the United States.

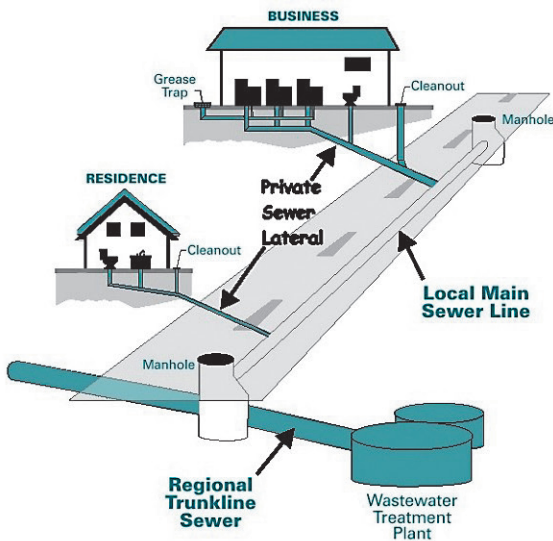
There are simple steps that you can take while maintaining your vehicle to prevent water pollution if you plan to work on your own car:

- Collect auto fluids in a container with a lid,
- Never mix fluids - Motor oil can be recycled at auto part stores. Other fluids need to be dropped off at household hazardous waste collection sites,
- Never dump fluids into a storm drain, ditch, or onto the ground,
- Only clean engines or an undercarriage at a commercial car wash,
- Use drip pans, tarps, sand, or cat litter to catch drips or spills, and
- Store oily or greasy automotive parts off the ground and covered with tarps.

Please note that inoperable cars on private property are not allowed in El Cajon.



What you need to know about Sewage Spills



What's a Sewer System

A sewer system is a network of underground pipes that moves water from bathrooms, sinks and other drains to a sewage treatment plant. Moving waste water requires a network of both private and publicly owned pipes. Larger pipes, referred to as a sewer main, are maintained by the City. Smaller pipes that run between the sewer main and a private property are called sewer laterals.

**Sewer laterals are privately owned, maintained and repaired by private property owners.*

What Causes a Sewage Spill

Sewage spills can overflow from drains, manholes, or through cracked or broken sewer lines. Common causes of a spill include:

- **Grease** can clog sewer lines in businesses such as restaurants, but also in residential homes.
- **Large objects** such as paper towels, disposable diapers, and toys can cause backups.
- **Structural problems** such as broken, cracked, or undersized pipes or tree root intrusion can create sewer problems.
- **Infiltration** of ground or rain water through cracks or illegal connections reduces capacity causing sewage spills.

If you notice a sewer leak, immediately:

- **Control and minimize the spill.** Use sandbags, dirt or plastic sheeting to contain and prevent spills from entering gutters, storm drains, and waterways. Shut off and do not use water.
- **Clear the sewer blockage.** Hire a plumber to clear the cause of the sewer blockage and make necessary repairs. Always wear protective equipment, such as gloves, if you must work with sewage.
- **Notify Public Works** by calling (619) 441-1653, or (619) 579-3311 after hours. City crews can help contain and capture the sewer spill if notified in time. California State Law requires the City to report sewage spills on both private and public property.

You May Be Liable!

Allowing sewage to run into a curb gutter or storm drain may subject you to penalties and reimbursement costs for clean-up efforts.



For Stormwater Information, call (619) 441-1653

