



Newsletter

June 2009

The Many Benefits of Shopping Locally



With the continuing effects of the recession, it has never been more important for residents to make the extra effort to shop locally whenever possible. Specifically, buying local helps the local economy by keeping sales tax dollars in the community. The Palos Verdes Peninsula Chamber of Commerce, and its business partners have teamed together to encourage support of local businesses. Through their Peninsula Privileges Card, one can secure savings, special offers and rewards at participating local businesses. The Peninsula Privileges Card is available free at City Hall or through the Chamber. The Chamber will soon offer the program online at their website www.palosverdeschamber.com. Please contact the Chamber with any questions at (310) 378-8111.

*Benefits of buying local include:

- **Your dollar stays in the community and is used to make purchases from other local business.**
- **It supports local non-profits; studies show that small-business owners contribute an average of 250% more in donations than larger businesses.**
- **It reduces travel for purchases and deliveries, thus reducing environmental impacts.**
- **It helps retain and create local jobs.**

We encourage residents to buy local and visit the PVE businesses in Lunada Bay Plaza, Malaga Cove Plaza and other Peninsula commercial centers to learn more about the services they offer. Remember, your choice to buy local further supports this treasured community on the hill.

*Information taken from "Buying Local is Good For You" By David Lillard, Published by Blue Ridge Press.

Palos Verdes Estates City Council

Mayor..... Ellen Perkins
 Mayor Pro Tem.....Rosemary Humphrey
 Councilmember.....George Bird
 Councilmember.....James F. Goodhart
 Councilmember.....John Rea
 Website www.palosverdes.com/pve
 Email City Hall at CityClerk@pvestates.org

Regular City Council meetings are held the second and fourth Tuesday of the month at 6:30 p.m. for study and closed session and 7:30 p.m. for the regular agenda. Regular Planning Commission meetings are held the third Tuesday of each month at 6:30 p.m. The Parklands Committee meets the second Monday of the month at 7:30 p.m. The Traffic Safety Committee meets the second Wednesday of the month at 4:00 p.m.

Meetings are held in Council Chambers - 340 Palos Verdes Drive West. All agendas for City Council, Committee and Commission meetings are posted on the City Hall bulletin boards at least 72 hours before the meeting. For more information call City Hall at (310) 378-0383. Fax: (310) 378-7820

Palos Verdes Independence Day Celebration

Moves to Lunada Bay School



Due to the renovation of the Malaga Cove School site this year, the Palos Verdes Independence Day Celebration will be held at a new venue on the grounds of Lunada Bay School, 520 Paseo Lunado, Palos Verdes Estates. The festivities, free to the public, begin Saturday, July 4th at 9:45 a.m. with the strains of patriotic music, and entries into the Apple Pie Contest. The children's decorated bike, wagon and scooter parade is at 10:00 a.m., followed by Jim Gamble's puppet show.

The formal program will begin at 10:30 a.m. with the presentation of colors and recognition of participants in all branches of the

armed services. This year's Kenneth Norris Heritage Award recipient, and keynote speaker, is well-known financial writer and Peninsula resident, James Flanigan. Ed and Pat Long, Peninsula residents and founders of H.E.L.P., a community-funded, non-profit information resource for older adults, will receive the Van Dine Family Americanism Award.

More patriotic music by Jim Sitterly and his band, and family games for all ages, will follow the program. Everyone is welcome to bring picnics to enjoy on the lawn.

Celebrating its 48th year, the Palos Verdes Independence Day Celebration is a non-profit organization founded by the late Brian and Denise Hardwick to celebrate America's Birthday with an Old Fashioned Fourth of July community event. The committee is composed of local residents with assistance from the City of Palos Verdes Estates. For general information, call (310) 375-3455.

Overview of Public Tree Regulations and Role of City Forester

Much of the beauty of Palos Verdes Estates is due to the trees, which grow in our extensive parklands and line our City streets. The City's Tree Management Policy recognizes that both the abundance of mature trees and beautiful views contribute to the City's special character. The policy defines a procedure by which residents may request trimming or removal of view-encroaching trees on Parklands, or within public right-of-way.

The City's Forester, Carl Mortiz, manages this public resource and his role is to maintain the trees in a safe and healthy condition. He is a certified arborist having completed the Urban Forestry Academy and Registered Consulting Arborist Academy. Carl also serves the Parklands Committee with his expertise in

park and public right-of-way design, fire and safety weed abatement, tree planting and removals.

Every street in the City has a designated street tree, fulfilling a concept established by the original city planners. A list of designated street trees, developed by the Parklands Committee and City Council, is available at City Hall. Each year, under the Forester's direction, the City trims selected street trees for health, safety and traffic clearance. Residents who wish more frequent or aesthetic trimming may obtain a no-fee City permit and follow City pruning standards. Guided by the Tree Management Policy, removal or planting of trees on Parkland, or within city right-of-way, must be approved by the Parklands Committee, City Forester or the City Council before work begins. Under special circumstances, this work

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Overview of Public Tree Regulations and Role of City Forester

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may be approved and completed at the applicant's expense. Unauthorized topping or removal of a City tree is unlawful and a violation of the City Code.

Please note that the planting of vegetation/trees on private property is regulated by the Palos Verdes

Homes Association. This includes a process for the trimming of view-encroaching vegetation/trees planted on private property.

For more information, please contact the City at (310) 378-0383.

Water Conservation: How You Can Help



California's main water sources have been severely impacted by record dry conditions. The state is already using our reserves to supply our everyday water. With summer approaching and our

current serious water situation, we encourage you to follow these simple conservation tips.

Conservation Tips

Around the Yard

- Use only as much water as your yard needs. If your grass springs back when you step on it, it doesn't need to be watered. Check out www.bewaterwise.com for a watering calculator to determine how much water you need.
- Check your sprinkler system for leaks, overspray and broken sprinkler heads. Don't water the sidewalks or the gutter.
- Replace a portion of your lawn with California friendly, drought-tolerant plants. This alone may save up to 1,800 gallons per month.
- Install a "smart" sprinkler controller that

determines the correct amount of water, based on your plants and weather conditions.

- Instead of using a hose to wash your car, use a bucket and low-flow spray nozzle.
- Use a broom to clean sidewalks and driveways instead of a hose. This saves up to 150 gallons of water.
- Water your yard before 8:00 a.m. to reduce evaporation and interference from wind.
- Save hundreds of gallons of water a year by using organic mulch around plants to reduce evaporation.

Around the House

- Check your faucets, plumbing joints and sprinkler systems to make sure you aren't wasting water. A leaky faucet can waste up to 20 gallons per day.
- Shorten your showers. Even a two-minute reduction can save you up to 700 gallons of water per month.
- Turn off the water when you're not using it, while brushing your teeth, washing your face or taking a shower.
- Don't use the toilet as a waste basket.

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Water Conservation: How You Can Help

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- Running only full loads in the dishwasher and washing machine can save you up to 800 gallons per month.
- The most water-consuming machine in the house is the washing machine. By replacing it with a high-efficiency model, you can conserve water and energy.
- Upgrade to an Ultra-Low-Flush or High-Efficiency Toilet, which use 1.2-1.6 gallons per flush as compared to older models that use 7 gallons per flush.

Talk to your family and friends about saving water. If everyone does a little, we all benefit a lot.

There are a number of indoor and outdoor water conservation programs available through West Basin Municipal Water District and So Cal WaterSmart. Be sure to take advantage of these programs. Contact SBESC for more information about these programs. Call (310) 371-7222 or visit www.sbesc.com.

National Night Out - August 4th

The Palos Verdes Estates Police Department and Neighborhood Watch are once again promoting National Night Out (NNO), which will be held in neighborhoods around the city on **Tuesday, August 4th from 6 pm – 9 pm.**

What is National Night Out? It's America's Night Out Against Crime! This will be the "25th Annual National Night Out," a unique crime/drug prevention event sponsored by the National Association of Town Watch (NATW). NNO is designed to heighten awareness of crime, drug and violence prevention, and to strengthen neighborhood spirit and police-community partnerships in our fight for a safer nation.

PVE block parties will be hosted in homes throughout the City and will feature cookouts, flashlight walks, ice cream socials, and contests. There will also be a caravan with City Officials and crime dog, Officer McGruff, visiting block parties throughout the city.

For further information, please contact Laurie Slawson, Police Department Community Relations Officer, at (310) 378-4211.

PVTC Presents Summer Junior Program

The Palos Verdes Tennis Club is looking forward to another Summer Junior Program. Junior workouts are a fast paced and fun way to introduce tennis to beginners and for intermediate players to hone their skills. All workouts are on a drop-in basis for those families with busy summer schedules.



Pee Wee, ages 3 to 5, meet Tuesday and Thursday from 3:30 to 4:00 p.m. The cost is \$10.00 per class.

Racquet Rookies, ages 6 to 9, meet Tuesday and Thursday from 4:00 to 5:00 p.m. The cost is \$15.00 per class.

The Intermediate/Advanced, ages 10 to 16, meet Monday and Wednesday from 4:00 to 5:30 p.m. The cost is \$20.00 per class.

There is a \$1 per class discount when you buy a book of 10 workout tickets.

The Palos Verdes Tennis Club is located at 3303 Via Campesina, and is open 7 days per week. Please call (310) 373-6326 or stop by the club for more details.

Annual Dog Vaccine Clinic

The City of Palos Verdes Estates and the Los Angeles County Department of Animal Care and Control will once again hold its annual low-cost Dog Vaccination Clinic on the parking deck at Palos Verdes Estates City Hall, 340 Palos Verdes Drive West, from 6:00 p.m. until 7:30 p.m. on Thursday, July 9th.

The Low Cost Vaccine Packages include:

- Dog Combination #1 - \$31.00 Rabies, 6-in-1 (DHLPP) & Bordetella
- Dog Combination #2 - \$25.00 6-in-1 (DHLPP), Bordetella
- Dog Combination #3 - \$20.00 Rabies, 6-in-1 (DHLPP)

Individual Vaccine Prices:

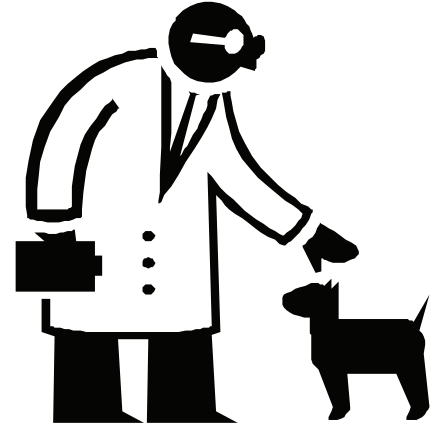
- Rabies \$ 6.00
- 6-in-1 (DHLPP) \$14.00
- Bordetella \$11.00

There will be no cat vaccinations at this clinic.

For all vaccinations, please make checks payable to “Los Angeles County.”

Also available at the July 9th clinic is “AVID” microchip registration for a fee of \$6.00. Microchips are injected beneath the skin between the shoulder blades and cannot be felt or seen. They contain an ID number and can be read by shelters to identify a pet. The chip **does not** replace the need for a City-issued dog license (see info below), but provides an additional way to identify your pet, especially if it is transported to a County shelter. The City does not subscribe to the AVID registration database. We are offering the microchip as an additional benefit to our residents.

Please be sure to have your dog on a leash and please be prepared to clean up after your pet. We look forward to seeing you there!



Dog License Renewal for July 2009 thru June 2010

City Hall will be open on Thursday evening, July 9th from 6:00 p.m. until 7:30 p.m., in addition to its regular daytime hours, in order to accommodate those who would like to renew their dog's license. Please be prepared to write a separate check payable to the “City of PVE”. You will also need to bring a copy of your dog's current rabies certificate (it must be valid through June 30, 2010), and/or the certificate of sterilization if the renewal form does not reflect the information.

Fees:

Spayed or Neutered	\$12.00
Unaltered	\$24.00
Late fee charged after 08/31/09	\$10.00

Dogs must be on a leash and accompanied by an adult at all times.

Next Community Forum – Monday, July 27th

The next City-wide Palos Verdes Estates Community Forums will be held:

- **Monday, July 27th at 6:30 p.m.**
- **Monday, November 2nd at 6:30 p.m.**
- **Tuesday, February 2nd at 6:30 p.m.**

Forums will be held at Palos Verdes Estates City Hall located at 340 Palos Verdes Drive West.

In order to enable additional flexibility in conducting these meetings, only two of the five members of the City Council will participate in each forum. This is necessary to ensure compliance with the State Open Meetings Law -- commonly known as the Brown Act.

In addition to regular Council meetings and calling City Hall directly, the Community Forums provide an additional opportunity for you to interact with the leadership of the City. If there is an issue you would like to discuss with the Mayor, another Councilmember or the City Manager, please plan to attend the next PVE Community Forum at 6:30 p.m. on Monday, July 27th.

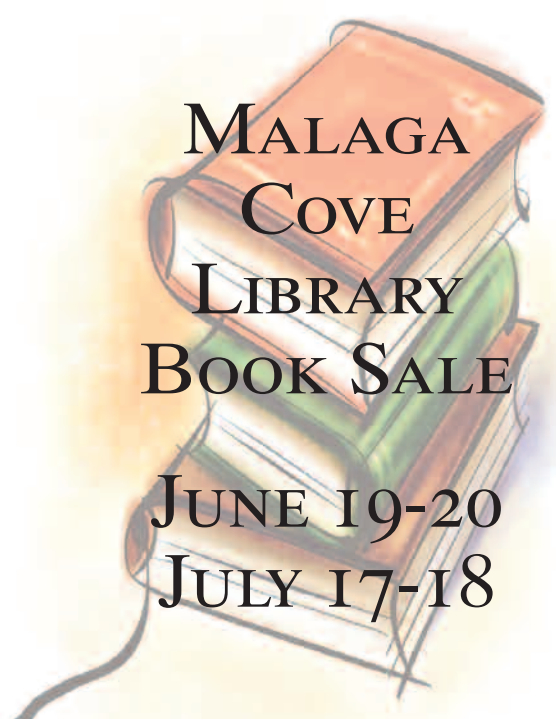
As was the case with the first forum, the July 27th forum will begin with some brief introductory comments from the Mayor and we will then move on to issues of importance to audience members. Do keep in mind that residents certainly do not have to wait for a Council meeting or a community forum to bring items forward. For day to day issues that arise or for service requests, please feel free to call the City directly.

For additional information on any of the above, please feel free to contact City Manager Joe Hoefgen at (310) 378-0383.

Council Agendas Available

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To enhance service to residents, City Council agendas are posted at City Hall, 340 Palos Verdes Drive West and the Golf Club Pro-Shop, 3301 Via Campesina, and agendas and related materials are placed at the Malaga Cove Library, 2400 Via Campesina, by the Saturday morning preceding the Tuesday evening City Council meeting. Agenda and staff reports are also available online on the City website at www.palosverdes.com/pve. If you are interested in subscribing to the Agenda, please join the list-serve on our website by clicking on *City Council* and then on *Join the E-mail List Server*.



A Note from PVE-CARES

Concerning Credit Card Disputes

State and federal laws give you the right to dispute credit card billing errors and have them corrected. The following will explain how to handle billing disputes with your credit card company. Billing errors include: (1) A purchase you did not make or authorize; (2) Charges for goods or services that you did not receive or refused to accept; (3) Payments made that were not credited to your account; (4) Bills that contain mathematical errors.

How do I correct errors? Write to your credit card company within 60 days of receiving a statement with a billing error. Send your letter to the address listed on your credit card statement for billing errors and inquiries. Include your name, account number, and the date and amount of the error. Explain in your letter why the billing is wrong. Request proof of purchase, if that is the issue. Send your letter certified, mail return receipt requested, for proof of delivery.

Do I have to pay the disputed amount? No. You can withhold payment of the amount in dispute, and the finance charge on that amount, until the card company settles the dispute. You must pay the amounts that are not in dispute.

What the credit card company must do: They must acknowledge receipt of your letter within 30 days. Within 90 days, or two billing cycles, they must investigate your dispute. They must correct their mistake, or explain to you in writing, why the bill is correct. If you request proof of a purchase, they must provide it to you. If they don't follow these procedures, they cannot collect the amount you disputed or charge interest on that amount. They cannot close your account just because you file a dispute.

Can the credit card company take action against me if I refuse to pay? They can begin normal collection activities such as referring the disputed

amount to a collection agency, or suing you in court. If you are contacted by a collection agency, send them a letter explaining why you feel you do not owe the money. A collection agency must stop contacting you if you send them a letter telling them not to contact you again. Send all letters by certified mail. If they file a suit against you, you should seek legal assistance. If you file an answer to the lawsuit, you can appear in court and explain why you feel the billing is wrong. The credit card company can only report you to a credit-reporting agency if: (1) You actually owe the amount you disputed, or (2) They sue you in court and win. **For more information, you may call (800) 593-8222 or go to www.dca.lacounty.gov.**



Mark your calendars now for these important PVE-CARES event dates:

Tuesday, June 23rd 10:30 a.m. – 11:30 a.m. at St. Francis Episcopal Church

“An Insider’s Tip On Smart Giving” Presented by local resident, and co-founder of H.E.L.P. and KEEP-SAFE, Ed Long.

Thursday, July 16th 4:30 p.m. – 6:00 p.m. at Lunada Bay Park

“Music from the 40’s and 50’s” Performed by Chausee’s Big Band.

Thursday, September 10th 10:30 a.m. – 11:30 a.m. at Palos Verdes Golf Club

“Senior-Related Health Issues” Presented by Little Company of Mary Hospital.

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