



# Moraga

## Civic News

### Public Meetings

#### Town Council

Wednesday, March 23, 7:00 pm  
Joaquin Moraga Intermediate School,  
1010 Camino Pablo

#### Planning Commission

Monday, March 21, 7:30 pm  
Moraga Library, 1500 Saint Marys Rd

#### Design Review

Monday, March 28, 7:00 pm  
Moraga Library, 1500 Saint Marys Rd

#### Liaison

Friday, April 8, 8:00 am  
Fire Station, 1280 Moraga Way

Check online for agendas, meeting notes and announcements

#### Town of Moraga:

www.moraga.ca.us

#### Chamber of Commerce:

www.moragachamber.org

#### Moraga Citizens' Network:

www.moragacitizensnetwork.org



## Police Report

**Theft at T.J. Maxx, 3/06/11** Officers discovered that unknown suspects entered the closed clothes store without leaving any signs of force, turned off the alarm and disabled security monitoring equipment, then entered a locked safe to remove cash. Police gathered physical evidence and are pursuing an investigation.

**Very suspicious mail, 3/05/11** A 91-year-old Donald Drive resident contacted police to alert them to a letter she received stating she had won the "North America Consumer Promotion Draw" and just had to send in a check for \$950 to cover the state tax on her \$9,851.80 grand prize. The smart senior correctly identified the letter as a scam that originated in Canada. Local banks and post offices were advised to be on the lookout for additional elderly contest winners.

**Fight over chore completion, 3/05/11** A mother and her 12-year-old son were arguing about chores, no physical contact was made. Police arrived to break it up and both parties agreed to avoid each other for the duration of the afternoon. Some things never change, but which party called the cops?

**Loud exercise equipment, 3/03/11** Cops responded to a complaint about loud noise generated from exercise equipment coming from an Ascot Drive Apartment. Apparently the complaining neighbor had spoken with the work out fans, but the excessive noise continued. Oddly enough when police knocked on the door of the exercise aficionados - they weren't strong enough to answer the door.

**Attempted booze theft, 3/02/11** Two young men, ages 19 and 20, were detained for shoplifting from Safeway. They concealed alcoholic beverages on their persons, police blotter lingo, and left the store without paying. Alert staff placed them under citizen's arrest and called the authorities.

**2/26/11** Moraga police and the fire department responded to a call in Sanders Ranch of an apparent heroin overdose. The mother of the twenty-year-old male started CPR in the driveway, and he was transported to Kaiser. A friend of the young man appeared slightly disoriented and confused - concerned officers asked to search his vehicle. 375 unopened and six open and apparently used hypodermic needles were found in the car. The subject was arrested for being under the influence of a controlled substance and possession of paraphernalia and his car was towed.

## Spring is in the air...

And that means increased activity in our Lamorinda real estate market. If a move is in your near future please give me a call. As a Lafayette resident and area specialist, I can give you expert advice and help guide you through a successful real estate transaction.

Free Market Analysis.  
Complimentary Staging.

**(925) 588-4300**  
www.JulieBarlier.com



**JULIE BARLIER**  
Extra Effort. Extraordinary Results.



**Julie Barlier**  
jbarlier@rockcliff.com  
DRE#01829339

## Economic Development: "Boots on the Ground"

By Sophie Braccini

"It's time to put boots on the ground," said Economic Development Team member Renee Zeimer during the Team's presentation at the Moraga Town Council meeting on March 9. The Team hit the ground running upon its inception last October, surveying residents, analyzing existing data, and engaging property owners, businesses and developers. But studying the situation is not enough; the Team wants an action-oriented body that will assist it in meeting its goals. The Council thanked team members for their work and approved the creation of an ad-hoc public committee.

The Revenue Enhancement Committee created the Economic Development Team at the end of 2009. It is composed of three volunteers who give the Town about 10 hours of work a week to promote the economic health of the community. In addition to Zeimer, the Team includes Mary Coe and Rich Larsen. They were given two additional goals for 2011: 1) to create a Town-wide commercial ordinance that streamlines community supported

retail, office and other commercial business; and, 2) to assist in the revitalization of the Rheem Valley Shopping Center and adjacent commercial areas.

Town Manager Jill Keimach explained the issue during a conversation last February. "In Moraga there is huge uncertainty, from an applicant's point of view, about how long the process will take for businesses applying for a permit," she said, "We need to define the permitted uses that the community wants and streamline the process for those businesses. Then for other types businesses, the potential business owners will know that they will have to engage in a lengthier permit process that includes public comment and review."

Defining these permitted uses and drafting that ordinance is one of the Team's goals. "We ask the Town Council to approve the creation of an Economic Development Action Committee," said Zeimer, "this new committee will assist in outreach to and inclusion of property owners, existing and prospective businesses, and the community at-large." According

to its charter, the Committee will not only assist in drafting a commercial ordinance, it will also recommend strategies for the revitalization of the Rheem Center.

"We would like to conduct a town-wide visioning process to discuss the future of the Rheem Center," explained Zeimer, "and to do so we are thinking about using Appreciative Inquiry (AI) techniques." The basic idea of AI inventors David Cooperrider and Suresh Srivatsa is to build organizations around what works, rather than trying to fix what doesn't. They claim that organizations that try to appreciate what is best in themselves will identify more and more of what is good, while those that focus on dysfunctions will reproduce the problems.

The Council approved the creation of the Action Committee and decided it may have as many as 13 members, including up to four members of the community at large. The Council will be represented on the Committee, which will meet monthly, by Ken Chew and Howard Harpham.

### Economic Development Survey

Moraga residents were recently asked by the Economic Development Team to complete an anonymous, voluntary, online survey; 439 residents participated:

31% were ages 35- 44; 26% were 45-54; 16% were 55- 64; and 21% were 65 or older. 65% of the respondents were female, 59% had kids living at home.

The survey asked questions regarding where residents get their information about the Town (86% of respondents cited the Lamorinda Weekly), and included open-ended questions about the retail experience and business climate in Moraga. More varied restaurants, a sports bar, a Trader Joe's (or other produce market), and a bookstore were among the types of retail suggested. As far as revitalization is concerned, many residents highlighted the need for a vision, a business-friendly atmosphere in town, and more attractive, student-friendly stores.

## Women's History Month

By Sophie Braccini

"March is 'Women's History Month;' celebrated each year, worldwide, it highlights the contributions of women to society," Margaret De Priester told the Moraga Town Council. "It began in Sonoma County when, in 1979, the County Commission on the Status of Women initiated a 'Women's History Week', with

class projects that focused on the accomplishments of women in

our country." De Priester added that the popularity of women's history celebrations continues to spread across the world, as more people become aware of the contributions of women and girls.

"The White House, on the first day of this 2011 Women's History Month, released a report from the Progress Commission, which it calls 'the first comprehensive federal report on the status of women in almost 50

years'" added De Priester, a former mayor of Moraga and co-archivist of the Moraga Historical Society. "I would suggest that the Council declare the month of March 'Women's History Month' in Moraga as well."

"I thought that (De Priester's) proposal was wonderful and timely!" said Mayor Karen Mendonca after the meeting. "We are preparing a proclamation to be read at our next Town Council Meeting."

Women's History Month comes on the heels of International Women's Day (March 8), which was celebrated for the 100th time this year. That commemoration was born in Eastern Europe and Russia at the beginning of the 20th century and became more popular in the west when the United Nations invited member states to proclaim March 8 a day for Women's Rights and International Peace.

**MORAGA PARKS & RECREATION**  
925-888-7045 • www.moraga.ca.us

**Time to sign up for the following:**

- Youth Splashball - April 17-June 26
- Moraga Triathlon - www.moragatri.com
- Youth Spring Break camps - April 4-8

**Providing Insurance and Financial Services**

It's no accident more people trust State Farm.

**Mike Rosa, Agent**  
Insurance Lic. #: 0F45583  
1042 Country Club Drive, Moraga  
**925-376-2244**

LIKE A GOOD NEIGHBOR STATE FARM IS THERE.®

PO40036 02/04 State Farm Mutual Automobile Insurance Company (Not in NJ), Bloomington, IL

**BAD INC. Bay Area Drainage, Inc.**

**Have You Checked Your Crawlspace Lately?**

- French Drains
- Underfloor Drains
- Downspout Systems
- Subdrain Systems
- Sump Pumps
- Retaining Walls
- Pavestone Driveway & Walkways

**A General Engineering Contractor Locally owned and Operated Contractor LIC # 762208**

**925•377•9209**

visit our website  
**www.bayareadrainage.com**

**DIAMOND CERTIFIED**

**LeapFrog Plumbing**

Going green takes more than luck - LeapFrog helps you make good decisions that make good green sense. **If you gotta go... go green!**

**Green Solutions!**

- Gas, Water & Sewer
- Emergency service
- Repairs & installation
- Video sewer inspection
- Copper re-piping
- Preventive checkups
- Design & remodeling
- Tankless water heaters

**\$50 off** Low-flush toilet installation\* **+ \$50 EBMUD rebate**

**\$200 off + \$300 tax credit!** tankless/hybrid water heater installation\*

**FREE ESTIMATES & CONSULTATIONS** (They're always free!)

\*1 coupon per service, exp. 4/15/11

**We Hop To It!**

Family-owned and serving Lamorinda since 1993

**(925) 377-6600**  
www.LeapFrogPlumbing.com

CA Lic 929641 VISA