

City of Del Mar

PROCLAMATION

Honoring Joel Holliday for his Contributions to Del Mar and the Region

WHEREAS, Joel Holliday has contributed in countless ways to the betterment of the City of Del Mar and the San Diego region over many decades; and

WHEREAS, Joel Holliday was one of the three founding Directors of the Del Mar Foundation, whose mission is to promote civic pride and cohesiveness, acquire and preserve open space, improve beaches and parklands, raise and grant funds, and sponsor diverse cultural programs and community events in Del Mar; and

WHEREAS, Joel has worked for four decades in key roles to effectuate the Foundation's mission, including President, founding Investment Committee member, and Long-Term Planning Chair leading the work to establish the Community Endowment that has grown to over \$5.5 million in endowment and quasi-endowment funds that have funded many beneficial projects and will serve in perpetuity as a significant funding source for the Del Mar community; and

WHEREAS, Joel and four other residents formed the Powerhouse Park Committee to support City acquisition of the Powerhouse Park and Powerhouse building for public use, which ultimately went to a vote of the people and was approved in 1983; and in the 1990s, he greatly supported the renovation of the Powerhouse Community Center which, along with the Park, has become a treasured asset for the community; and.

WHEREAS, the Holliday family supported Shores Park by donating \$500,000 to the City, one of the two largest contributions made to acquire the Shores Park property, with Joel serving in a lead role for the community in supporting the master planning process and preserving the park for public and recreational uses; and

WHEREAS, Joel and Rosanne have long supported Del Mar community events, projects and non-profits, hosting an estimated 100 community events at their home over the last 40 years; proposing the Crest Rim Adopt-A-Spot project that extended the Crest Rim Overlook Trail; and helping to launch the Stop Del Mar Gun Shows effort; and

WHEREAS, Joel has twice served as President of the La Jolla Village Playhouse Board of Trustees which credits him with helping to lure Des McAnuff to the Artistic Director seat and for his leadership of its capital campaign with a donation of \$2 million from Joel and Rosanne and the Holliday Family Foundation; and

WHEREAS, the Holliday family has for decades actively supported women's health and reproductive rights in leadership roles and as donors to Planned Parenthood of the Pacific Southwest, as exemplified by their lead donation for Planned Parenthood's Holliday Family Administration Center in Mission Valley; and

WHEREAS, Joel's work and long tenure as President and CEO of the Charles Lee Powell Foundation has provided significant support for science and engineering programs at California universities, including the California Institute of Technology, Stanford University, University of California San Diego, and University of Southern California; providing over \$96 million in grants over the course of its existence; and

WHEREAS, Joel has proven himself to be a talented strategist and consensus builder in addressing many important Del Mar issues, always available to engage and provide leadership for the betterment of the community, earning the respect of all; and

WHEREAS, Joel has never sought the spotlight for himself, preferring to work quietly and cooperatively behind the scenes to get things done; and

WHEREAS, Joel is known to have a great sense of humor and a deep love for his family, his community, his dogs, and fly fishing!

NOW THEREFORE BE IT HEREBY PROCLAIMED that the City of Del Mar does hereby recognize and thank Joel Holliday for his many decades of exemplary contributions and service to Del Mar and the San Diego region.

Dated: June 7, 2021


Terry Gaasterland, Mayor

