

46th Annual PLA Dinner!

By Martha Phillips, Board Member and 2008 Dinner Chair and Jody Applebaum, 2008 Auction Chair

On Tuesday, May 20, over 400 Point Loma Association members, friends, neighbors, and business people boarded the Hornblower *Inspiration* for a wonderful evening. As guests arrived, John Dally and the PLHS Jazz Band played a medley of lively jazz, drawing a crowd to the pier. The PLHS Surf Team escorted guests up the gangway to the silent auction as they enjoyed champagne and cocktails while shopping the auction and visiting with friends. Barry Scott, a local singer-songwriter, played songs from his newly released CD and other popular tunes.

As the yacht left the dock to cruise San Diego Bay, the auction closed and guests were invited to their tables in the wonderful ballroom decorated in nautical flags and table centerpieces of our own Old Point Loma Lighthouse. After Bill Klees, PLA Board Chair, welcomed all aboard, Capt. Mark Patton, U.S. Navy Base Point Loma, led the Pledge of Allegiance, which was followed by Barry Scott leading *America the Beautiful*. Dr. Joe Watkins of PLNU gave the Invocation and guests were seated to participate in a lively auction with Auctioneer Tony Calabrese. Both the silent and live auctions were fun and raised a good-sized purse for our new and existing projects and maintenance around the Peninsula.

Following the scrumptious dinner, Bill Klees called the business meeting to order. Bill thanked retiring board members Celeste Trepte, Windie Knoth, and Peter Benjamin, then County Supervisor Greg Cox installed the new board members. Patti Adams, Past Board Chair & Membership Chair, made an appeal to the audience to help reach our goal of bringing our membership to over one thousand families and businesses.

As the ballroom lights dimmed, a creative and fun video produced by Dick Lareau and Dwight Harrington entertained the crowd. The video depicted Dick visiting each of the 2008 Community Beautification Awards recipients for outstanding new signage, landscaping, architecture,

redesign, and gardens. Councilmember Kevin Faulconer presented The Grand Beautification Award to Celeste Trepte for her 47 years of service, benevolence, and enthusiasm for keeping Point Loma beautiful. He also declared a City Proclamation to name Wednesday, May 21, 2008 as Celeste Trepte Day throughout the City. Bill Klees presented Councilmember Faulconer with the annual Lighthouse Award for his never-ending support of the Point Loma Association's mission and projects.

Events like the Annual Meeting, the Town Hall Forum and the Summer Concert Series offer our members the opportunity to come together throughout the year to learn about important projects, events, and happenings that have or will affect our lives in Point Loma. We are a neighborhood association of volunteers who care about what goes on and want a voice for change. All members are encouraged to participate and volunteer to help with events and projects, to raise awareness of the Association and our Mission, and promote membership to others who share the same goal.

Please see the newsletter insert for a list of the award winners, and all the volunteers and sponsors who made the event possible.



Patti Adams and Councilmember Kevin Faulconer present Celeste Trepte with the Grand Beautification Award

PRESIDENT'S MESSAGE

The 46th Annual PLA Dinner and auction was a great success thanks to Chairperson Martha Phillips and her outstanding committee! Thank you to all our sponsors and auction item donors for their generosity as we continue to raise funds for community projects.

Past Chair Patti Adams and her membership committee are busy renewing current members and adding new members as we approach the new PLA year on July 1. You can reach Patti at (619) 887-9313 or go to plaweb.org and click on the "Join Us" button. Your continued support is appreciated as we plan our budget for the next fiscal year.

Please mark your calendars for September 13, the Annual Peninsula Community Fair at Ingram Plaza, Liberty Station. To sponsor, volunteer or participate in the Fair, please call Tracy Anderson at (619) 224-2961 or go to the Peninsula Chamber web site at peninsulachamber.com.

Lee Lipsey and Pat Baker have co-chaired the Point Loma Summer Concert Series for the past six years and need to "move on". Volunteers are needed to become familiar with the many facets of managing the concerts. This year's concerts begin Friday, July 18 and run through August 15 at Point Loma Park. To volunteer, go to www.plconcerts.org or e-mail Klonie Kunzel at kunzel@cox.net.

Many thanks to PLA retiring board members Peter Benjamin, Windie Knoth and Celeste Trepte for their outstanding contributions to the PLA. We welcome Karan Cooper and Robert Vacchi to the board and are pleased to announce that Myrna Bossler and Leslie Harrington will fill vacancies for terms expiring in 2009.

Think Membership!

—Bill Klees, Chair

Celeste Trepte treks on

At this year's PLA Annual Dinner, Celeste Trepte received the Grand Beautification Award for her efforts in the community – specifically for the Point Loma Entryway project – which involved a complicated scheme to get water over the Nimitz Bridge in order to landscape the Famosa ramp with trees and bushes. Celeste never faltered in the face of multiple permits and seemingly insurmountable engineering challenges. Here is a brief story describing Celeste's legacy.

It was 1953. Celeste had married Gene Trepte and moved to Point Loma from La Canada-Flintridge. She was impressed with the views from Point Loma – but not the views on the streets of the Village. "It was so ugly," said Celeste. "We had the most beautiful view in the world, and no one was doing anything [about the Village]."

At the time, the Village (Rosecrans Street between Talbot and Nimitz) was crowded with billboards and gas stations. Trees? There were lots of them, if you count the naked poles from the power lines looming overhead.

In 1961, Celeste and a group of concerned neighbors formed Point Loma Village Beautiful and got to work. By 1972, hundreds of trees had replaced over 100 power poles. Celeste served numerous terms on the board and wrote the newsletter (which she called the "life-blood of this group"), leaving the board only for a short while when she had three daughters getting married and grandchildren on the way soon after.

Fifty four years and nine grandchildren later, Celeste Trepte is still planting trees. She may not be digging the holes these days, but she is making sure it gets done – in addition to paying attention to Code Compliance issues affecting our quality of life. These days, Celeste is also thinking about PLA membership. "Now that we're all in our eighties – we have to get the young people enthused!" laughed Celeste. "We need more members: we have a lot of maintenance bills to cover now."

"Once [new members] get involved, they really enjoy it," said Celeste. "They broaden their friendships and meet wonderful people. I really love all the people – don't you?"

Asked about the PLA's greatest accomplishments, Celeste didn't hesitate. "Getting power lines off Rosecrans, trees in the center of Nimitz, the plantings done in the Village – pork chops – all the stuff that the Green Team does."

Turning her attention to the future, Celeste acknowledged more work to be done. "We still have news racks to take care of, two billboards, power lines to underground, and all of our maintenance," she said. Discussing the recent removal of graffiti by the Graffiti Task Force, Celeste said, "It wouldn't have been done without the PLA. What would your Village look like without the PLA?"

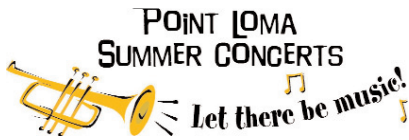
What would our Village look like without Celeste Trepte?

Congratulations, Celeste, on your well deserved Grand Beautification Award.

Have you moved?

We need to know about it!

**Call Patti Adams, Membership
Chair, at (619) 887-9313 or
e-mail membership@plaweb.org
so we can update our
address list!**



Come and boogie “Down to the Bone” at Point Loma Park at 6:00 on Friday evening, July 18 – opening night for the eighth annual Summer Concerts, where you’ll be treated to traditional New Orleans Brass, Blues, and Boogie by Porterhouse Bob and Down to the Bone. See the enclosed Peninsula Arts Calendar for the concert season schedule.

Willis Allen Real Estate continues as our Presenting Sponsor with a gift of \$7,000. Point Loma Community Bank is our Stage Sponsor at \$5,000. The project receives major funding from the City of San Diego Commission for Arts and Culture and from the San Diego County Community Enhancement Program. The Concerts Committee was thrilled to receive a sizable contribution from MADCAPS this year. MADCAPS has provided setup volunteers for the past three years, in addition to providing greeters and ushers since the concerts began in 2001.

Sponsoring this year’s bands are: Dick and Dorothea Laub, Wear Community Fund with Ryan Peninsula YMCA, Liberty Station, Stump’s Family Marketplace, David De Rosier, DDS, Brasseur Construction, Inc., Newport Avenue Optometry, Point Loma Nazarene University, Cymer, San Diego County Credit Union, and Peggy Bonner of Prudential California Realty. Please thank these sponsors for their gifts to the community.

It’s not too late to donate to the concerts! Donations at the \$100, \$250 and \$500 levels are very much appreciated. Please make checks payable to Point Loma Association/Summer Concerts. Mail to P.O. Box 60223, San Diego, CA 92166. To view a complete list of generous Summer Concerts contributors, go to the web site and click on the “Sponsors” link.

These concerts are supported solely by our Sponsors and Donors – and by an army of volunteers. Today, we need more than financial support to continue the Concerts. **We need two volunteers to take on the leadership of this PLA community service project if the Concerts are to continue in 2009 and beyond.** Step forward right now, participate during this summer and then become Co-Chairs of the event in the fall. We have a strong Concerts Committee with active volunteers, but we need new leaders to chair this effort. If you want to volunteer, or can recommend someone who does, please call Bill Klees at (619) 200-8200 right away.

Complete information about the five-week concert season is available online at: www.plconcerts.org. Questions? Call Lee Lipsey, (619) 523-6626, or send e-mail to info@plconcerts.org.

Welcome your new PLA Board members!

Three new board members were recently installed at the PLA Annual Dinner. The next time you see them, welcome them and thank them for their service!



Bob & Myrna at the PLA Annual Dinner “swearing in” ceremony

Myrna Bossler moved to Point Loma in 1971 and is serving on the board for the first time. Myrna has been a PLA member for about ten years, thanks to urging by Dorothea Laub.

Myrna was very involved in the PTA at Silver Gate Elementary while her son was growing up. After her son left home, she went back to work as a school counselor in the Sweetwater School District. She has been retired for five years.

Asked what she likes about the PLA, Myrna said, “I’m so impressed with the concerts – and all the gardening being done, especially along Nimitz. It’s wonderful.”

New board member **Bob Vacchi** has the perfect background for the PLA’s watch dog role. He’s a Deputy Director of Neighborhood Code Compliance in the City of San Diego’s Development Services Department with a long history of public service at the Cities of San Diego and Chula Vista.

Asked why he chose to serve on the Board, Bob noted that he likes community service, and that, even with his role at the City, there’s no conflict of interest. “It’s a service organization, not a political one,” said Bob. “The PLA makes a difference.” Bob looks forward to getting involved and “seeing what needs to be done.” He said he would help with code enforcement issues as well!

Karan Cooper has served on too many boards to count – we’re lucky that she’s given up a few of her many board duties and decided to spend some of her free time serving the PLA. Karan currently serves as treasurer for the Point Loma Garden Club and is a member of the La Playa Unit of Rady Children’s Hospital. When asked to choose her favorite philanthropic activity over the years, it was her role as one of the founding board members for the Monarch School for Homeless Children.

Karan moved to Point Loma from Ohio in 1965 and graduated from Point Loma High School in 1967. She owned a commercial design firm for 21 years and was very involved in the BIA and NAIOP. Asked why she is serving on the PLA board, Karan said, “The privilege of criticism carries responsibility for praise.” Karan pledged to make eradicating “all those newspaper boxes” her “mission in life.”



Beautification update

Graffiti Strike Force: Cecilia Carrick reported that areas around Correia Middle School, Voltaire Street and Bill Cleator Park have been heavily tagged. She forwarded photos of the graffiti to the principal at Correia. Cleanup of the community is ongoing.

The Strike Force painted out a major graffiti hit on the old Von's building in May. Cecilia has become proficient at mixing paint to match building colors so that the paint job does not look patched.

Utility Boxes: Three more utility boxes have been added to Point Loma's outdoor art gallery, bringing the total to 26! Point Loma Artist Ann Walker painted two Point Loma Summer Concerts-themed boxes in front of Point Loma Park next to the fire station. Rumor has it that the dogs on one of the boxes look strikingly similar to Ann and Jess Walker's own dogs –



and that the little girl pictured on the other box resembles a childhood picture of Ann's daughter.



The third box is located at the "pork chop" on the corner of West Point Loma and Nimitz. It was painted by Priscilla Ortiz, an art student at Point Loma High School who won a contest for the honor to paint the box. Her hard work paid off!

Cañon Street Sycamores: Many thanks to Lois Devlin for agreeing to be the captain for this area.

The Mean Green Team meets every Friday at 9:00 a.m. The Beautification Committee's next meeting is at 8:00 a.m. on July 1, 2008. The committee meets at the San Diego Yacht Club Board Room. For the Mean Green Team Schedule or to place items on the Beautification Committee agenda, e-mail Ron Brooks at brooks1@cox.net.

Ever wonder...?

By Cecilia Carrick

Have you noticed that the entry to our Point Loma neighborhood bursts with color and charm every time you drive home?

Do you ever wonder who organizes plantings of those beautiful pink geraniums, orange succulents, red bougainvilleas and evergreen pines? Who keeps those pesky sandwich boards, illegal signs and unsightly posters off your streets and utility poles?

Do you wonder who organizes painting utility boxes into attractive street accents rather than graffiti magnets? Who places benches and debris containers at bus stops and busy streets for the comfort and convenience of all our commuters and residents?

Do you wonder how one day there is graffiti on the walls and the next day it may be gone? Who acts as ombudsman with the San Diego Police Department and our City Council regarding illegal activities and neighborhood homeless issues?

Wonder no more! It is the Point Loma Association. Many hours and dollars are spent on your behalf to keep our Point Loma neighborhood clean and beautiful. We seek and welcome your help. Volunteer with us, if you can. It's a fun group of folks. Your contribution, large or small, enables the Point Loma Association to continue maintaining and improving our paradise.

Please introduce your friends and neighbors to the PLA. Welcome them to membership and encourage their financial support. Express your appreciation of this valuable work by increasing your own level of support. To join the Point Loma Association, fill out the membership renewal that just arrived, or log on to www.plaweb.org and click on 'Join the PLA'. You and Point Loma will be glad you did.

Beautification Recognition

By Ron Brooks



If you're looking for good news in your community, you don't have to go much further than Correia Middle School.

Walking into the entrance courtyard, you immediately get a sense that this school takes pride in itself and that there is a lot of exceptional teaching going on in the surrounding classrooms.

Landscaping in raised planting structures and street furniture are surrounded by a mural depicting a whale floating in the ocean depths, a middle school surfer riding the curl of a wave and peaceful herons nesting in a slough, which, in reality, is down the street.

Ms. Linda Taggart, the 2008 "Principal of the Year," created this courtyard space. It stands as an outward manifestation of the transformation that has been achieved at the school in the last five years.

The Point Loma Association cares about our students' education and the environment that acknowledges the importance of gaining knowledge and promoting responsible citizenship. We congratulate Correia Middle School as a place of learning where we can confidently send our students.

A BID to make downtown Point Loma more viable and beautiful

By Matt Kalla and Patti Adams

Point Loma deserves the same kind of high-quality retail environment that other coastal communities provide. Look at the Cedros Shopping District in Encinitas, with over 85 high-end restaurants, specialty retail stores, and artsy boutiques displaying one-of-a-kind items. Coronado has wonderful pedestrian friendly commercial streets and beautifully landscaped medians. You can find high quality restaurants, art galleries, jewelry stores, and other fine retail stores in the beautiful, tranquil and walkable environments of Prospect Street and La Jolla Shores.

These are examples of what we are hoping to do to reinvigorate downtown Point Loma's commercial core. Downtown Point Loma has the essential building blocks for a healthy economy. While we value the wonderful quality of life we enjoy in Point Loma, we believe we can create an even better living, working, playing and shopping experience. Downtown Point Loma should be ideally attractive to:

- Art galleries
- Jewelry stores
- Hardware stores
- Clothing stores
- Fishing & boating stores
- Bed & Breakfast Inns
- Old Fashioned Ice Cream Parlor
- Children's Activities
- Sit-down Restaurants

A number of property owners in the Point Loma downtown commercial core have begun researching ways we can beautify and enhance our commercial streets; install

and maintain street and sidewalk landscaping; install more sidewalk trash cans, benches and directional signage; provide more effective marketing to residents and visitors; and generate additional revenues for our commercial businesses and tenants.

Working through the Peninsula Chamber of Commerce, they have been discussing the possible formation of a Maintenance Assessment District to fund safety, cleaning, maintenance and marketing services focused on Point Loma's core commercial neighborhoods.

We need to know if property owners in the Point Loma commercial core want to help make the area cleaner, safer, greener and more marketable. We'll be asking them to vote on a Maintenance Assessment District soon. If you own property in the village area, feel free to contact Matt Kalla at (619) 223-1629 for answers to any questions you might have and to voice your support.

The Maintenance Assessment District would be a great asset in helping the PLA accomplish some of our goals and carrying on some of our projects, from more flower gardens and beautification projects in the village to the Banner District we manage and the maintenance and installation of bus benches and trash receptacles. They could also facilitate some of the much larger projects that PLA would like to accomplish, such as traffic calming on Rosecrans and creating a more walkable village.

Your voice is critical for our community safety and beautification. If you believe in improving the quality of life for all of Point Loma, support the Peninsula Chamber of Commerce in their BID to establish the Maintenance Assessment District.

More information about this proposal will be available at the Town Hall Forum on September 23, 2008.

How to save 20 gallons a day

by Chris Ewell, PLA member and owner, Superior Irrigation and Landscaping

We're hearing a lot lately about the need to conserve water – 20 gallons a day, to be exact. Conserving water doesn't have to mean letting your landscaping go brown or turning to Xeriscape.

There are many sprinkler products available today that allow proper water coverage and use less water. They include low volume spray nozzles, rotary spray nozzles and drip irrigation, to name a few. Using the Soak-Delay-Soak watering method, in which you turn on the water for half

the cycle time, delay, then turn it on for the other half reduces run-off and saves water by allowing your yard to retain more water. Most sprinkler controllers have this multiple start function.

Installing a rain sensor on your existing automatic system is another way to reduce water waste. **No one should be watering their yards when it's raining.** Another option for larger yards is Smart Controllers, which are connected to a weather station or have their own mini weather station built in. These controllers change the sprinkler volume based not only on rain, but humidity, wind, sun and temperature.

When we evaluate sprinkler systems, it's amazing how often we see them set to water every single day when they should be watering only two to three days a week. With most sprinkler systems using 15 to 20 g.p.m. (gallons per minute), every minute of programmed water time counts.

The vast majority of our water consumption is through our irrigation systems. By making your irrigation system more efficient, you can save even more than 20 gallons per day and do your small part to save one of our most valuable resources – WATER.

Around town...Happenings in Point Loma

Point Loma Townhomes



The Kettenburg Marine site on Scott Street at the foot of Dickens will soon be transformed into a mixed use development with 47 townhomes and three commercial areas.

Rand Wassem with Prism Investments Inc. paid a visit to the May PLA Board meeting with this rendering of the project, which was also displayed at the PLA Annual Dinner. The commercial uses will “be in tandem with the other commercial uses on the adjacent Kettenburg property,” said Wassem, who is managing the entitlement process for the property owner, Dean Wilson.

The site will have 141 underground spaces in addition to on-site parking. Construction is expected to begin in early 2009.

NTC Park Phase II

On May 30, 2008, dignitaries and community members gathered on a patch of dirt to celebrate beginning of Phase II of NTC Park. The park, projected to be open by the summer of 2009, will have a restroom, play structure, and more open space.



Left to right: Scott McMillin & Kim Elliott, Corky McMillin Companies, Mayor Jerry Sanders, Councilman Kevin Faulconer, Stacey LoMedico, Director, Parks & Recreation



Bill Klees, Teed Story, and Kevin Faulconer at the future site of the Hugh Story Memorial

Roseville restaurant opens



Point Lomans wishing for more upscale dining options in the neighborhood have had their wishes

granted. Roseville, located on Rosecrans at Cañon Street, began serving French Mediterranean cuisine on Friday, June 6.

This is the first restaurant owned by Point Loma resident George Riffle, although Riffle is no stranger to the restaurant business. Riffle, a restaurant consultant, grew up in North County and settled in New York City for eight years, where he ran a top-flight French restaurant. After moving to San Diego in 2000, Riffle opened Blanco in Solana Beach, then ran the food and beverage side of the Ivy Hotel in downtown San Diego. Riffle was also the General Manager of Laurel restaurant in Hillcrest for five years, and a consultant for Anthology in Little Italy.

Roseville’s chef, Amy DiBiase, is considered to be the premier female chef in San Diego, according to Riffle. She was the chef de cuisine at Baleen Restaurant at Paradise Point in Mission Bay after serving the same role at Laurel. She plans to use local ingredients and local fish that “you don’t see in the market, such as Santa Barbara prawns and sandabs,” according to Riffle. “It will be an interpretation of classic French cuisine but with a Mediterranean influence,” said Riffle. “This is not cream and butter French cuisine.”

Riffle hopes the restaurant becomes a destination restaurant tailored to the needs of the neighborhood. “You can come in jeans and a sweater or a tuxedo and feel very comfortable,” said Riffle.

Roseville is currently open for dinner. There are future plans for a brunch menu. Call for reservations at (619) 450-6800.

Fresh&Easy opening July 7

First it was March, then May ... this publication is obviously not the best place to find out when Fresh & Easy will open. You didn’t hear it here, but the planned opening date is now July 7.

76 Station being re-branded

Notice that the pumps at the 76 station of the corner of Cañon and Rosecrans are closed? The parent company of the Union 76 station recently sold the building, pumps, and tanks. Part owner and Point Loma resident James Hickey with JMH Oil is in the process of re-branding the station to another provider. “It will most likely not be a major brand,” said Hickey, which hopefully means more competitive prices. Hickey noted that the auto repair shop remains open with the same staff.

Annual Dinner Dick Lareau Videos to be shown at the Pearl Hotel on July 14, 2008

You've heard all about them. Now is your chance to see the videos that everyone is talking about. The Dick Lareau Slide show videos have been the highlight of our last three annual PLA dinner meetings and many people have expressed an interest in seeing them again. Now, for the first time, all three videos featuring the adventures of Dick Lareau and spotlighting our beautification projects throughout our community will be shown in one evening.

The theater will be the Pearl Hotel at 1410 Rosecrans Street. You can enjoy no host beverages, cocktails, dinner, and appetizers while watching the trilogy of videos on the *dive-in* movie screen over the pool at the Pearl. The films will be shown in their entirety just after dark, at approximately 8:00 p.m. Total screen time is less than an hour, so come on by for a great night with your friends and neighbors and have some laughs on Monday July 14 from 7:30 to 9:00 p.m. Questions? Call Patti Adams at (619) 887-9313.

Be a part of the America's Finest City Half Marathon Sunday, August 17, 2008

7:00 - 8:00 a.m. at the corner of Dupont and Albion Streets

The Point Loma Association sponsors a water station at Mile 3 of this half-marathon. Come out and help – it's a blast! Just imagine seven thousand people running through the streets of Point Loma – and pausing to thank you for a drink of water!

Wear old clothes and be prepared to get wet. Bring your friends and family – even children can help and it's a lot of fun!

If you can, bring LARGE containers for water (such as ice chests and camp coolers), also leaf rakes or push brooms.

Donuts and juice provided. Free race T-shirts for all volunteers! For information, call Melanie Nickel at (619) 225-8705.



Don't miss the 2008 Peninsula Chamber Community Fair and Clam Chowder Championship!

- ✓ Listen to your favorite live music
- ✓ Get unique gifts at arts and crafts booths
- ✓ Bring the kids to the carnival for rides and slides
 - ✓ Meet your local community businesses
- ✓ Relax with a beer and great food at Karl Strauss' Beer Garden
- ✓ Sample Clam Chowder offered by local restaurants and vote for your favorite
- ✓ See live dance performances and Martial Arts demonstrations

And so much more...

For more information or to volunteer, please e-mail Tracy Anderson at tanderson@sdtg.com or Matt Kalla at matt.kalla.jxe5@statefarm.com.

Point Loma Association
Meets second Wednesday,
7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Bill Klees, 225-8200

Peninsula Community Planning Board
Meets third Thursday,
6:30 – 9:30 p.m.
Pt. Loma Library
3701 Voltaire Street

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.

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

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

COMMUNITY CALENDAR

The **Point Loma Garden Club** has meetings and workshops at the **UPSES Hall** on the second Wednesday of every month at 10:00 a.m. For more information, go to www.plgc.org.

1st Saturday and 3rd Sunday of each month, 9:00 - 11:00 a.m. – Point Loma Native Plant Reserve work parties
Volunteers are needed to help water and care for this unique public park.

Located on the corner of Mendocino Blvd. and Greene St. For information, e-mail Richard Dhu at richard@sandiegoriver.org or call (619) 297-7380.

Tuesdays, July 8, August 12, September 9, 5:00 - 6:00 p.m. – "Behind the Scenes at NTC Promenade" Civic Community Forum. For more information or to RSVP, call (619) 573-9300.

Friday, July 4, 9:00 p.m. – 8th Annual Port of San Diego Big Bay 4th of July Fireworks Show benefitting the San Diego Armed Services YMCA: 8,000 shots off four barges, simulcast on KyXy 96.5 FM. www.yellowribbonteam.com/BigBayFireworks.

Sunday, August 17, 7:00 - 9:00 a.m. America's Finest City Half Marathon Water Station: See article.

Sunday, September 7, Noon to 7:00 p.m. – 4th Annual Ocean Beach Jazz Festival: For the lineup, go to www.OBJazz.org or call the OB MainStreet Association at (619) 224-4906.

Saturday, September 13, 11:00 - 7:00 Peninsula Chamber Community Fair: See article.

Saturday, September 20, 9:00 a.m. 24th Annual California Coastal Cleanup Day: The biggest volunteer cleanup event in San Diego County. Join together with your community to keep our ocean, coastlines and waterways clean and free of debris. To register and for more details, go to www.cleanupday.org.

Tuesday, September 23, 6:00 p.m. Town Hall meeting at UPSES, Hall, 2818 Avenida de Portugal. Don't miss this opportunity to find out what's going on in your community and discuss issues you care about.

Save The Date for the PLA Annual Golf Tournament on Friday, October 3rd at Sail Ho Golf Course!

2008 Community Beautification Award Winners

We thank Councilman Kevin Faulconer for his service to the community, and to Celeste Trepte for all of her efforts in beautifying Point Loma.

Lighthouse Award

Councilman Kevin Faulconer

Grand Beautification Award

Celeste Trepte

Outstanding Sign Design:

Jennifer Muratore, The Elegant Truffle

Outstanding Landscape & Signage

Ally Warlaumont, Silvergate
Elementary School

Entry Courtyard & Interior Design

Safeway Stores and CW Clark,
Vons Market Liberty Station

Outstanding Redesign Award

Greg Strangman, The Pearl Hotel

Outstanding Landscape & Redesign

Gretchen Early Webster, Aspen Properties,
Point Loma Marketplace
(Fresh & Easy and Peet's Coffee)

Outstanding Landscape Award

For Nimitz offramp to Catalina, presented
to Ron Brooks, Beautification
Committee Chair

Outstanding Garden Award

Nancy Peckham

*Many thanks to Stuart Hartley for
taking pictures!*



Thanks for the many hours of work by volunteers who made this year's Annual Meeting and Dinner such a marvelous success.

PLA Board of Directors and the following volunteers & members:

Bruce Cook	Dick Lareau
Ellen James	Karen Davis
Char Moore	Roz DeLuca
Miki Russ	Helen Kinnard
Diane Greene	Barry Scott
Dave Meyer	Dwight Harrington
Steve Dexter	Rebecca Page
Pam Kelly	Wendy Gillespie
Dinisa Valadao	Valerie Reinholtz
	Sharon Hancock
	Jungle & Andrea Jarvis

Point Loma High School Jazz Band with Music Director John Dally

Point Loma High School Surf Team Ambassadors and Coach Lou Ghio

Ryan Irvine, Richard Garcia, Kyle Darcy, Sam Wiseman, Jared Davidson, Nate Cintas, Kirk Lorocco, Ryan Lasky, Ian Bartlett, Josh Morse, Brennan Clark, & Nathan Bingham

Table Sponsors:

Brigantine Family of Restaurants, Point Loma Community Bank, Point Loma Nazarene University, San Diego Port District, United Portugese SES, Bob & Tommi Adelizzi, Dick & Dorothea Laub, Seaport Realtors, Tim & Kathy Lacey, Jonathan & Vicky Lacey, Patrick Lacey & Bobbie Kohrt, James Souza & Maria Pum

Named Sponsors:

PaperModelsInc.com, centerpieces; Dick & Dorothea Laub, decorations; Tracy Morgan Hollingworth, champagne; Kathy Jacobus, Land America, Technology

In-kind Donations:

Crown Chauffer Services, Inc.
Peninsula Graphics





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Ron Brooks	Rita Moller
Karan Cooper	Barbara Morton
Leslie Harrington	Melanie Nickel
Andy Hollingworth	Martha Phillips
T. Morgan Hollingworth	Bob Vacchi
Dee Kettenburg	

Chairpersons

Beautification: Ron Brooks
Membership: Patti Adams

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 Patti Adams at (619) 887-9313, 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.