

# A Fantastic Fall Festival

By Jay Steiger

**CASA de ORO**  
**ALLIANCE**

Spring 2018



A fun time was had by all at the Second Annual Fall Festival, held October 21 at the Spring Valley Academy. The event featured diverse crafts and community organization booths and delicious food trucks. Entertainment, such as Ballet Folklorico, martial arts demonstrations, and a blues trio, kept the mood lively. Hundreds of people came out to enjoy the day's events.

Thank you to all our sponsors, Monte Vista High School youth volunteers, and especially to the CDO Alliance Beautification Committee for their dedicated work to make the festival happen. Planning has already started for this year, including the possibility of bringing back the Casa de Oro parade!

## Dictionary Hill Voted as Land Preserve

By Cindy Schmidt

An area encompassing 175 acres of Dictionary Hill, located only a mile south of the Casa de Oro business area, has recently been purchased by San Diego County. Preserving this last large, undeveloped coastal sage scrub and chaparral habitat has been the goal of a determined group of local volunteers for over a dozen years. The Dictionary Hill Open Space Advocates (DHOSA) were overjoyed to see their efforts result in a vote by the Board of Supervisors to add Dictionary Hill to the County's Multiple Species Conservation Program (MSCP) in December. MSCP lands are preserved to ensure long-term survival of sensitive plant and animal species, balancing the public need for development and open space. The County Parks Department will determine public access points and trails and maintain the preserve. At 1,059 feet high, the views from the top of Dictionary Hill rival those of Mt. Helix to the North. Casa de Oro residents are indeed fortunate to have this open space sanctuary preserved for their enjoyment!

For more information, go to [www.dictionaryhill.info](http://www.dictionaryhill.info)

# Welcome Frank's Bakery!

By Jay Steiger



Congratulations to the newest and most eagerly awaited addition to the Casa de Oro business community... Frank's Bakery! Frank and Tom Gibaldi known in house as Frankie

and Tommy run a bakery first started by their grandfather in 1948. The bakery has been located in Little Italy, North Park, India Street, and now at 9935 Campo Rd. in Casa de Oro. The Gibaldi brothers grew up in this community with one attending school at Santa Sophia, the other at Avocado Elementary and Grossmont High School. They are excited to bring their delicious bread to their hometown and are overwhelmed by the enthusiastic (and hungry) response of the residents. While they are primarily a commercial sale

bakery for Italian restaurants, they have a small retail storefront open noon to 6pm Monday through Friday, closed Saturday, and open again 3pm to 6pm Sunday. Casa de Oro Alliance Business Development Committee co-chair Allan Arthur was instrumental in assisting the Gibaldi brothers with their business plan. Allan worked tirelessly to navigate construction and code review to ensure that the bakery opened successfully.

# Churches Aid Homeless in East County

By Rachel Clibborn

The need for permanent housing for homeless individuals in East County has become critical. In November 2016 the newly created East San Diego County Homeless Task Force met for the first time to address this crisis. Since then the problem of so many unhoused people in East County is getting worse because the shelters in downtown San Diego are full and inaccessible to the homeless people who live in our area.

San Diego County is creating a \$25 million trust fund to help create low income permanent housing, however this will take time and the need is immediate. To help address this crisis the Interfaith Shelter Network has been created. This is a group of 65 East County churches that have gotten together to host 12 homeless people for six to eight weeks. Each church takes its turn to shelter and feed them. They are fully case managed. About six to eight percent of them

become stably housed. These homeless people are situationally homeless as opposed to chronically homeless.

The churches provide dinner and fellowship to their guests every night. Essentially, they have 14 pot lucks in two weeks. They build temporary showers in their bathrooms, if the bathroom has a floor drain. They use PVC piping, and rig them up in the bathrooms. The initial cost is about \$45 to buy the materials.

This is a drop in the bucket, but it is a start to help housed or un-housed neighbors and help fight the crime and blight in our neighborhoods. If you are interested in volunteering your time Stepping Higher does the screening for this program. Their phone number is (619) 702-5399. Their address is 7373 La Mesa Blvd., La Mesa. You might also want to contact your faith community and see if they are involved in this effort to help the homeless and keep our neighborhoods healthy and safe.

# Chairman's Message - Spring 2018

By Bob Yarris

## CASA de ORO ALLIANCE

### Chair

Bob Yarris

### Committee Chairs

#### Business Improvement

Allan Arthur  
Holly Yarris

#### Beautification

Don and Lisa Powell  
Carol Wright

#### Media and Communications

Jay Steiger

#### Policy Development

Michael Heron  
Lisa Stewart

[www.CasadeOroAlliance.org](http://www.CasadeOroAlliance.org)

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CasadeOroAlliance@gmail.com

#### Vision

*A historically rich, culturally diverse, thriving community that is attractive, safe, pedestrian friendly, and a popular destination for dining, entertainment and shopping.*

*This newsletter is produced by the Casa de Oro Alliance Media & Communication Committee members Rachel Clibborn, Cindy Schmidt, and Jay Steiger with additional support from East County Community Change Project*

I am very excited to share several of our most recent accomplishments and plans to change your perception of Casa de Oro and make you feel welcomed and safe to visit and support our business community.

Foremost, yes crime rates are down. Three of our most frequented strip malls now support security guards. Two property owners have committed to make improvements to their parking lots and landscape. They have also regularly addressed trash around their centers and parking lots. "Crime in Casa de Oro is much lower than other areas in the region and tends to be more quality of life type crimes," San Diego County Sheriff's Lt. Tom Seiver said.

We have removed all used clothing drop boxes, sources for ongoing trash buildup. We continue to work with the county code enforcement department to reduce the number of unapproved signs along Campo Road.

Along with the Sheriff's Department, we are tracking ongoing complaints originated from the many group homes in our neighborhoods. It took many months and a major team effort, but we finally cleaned up Kenora Drive of all the trash and unwanted homeless encampments.

Several new stores have or are planning to open in the near future, including the fabulous Frank's Bakery, Long Island Mike's Pizza, a thrift store, an expanded laundromat and a 7-Eleven in the vacated Starbucks location.

We have presented Gaetano's, Albertsons, Treebeards, Butlers, Sign Co., Young Actors Theater, Edco, and CVS Pharmacy with certificates of appreciation for their ongoing support

and contributions to our community events.

We are also working with several private investors to completely remodel the entrance to Casa de Oro, redo the landscaping and replace the welcome sign on Kenwood Drive and Campo Road.

We continue to work closely with the county and board of supervisor staff as well as the Valle de Oro Planning Group to identify improvement projects we have prioritized to address in the next 12 to 18 months. We want to revitalize Casa de Oro and improve the quality of life for all of us and for future generations.

While the progress has, at times, been slower than we want, we remain passionately committed to our mission and vision to revitalize the neighborhood and restore the shine on this jewel, which has been severely tarnished over the past 20 plus years.

Over the next six to nine months, we are planning to complete and submit our 501(c)(3) application and obtain our official nonprofit organization status. With that recognition, we plan to seek private and grant funds to support our cause.

We need your help and support. Look us up on our website or Facebook page and consider attending one of our meetings. Our website contains a calendar of meetings and scheduled events.

The Casa de Oro Alliance is also building a better community online. All are welcome. Share this news with your neighbors and friends. There is strength in numbers. Together we will make a difference!

# Get Involved!

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Date: Third Thursday in January, March, May, July, September & November 6 p.m.

Location: Faith Chapel, 9400 Campo Road

## **Policy Development**

Exploring the use of zoning regulations and policies to place new limits on the number of high-risk adult businesses in Casa de Oro, and place conditions on pre-existing businesses to ensure they operate in a manner consistent with the character of the community.

Date: First Thursday monthly 6 p.m. Location: Monte Vista High School

3230 Sweetwater Springs Boulevard

## **Casa de Oro Community Clean Up**

Saturday, April 21 from 9am to 11am.

Come one, come all! Everyone is invited to contribute to a clean Casa de Oro. Please check our Facebook page Casa de Oro Alliance or our website [www.casadeoroalliance.org](http://www.casadeoroalliance.org) for details.

## **Butterfly Festival**

Water Conservation Garden on Saturday April 28 (all day). The public is invited to this wonderful annual festival, held at the Water Conservation Garden, located next to Cuyamaca College in Rancho San Diego. The CDO Alliance will be hosting a booth at this event.

## **Beautification & Community Events**

Working to clean up Casa de Oro and foster a sense of community through beautification and cultural events such as clean-up days/Fall Festival.

Date: Second and Fourth Tuesday monthly 5 p.m.

Location: Casa de Oro Library  
9805 Campo Road

**CASA de ORO**  

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