



This publication is meant to give you the latest and greatest news and information from around the City.

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SECTION 1 EDCO COMMUNITY GRANTS PROGRAM ACCEPTING APPLICATIONS

Applications for Imperial Beach Community Grants Program are now available for the 2011-2013 fiscal years. Non-Profit Organizations serving the Imperial Beach community are invited to submit applications requesting financial assistance.

This is the eleventh year the program has been made possible by a generous \$10,000 donation from EDCO Disposal Corporation, intended to fund city beautification and quality-of-life programs. In years past, these grants have been used for environmental protection, economic development, youth and senior services, and community outreach programs.

Recipients of the current year's grants will have a focus in the following areas: environmental protection, neighborhood revitalization and economic development.

Applications will be judged on specific criteria relating to these areas as outlined in the application guidelines. **Priority will be given to new proposals or those with a unique twist on an existing program.** The deadline to submit applications is 5:00 p.m., November 14, 2011. For more information or to receive an application, please contact Michelle Posada, in the City Manager's Office, at (619) 423-8303. You may also obtain an application from our website at www.cityofib.com.

SECTION 2 THE BIG POUR

Click [HERE](#) to view the 10 News Broadcast

Wednesday was a big day for Imperial Beach and a future hotel as 400 truckloads delivered over 4,000 cubic yards of concrete to form the base for the hotel and its underground parking. The pour into the hotel's base used the longest boom pumper in North America with a span of 270 feet. The trucks started running by 5:00 a.m. and finished around 6:00 p.m., but construction people worked until about midnight smoothing and leveling the surface.

Thanks to Rafael Adame who was at the site by 4:30 a.m. to ensure that work was done to

meet building standards. He monitored the progress throughout the day.

And thank you to Public Works, Public Safety and the Sheriff for the planning and operational oversight on traffic and safety.



SECTION 3 RIDESHARE WEEK AND WALK/BIKE TO SCHOOL DAY

The SANDAG Board of Directors has proclaimed October 3 to 7, 2011, as Rideshare Week to encourage alternatives to driving alone. The Board of Directors also has proclaimed October 5, 2011, as Walk and Bike to School Day. iCommute, the SANDAG Transportation Demand Management program, will be promoting alternative commutes throughout October.

We would like to ask all residents to show support for ridesharing, walking, and biking in Imperial Beach.

The City of Imperial Beach encourages schools and families to participate in [Walk and Bike to School Day](#) and enroll in the [SchoolPool](#) program.

For more details, visit <http://www.icommutesd.com/> and click on Events. Contact Deborah Jones at (619) 699-6988 or djo@sandag.org for Rideshare Week questions or contact Antoinette Meier at amei@sandag.org or 619-699-7381 for Walk and Bike to School Day questions.

SECTION 4 GREATER SAN DIEGO VISION WORKSHOP

San Diego is a great place to live. But change is coming! Show your love for the greater San Diego region by participating in a public workshop to help shape our future!

South County Economic Development Council (SCEDC) is participating in this visioning and we want to extend an invitation to our members. Our Greater San Diego Vision will be a long-term strategic vision and subsequent implementation plan that encompasses our shared values, priorities and voices. We want you, your family, friends, neighbors and community to participate, so please spread the word. The goal of these workshops is to help generate a variety of options for our future through hands-on exercises, engaging conversations and a wide range of exciting ways to voice your opinion! At the public workshops, you will:

- Participate in hands-on exercises
- Brainstorm regional strategies
- Engage in map-based activities

This is your chance to help decide the future of San Diego by weighing in on the issues that affect us most. The workshops will explore many topics, including: job creation, education, quality of life, housing, environment and affordability. Through these workshops, a variety of scenarios will be developed for San Diegans to go online and choose from, starting

November 1st. A full schedule of dates and locations are below. Learn more about this effort and how you can get involved at ShowYourLoveSD.org!

Please register for one of the following workshops at www.ShowYourLoveSD.org (News & Events Section):

Tuesday, September 13th, 2011, 1:00-4:00 p.m.:

Sonrise Church

8805 North Magnolia Ave., Santee, CA 92071

Tuesday, September 13th, 2011, 6:30-9:30 p.m.:

Market Creek Events Center

404 Euclid Ave., San Diego, CA 92114

Wednesday, September 14th, 2011, 9:00 a.m.-noon:

San Diego City Concourse Copper Room

202 C St., San Diego, CA 92101

Wednesday, September 14th, 2011, 6:30-9:30 p.m.:

Chula Vista Golf Course

4475 Bonita Rd., Bonita, CA 91902

Thursday, September 15th, 2011, 1:00-4:00 p.m.:

Quantum Learning Network

1938 Avenida Del Oro, Oceanside, CA 92056

Thursday, September 15th, 2011, 6:30-9:30 p.m.:

California Center for the Arts

340 North Escondido Blvd., Escondido, CA 92025

Please see the attached flyer.

SECTION 5 MEIJO TIGER EYES

Please see the attached article published in the September 8, 2011 San Diego Reader about our very own local Meijo's Restaurant.

SECTION 6 SANDAG SAND REPLENISHMENT

SANDAG now estimates that 402,000 cubic yards of sand will be placed on IB beach in April by its sand replenishment project.

CONTACT US

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Imperial Beach, CA 91932
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www.cityofib.com

OUR
GREATER
SAN DIEGO
VISION

SHOW YOUR LOVE

FOR A GREATER SAN DIEGO



ShowYourLoveSD.org (News & Events)



San Diego is a great place to live. But change is coming!

Our Greater San Diego Vision is an unprecedented effort to tackle the issues that affect all of us! If you care about good jobs, housing affordability, excellent education, and a great quality of life, we need your voice!

Your participation powers this vision and action plan! Come share your ideas for achieving our best possible future during one of six public workshops. This is your chance to directly influence the future of our region!

We need you, your family, your friends, your neighbors, and your community to attend, so spread the word and SHOW YOUR LOVE!

Please register for a workshop at ShowYourLoveSD.org (News & Events)

TUESDAY, SEPT. 13, 2011		WEDNESDAY, SEPT. 14, 2011		THURSDAY, SEPT. 15, 2011	
1–4pm	Sonrise Church 8805 N Magnolia Ave. Santee, CA 92071	9am– Noon	San Diego City Concourse Copper Room, 202 C St. San Diego, CA 92101	1–4pm	Quantum Learning Ntwrk. 1938 Avenida Del Oro Oceanside, CA 92056
6:30– 9:30pm	Market Creek Events Ctr. 404 Euclid Ave. San Diego, CA 92114	6:30– 9:30pm	Chula Vista Golf Course 4475 Bonita Rd. Bonita, CA 91902	6:30– 9:30pm	CA Center for the Arts 340 North Escondido Blvd. Escondido, CA 92025

Coordinadores en el idioma Español disponibles.



STORIES IMPERIAL BEACH | TIN FORK

Meijo Sushi's Tiger Eyes

By Ed Bedford | Published Wednesday, Sept. 7, 2011

Meijo Japanese Restaurant

600 Palm Avenue, Suite 300, Imperial Beach, 619-429-4373



The sushi mix: five kinds of fish flesh on rice, plus nine pieces of sushi rolls

"We should be so lucky," says Michael.

The two of us are looking at a wooden box, maybe four-by-four inches and three inches deep. Joe, the owner here, has brought it over to our table.

"It's a *masu*," Michael says. "You drink sake from it."

Michael's an old buddy.

"From a wooden box?" I say.

"If you want to be traditional," Michael points at the shelves behind the long curving sushi counter. Dozens and dozens of *masu* are piled along them.

"For our regular customers," Joe explains. "See? Their names are painted on them."

Huh...been eating here for an hour and I never even noticed.

This is at Meijo, a Japanese eatery at the isolated entrance to Imperial Beach, a location that's been the graveyard of a long line of restaurants. It's just not a natural gathering spot. I'd given up on it.

But tonight, as the sun set, I was walking up through the emptyish parking lots of the Silver Strand Plaza, heading for Highway 75, when I noticed more cars and bikes parked around the Meijo building than any other part of the plaza's lot.

So I kept on walking till I got to the entrance. It looked locked, but then the sign in the window flashed “OPEN,” and the door pulled back to reveal...good grief. Inside, the place was rockin’, packed like a bar on a Friday night (this was Wednesday), except that everybody was eating — at tables, at the sit-up sushi bar. Or else they were waiting for takeout at the cashier’s counter. Or walking and talking from table to table. It was a secret party at the end of the world.

To cap it off, there in one corner was Michael, probably the brainiest guy I know, who’s spent chunks of time in Korea and Japan. He was sitting under a stuffed sailfish, reading a book and drinking plum wine, eating a mess of something in a bowl...

“What’s that in there?” I ask.

“This, my friend, is *tako* salad.”

“Huh. Except it doesn’t look like salad, and I don’t see no tacos.”

“No. ‘*Tako*’ with a ‘*k*.’ It means ‘octopus’ in Japanese. This is chopped and seasoned octopus with vegetables.”

The bowl the octopus is in (Michael’s eaten most of it) is a beautiful brown-and-cream-spotted piece of ceramic art. Plus, the *tako* salad costs all of \$5.95.

“This place,” Michael says, “is the perfect example of that Old English adage, ‘Good wine needs no bush.’ People in I.B. know this is the best Japanese food around, and they don’t gouge you. It’s about half what you’d pay anywhere else.”

Michael’s had plum wine (\$3.50), the octopus salad (\$5.95), and a shrimp *katsudon* (\$6.95).

“‘Don’ means ‘meal in a bowl,’” he says. “I went a little wild tonight, but the *katsudon* was worth it. Shrimp, deep-fried, and then steamed with vegetables.”

Well, what the heck, may as well have something. I mean to keep it down to a small roar, financially speaking, but when Mr. Lu, the jokey host who sets the tone here, comes over with his order book, I ask for a small hot sake. It’s the same price as Michael’s wine, \$3.50.

And to eat? “Get the Dream Roll,” says this gal who’s getting ready to leave. “Tempura shrimp, avocado, and cream cheese inside — tuna, shrimp, and spicy crab outside. Believe me, it’s spicy.”

And a touch pricey, \$11.95.

Two ladies, Shelly and Ricki, at the next table over, also have rolls.

“Kamikaze rolls,” Ricki says. “Spicy crab and shrimp inside, tuna, salmon, *ponzu* [citrus and soy] sauce, and *masago* [fish eggs] outside. Too good.”

They’re also \$11.95.

Lucy Trishman and her husband join the conversation, though they’re heading out, too. They say they had the tiger eyes — calamari stuffed with salmon (\$8.95) — and the Charger roll (\$12.95).

Charger roll? “We call rolls whatever our customers want, whenever they create one of their own,” says Mr. Lu. “The Charger roll is very popular.”

There are pages of choices. How the heck to decide? It’s a relief when I see the whiteboard with only four items.

“Specials,” it says. “Teriyaki chicken with fried gyoza (dumpling), \$5.95; shrimp and beef curry with salad, \$5.95; spicy tuna hand rolls, three pieces, \$8.95; sushi mix, \$8.95.”

I order that last one from Mr. Lu. He brings it — an oval plate with five different kinds of fish flesh on rice, plus nine pieces of sushi rolls — and a piping hot bottle of sake. How well it goes together: hot sake gulps, bites of rice and yellowtail, tuna, salmon, shrimp, and white tuna (“*escolar*”).

Joe says that a lot of the customers who keep their *masu* sake boxes here are military. “It’s what they come for when they return from a deployment. Imperial Beach people are very loyal. We love them.”

It’s dark when I cross over Highway 75, Meijo about the only light in the black. Michael told me that “Meijo” is a shorter name for Nagoya Castle, a famous fortress in central Japan that has survived from the time of the samurai.

It fits the place, Meijo being a survivor in a location that till now has taken no prisoners.

The Place: Meijo Sushi, 600 Palm Avenue, Suite 300, Imperial Beach, 619-429-4373

Type of Food: Japanese

Prices: Octopus salad, \$5.95; shrimp *katsudon* bowl, \$6.95; special (e.g., teriyaki chicken with fried gyoza), \$5.95; spicy tuna hand rolls, three pieces \$8.95; sushi mix, \$8.95; kamikaze roll (spicy crab and shrimp inside, tuna, salmon, *ponzu* sauce, and *masago* (fish eggs), \$11.95; tiger eyes (calamari stuffed with salmon), \$8.95; glass of plum wine, \$3.50; small pitcher hot sake, \$3.50

Hours: Monday–Saturday, 11:00 a.m.–9:30 p.m.; closed Sunday

Buses: 901, 933, 934

Nearest Bus Stops: Rainbow Drive at Bonito Avenue (901 southbound); Silver Strand Boulevard (Highway 75) across from Rainbow Drive (901 northbound); Palm Avenue at Rainbow Drive (933, 934)