

# This Month at El Cajon CDC

## Lend A Hand Saturday Morning Clean-up

### February 23, 2008



Derek Smith of San Diego E-Waste and Jeremy Culimore collect electronic waste that will be properly recycled instead of ending up in landfills.



Kathy and Alan Carmichael helped collect 606 gallons of trash from Park Avenue and Parkett Lane.



Kenneth Douglas and Cornelius Bauser from Charity Apostolic Church were two of the 36 volunteers who turned out for the clean-up.



I Love A Clean San Diego is a proud partner of our Saturday Morning Clean-ups. Natalie Roberts shares information about her organization with resident B.J. King.



Another great event of El Cajon CDC  
168 East Main Street Ph: (619) 401-8858  
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## Staff Training

### Developing Major Gifts – Part 4 of Certificate in Fund Raising Management course

#### Attended by Chapin Cole and Dustin Slack

Presented by the Philanthropy School at Indiana University, hosted by the San Diego Foundation, the last of a four part series, “Developing Major Gifts” was an overview of methods and strategies for engaging major donors. The training consisted of techniques and tips to use when working with major donor prospects. It reviewed the cycle that goes in to place, starting from identifying major donors and ending with a renewal of their gift. We also participated in role playing exercises in which we did practice cultivation sessions and solicitation meetings. The training was a great overview of best practices when working with major donors.

## El Cajon CDC Happenings

### Streetscape

The City of El Cajon has started the Main Street and Magnolia Avenue Corridor Improvement Project. The project will include new landscaping, street lights, additional crosswalks and new sidewalks. During this time the local merchants will be open for business. To aid the businesses, parking maps and signage have been provided to ensure a steady flow of shoppers during redevelopment. The El Cajon CDC is taking all steps necessary to prevent disruptions to business and the Ambassadors are making rounds to aid communication between all of those involved or affected by construction.

### Lend A Hand

February's Saturday Morning Clean-up was held on Park Avenue and Parkett Lane. Despite threats of rain, 36 volunteers turned out to tidy up their neighborhood. Volunteers collected 606 gallons of trash and 300 lbs of electronic waste for San Diego E-Waste. I Love A Clean San Diego was also on hand in support of the El Cajon CDC's efforts. The biggest challenge in the area is graffiti but volunteers were able to report 30 instances of graffiti, which will be removed by the City of El Cajon.

### Ambassador Truck

In September of 2007, the El Cajon CDC made a plea for a new truck for the Ambassador program. Greg and Gary Kaminsky, owners of Toyota of El Cajon came to the rescue donating a brand new 2007 Toyota Tundra on a three year lease.

The 2007 Toyota Tundra received a newly redesigned vehicle wrap, printed and applied by Attention Getters Design and sponsored by Executive Health Consultants. The vibrant blue and yellow wrap is designed to be very visible and easily recognizable. And to keep the truck free of dents and dings, Full Metal Jacket of Mission Beach donated a spray-on bed liner.

Our deepest thanks to Toyota of El Cajon, Attention Getters Design, Executive Health Consultants, and Full Metal Jacket for making such a generous donation possible! The new Ambassador truck can be seen patrolling within the boundaries of Downtown El Cajon, so be sure to watch for it. Give a wave or say hello when you see one of our Ambassadors.



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## Wisconsin Cottages

February brought the deadline for applications to purchase one of the seven Wisconsin Cottages homes. The initial interest list of nearly 300 people yielded 80 applicants, half of which were unable to meet the qualifications. Because only 20 of those applicants submitted the necessary paperwork on time, the deadline was extended to February 15. This allowed 20 more completed applications to be submitted for review to Community HousingWorks. Currently, Community HousingWorks and the City of El Cajon are reviewing applications for the drawing. The drawing is expected to take place on March 11, provided enough candidates are approved. Stay tuned to find out who will win the lottery to purchase one of the new Wisconsin Cottages!

## Staff Kudos

The El Cajon CDC is pleased to announce the addition of five new employees to our staff. Theresa Rittenhouse has come onboard as the Human Resources and Accounting Associate, and Dan Tomasi has also joined our office as the Housing Coordinator. The Clean and Safe Team has picked up Jay Slade as Technician, as well as two new Ambassadors: Harry Price and Philip Meyer. Read on and get to know the newest CDC staff members.

Theresa was referred by Michelle Brown, HR and Accounting Coordinator and has work experience in both bookkeeping and human resources. Theresa says she is excited about being a part of growth and change in Downtown El Cajon. She's also thrilled about the news that her daughter and son-in-law are expecting their first child, which will make her a grandmother this May.

Dan Tomasi has over ten years of experience in operating and building real estate organizations. Dan specializes in market research, project feasibility, project due diligence, land entitlement, project planning, risk management, marketing, liaising with banks, state government, city staff, principals, and

brokers, site inspection and quality control, budget analysis, fund control management, contractor management, and contract negotiation. Dan moved to San Diego from Florida after graduating from The University of North Florida where he was a double major in Marketing and Business Management. He now resides in Pacific Beach with his wife Julie and their daughter Mia.

As part of the Clean and Safe Program, Jay, Harry, and Phil have very active roles keeping Downtown El Cajon in tip-top shape. Jay, who loves working with people and playing basketball or billiards, is ready for the challenge. He's looking forward to putting his wide range of work experience to use and working outdoors as a Clean & Safe Tech.

Harry is a current resident of El Cajon and is married with three children and six grandchildren. Harry is retired from the Central Ohio Transit Authority of Columbus, Ohio. He Drove a city bus in Columbus for 24 years before retiring in 2007. His experience interacting with the public makes Harry perfect as an Ambassador.

Phil, with 30+ years as a restaurant manager, is used to being on his feet and working with the public- two necessary qualities for any Ambassador. He decided to become involved with the El Cajon CDC after watching the development happen over the years. In his spare time, Phil enjoys gardening, football, boating and travel.

We look forward to working with these five new members who are sure to bring their positive spirits and various experiences to benefit Downtown El Cajon. Welcome Aboard!

Along with gaining 5 new employees, the El Cajon CDC said goodbye to Resource Development Associate, Dustin Slack. Dustin will be pursuing his own business ventures and we look forward to keeping up with his developing plans. Our thanks and best wishes to Dustin!



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## We would like to thank our recent Donors

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