



# El Cajon Gateway

*Fall 2017*  
*City News & Guide to Recreation*

## City of El Cajon

El Cajon City Hall  
200 Civic Center Way  
El Cajon, CA 92020  
[www.cityofelcajon.us](http://www.cityofelcajon.us)

## City Council (619) 441-1788

Mayor Bill Wells  
Mayor Pro Tem W.E. "Bob" McClellan  
Councilmember Steve Goble  
Councilmember Ben Kalasho  
Councilmember Gary Kendrick

## City Departments

Administrative Services	441-1736
City Attorney	441-1798
City Clerk	441-1763
City Manager	441-1716
Community Development	441-1741
Finance	441-1668
Fire Administration	441-1601
Police Administration	579-3351
Public Works	441-1653
Recreation	441-1754

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## About The Cover

Enjoying Fall!

Cover Design by Mary Ann Prall

## Daylight Saving Time Ends

Fall back on November 5<sup>th</sup>! Be sure to move your clocks back one hour and welcome Fall. This is also a good time to change batteries in your smoke and carbon monoxide detectors!

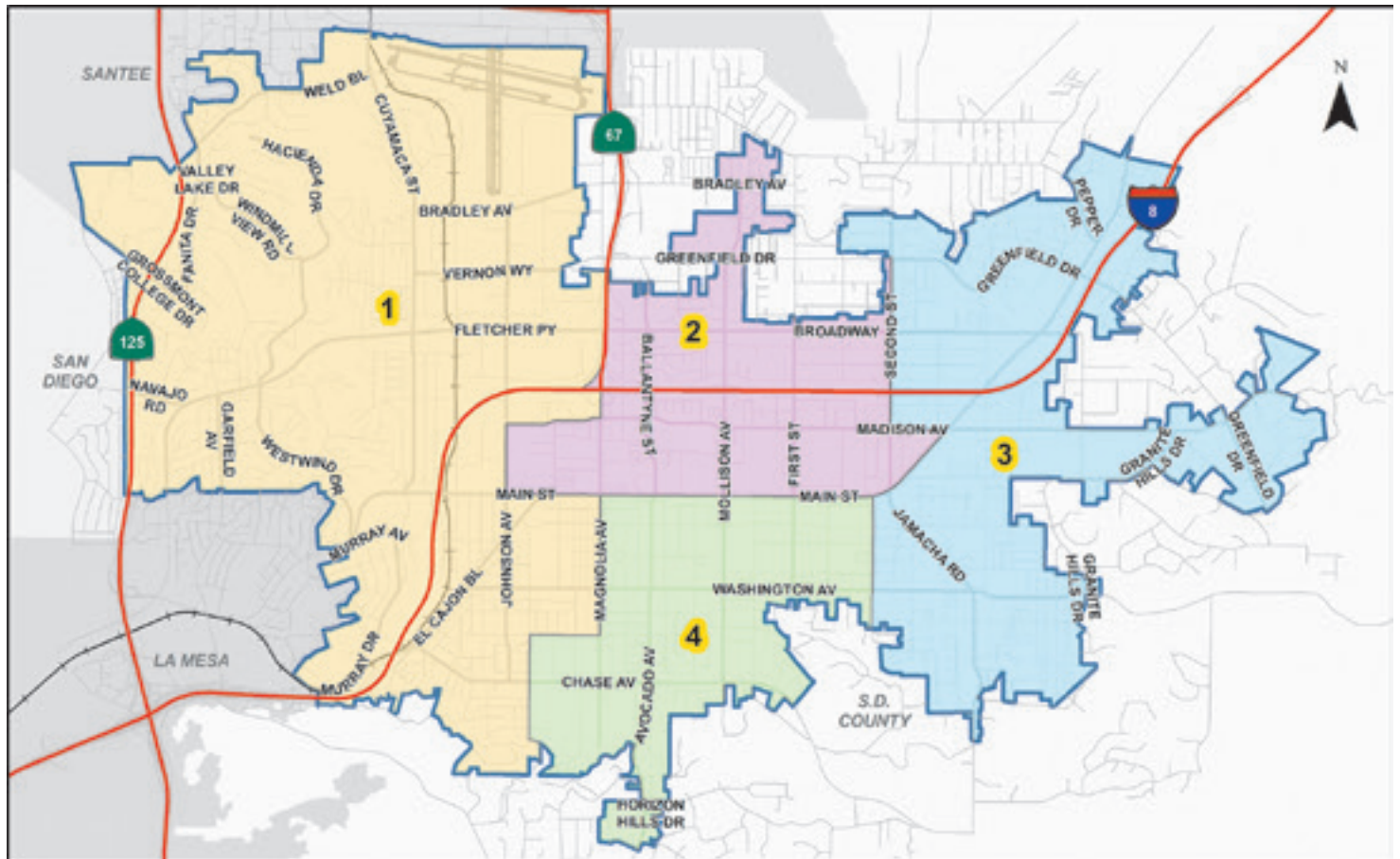


## District Election Map

During the November 2016 general election, El Cajon residents overwhelmingly voted to approve Measure S. The measure changed El Cajon's City Charter and transitions the City's election process for Councilmembers from a citywide at-large election to a by-district election process beginning in 2018. While the Mayor will continue to be elected at-large, City Councilmembers will be elected by the residents from each of the four new districts, beginning with District 1 in 2018 and District 2-4 in 2020.

The new district map was one of several developed and considered during a series of public workshops. The City Council selected and approved the district map on Tuesday May 23.

Determine Your District - It's easy to find your voting district by using the City's online interactive map. Visit [www.cityofelcajon/districtmap](http://www.cityofelcajon/districtmap) and zoom in to find your street and corresponding district.



## City Council Public Forum

Residents are invited to attend a public forum to share and listen to great ideas that will help shape the City Council's priorities for El Cajon.

Tuesday, October 10, 2017 at 7:00 p.m.  
El Cajon City Council Chambers  
200 Civic Center Way



SEPT  
15

### ALL FORE R.E.C. GOLF TOURNAMENT

Sycuan Golf Resort, 3007 Dehesa Road  
12 p.m. Shotgun Start

### FIRE DEPARTMENT OPEN HOUSE

100 E. Lexington Avenue  
10 a.m. to 2 p.m.

OCT  
07



OCT  
20

### HAUNTFEST ON MAIN

Downtown El Cajon  
5 p.m. to 10 p.m.

### VETERANS DAY CEREMONY

Centennial Plaza  
200 Civic Center Way  
1 p.m.

NOV  
11



NOV  
19

### 71st ANNUAL MOTHER GOOSE PARADE

East Main Street  
From Magnolia Avenue to 1st Street  
1 p.m.

### HOLIDAY LIGHTS ON MAIN STREET

Prescott Promenade  
201 East Main Street  
12 p.m. to 7 p.m.  
Tree Lighting at 6 p.m.

NOV  
25



## Experienced Leader Joins the El Cajon Team



Earlier this year, Graham Mitchell joined the City of El Cajon as its Assistant City Manager. Most recently, Mitchell, served as Escondido's City Manager. Prior to that, he served as the longtime City Manager for the City of Lemon Grove. Mitchell has strong connections in East County and is a highly regarded and respected local government leader in the San Diego area. He has a Bachelor's degree in International Relations from Brigham Young University and a Master's degree in Public Administration from the University of Southern California.

"To say I am ecstatic to work for the City of El Cajon would be an understatement. I am excited to be part of the El Cajon management team, focused on meeting City Council priorities and enhancing the quality of life in the community," Mitchell stated.

Mitchell is already deeply involved in many of the City's highest priority projects and programs, including the renovation and re-opening of the East County Performing Arts Center (ECPAC), the Homeless Task Force and construction of the new animal shelter.

## New City Clerk Appointed

In early July, Daryl A. Betancur was appointed as El Cajon's City Clerk. Betancur replaces Belinda Hawley, who retired on June 16, 2017. Betancur brings a wealth of experience to El Cajon having worked as City Clerk for the cities of Lynwood, Pico Rivera and Artesia. He also spent several years working as a consultant providing Clerk assistance and executive level support to a variety of cities and elected officials.

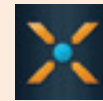
He has a Bachelor's degree in Business Administration from St. Louis University and a Master's degree in Public Administration with a concentration in Political Science and Public Policy from San Jose State University. Betancur is also Certified by the International Institute of Municipal Clerks as a Master Municipal Clerk (MMC), a Notary Public and is fluent in Spanish.

Betancur is proud to join El Cajon's team of dedicated professionals and is looking forward to serving the City's diverse population. When asked about what attracted Daryl to apply for the position of City Clerk in El Cajon, he responded that "El Cajon is a unique and special place, in which many folks of many different cultures work collaboratively to make El Cajon a great community." Daryl is looking forward to working with City staff, City Council and members of the community.



## Connect with Us! The City of El Cajon is Getting Social

*follow us & like us on*



[www.facebook.com/cityofelcajon](http://www.facebook.com/cityofelcajon)  
[www.instagram.com/ElCajonCity/](http://www.instagram.com/ElCajonCity/)  
[www.twitter.com/heartlandfire](http://www.twitter.com/heartlandfire)

[www.twitter.com/cityofelcajon](http://www.twitter.com/cityofelcajon)  
[www.facebook.com/heartlandfire](http://www.facebook.com/heartlandfire)  
[www.twitter.com/elcajonpolice](http://www.twitter.com/elcajonpolice)

The City has a lot of great programs and initiatives going on that we want to make sure you know about. The City is focusing on using social media to get the word out. The City of El Cajon currently relies on five social media platforms to communicate with its residents, businesses, and visitors: Facebook, Instagram, Twitter, Snapchat, and Nixle.

Our Social Media Goals are:

**Increase Posts** – in addition to routine City news, the City uses social media to document exciting and important projects such as constructing the new Animal Shelter, renovating Wells Park, completion of development projects, etc.

**Increase Followers** – the City encourages its social media savvy residents to follow us and share our posts to showcase the amazing progress occurring in our community.

**Engage the Public** – the City seeks ways to increase engagement on social media. For example, at the upcoming Hauntfest event, the City is hosting a photo posting contest for those that hashtag photos with #ECHauntfest17. More details to follow as the event gets closer.

To learn more, please check out our webpage at: [www.cityofelcajon.us/SocialMedia](http://www.cityofelcajon.us/SocialMedia).

## Wells Park Improvements

Great things are happening at the City's 17-acre Wells Park! Recently, the City and community members came together to build a new playground funded through KaBOOM! grant funds. A dog agility course was also built next to the Wells' dog park. But these improvements just scratch the surface of what's to come!

Over the next few years, Community Development Block Grant (CDBG) funds obtained by the City will be used to significantly renovate and improve Wells Park. During the first phase of improvements, several parking spaces will be converted to short-term parking and decorative fencing will be installed around the park's two Boys & Girls Club facilities.

In addition, a temporary Staff and Recreation Office will be placed in the heart of the park, with plans for a permanent building in the works.

Supervision at the park will also be increased to include two full-time and one part-time City employee. This additional staffing will enhance safety and recreation activities in the park. Additional safety and design improvements to the restrooms and parking lot will be made during the second phase of renovations. The restrooms will be modernized while lighting in the parking lot will be improved along with new landscaping, fencing and a park monument sign.



Phase three of the park improvements is in the conceptual stage and expected to take several years but includes some very exciting possibilities. Projects being discussed and considered include a new "splash pad" playground or an indoor soccer park.

Clearly there is a lot to be excited about at Wells Park! To learn more about these developments, call the City's Public Works Department at (619) 441-1653.



## Completion of New City Animal Shelter Expected Next Summer



Construction of the City's new state-of-the-art animal shelter in El Cajon is in full-swing! In May, the City Council broke ground on a vacant lot next to the City's current 50 year-old facility on North Marshall Avenue. The \$9.3 million facility will double the shelter's current size to nearly 11,000 square-feet with an additional 2,600 square feet of outdoor space.

The shelter will include more space for animals, a veterinary clinic, animal play, exercise and interactive spaces and plenty of space for pet adoptions. The design allows for future expansion if it is ever needed. Funding for the shelter was made possible by a voter approved sales tax that ended in early 2015. Construction of the shelter is expected to be finished next summer.



## Exciting New Look for the Ronald Reagan Community Center



In April, the City Council re-opened a renovated Ronald Reagan Community Center during a ribbon cutting ceremony. The center now features a bridal suite, expanded patio spaces, fresh paint, new artwork and carpet throughout and a renovated lobby and reception area.

The improvements provide more flexibility for rental clients and modernized amenities. Overall, the facility's enhancements enables the City to continue meeting the needs of the community. For more information, or to book your next special event, call the center at (619) 441-1673.



## Courtyard by Marriott Hotel Nears Completion

El Cajon's first major hotel development in decades will open its doors for business this fall. The 120-room **Courtyard by Marriott Hotel** features a swimming pool, outdoor dining, a business center and meeting rooms. The development also includes two new commercial storefronts along Magnolia Avenue. The hotel itself is located at the corner of Magnolia and Rea Avenue, just north of Main Street in the heart of downtown El Cajon.

The development of East County's first true four-star hotel marks an economic turning point for the City of El Cajon. The new Courtyard by Marriott will not only be visually iconic within our City, but is expected to draw additional business investment to the area.



## Hampton Inn by Hilton Coming to El Cajon

El Cajon will soon be home to **Hampton Inn by Hilton!** In July, the City Council approved Brixton Capital Group and Excel Hotel Group's plans to redevelop the City's former police station site to build the new hotel and Fletcher Marketplace, consisting of three commercial buildings, including an In-N-Out Burger.

The Hampton Inn by Hilton will be located on Fletcher Parkway across from Parkway Plaza. The hotel will be the City's second major hotel development once the downtown Courtyard by Marriott Hotel is complete this fall. For more information on this project, please call (619) 441-1742.





## New Honda of El Cajon

Tipton Honda is now Honda of El Cajon. In 2016, the owners of Toyota of El Cajon – Greg and Gary Kaminsky, along with Michael Peterson, purchased the neighboring Honda dealership. They immediately began renovating the showroom adding another 12,500 square-feet of building space.

Some of the renovations include a new central welcome area, an expanded showroom with large windows, energy efficient lights and climate control. The facility also has several new and expanded customer lounge areas equipped with cell phone charging stations and laptop work space for customers. The dealership's service area has also been redesigned to improve traffic flow and the customer's experience.

"Thanks to the support of the City of El Cajon, our renovations went very smoothly. They were great to work with and have an amazing team! In fact, we couldn't have asked for any more support, and we consider them to be great partners of ours." – Gary Kaminsky.



## New Mercedes-Benz Dealership

Construction of a new Mercedes-Benz dealership in El Cajon is nearly complete! A grand opening and ribbon cutting ceremony is expected to be announced by year's end. This 70,000 square foot facility, on just under five acres, will have state of the art service facilities, and offer new and pre-owned Mercedes-Benz vehicles. The new dealership is located on the southwest corner of Marshall Avenue and Wagner Drive.

## Plans Approved for New Jaguar & Land Rover Dealership

Jaguar and Land Rover have joined the list of high-end car brands slated to build a new dealership in El Cajon's Valley of Cars! An application was approved by the City Council on March 14, 2017, for the new dealership at the northwest corner of Marshall Avenue and Wagner Drive – across the street from the new Mercedes-Benz dealership currently under construction. Construction is expected to begin in 2018.



## Transit District Plan

Development of a new "Transit District Plan" for the City of El Cajon is under way! The plan provides a new vision for the area around the El Cajon Transit Center located on South Marshall Avenue. The plan will update the City's land use and zoning, design new streetscapes and guide future development of the immediate area around the transit center. The plan is funded by a SANDAG Smart Growth Incentive Grant in partnership with the City of El Cajon and will be completed in the fall of this year. For more information on the draft plan, please check out the project page at: [www.cityofelcajon.us/transit-plan](http://www.cityofelcajon.us/transit-plan).



## Salvation Army Community Center

The Salvation Army has served El Cajon's neediest families and residents since 1976. The organization currently provides services from its Corps Community Center on East Main Street. The group has announced plans to construct a new facility and expand services at its current location. So far, the Salvation Army has raised \$3.8 of \$4.5 million needed to build a new facility. City staff are working closely with the organization to ensure a smooth and efficient permit approval and construction process. To learn more about the developing project, visit [www.elcajon.salvationarmy.org/](http://www.elcajon.salvationarmy.org/).



## Cornerstone Place - Beautiful New Apartment Homes and Offices

The City will soon have more affordable housing choices! Cornerstone Place is a four-story development at 230 South Sunshine Avenue that will provide both living and office space. This exciting project will include 70 affordable multi-family one and three bedroom units, outdoor spaces, a community room and numerous resident amenities.

Construction of Cornerstone is likely to begin in September and is expected to be completed in January of 2019. It will provide high-quality housing for veterans and families. The developer plans to achieve a silver rating of Leadership in Energy and Environmental Design (LEED). This rating confirms the project is of the highest environmental standards and meets strict energy-conservation standards with lower energy and water bills; reduced greenhouse gas emissions; and less exposure to mold, mildew and other indoor toxins. For more information, please contact Katherine McFadden at South Sunshine Associates, L.P. at [katherine@domusd.com](mailto:katherine@domusd.com).

## Johnson Avenue Sewer Project Update

The City's sewer improvements along Johnson Avenue reached a critical milestone following the completion of a 310-foot section of tunnel that crossed under Fletcher Parkway. The 66-inch steel tunnel allows the City to install a sewer relief pipeline across Fletcher Parkway through the 30-foot deep tunnel without any traffic interruption. Once the pipeline is installed, City crews will begin a second tunnel on the west side of the Parkway Village Mall that will cross underneath Interstate 8. These improvements will improve the sewer system's reliability and reduce the City's cost to maintain the system.

## Mall Enforcement for Your Shopping Pleasure

Another valuable service provided by the El Cajon Police Department is its Mall Enforcement Team (MET) created in 2012 through a unique partnership with Parkway Plaza mall.

To enhance the safe, family-oriented environment at Parkway Plaza, the El Cajon Police Department maintains two officers that are assigned to the mall on a full-time basis. This two-officer team responds to any complaints on mall property and works together with mall security officers to maintain safety and security for shoppers. Since the introduction of MET, crime in and around the Parkway Plaza shopping mall has been significantly reduced. Parkway Plaza and the El Cajon Police Department are committed to providing a safe environment at this busy mall.



## Join a Neighborhood Watch Program Today

Help the El Cajon Police Department protect your neighborhood by joining the Neighborhood Watch Program. The City has numerous Neighborhood Watch groups that help keep the City safe by monitoring activities in their neighborhoods and reporting suspicious activity. As a member, you will have an opportunity to meet your neighbors, solve neighborhood problems and stay current on crime trends, all while working closely with the Police Department.

Visit the City's website at [www.cityofelcajon.us/NeighborhoodWatch](http://www.cityofelcajon.us/NeighborhoodWatch) to learn more about the program or to start your own Neighborhood Watch group.

## Increased Fire Dangers

After seven years of drought, this past winter's El Nino rains delivered much needed relief for the region's water supply and temporarily reduced dangerous fire conditions. The rains also promoted new grass and brush growth. As the summer heat continues, the new growth dries out, eventually becoming prime fuel for a wildfire. You can protect your property and the community by taking the following steps:

### Prepare Your Home

- Maintain 30 feet of clearance away from your home free of any combustible materials
- Regularly clean the roof and gutters

### During a Wildfire

- If there is a wildfire in the area, be ready to evacuate on short notice

Heartland Fire and Rescue provides medical and fire protection services to the communities of El Cajon, La Mesa and Lemon Grove as part of a unique agreement between the cities first established in 2010.



## Are You Prepared ?

Are you and your family prepared for the next disaster? Here are a few websites with tips and tools to better prepare your family for a disaster:

- [www.heartlandfire.org/emergency-prep.html](http://www.heartlandfire.org/emergency-prep.html)
- [www.readysandiego.org](http://www.readysandiego.org)
- [www.ready.gov](http://www.ready.gov)

## Protecting Our Waterways



### Keeping Our Channels Clean

The City of El Cajon puts considerable effort in keeping our streets and storm drains clean. Yet, in spite of these efforts, trash and debris continues to collect in our drainage channels and storm drains in large amounts, polluting the water and creating an unsightly mess.



An analysis of the trash removed from City streets, storm drains and drainage channels reveals that a majority of the trash originates from sales at fast food restaurants and convenience stores. More than half of the trash removed consists of disposable beverage cups and food wrappers.

The following articles include information for both business owners and customers to ensure that trash finds its way into trash trucks and receptacles instead of our streets, storm drains, drainage channels and ultimately the beaches.

### The Importance of Street Sweeping



Each year, the City of El Cajon conducts twice-yearly clean-ups of all City storm drain inlets and drainage channels to remove trash, sediment and debris. In addition, the City has developed a comprehensive street sweeping program with regular sweeping cycles for industrial, commercial and residential areas as weather permits. During times when street sweeping is not possible, City staff conduct "Storm Water Patrols" to identify areas where more limited, localized cleanups can be accomplished. As a result, City crews collect several thousand cubic yards of trash, sediment and debris each year in the effort to keep our City streets and storm water systems clean.

## Protecting Our Waterways

### Keeping Storm Drains Clean

It's important to understand the difference between sanitary sewers and storm drains to prevent environmental damage. The sanitary sewer is a system of underground pipes that carries sewage from bathrooms, sinks, kitchens, and other plumbing components to a wastewater treatment plant, where it is filtered, treated and discharged.

The storm drain is a system designed to carry rainfall runoff and other outside, non-plumbed drainage. It is not designed to carry sewage or accept hazardous wastes. The runoff is carried in underground pipes or open ditches and discharges without treatment of any kind into local streams, rivers and other environmentally-sensitive, surface waters. Storm drain inlets are typically found along the curbed edges of street and other low-lying outdoor areas. Some older buildings have basement floor drains that connect to the storm drain system.

Disposal of chemicals or hazardous substances to the storm drain system damages the environment. Motor oil, cleaners, paints and other common household items that get into storm drains can poison fish, birds, and other wildlife, and can find their way into drinking water supplies. In addition, grass clippings, leaves, litter, and organic matter can clog storm drains and cause flooding.

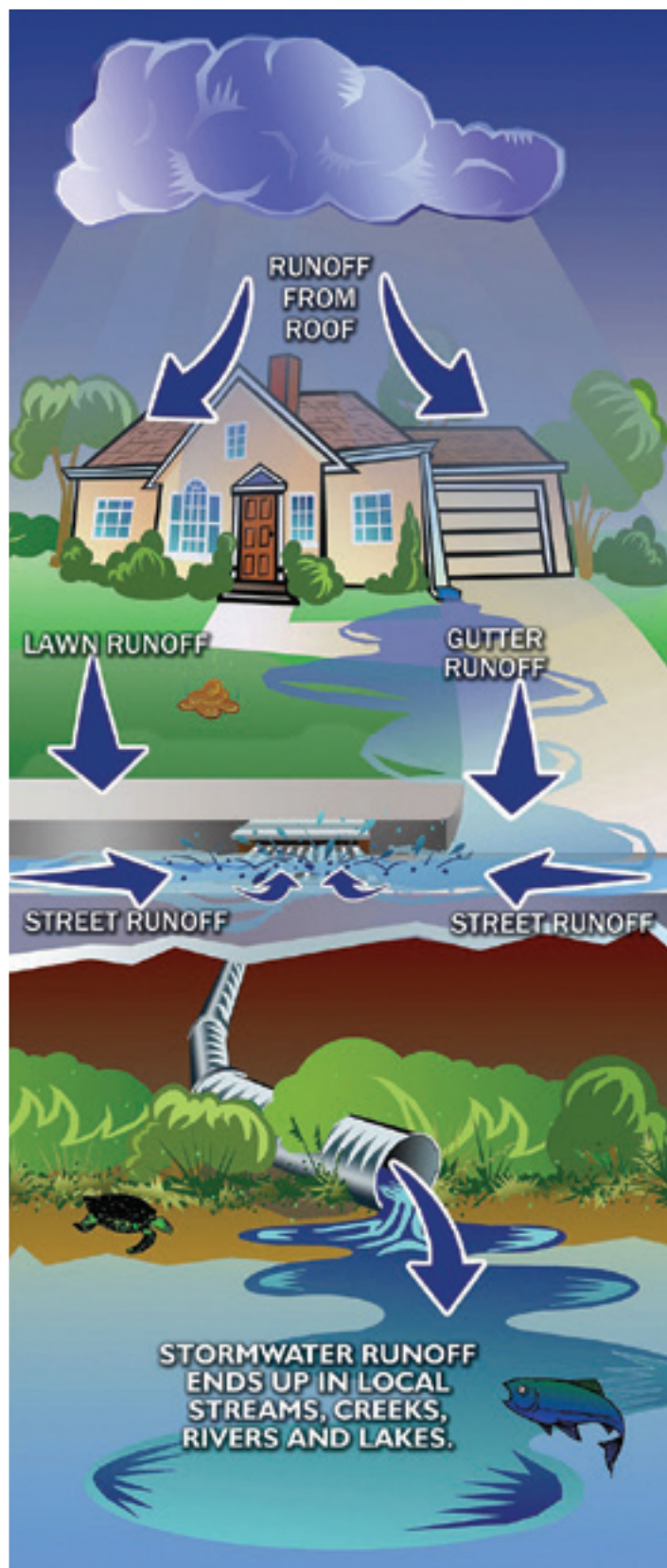
**Here are simple ways to help maintain our sewer systems and keep storm drains and the environment clean:**

- Do not pour anything into storm drains
- Keep storm drains clear of leaves, grass clippings, sticks and litter
- Repair any leaks and drips from your vehicle
- Collect and recycle motor oil
- Clean up spills using absorbents or dry sweeping and don't wash them into a drain
- Don't pour paints, solvents, cleaners, or anything that might be toxic into any drain – take it to your local household hazardous waste collection facility
- Minimize the use of herbicides, pesticides and fertilizers

Having a clean environment is of primary importance for our health and economy. Clean waterways provide recreation, commercial opportunities, fish habitat, and add beauty to our landscape. All of us benefit from clean water - and all of us have a role in getting and keeping our lakes, rivers, wetlands, beaches and groundwater clean.

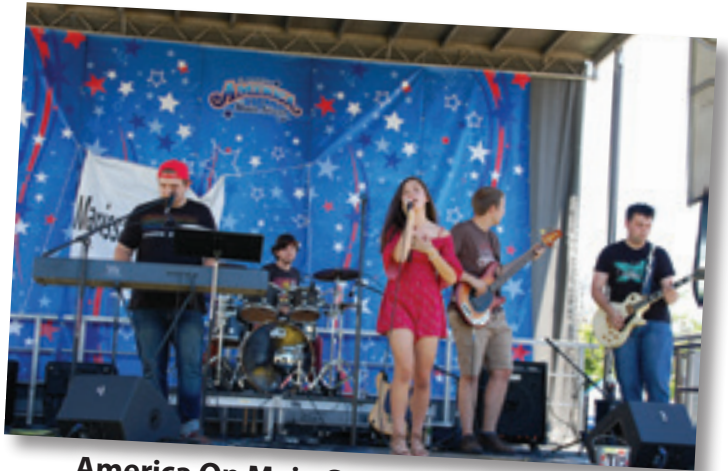
Together we can help keep our streets and drainage channels clean.

For more easy steps on protecting streams and beaches, contact the El Cajon Storm Water Protection Program at (619) 441-1653.





St. Patrick's Day Half Marathon



America On Main Street 2017



America On Main Street 2017



America On Main Street 2017



Fourth of July at Kennedy Park



## Sign-up for E-Notifications

For the latest information on City of El Cajon services, news and special events, go to [www.cityofelcajon.us](http://www.cityofelcajon.us) and click on the e-notification link at the bottom of the homepage. By registering, you will be notified of news and events by email.



**City of El Cajon**  
200 Civic Center Way  
El Cajon, CA 92020

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## POSTAL CUSTOMER

# ENJOY EL CAJON!

*Below are some upcoming events in El Cajon. For more information & to stay up-to-date, visit our website at [www.cityofelcajon.us/events](http://www.cityofelcajon.us/events).*

**CAJON CLASSIC CRUISE  
CAR SHOW**  
Wednesdays until October 25  
5 p.m. - 8 p.m.  
Downtown El Cajon  
(619) 334-3000  
[www.elcajonclassiccruise.org](http://www.elcajonclassiccruise.org)

**EL CAJON FIRE OPEN HOUSE**  
Saturday, October 7  
10 a.m. - 2 p.m.  
Fire Station 6 - 100 E. Lexington Avenue  
(619) 441-1737  
[www.heartlandfire.org](http://www.heartlandfire.org)

**MOTHER GOOSE PARADE**  
Sunday, November 19  
1 p.m. - 3 p.m.  
Downtown El Cajon  
[www.mothersgooseparade.org](http://www.mothersgooseparade.org)

**DINNER & A CONCERT**  
Fridays until September 29  
6 p.m. - 8 p.m.  
Prescott Promenade  
201 E. Main Street  
(619) 334-3000  
[www.downtownelcajon.com](http://www.downtownelcajon.com)

**HAUNTFEST ON MAIN**  
Friday, October 20  
5 p.m. - 10 p.m.  
Downtown El Cajon  
(619) 441-1754  
[www.hauntfest.org](http://www.hauntfest.org)

**HOLIDAY LIGHTS ON MAIN**  
Saturday, November 25  
12 p.m. - 7 p.m.  
Tree Lighting at 6:00 p.m.  
Downtown El Cajon  
(619) 334-3000  
[www.downtownelcajon.com](http://www.downtownelcajon.com)

**OKTOBERFEST IN EL CAJON**  
Sept. 29, 30, Oct. 1 & Oct. 6, 7, 8  
Fri: 4-10 p.m. Sat: 12-10 p.m. Sun: 12-9 p.m.  
German American Societies  
1017 S. Mollison Avenue  
(619) 442-6637  
[www.germanclubsandiego.org](http://www.germanclubsandiego.org)

**HONORING OUR VETERANS**  
Friday, November 11  
1 p.m. - 2 p.m.  
Centennial Plaza  
200 Civic Center Way  
(619) 441-1756  
[www.cityofelcajon.us](http://www.cityofelcajon.us)

**JINGLE PAWS WALK**  
Saturday, December 2  
9 a.m. (8 a.m. Registration)  
Water Conservation Garden  
12122 Cuyamaca College Drive West  
(619) 593-2205  
[www.acesfoundation.org](http://www.acesfoundation.org)

**Farmers' Market Every Thursday from 3 p.m. - 7 p.m.**  
Prescott Promenade - 201 East Main Street - [www.elcajonfarmersmarket.org](http://www.elcajonfarmersmarket.org)

*If you would like to contact the Mayor about any issue,  
please email him at [bwells@cityofelcajon.us](mailto:bwells@cityofelcajon.us)*