

LA JOLLA LIGHT

Joe La Cava hired to help expedite the proposed MAD

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Joe LaCava *Courtesy*

Long-time community activist Joe LaCava has been retained by the La Jolla Community Foundation to assist in the final steps for securing approval of the La Jolla Maintenance Assessment District (MAD).

“Given Joe’s experience as co-founder and manager of the Bird Rock MAD, he is the right person at the right time to coordinate our efforts to achieve consent,” said Phyllis Pfeiffer, chair of the Foundation.



Bill Tribolet

LaCava will work closely with Enhance La Jolla steering committee chair Mark Dibella and board chair Bill Tribolet. He will also synchronize efforts with consultants Civitas and MJE Marketing, whose fees have also been underwritten by the La Jolla Community Foundation, so that Enhance La Jolla will not owe money to the City of San Diego for formation of the MAD.

Enhance La Jolla is an organization dedicated to the maintenance and physical improvement of the Village of La Jolla. Currently being established as a 501(c)3 not-for-profit organization, Enhance La Jolla will be managed by La Jolla property owners and other community stakeholders to ensure the Village remains the jewel of San Diego.



“I am excited to be joining this effort as we take the last remaining steps to form the La Jolla MAD,” LaCava told *La Jolla Light*. “Once underway, this will not only bring the transformational changes that we saw in Bird Rock, but it will also build community as institutions, commercial property owners, and residents work together for the betterment of the Village.”

The La Jolla Community Foundation, an affiliate of the San Diego Foundation, was established in 2009 to enhance the aesthetic character of the community through funding of public art, landscape and architectural improvements.

Mark Dibella *Courtesy*