



A NEW VENUE, THEME WWII AND YOU!

By Windie Key Knoth, Chairperson

“In the beginning”— July of 2005 — last year's Chair, Donis Lovett asked me to chair PLA's 44th Annual Dinner Meeting.

Donis had put on a great dinner with smooth sailing. Surely, I needed only follow in her footsteps for the same results. And so, I responded in the affirmative. I phoned many of Donis's committee members and asked if they would serve on my committee. Almost to a person, they also responded in the affirmative, but with two added requests, “Could we do something different? Can we have some changes?” Changes would require footsteps in a different direction! Thank goodness, Donis would be my Advisor and Vickie Lareau would be my Co-Chair. Fast forward to Tuesday, May 23, 2006. If you were one of the 413 who attended the 2006 PLA Annual Dinner, you know that much of it was different and certainly, there were many changes.

The McMillin Events Center, newly renovated WWII Library and NTC Promenade became the new venue. Facilitating this change for us was the NTC Foundation's partial waiver of the rental fee; Festivities Catering's generous comps and amazing partnership; Point Loma Nazarene University's loan of A/V equipment; hundreds of hours of planning and hard work by the amazing PLA volunteers; and finally, the real

money-making talents and expertise of the Silent Auction Chairs, Melanie Nickel and Nancy Jeremiason. As of this writing, income and invoices are still being received, thus the combined profits of the dinner and auction are not yet final.

Reservations Chairman Pam Kelly did a remarkable job of recording our week by week, and finally, hour by hour requests.

Name Tags Chairmen Carolyn Delahanty and Jane Wilson amazingly kept pace with Pam, and later, Carolyn worked as a team member with the sterling Seating Committee of Jodie Bruhn, Klonie Kunzel and Lois Baker.

Special Effects were provided by the tenacious WWII buffs, Dick Knoth (period autos) and Ron McLennan ('40s cocktail music.)

Kudos to Vickie Lareau and her committee for the beautiful table decorations that combined the WWII theme with lovely greens throughout our community. Also, a special thank you to Officer James Heppell for loaning a huge American flag that Peter Benjamin hung behind the stage and podium, which was beautifully decorated by Shirley McLennan and Marilyn Pavel. Red, white and blue balloons topped it off perfectly! The smiles of the 50/50 ladies, Judy Garrentt and Sharon Hope were hard to turn down, and Les Frazee's decorative signage helped guests find their way around.

The highlight of the evening was the big question: could a 34-year PLA tradition — Richard Lareau's “World Famous Slide Show” — be replaced with a *video*? This became the subject of a videoed, city-wide discussion involving Councilman Kevin Faulconer, District Attorney Michael Aguirre, Supervisor Greg Cox, and Mayor Jerry Sanders, who finally decided to give Richard the go-ahead. A gold statue to our own Steven Spielberg, Producer Dwight Harrington, and Assistant Stuart Hartley. Thanks to Tony McCune for loaning his red mini touring car, driven by the World Famous Point Loma Tour Guide, Richard Lareau.

There were some controversial changes. . . . Whatever your thoughts, the Seating Committee is to be complimented.

President Patti Adams ran a tight ship. Emcee Tony Calabrese stayed the course. Our guests departed exactly at

PRESIDENT'S MESSAGE

Patti Adams, 2006-2007 President

Roll out those lazy, hazy, crazy days of summer, those days of soda and pretzels and beer.

Roll out those lazy, hazy, crazy days of summer,

You'll wish that summer could always be here.



I start each column with a song snippet because music inspires me. We are so lucky to be inspired by our own season of music here in Point Loma. Much gratitude goes out to Lee Lipsey and Pat Baker (and the many, many dedicated workers) for all they do for the Point Loma Concert Series. I am proud of the role PLA has in sponsoring these concerts and hope to see you there. Bring a friend 'round to our membership table near the information booth.

I cannot close out the spring season without thanking Windie Knoth, co-chair Vicky Lareau and their amazing coalition of volunteers who provided a wonderful Annual Dinner Meeting. It was a great opportunity to enjoy a beautiful Point Loma evening with over 400 of our friends and neighbors. If you missed the video presentation by Dwight Harrington, you missed an incredible homage to 34 years of slide shows by Dick Lareau. Thank you Dick for all those years of focus on the Peninsula. And thank you Dwight for all the hours of effort. Thanks, too, to Stuart Hartley for capturing images of the dinner and our beautiful community.

As always, the Silent Auction provides us with a fundraising opportunity. Thanks to all the people who donated to the auction, all those who bid on items, and especially the committee chairs, Melanie Nickel (for the 4th year at least) and Nancy Jeremiason. Great Job!

This year, Sandy and Kathy Purdon, perennial donors to our Silent Auction, decided to donate a lovely parting gift, the book *Sailing in San Diego*. It's a great coffee table book full of pictures, and was a pleasant surprise to everyone attending the dinner. If you didn't get your copy, let me know. Thanks, Sandy and Kathy!

I also want to thank our Board of Directors, who are all staying on for another term! I am grateful for the continuity and the chance to stay engaged with this very talented, hard working group of people.

Thank you, too, for your support of PLA. Your membership renewal is the basis for all we do. Hope you enjoy the lazy, hazy, crazy days of summer!

Windie, continued

9:00 p.m. and with a special book, *Sailing in San Diego*, donated to each couple by Sandy and Kathy Purdon.

All in all, most of the changes resulted in an Annual Dinner Meeting that was different — and memorable. . .but as always, you had to be there! Thank you one and all!

Lost: Poster Board with list of Silent Auction Donors. Board needs to get back to Bob at Peninsula Graphics, who donated it. Found: one lip-stick, pair of sunglasses, gray, woman's suit jacket, size 12. Call Patti Adams at (619) 887-9313.

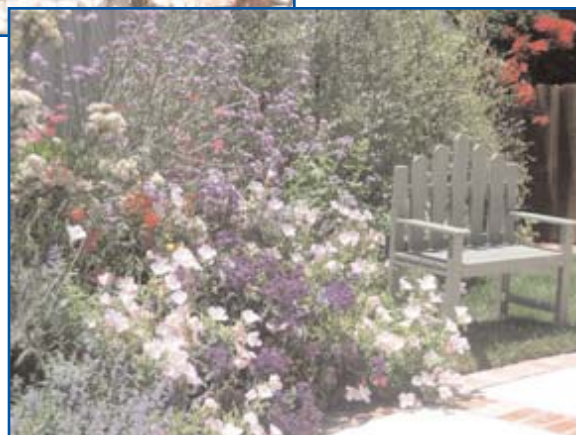
Summer Garden Awards

By Ron Brooks and Betty Allman



You might imagine you're on a rustic ramble through the snug villages of Dorset, but you're not that far afield. Instead, you've arrived at Calvin and Kelly Briers's cottage on Adair Street. Clinging trumpet vines, spiraling potted Cyprus and a wealth of color create a garden that is both idyllic and inviting.

Judy Garrett's award winning gardens surround her Fleetridge home. While seated at an Adirondack bench, a profusion of colorful spring blooms ignore the June gloom days and burst forth as if to remind us of the real fireworks soon to come.



Beverly Brady's Birds

June Weiner of Southernwood Way is our winner from last issue's Utility Box Contest! Her entry was drawn from several correct entries. Who will win a \$10 Starbucks gift card for correctly identifying the location of the utility box pictured on the next page? Send your guess to Patti Adams at chair@plaweb.org.

Kerri De Rosier is the new Utility Box Committee chairperson. If you're interested in serving on the committee, please call (619) 226-4896, or e-mail kdsdero@sbcglobal.net. The committee will meet over the summer to discuss next steps. Also contact Kerri if you want to donate to the project, or fund a painting project near your home or business.



Now on to Beverly's birds – seagulls, to be exact. When asked how she came up with the concept for her box, Brady said, "It was an easy choice. I wanted the box to blend in with the environment. I originally thought I'd be doing a flora arrangement, but then I found out that the woman next to me was doing a bird – and I'm a birder – so I was happy to incorporate the things I love."

"It was a little bit scary at first," continued Brady. "Being a mostly watercolor artist, it was a little bit challenging. We had to use paint that would hold up to the weather, but the problem was that the paint dried almost instantly – it was hard to blend colors."

Brady had another challenge: short boxes, which meant that the tops of the boxes would need to be incorporated as well. "It was hard to find a position for the birds to float on the top of the box," said Brady. But that wasn't the hardest part. "I had to lay down on the ground a lot – that sort of caught me by surprise," laughed Brady. It took Brady, who calls herself a "slow painter," three, six to eight hour days to complete the project – almost twice as long as she had originally planned.

Like the other artists who have been profiled, the best part of the project for Brady was the people walking by. "Everyone who walked by wanted to know about the project, and who was paying for it – so I got a chance to talk about the Point Loma Association." She also got to talk about the group that shares the same initials with the PLA – the Point Loma Artists.

The group, which began with a dozen members six years ago, now has a roster of over 30 artists. Brady, the group's current president, is proud of the group's accomplishments.

"We have expanded our showcase from two dimensional to three-dimensional work, so we now have sculptures, lathe bowls, jewelry, and photography in addition to

paintings. The group is getting so popular that we're limiting the number of opportunities to join to twice a year. We're forming a new committee to accept applications for membership."

Brady also noted that the Point Loma Artists are receiving more invitations to show their work in banks and throughout the community.

Brady attributes her previous career in mechanical design for her realistic style using watercolor and acrylic paints. "I like landscapes – I paint a lot of birds," she said. "Most of the work that I do is based on photos I've taken over the last three decades."

You can see Brady and the rest of the Point Loma Artists' work at their 6th annual Art in the Park Show on Saturday, July 15 at Plumosa Park from 10:00 a.m. – 3:00 p.m.

On the benches

By Martha Phillips

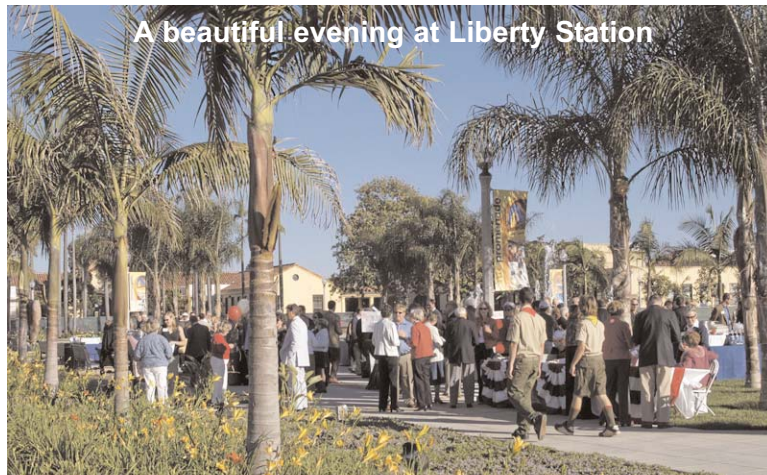
You may have noticed that we have installed five more benches along the Rosecrans bus line in the Village (Nimitz – Talbot). In 2003, Wayne Rafflesburger started the project with a goal of replacing the existing brown plastic benches



with the attractive wooden and cast metal benches and trash receptacles that enhance the improvements and beautification of the streetscape within the Village. Now that all of the plastic is gone, we are selecting prime locations for additional benches and welcome members' suggestions. As you are walking or driving along Rosecrans, you will notice folks enjoying their time under a tree or near a bus stop.

The Bench Project continues to receive funds from grant money acquired through the help of County Supervisor Greg Cox, as well as sponsorships from neighborhood businesses and friends. Thank you, Supervisor Cox, for your continuous support of PLA projects! Many of the sponsorships are gifts in perpetuity on behalf of a friend or loved one.

Thanks to Bruce Cook and Robert Bertrand for installing the benches, trash receptacles and plaques. If you have any questions or suggestions, or would like to make a donation, please contact Martha Phillips at (619) 523-3787.



A beautiful evening at Liberty Station



Julia Benedetti sings the National Anthem



Boy Scout Troop 500 Leader Tom Gren



Mack Lovett gets an on-site checkup from Nurse Knoth



Hugh Story receives the Life Award from Urban Forester



Kay North with Mack and Donis Lovett



Supervisor Greg Cox installs the PLA Board



Vintage cars add a touch of class



Well done, Windie!



Beautification Award



Dick Lar... the "ur...

Stu Hartley



ettime Tree Hero
r Drew Potacki



A view on the hill



In a community where megastructures are gobbling entire lots, blocking views and leaving barely any room for green space, you can find a wonderful exception to the trend on a steep hill in Point Loma with sweeping views of San Diego Bay.

This once empty lot on Lucinda Street at the corner of Golden Park is filled not with concrete and steel, but with roses, African daisies, salvia, day lilies, Shasta daisies, a Zen garden — and memories of love.

The Lucy Evans Lauren Garden is a gift to the community from the Lauren Foundation, a charitable organization funded by the estate of retired ophthalmologist George Lauren, once an active member of the Point Loma community who practiced in Banker's Hill. Lauren moved his practice to Mendocino in 1972.

The garden honors the memory of Lauren's wife, Lucy Evans Lauren, who died in 1983. "They were mad about each other," said Jerry West, who owns the house next door with her husband Jim. "It was the second marriage for both of them. George was a widower." The Laurens married in 1970.



George and Lucy Lauren grew up in Point Loma just blocks away from each other. Lucy, whom West described as "lovely and vivacious," grew up down the street on Harbor View and Bangor, a member of the prominent Evans family, who built the Bahia, Catamaran, and the Lodge at Torrey Pines. "She had strong ties to the community," said Jerry. George lived on San Antonio and Armada Terrace. "He was very funny," said Jim West. "Everybody who knew him loved him."

The story of the Lucy Evans Lauren Garden began in 1989, when Jerry and Jim West bought the neighboring property in an estate sale. At the time, there was a house on the lot. "We didn't want someone to buy it and block our view, so we bought it and put a height restriction on it," said Jerry.

Ten years later in 1999, George Lauren, a personal friend and client of Jim West's accounting firm, purchased the property. "His goal was to leave it as open space and have something so Lucy could be remembered," said Jerry. "He was going to donate it to the City for them to maintain, but the City didn't want it."

Jim, a CPA, helped George start Lauren Foundation, which was to be funded entirely by George's estate. The Foundation was funded in 2004, when George died at the age of 94.

In addition to maintaining and funding improvements to the Garden, Lauren Foundation gives \$300,000 per year to charitable organizations. The Wests serve on the Foundation's four-member board. "We give a minimum of \$25,000 to each organization," said Jerry. "We try to choose organizations where the impact [of \$25,000] is felt."

Jerry has been the Garden's designer, weed puller, and hole digger. "We couldn't really do anything with it until the estate was placed into the Foundation after George's death," said Jerry.

This year, the Foundation hired a landscaping company to install pavers and steps. Most recently, the Foundation installed a bronze sign with the likenesses of Lucy and George engraved on it.

The Foundation ensures that the garden will remain a public garden, and be maintained - in perpetuity. "It's not for sale: it will never be sold," said Jerry.

Amid the garden's colorful beds and meandering paths of green grass are two metal sculptures that George's son David created while he was a student at Point Loma High School. Butterflies and hummingbirds have discovered the garden — but the public hasn't quite caught on. "Not too many people come and sit, but we have had some people walk through," said Jerry. "We invite the community to come and meditate — read a book — have your own thoughts."



Summer Concerts

By Lee Lipsey

The Concerts Committee thanks all contributors to the sixth annual Summer Concerts at Point Loma Park.

The Willis Allen Company continues as our Presenting Sponsor, with a gift of \$7,000. Point Loma Community Bank jumped on the bandwagon this year as Stage Sponsor, at \$5,000. We received significant grants from the City of San Diego Commission for Arts and Culture and from San Diego County, Community Enhancement.

Sponsoring this year's bands are: Dick and Dorothea Laub, David De Rosier, D.D.S., Wear Community Fund with Ryan Peninsula YMCA, The Olive Tree Marketplace, Point Loma Nazarene University, Stump's Family Marketplace, The Thursday Club, Point Loma Association, Kobey's Swap Meet, Harbor View Windows, JW Tumbles Point Loma, The San Diego Foundation, and Warren-Walker School.

For additional information, please visit www.plconcerts.org. Questions? Call Co-Chairs Lee Lipsey, 523-6626, or Pat Baker, 223-9363.

Light the Night

The week of May 22 was a busy and profitable one for the community of Point Loma. Two nights after the PLA Annual Dinner, Bill Robinson of Bill Robinson Photography sponsored Light the Night, a fundraising event for the PLA and San Diego Coastkeepers.

About 120 people gathered to enjoy hors d'oeuvres and watch what Patti Adams described as a "fabulous" slide show of Bill's surfing and camping adventures around the world, which was set to live music by the Mark Fisher Trio. And...the event raised \$1,035 for the PLA! Thank you, Bill!



Patti is happy to accept a check from evening sponsor Bill Robinson

COMMUNITY CALENDAR

July 4, 9:00 p.m.

Fireworks on the Big Bay

Best viewing locations include Shelter Island, Harbor Island, the North Embarcadero and Seaport Village /Coronado Landing. Thanks to Sandy Purdon for spearheading this event! PLA provides financial assistance for this event.

July 6, 6:00 - 8:00 p.m.

Fuel Plume meeting

UPSES Hall
2818 Avenida de Portugal

July 15, 10:00 a.m - 3:00 p.m.

Point Loma Artists' Art in the Park Exhibition and Sales Event

Plumosa Park at Chatsworth Blvd. and Lotus Drive

Point Loma Concerts!

Point Loma Park at Catalina and Varona. Music begins at 6:00 and ends at 8:00. Here's the lineup:

July 21 – Big Time Operator!

July 28 – Smokestaxx

August 4 – Peter Sprauge and Pass The Drum

August 11 – Porterhouse Bob and Down to the Bone

August 18 – Dr. Feelgood and the Interns of Love

August 19, 9:00 a.m. - 7:00 p.m.

Point Loma Village Fair

In Point Loma Village on Cañon and Scott Streets and Avenida de Portugal. Live music, great food, art, crafts, children's area, and more!

September 10, 12:00 - 7:30 p.m.

Jazz 88 Ocean Beach Jazz Festival

At the foot of Newport Avenue. Call (619) 224-4906 for tickets and information.

Save these dates...

October 13, 2006 6:00 p.m.

Cabrillo Elementary School Centennial Celebration

October 14, 2006

10 a.m. - 2 p.m.

President's Community Day at Point Loma Nazarene University

News you can use...

Planning Board information

Kathryn Rhodes is hosting a temporary website for the PCPB at <http://www.laplayaheritage.com/pcpb.htm>.

In addition, you can find public notices from the City of San Diego regarding new development in the Peninsula at http://www.laplayaheritage.com/Public_Notices.htm.

Reporting graffiti

Ann Silliman asks that you call her to report graffiti at (619) 222-7837. If you see graffiti vandalism in progress, call 911.

Help with the America's Finest City Marathon on Sunday, August 20!

The committee needs volunteers to fill cups and hand out water to over 5,000 runners at the Point Loma Association water station. Just show up at the corner of Dupont and Albion Streets in the Wooded Area by 7:00 a.m.; you'll be done by 8:00 or 8:30. For more information, call Melanie Nickel at (619) 225-8705.

Fuel Plume Update

Susan Davis' office is holding

an update forum about the problem of leaking fuel tanks at Naval Base Point Loma. The update will be held from 6:00 - 8:00 p.m. on Thursday, July 6 at the UPSES Portuguese Hall, located at 2818 Avenida de Portugal. Congresswoman Davis is trying to secure federal funding that will provide a long term solution to the problem.

More funding for Rotary Gazebo

Supervisor Greg Cox announced additional funding for tiled seating and lighting.

Point Loma Association

Meets second Wednesday, 7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Patti Adams, 887-9313

Beautification Committee

1st Tues, 8:00 a.m. SDYC
Ron Brooks, 224-9912

Peninsula Community Planning Board

Meets third Thursday, 6:30 - 9:30 p.m.
Pt. Loma Library
3701 Voltaire Street
Cynthia Conger,
665-3210

North Bay

Redevelopment PAC
Meets quarterly on first Wednesday, 7:30 a.m.
Peninsula Community Service Center
3740 Sports Arena Blvd.
Lydia Goularte-Ruiz,
533-5170

Midway Planning Advisory Committee

Meets second Wednesday, 2 p.m.
Peninsula Community Service Center
3740 Sports Arena Blvd.
Tom Traver, 295-5551

Ocean Beach Town Council

Meets fourth Wednesday, 7 p.m.
OB Recreation Center
4726 Santa Monica Ave.
Dave Martin, 515-4400

Ocean Beach Planning Board

Third Tuesday, 7 p.m.
OB Recreation Center
4726 Santa Monica Ave.
Marc Snelling, 819-0287;
chair@obpb.org

The Point Loma  ASSOCIATION *thanks our generous Auction Donors!*

Randy Peterson	Vickie Wright, Fit-X San Diego	Karen McCarthy, Point Loma
Ocean Experience Surf School	Randy Spicer, Yacht Docktor	Credit Union
Great News Cooking School	J.W. Tumbles	Barbara Morton, Brigantine
Sea World	Jennifer Soule	Restaurants
Zoological Society of San Diego	Rosemary Grassi	Kathy Jacobus, First American Title
Lamb's Player's Theatre	Point Loma Seafood	Mary McKinnon
The Theatre in Old Town	Barbara Holtz, Patina Gifts	Nick and Les Frazee
Mike Long, Peninsula Beacon	Paul Holtz, Point Loma Camera	Ann Walker
Evans Hotels	Point Loma Shelter Island Drug	Crista Jeremiason
Kona Kai Resort	Philip Rushing, Sav-Mart Pharmacy	Nancy Jeremiason, Realtor
Larry & Susie Bauman, Bali Hai	Walter Anderson Nursery	Patti Adams, Realtor
Restaurant	Ocean Beach People's Food Store	Jim and Melanie Nickel
Mary Ann Pearson, Chicago Title	Embassy Cleaners	Bob Sorben, Peninsula Graphics
Caroline Glasner, Realtor	Capt. Ann Kinner, Seabreeze Ltd.	Carrie Warren, 1502 Glassworks
Susan Moore Diamond, Realtor	Grape Connections	Bill Munster
The Third Corner	Allan & Dorothy Lord,	Hugh Story
Kaiserhof German American	The Brass Baron	Donis Lovett
Restaurant	Jeff Bruhn, Atlas Environmental	Karen Nyman, Karen's Consignments
Karl Strauss Brewing Company	Services	The Jim Saxon Family
Old Venice Restaurant	Tony & Nancy McCune,	John & Marilyn Cornwall
Red Sails Inn	McCune Motors	Rita Moller
Richard Whitney, La Scala Restaurant	Richard and Yvette Wira	Del Mar Thoroughbred Association
Bay Club Hotel & Marina	Joseph Wambaugh	Capt. Mike Swall, Sailing Yacht Kiwi
Island Palms Hotel	Frankie Laine	The Corky McMillin Companies
Humphrey's by the Bay	NTC Foundation	Fisherman's Landing
Venetian Restaurant	Maritime Museum of San Diego	H&M Landing
Red Lobster	San Diego Padres	Mouque Barazone
Luna Notte	Congresswoman Susan Davis	Dee Kettenberg
Trader Mort's Liquor	Assemblymember Lori Saldaña	Stan Miller
Mike Martin, Occidental Landscape Inc.	County Supervisor Greg Cox	Bill Cole
David Levy, A.G. Edwards & Sons	County Assessor Greg Smith	Maureen Summers
Peninsula Family YMCA	Councilmember Kevin Faulconer	Peter Benjamin
Shelter Island Boat Yard	Carefree Travel	Courtyard by Marriott, San Diego
Firm Believers	Dr. Gary Rose, Cabrillo Pet Hospital	Central
Todd Brown	Point Loma Board Room	Bay Club Hotel and Marina
Linda Medina Interior Design	Bill & Marti Klees, Seaport Realtors	Todd Struyk, CalPacific Mortgage
Michael Huff, ASID	Bridget Wear, Hollywood Jane	Consultants
Patti Palanza, Walker Interiors	Dianne Reichardt, Realtor	Paul Hartley, Realtor
Helen H. Hu	Catherine Perez, Con Pane	Jim Groark

Congratulations to the following P L A Award winners:

Lighthouse Award — Supervisor Greg Cox

Grand Beautification Award — Ed Streicher

Lifetime Tree Hero Award — Hugh Story

Garden Awards — Dave & Carol Barrage and
Andy & Ruthie Churchill

Architecture, Art, Landscape, and Sign Awards —

Cabrillo National Monument, Red Sails, Explorer
Elementary School, Fermanian School of Business at Point
Loma Nazarene University, New condominiums on
Ingelow, Gateway Village Navy Housing, The Promenade
at Liberty Station, Sun Harbor Marina,
Ocean Beach Entry Way

Mermaids sighted on the Point

As you walk toward the docks at the Kona Kai Marina, you are now greeted by three pairs of smiling Mermaids of Steel. On April 18, Port officials and guests gathered in the bright sun to celebrate with metal artist Linda Joanou as the new steel gates were unveiled.

Called “Mermaids in a Seashell,” the new gates grace the entrance of three docks at the Marina. In addition to mermaids, they feature shells and other sea creatures inspired by the artist’s background in marine geography and love of the ocean.

The gates are a project of the Port of San Diego’s Public Art Policy, which requires any development project over \$1 million or redevelopment project over \$500,000 to incorporate a public art element funded by one percent of the project’s budget. Port Commissioner Robert “Rocky” Spane noted that the gates served two functions: security and art. “This is the third piece of art that the Port Tenants Association has done,” said Spane. “This will change the waterfront in a really nice way.”



When Joanou was installing the gates, she was worried about her own security – against falling in the water. “We made all the panels in the studio,” said Joanou. “As we were welding the panels on the dock, sparks lit up the water. It was a great backdrop for welding.”

The Kona Kai was so impressed with Joanou’s work that they let her loose on the hand railings leading up to the gates. The railings feature a pattern of waves and sea creatures.

Joanou has a studio in Poway, and is one of the artists featured in the Port’s Urban Trees project along the Embarcadero. Look for her piece called “Puff” as you stroll in the urban forest along Harbor Drive.



Councilman Kevin Faulconer, Hugh Story, and Patti Adams get their fill.



Some of the good folks who volunteered for the Cañon Street Cleanup on May 8. Thanks to Councilman Faulconer’s office for the pictures.



Congratulations to the Hervey Point Loma Library for being named the Best Branch Library in San Diego by *San Diego Magazine!*



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Beautification: Ron Brooks
Membership: Tracy Morgan Hollingworth

Newsletter editor: Kerri De Rosier
kdsdero@sbcglobal.net

Who We Are

Point Loma Association was organized in 1961. Originally called “Point Loma Village Beautiful,” we were primarily concerned with the aesthetics of the Village.

Today, in addition to beautifying the Peninsula, PLA represents the community through direct involvement with agencies of federal, state and local governments, the Port District, the San Diego Unified School District, the Peninsula Community Planning Board, and others who directly affect our quality of life.

PLA Membership consists of residents and local businesses working together. We donate time, effort and money to make the Peninsula a better place in which to live and work. Annual Membership is \$30. We appreciate donations at additional support levels: \$1,000 Platinum, \$500 Gold, \$250 Silver, and \$100 Bronze. Our membership year is July 1 through June 30. To request a membership brochure, please call Tracy Morgan Hollingworth at (619) 225-8156.

WATCH FOR YOUR 2006-2007 MEMBERSHIP RENEWAL!