[MS-0398.043.007.021]

January 30, 1992

TO: Supervisor Williams

VIA: Don Abel, Chief of Staff

FROM: Vikki

SUBJECT: **Golden Hill Community Fair A Celebration of Golden Hill's 104 Birthday**

The Golden Hill Community Fair is moving ahead for Saturday, February 15, 1992 from 11:00 A.M. - 4:00 P.M.

Leon is scheduled to appear at 11:30 A.M. to greet various community leaders and meet with residents of the area.

The formal program will begin at 12:00 P.M. when Leon welcomes the residents of Golden Hill and Sherman Heights to the Fair then introduces the other elected officials in attendance. We have confirmations from Bob Filner and a representative from John Hartley's office.

Objective:
The purpose of the Fair is to provide community education and resource information: employment, social services, health services, etc.. to residents of Golden Hill and to link the community to critical County services. (there will be outreach to Sherman Heights as well)

To date the following agencies have confirmed attendance:

Community Services

- o County of San Diego Departments:
  - Adoptive recruiting
  - GAIN Program
  - Volunteer Services
  - Alcohol/Drug Services
  - Foster parent recruiting
  - Teen Parent Program (GAIN)
  - Animal Control
  - Hazardous Materials Mangmt.

- o Employment Development Department
- o Private Industry Council
- o Human Relations Commission
- o Chicano Federation
- o Golden Hill Trash Tigers
- o I love a Clean San Diego
- o Police Department (McGruff crime dog)
- o DARE/CRASH Programs
- o Center for Women Studies
- o Neighborhood Outreach Senior Services
- o Golden Hill Neighborhood Association
- o Little League
- o Cub/Girl Scouts
- o UPAC
- o ESL Booth
- o Fire Department
- o Head Start
- o Bookmobile
- o Pathfinders
- o Urban League

Entertainment

- o Mariachi group
- o Magician/M.C.
- o Jojo the Clown (balloon art)
- o Mexican Folklore dancers
- o Channel 12 mascot
- o Sherman Heights Elementary: talent show performance
- o Brooklyn Elementary: MLK production
- o Karate exhibition (kids from recreation center)
- o Games: astrowalk, spin art, face painting
- o food booths: $15.00 non-profit groups and $30.00 for profit organizations.
- o Recreation Center will sell all beverages to raise money for uniforms.
- o Captain Health

Marketing/Outreach

- o Reporter Golden Hills, February edition
- o Posters in community grocery stores
- o La Prensa February,14
- o San Diego Monitor, February 3
- o PSA's to community radio stations (week of February 10)
- o 20 posters in area stores & restaurants
- o 5,000 fliers distributed through:
  - *Sherman Elementary Students
  - *Brooklyn Elementary Students
  - *New Life Head Start
  - *Neighborhood Outreach Programs
  - *Local Grocery Stores will include flier in groceries.

GENERAL

District Four staff will be on hand to discuss relative County departments with residents.

Staff will work the Fair in shifts of two: 10:00 A.M.-1:00 P.M. and 1:00 P.M.-4:00 P.M.

Certificates of Appreciation will be presented to each participant in the Fair on behalf of LLW "Fourth District Supervisor"

Large County map will be on hand for residents to locate "where they live" in the Fourth District.

All County booths are contiguous to one other. We currently have 6 County booths confirmed.

The Golden Hills Certified Development Corporation is co-sponsoring the event. Their Board consist of: Christopher Glen (CAO's office), Gail McCloud (former Council candidate), Barbara Storey (Reporter Golden Hill), Paul Beddington, Dorene Edwards, Judy Foreman (owner of the BIG Kitchen) Debra Connors and Bob Grinchuck.

Our Role Should be minor?
- This approach should have begun weeks ago

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  - Volunteer Services
  - Alcohol/Drug Services
  - Maternal/Child Health
  - Foster parent recruiting
  - Teen Parent Program (GAIN)
  - Animal Control (pending)
  - Hazardous Materials Mangmt.
  - Records

possible volunteers manning booths

- LLW -

- o Employment Development Department
- o Private Industry Council
- o Human Relations Commission
- o Chicano Federation
- o Golden Hill Trash Tigers
- o I love a Clean San Diego
- o Police Department (McGruff crime dog)
- o DARE/CRASH Programs
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- o Neighborhood Outreach Senior Services
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- o UPAC
- o ESL Booth
- o Fire Department
- o Head Start
- o Bookmobile
- o Pathfinders
- o Urban League

- do we need to bring our own tables/chairs/canopy YES
- set up time - 10:30
- reserve spot to hang sign on fence

Entertainment

- o Mariachi group
- o Magician/M.C.
- o Jojo the Clown (balloon art)
- o Mexican Folklore dancers
- o Channel 12 mascot
- o Sherman Heights Elementary: talent show performance
- o Brooklyn Elementary: MLK production
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- o Games: astrowalk, spin art, face painting
- o food booths: $15.00 non-profit groups and $30.00 for profit organizations.
- o Recreation Center will sell all beverages to raise money for uniforms.

Marketing/Outreach

- o Reporter Golden Hills
- o Fliers to go home to parents of Sherman & Brooklyn Elementary school students.
- o Posters in community grocery stores
- o La Prensa
- o San Diego Monitor
- o PSA's to community radio stations
- o 300-400 projected attendance

FYI

District Four staff will be on hand to discuss relative County departments with residents.

? Certificates of Appreciation will be presented to each participant in the Fair on behalf of LLW "Fourth District Supervisor"

? Large County map will be on hand for residents to locate the Fourth District and where they live.

BOOTH

- LLW BID
- LLW SIGN/PHOTO
- 4th DISTRICT MAP - GRAPHICS - REMARK ~~SIG~~ MAP - New Bound.
- SIGN-UP SHEET
- CONTACT COMMUNITY INVOLVEMENT — sending 2 pieces C/I lit + apps
- BOARDS + COMMISSIONS
- BOARD INFO
- COUNTY NEWSPAPER