

Welcome Aboard: The PLA Annual Dinner is May 22



By Karen Kettenburg Wheeler

“Welcome Aboard” the beautiful Hornblower Yacht *Inspiration*, where the PLA Annual Dinner will be held on **Tuesday, May 22, 2007**.

The 222-foot Catamaran-style yacht will be our home for the evening, as we indulge in a gourmet dinner while enjoying breathtaking views of Point Loma and downtown San Diego. In addition to the dinner and cruise, your ticket includes a glass of champagne upon boarding, a fun-filled silent auction, and the always lively dinner program.

With the capacity to seat up to 600 guests, the magnificent enclosed main deck is the perfect gathering place for another festive and memorable Point Loma Association event. Round tables of ten make it possible to enjoy conversations with neighbors and friends, or for business associates to socialize in a spacious and elegant setting.

The evening begins at 5:30 with the no-host cocktail reception and silent auction. At 6:30, the *Inspiration* leaves the

dock, and our fantastic cruise begins. Elevator access makes it easy to navigate the majority of the ship. After you bid on all your favorite items, the Captain will open the bridge for viewing and answer your questions. Because the *Inspiration* is the largest private charter vessel in Southern California, he will have a lot to talk about! The dinner program begins at 7:00 p.m., and concludes as we make our way back to the San Diego Broadway Pier at 9:00 p.m. sharp!

Parking is available for \$5 after 5:00 p.m. in the Cruise Terminal parking lot, directly across the street from the Broadway Pier. Limited metered parking is also available along Harbor Drive, and does not require payment after 6:00 p.m.

Don't miss out...get your reservation in early! If you have any questions regarding the dinner, please call Karen Kettenburg Wheeler at (619) 224-3760.

And, as always, your auction donations are appreciated! This is a way for you to support our community and be recognized for your contributions. To donate, please call Debbie Hatz at (858) 349-7124.

The Newsrack Ordinance passed ...now what??

The Newsrack Ordinance, which lays out the dos and don'ts for newsracks in the City of San Diego, was approved by the City Council on January 30, 2007.

Does this mean that Cañon Street will suddenly be cleared of all the unsightly newsracks, allowing you to actually open your right car door when parking near the Post Office? Not yet. “The City needs to collect the \$10 fee, then hire the people, and then enforce it,” said Ron Brooks, Beautification Committee Chair and Newsrack Ordinance Committee member.

To summarize, the City voted to:

- Charge a \$10 fee for each newsrack
- Prohibit newsracks that endanger the public and property

- Require newsrack permittees to purchase liability insurance
- Set size limits for newsracks (not to exceed 52 inches high, 30 inches wide, and 24 inches deep)
- Require that newsracks are maintained “in a reasonably neat and clean condition and in good repair”
- Certify that a newsrack is abandoned and can be removed if it's empty for 30 continuous days
- Require that newsracks be secured with only drop-in type anchor bolts
- Require permittees to restore the area to the “same or reasonably similar condition as any adjoining public right of way” when newsracks are removed
- Require that newsracks along curbs that are painted red be placed no closer than six inches from the roadway edge, and that all other newsracks must be located no less than 18 inches or more than 24 inches from the roadway edge

PRESIDENT'S MESSAGE

Patti Adams, 2006-2007 President

***In the cool, cool, cool of the evening
Tell 'em I'll be there
In the cool, cool, cool of the evening
Better save a chair
When the party's gettin' a glow on
And singin' fills the air
In the shank of the night
When the doin's are right
You can tell 'em I'll be there.*



Hope you send in your dinner reservation telling us "you'll be there" right away. It's going to be an evening to remember aboard the catamaran *Inspiration*. Your invitation is enclosed in this newsletter. Karen Kettenburg Wheeler gets our gratitude for handling all the details this year.

This will be our chance to celebrate the accomplishments and milestones of Point Loma life in the past year. Our own little Awards show, if you will. So many people contribute so much through PLA to improve the quality of life in Point Loma. The best part of my two years as Chair of PLA has been the chance to get to know and work with so many of them. I particularly want to acknowledge and sincerely thank Donis Lovett, Larry Pappas, and Raymond Simas, who are leaving the Board this year after several years of dedicated service.

I look forward to seeing you in the cool of the evening on May 22nd!

***Frankie Laine had a hit with this tune and we sadly note his passing in February. He enjoyed our annual dinners and donated coveted albums and DVDs to our Silent Auction. We'll miss him.*

Announcement: Board member nominees

Each year at the Point Loma Annual Dinner, PLA members nominate a new slate of board members. This year, the Nominating Committee chose the following people to fill open positions on the PLA Board of Directors: Andy Hollingworth; Dorothea Laub; and Elise Streicher.

Board terms are four years and there are a total of 20 directors.

Thanks and welcome back to Klonie Kunzel and Larry Bauman for staying on for another four years!

(Newracks, continued)

- Require that no newsrack can be located directly opposite another on the same right-of-way, that no group of newsracks can extend more than ten feet along a curb, and that a clear paved space of at least four feet must separate each group of newsracks

To see the full text of the ordinance and related information, go to the Council District 2 web site at <http://www.sandiego.gov/citycouncil/cd2/index.shtml>

...and enter "newsrack ordinance" in the search box at the top of the page.

Beautification Awards

By Ron Brooks & Betty Allman

*Seven dancing bears
Circling so merry
Romping through the garden
A wondrous topiary*

Full of whimsy, surprise and delight, the Burwell Family's enchanting magical garden at the corner of Plum & Whittier is the recipient of the Beautification Committees' neighborhood springtime award. Thank you for your flight of imagination.



You can see these photos in color by going to the PLA web site at www.plaweb.org, clicking on the "PLA newsletters" link, then clicking on the link for the Spring 2007 newsletter.



Talbot/Catalina: Fresh & Easy Street

Now that the buzz over the opening of Trader Joe's has been reduced to a dull roar, it's time for Point Loma to turn its attention to the top of the hill on Talbot Street.

Point Lomans still mourning the loss of Albertson's have been looking hopefully at the old building and wondering, "Why are the lights on over there? Is anything happening?"

The answer is, yes – very soon.

In September 2006, Tesco USA, a retail company based in the United Kingdom, announced that it would enter the U.S. market. In February 2007, the company unveiled the name and logo for its new retail concept: "Fresh & Easy Neighborhood Market." The chain is opening markets in Phoenix, Las Vegas, Los Angeles – and San Diego, where the first signed lease for "Fresh & Easy Neighborhood Market" in all of California was at – you guessed it – the former Albertson's site.

Tesco is targeting sites with approximately 10,000 square feet, much smaller than a typical supermarket. The smaller size is intended to give customers a faster shopping experience – thus, the "Easy" in "Fresh and Easy Neighborhood Market". The Point Loma site is a bit bigger, at 14,080 square feet. The stores will stock "fresh and nutritious food at affordable prices," according to Chief Executive Officer Tim Mason.

Remodeling the former Albertson's / Delta Drug building and re-landscaping is the first of two project phases. Demolition is currently under way, and remodeling is expected to be complete in December 2007. In phase two, the property owner, Catalina-Talbot, LLC plans to develop the site across the parking lot where the three-story building is currently located.

We hope to have a representative from Tesco at the Annual Dinner on May 22 to present architectural renderings of the building.

Beautification update

Highlights from the minutes of the March Beautification Committee:

Village Flower Project: The Point Loma Garden Club donated \$600 toward plantings in front of the Shelter Island Drug.

Benches & Debris Containers: Three new plaques are being installed on bus benches: One dedicated to Paul Lovett and Ike Sherwin is going on the bench in front of Shelter Island Drug; another dedicated to Greg Cox is going on the bench at the corner of Rosecrans and Nimitz; and another plaque dedicated to Azar Builders is being installed in front of Wells Fargo.

Village Trees: Most of the Jacarandas and Gold Medallions on Rosecrans and Cañon have been trimmed, although trees on Upshur and Canon, (across from Post Office) remain untrimmed. Drew Potocki indicated that the trimming will get done – hopefully within the week.

Westminster Park: A much needed guard rail is being constructed in the area adjacent to Westminster Park along Canon Street. The project is being coordinated via Councilmember Faulconer's office.

Roses and Radishes: A rose goes to the shrub plantings, trees, lamp posts, benches and bike racks in the Trader Joe's parking area.

The Mean Green Team meets every Friday at 9:00. For the schedule, e-mail Ron Brooks at brooks1@cox.net.

Ocean Beach Gateway status

The entryway medians from Sea World Drive to Point Loma and Ocean Beach are going to get greener – with the community's help.

The Ocean Beach Community Development Corporation (OBCDC) continues to raise funds for installing irrigation and landscaping according to the design completed and approved in recent years.

Palm trees were donated for the two small medians, which have been hand watered each weekend for over a year by OBCDC volunteer, president and chair, Christopher Kern. Kern is a resident of Ocean Beach and the committee lead for many OBCDC improvement projects.

OBCDC has been working on a variety of entryway fund-raising projects, including the Gateway Park and pathways connecting pedestrian, bicycle and ADA access from Sunset Cliffs



Blvd. and West Point Loma Blvd. to Robb Field and The San Diego River Park.

As part of the entryway fund-raising effort, the OBCDC, with the help of Point Loma Landscape, installed the irrigation for the palm trees, allowing the trees to be automatically watered.

"We expect to be successful very soon in raising a good portion of the

funds to complete irrigation and landscaping of the two smaller medians," said Curt Lutz, Executive Director of OBCDC. The OBCDC needs approximately \$20,000 to finish the basic plan for irrigating the two small medians and the landscaping design. "The fact is, though, there is always a need to have community support for these projects, financially and politically," said Lutz.

To support the effort, individuals, organizations, and interested companies can contact Curt Lutz via e-mail at curt@obcdc.org or by calling (619) 224-1648.

The Entryway Projects are also taking reservations for tiles and bricks with personal inscriptions to add to the pathway walls of the Gateway Park. Donate on-line at www.obcdc.org.

The Board of Directors thanks all of our members for their support.

Every member at every level is important to us and valued by us.

Please accept our belated thank you to these higher level members who were inadvertently omitted in our recognition page last newsletter.

Platinum (\$1,000)

Ryan Family Charitable Trust

Gold (\$500)

Robert and Ginger Wallace

Silver (\$250)

Nick and Leslie Frazee

Mr. and Mrs. Jessie Knight

Avey and Mary Alice Gonsalves

John and Mary Louise Shoemaker

Gene and Celeste Trepte

Bronze (\$100)

Malin & Roberta Burnham

Robin Mansfield

Hugh & Pat Carter

Brenda Martin

Brockway & Barbara Clark

Douglas & Audrey McGinty

Peter & Doris Ellsworth

Mary McKinnon

Jeanne L. Frost

Eric Scott and Andy Spydell

Edward & Shirley Haimsohn

Nina Sharp

Nancy Jeremiason

Arlene Simpson

Michele A. Kitchin

Maureen A. Summers

The Honorable Mack & Donis Lovett

Joseph Watkins

Thank You!

Give One Hour to Improve Point Loma!

The Point Loma Association membership is growing each year with the help of our dedicated Board of Directors and Membership Committee.

Throughout the year, we need volunteers to help us spread the word about what PLA does for our community – so we're asking for one hour of your time to help PLA at the following events.

May 22 – Point Loma Association Annual Dinner

Contact Karen Kettenburg Wheeler (619) 224-3760

July 20 - August 17 – Point Loma Summer Concerts

You can enjoy great music and help grow PLA by volunteering at the PLA membership table at the concerts.

August 18 – Peninsula Chamber of Commerce Village Faire – Volunteers provide PLA brochures and information at our faire booth.

Other volunteers are needed for the **Mean Green Team** (Beautification Committee) to maintain the entryway landscapes and village flower planters, to join local students in cleaning up our canyons and other activities throughout the year.

We look forward to your participation to help us continue to improve our community. Contact Membership Chair, Tracy Morgan Hollingworth at morganhollingworth@sbcglobal.net or (619) 225-8156 to volunteer.

Point Loma Concerts Update

By Lee Lipsey, Summer Concerts Co-chair

The Concerts Committee is making plans for the seventh annual Point Loma Summer Concerts. We've booked the bands, and we're looking forward to seeing our friends and neighbors at Point Loma Park.

Concert dates are five Friday nights: July 20, 27 and August 3, 10, and 17. Music begins at 6:00 and ends at 8:00, just as the sun sinks over Point Loma. (Bring a sweater!)

Bands are chosen for high-quality instrumental and vocal music and for broad appeal across generations. They present a variety of musical styles, from Swing to Motown to Classic Rock.

Point Loma Summer Concerts, a project of PLA, is a collaborative community service activity. We work with civic and youth groups, including: Peninsula Lions Club, Point Loma Optimist Club, Boy Scouts, Girl Scouts, MADCAPS, and the UPSES Youth Group. We also recruit volunteers and receive support from the Peninsula Chamber of Commerce and Point Loma Rotary.

The concerts are funded by public and private grants, sponsorships, and donations from local businesses and individuals. Due to ever-increasing costs of producing these events, we seek to broaden our base of support each year. Please encourage your friends, neighbors, and business associates to make a gift to the community by supporting Point Loma Summer Concerts. We welcome donations at \$100, \$250, and \$500. These gifts help us pay for sound production, banners, and essential support services such as porta-potties and trash collection.

Complete information about the Summer Concerts is posted on our web site: www.plconcerts.org. To make a donation, please call Lee Lipsey at (619) 248-9601 or Pat Baker at (619) 223-9369.

To volunteer, please call Kerri De Rosier at (619) 226-2251.

Phase Two of Utility Box Project: a community effort

By Kerri De Rosier, Utility Box Chair

The boxes have been primed and now serve as canvases for local artists! Start looking for beautiful works of art at these locations: Bali Ha'i, 2230 Shelter Island Circle; Dr. David De Rosier's office, 3019 Emerson Street; Dana Middle School (4 boxes); Dewey Elementary School (3 boxes), Long's Drugs on Rosecrans Place; and Collier Park on Soto Street (2 boxes in front of the Community Garden).



Beverly Brady's initial sketch, which she transferred with pencil

The Utility Box Committee held art contests at Dewey Elementary and Dana Middle schools to select winning designs for the boxes in front of each school. At Dewey Elementary, the children drew fantastic and whimsical sea creatures. Dana students drew pictures of San Diego scenes, marine creatures, surfer girls and boys, and scenes of Sunset Cliffs and Ocean Beach.

Contest winners received award certificates and got their pictures taken. The looks of surprise and happiness on the children's faces were priceless. Their greatest reward will be seeing their artwork on the boxes themselves.

Beverly Brady, Julia Anderson, and Betty Decker of the Point Loma Artists Association are painting the boxes at Long's Drugs, Dr. De Rosier's office, and one box at Collier Park, respectively. Local artist Neal Johnson is painting the box at Bali Ha'i.

The Utility Box Committee held art contests at Dewey Elementary and Dana Middle schools to select winning designs for the boxes in front of each

(Utility boxes, continued)



Dewey Elementary kindergartner Selena Mayorga holds her winning picture and award

While students from kindergarten through 6th grade supplied the artwork for the boxes at their schools, art students from Point Loma High School will actually render the art work on the boxes. The students are excited for this community service opportunity and chance to broaden their artistic horizons



Point Loma High School art students at one of the boxes at Dewey Elementary: Left to right: Robert Ewing, Matthew Kennedy, Joseph Yolles, Randy Ewing, Kerri De Rosier (not a student!), Tiffany Lathrop, Amelia O'Dell, Elizabeth Mago, Bailey Kinter, Rebecca Holman



Patti Adams hands Kerri De Rosier the County's grant check in front of the Collier Park box as it is prepped by Urban Corps members Juana Calixto and Aaron Johnson

Thanks to the County of San Diego for a \$2,500 grant, and to the City of San Diego for a \$1,000 grant! The project is also being funded through private contributions and the PLA budget. It costs about \$500 for each improved box. If you are interested in donating for a future box, call Kerri at (619) 226-2251.

The Utility Box Committee thanks Urban Corps for their fine work cleaning and preparing the boxes; Beverly Brady for instructing the students and providing great ideas; Anne Vafis, local artist and retired art teacher, for helping the Point Loma High School students; Gisella Giggberger at Dana Middle School for coordinating the Dana art projects; Terry



Beverly Brady instructs the students in her utility box painting techniques



The Ewing brothers in front of their box at Dana



Bailey and Elizabeth ponder the enormity of their box - and the sap!

Crago at Dewey Elementary for coordinating that school's art projects; and PLHS art teacher Jennifer Crocker and her art students for their boundless enthusiasm and community spirit.



The kids at Dana Middle

Photographic memories...

On January 31, 2007, Paul Holz shuttered the windows at Point Loma Camera forever. The camera shop, located near the corner of Rosecrans and Dickens Street, served customers from Point Loma and surrounding communities for 39 years.

"We started out right next door where the restaurant is," said Holz. "We bought the property, and then built a quarter of it in 1973." Holz explained that at the time, the Coastal Commission's parking requirements were too severe to complete the entire building. Thankfully for him, the requirements changed, and Holz was able to complete his camera sales/camera repair/framing shop, adding a photo finishing lab in 1992. "We were one of the first stores in San Diego to open a mini lab inside a store," said Holz.

His answer to the obvious question – the impact of digital cameras – wasn't surprising. "Digital cameras definitely affected our business, but camera sales were still strong." Holz will likely be taking his own camera into retirement. "I want to get into new ventures – more traveling – more fun," he said.

Holz is staying close to home for the moment, helping his wife Barbara Holz run Patina, the gift shop next door. "I have an office in the back room. I assist her when I can. Her business involves travel to shows, so now I can go with her."

Besides travel, Holz's future plans include selling on e-bay and getting more experience with computers.

Holz, who jokes that he lives in Point Loma but sleeps in La Jolla, has a fondness for the community where he spent 39 years. "[Closing the shop] was a lot more emotional than I expected," he said. We've seen so many families go through the store – three generations of people; there were a lot of tears."

Louis Rose Memorial

The City of San Diego designated the area at the foot of Womble Street alongside the boat channel as Louis Rose Point. Mr. Rose, the first Jewish settler in San Diego (arriving in 1850), served on the first County Board of Supervisors, the San Diego School Board and was the developer of Roseville in Point Loma. Rose Canyon is named for him, where he built the first San Diego tannery.

The Louis Rose Society was formed to raise funds to build a memorial on the site and is developing an on-line encyclopedia of the accomplishments of notable Jewish San Diegans, past and present. The site is www.jewishsightseeing.com.

Old Town State Park celebrated the 200th birthday of Louis Rose on Friday, March 23. Activities included music, skits, lectures and free tours on the Old Town Trolley around Presidio Park and Old Town.

For more information about the Louis Rose Society or how to make a donation for the memorial, contact arlette Smith at (619) 248-3883 or Don Harrison at (619) 265-0808.

COMMUNITY CALENDAR

April 17, 5:30 – 9:00 p.m.

Taste of Shelter Island – \$15 tickets available at Carefree Vacations, Stars and Stripes Mart, Union Bank, San Diego National Bank, Rosecrans/Canon Union 76, Matt Kalla State Farm Insurance and at The Brigantine parking lot from 5-6 p.m. the night of the event. For information, call Tracy at (619) 225-6678 or e-mail tanderson@sdtg.com.

April 28, 10:00 a.m. - 4:00 p.m.

6th Annual Point Loma Garden Walk – Tours of homes and gardens, and Garden Boutique. Tickets \$15; \$20 on the day of the event. Proceeds benefit Craniofacial Services at Rady Children's Hospital. For ticket information, go to www.pointlomagardenwalk.com or call (619) 225-8852.

May 22, 5:30 - 9:00 p.m.

Point Loma Association Annual Dinner. See article and invitation.

The Point Loma Garden Club has meetings and workshops at the UPSES Hall on the second Wednesday of every month. For more information, go to www.plgc.org.

May 9, 10:00 a.m. – Greg Asbagh talks about his tropical garden in Leucadia.

May 19, 10:00 a.m. - 4:00 p.m.

"Reflections in Art" - A Floral Exhibition. Biennial Floral Exhibition, Art Show, Plant Sale and Bazaar. Floral arrangers present creations based on selected works of art from artists of the Point Loma Artists Association. Specialty garden vendors and bargains on unusual plants. Free to all. All Souls Episcopal Church, Pt. Loma. 1475 Catalina Blvd. (619) 223-3315

Upcoming programs at the Hervey Point Loma Library: (Registration required for OASIS classes)

April 11, 7:00 p.m. – The future of San Diego Libraries

April 16, 1:00 p.m. – Discussion of *Enrique's Journal* by Sonia Nazario for the "One Book, One City" campaign

April 18, 1:00 p.m. – Bedrooms and Bordellos of the Gaslamp Quarter (OASIS)

May 9, 7:00 p.m. – Kirk Butler: "To the Lighthouse with Virginia Woolf"

May 25, 1:00 p.m. – "Mars Exploration: The Rovers - Year 3" (OASIS)

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
Dee Wylie, 865-9470

**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
2:00 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Tom Traver, 295-5551

La Playa Trail Association
Meets second Tuesday,
2:30 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Charles Best, 223-3418



Members of the “Mean Green Team” at the inauguration of the Tool Shed at Collier Park.

From left to right: Burch Ertle, Dorothy Lord, Karen Davis, John Ellis, Betty Allman, Dave Brown, Ron Brooks

The shed, which is owned the City of San Diego’s Parks and Rec Department, was used by People for Trees and turned over to the Point Loma Association in March. Not only will the shed be a great storage place for the hundreds of shovels and rakes also included in the deal - it has a small area for meetings - and a bathroom!

Point Loma Native Plant Reserve

By Kym Hunter, Community Outreach Manager, The San Diego River Park Foundation

Spring has come to San Diego and nowhere can it be better seen and enjoyed than at the Point Loma Native Plant Reserve – an often undiscovered jewel in the heart of the Peninsula. Bright orange poppies and blue-eyed grass abound in the garden.

The reserve – also called the Point Loma Native Plant Garden, was officially designated as a City park on September 21, 1972. At that time, members of the Point Loma Garden Club and community members helped create Collier Park, and prevented the land from being developed.

In the 1980s, The Point Loma Garden Club, working with The California Native Plant Society and community members, set aside a portion of Collier Park for the purpose of growing California native trees and plants. After the Point Loma Garden Club did the hard work of putting the landscaping in place, the site earned the name Point Loma Native Plant Reserve. The Reserve has evolved into a native plant haven with areas of oak woodland, cactus and succulent, coastal sage scrub and chaparral, just to name a few.

The San Diego River Park Foundation has been working hard to organize a new core of volunteers for the garden to ensure its abundance for years to come. Over the past few months, the San Diego River Park Foundation has met with great success. Working closely with Boy Scout Troop 500, two Eagle Scout Projects have been completed and large areas of the garden have been restored to their former glory through the efforts of over 100 volunteers. A regular meeting of Friends of the Garden has been established on the first Saturday and third Sunday of each month.

On May 20, members of the Ocean Beach and Point Loma communities are invited to come down and visit the garden as part of the San Diego River Days 2007 celebration. The celebration will feature 30 different events taking place from the mountains to the ocean. At the Point Loma Native Plant Garden, we will be offering native plant tours, nature writing workshops and a community picnic. The San Diego River Park Foundation is delighted to be partnering with the Point Loma Association Beautification Committee on this wonderful community event.

For more information about the Reserve, visit <http://www.sandiegoriver.org/PLNPPPproject.html>

Picture this...



The bench in front of Shelter Island Drug was in need of major repairs. Thanks to Bruce Cook for reinforcing the bench, to Peter Azar and his crew from Azar Builders, Inc. for the concrete work on the bus bench, and to the Point Loma Garden Club for donating \$500 for a flower bed!



CW Clark, Scott McMillin, Mayor Jerry Sanders, Mark Aldrich, and City Councilman Kevin Faulconer are on hand to "cut the lei."



PLA President Patti Adams and Peninsula Chamber President Matt Kalla celebrate the opening of Trader Joe's at Liberty Station



Flowers for the first customers!



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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, or go to our web site at www.PLAweb.org and click on “Join the PLA”.

Our Mission:

PLA is an organization of residents and local businesses committed to improving the quality of life in Point Loma through beautification, education, charitable activities and civic collaboration.