

## GET YOUR TICKETS!



Look inside for your invitation to the The Point Loma Annual Dinner Spring Fling! It's being held May 19, 2009 at the Marriott Courtyard Ballroom at Liberty Station, 2692 Laning Road.

As you arrive, you will be greeted with music by the Point Loma High School jazz band. We are very excited to have Noah Tafolla of the KPBS program *Wonderland* as our guest speaker. Noah will discuss our *WonderFUL* community of Point Loma and share a video.

Karan Cooper, raffle chairperson, has a very different and fun approach that you'll have to see to believe. Think trees adorned with gift certificates for restaurants, shops - and much more! There will be a maximum of 10 raffle prizes and you can participate in the drawing for the prize of your choice. Please contact Karan Cooper at [karancooper@cox.net](mailto:karancooper@cox.net) if you have gift cards to donate, or want to help collect them.

The dinner menu consists of salad and you can choose between grilled salmon over grilled corn and asparagus, served with risotto and tropical salsa, or grilled rib eye steak and port reduction, mashed potatoes, mushrooms with garlic and spinach. Both dinners come with veggies of the day and New York Cheese Cake.

The reserved tables (\$1,000 for 10 dinners) are going fast with over 50% pre-sold. We are encouraging an early reservation. See the invitation for the list of our wonderful sponsors. It isn't too late to be a sponsor.

Doors open at 5:30; dinner begins at 7:00.



**Meet Noah Tafolla:** "I am a local film maker producing a television show called *Wonderland*. *Wonderland* is about the neighborhoods of San Diego. I've been in San Diego my whole life. My grandparents came in the 40's and we never left. I grew up in Ocean Beach, attended Ocean Beach Elementary and graduated from Point Loma High. I have a wife and three children and I still make Ocean Beach my home. My goal with *Wonderland* is to preserve and share the rich history of San Diego before it's all forgotten! *Wonderland* airs on KPBS in San Diego and KAET in Arizona."

### From your PLA Nominating Committee:

Even though we'll all be at the dinner having a great time, there will some official business. The nominating committee has filled three vacant spots on the Executive Board. Tricia Craven Worley, Cecilia Carrick and Linda Fox have been nominated to fill the positions vacated by Dee Kettenburg, Myrna Bossler, and Rita Moller. Maureen Summers will serve the two years remaining in Dorothea Laub's term. We thank Dorothea for her efforts on the Executive Board and nominating committee, and Dee, Myrna, and Rita for their service.

## PRESIDENT'S MESSAGE

The annual PLA Dinner is set for Tuesday, May 19. Dorothea Laub and her committee are hard at work on a fabulous evening! Contact Dorothea at (619) 226-1333 to volunteer or sponsor a table. For more information, go to [plaweb.org](http://plaweb.org).

The contract has been signed for the new La Playa Trails marker at Rosecrans in front of Union Bank of California. Thanks go to Patti Adams and Klonie Kunzel of the La Playa Trail Association for their hard work on this project and to Union Bank manager, Sharon Jenkins for her help with expediting the approval process.

Your PLA Board of Directors is pleased to nominate Cecilia Carrick, Linda Fox, and Tricia Cravens Worley for the 2009-2010 Board of Directors. The vote will take place at the Annual Dinner. We appreciate their willingness to serve our community and help us improve the quality of life on the Point!

We thank outgoing Board members Dee Kettenberg, Myrna Bossler, and Rita Moller. Dee served on the nominating and membership committees, and began the tradition of Lighting up the Village for the holidays. We thank Myrna for her service on the membership committee, and Rita for her help with the Annual Dinner. Maureen Summers is graciously taking over Dorothea's remaining term on the board. There isn't enough room here to list all of Dorothea's accomplishments on behalf of the PLA. Thank you, Dorothea.

Martha Phillips and the many volunteers on her Pt. Loma Summer Concerts Committee have a wonderful lineup of musicians for the Pt. Loma Concert Series on July 17 – August 14 at Pt. Loma Park. Look at the enclosed article for more information.

Patti Adams and her membership committee have been meeting throughout the year to renew memberships and attract new members. Membership information is available at [plaweb.org](http://plaweb.org) or by contacting any board member. Membership is the life blood of our association, and in these difficult economic times, we appreciate members upgrading their membership. The new business decals and membership cards are especially noteworthy. Thank you to Vice Chair Tony Calabrese for developing and printing them!

As always, "Think Membership!"

–Bill Klees, Chair

## Garden Award

When you hear running water as you drive by 3803 Del Mar, you are enjoying the delightful sounds of the latest waterfall in Point Loma.

The Dietz family has landscaped their front yard with a charming koi pond with two falls and a brook running over boulders and rocks.



Randy, Georgia and their boys have lived at the house for eight years. Their friend, Calvin Byers of Advanced Waterscapes, helped with the project.

If you look closely, you can enjoy whimsical features such as a hippo spouting water and a cute frog on a rock sending a stream into the pond.

Thanks, neighbors, for sharing your wonderful garden with us!



## Hugh Story Memorial: Groundbreaking has begun!

The pictures below show the current progress on the Hugh Story Memorial. In the top photo, Hugh's Memorial is the area behind the tree, indicated by the left arrow. The right arrow shows where the plaque will be placed. The bottom photo shows a view from the front –



as close as possible due to the chain link fence surrounding the entire area. The City's Parks and Recreation Department expects the memorial to be completed by the end of the year.





## Beautification update

**Graffiti Strike Force:** Unfortunately, our community has been hit hard in the past few months. There were major hits at the Nimitz underpass, the vacant Von's store, Cabrillo Elementary, and Bill Cleator Park. A City crew took care of the graffiti on the Nimitz underpass; the old vacant Von's store was cleaned by a group contacted via Safeway.com, who pledged to check the building once a week; Cabrillo Elementary school coordinated cleanup and removed much of the graffiti in a timely manner; Cecilia Carrick and Betty Allman removed the graffiti at Bill Cleator Park.

The latest graffiti trend is for taggers to take stickers from the post office, write their gang name on it and slap the stickers everywhere.

Thanks to team members who monitor the neighborhood for graffiti and remove it as it appears – Betty Allman, Dave Brown, Karen Davis and Cecilia Carrick.

**Thanks to the Point Loma Garden Club:** They gave the PLA a \$150 grant to use for graffiti removal supplies!

**Sunshine Liquor cleaned up:** After The Mean Green Team spent a Friday cleaning up the area behind Sunshine Liquor on Voltaire Street, a letter was sent to the owner with photos requesting that he or the building tenants maintain the landscaping in the future. The owner responded that he would maintain the bank!

**Cañon Street Gold Medallions:** Thanks to Drew Potocki with the City of San Diego for getting the trees trimmed.

**Roses and Radishes:** A bouquet goes to the Point Loma Garden Club's library display.

*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 January 9, 2009. 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](mailto:brooks1@cox.net).*

## A Victory! It only took four years!

Hurray! Gone is the gauntlet of twenty-seven newsracks cluttering the curbside facing our Village Post Office. Replacing them is a well designed newspaper corral that restores pride in our community. The PLA is grateful for the assistance of Council President Pro Tem Kevin Faulconer for guiding us through the permit process. Thanks also to Ron Brooks, who served on the Newsrack Committee for the City of San Diego.



A distant memory...this picture appeared in the Summer 2005 edition of the PLA newsletter.



This picture appeared in the Winter 2008 newsletter. The first noncompliant newsrack had been removed just 12 hours before. Councilman Kevin Faulconer said: "This is ground zero for newsracks in San Diego."



The new corral has eight slots: four free; four paid. The *Union-Tribune*, *Wall Street Journal*, *Voice & Viewpoint*, *Navy Dispatch*, *Navy Compass*, *Distinctive Homes*, and *Employment Guide* are currently occupying the slots. The slot reserved for *USA Today* is not being used, as they declined to use the corral.



The Mean Green Team and Matt Awbry from Councilman Faulconer's office gather at the new corral to celebrate.

Martha Phillips and her committee have been working hard planning the 8th annual Point Loma Concert Series! The line up is below!

All concerts are Fridays, 6:00 p.m. – 8:00 p.m. at Point Loma Park at Catalina/Varona.

We thank Willis Allen Real Estate for being the Presenting Sponsor for the 8th year in a row! And thanks to Point Loma Community Bank for being the Stage Sponsor for the fourth year in a row!

Thanks also to the concert sponsors listed below.

**July 17 – Atomic Groove:** Favorite dance music from the 70s through today, including Black Eyed Peas, Kool & the Gang, The Cars, Bonnie Raitt and many more. **Sponsored by Dick and Dorothea Laub.**

**July 24 – Jumpin’ Jack Flash:** “The World’s Greatest Rolling Stones Live Concert Re-Creation”. **Sponsored by Pacific View Foundation.**

## POINT LOMA SUMMER CONCERTS



Let there be music!

**July 31 – Sue Palmer & Her Motel Swing Orchestra:** A Point Loma Summer Concerts Favorite! **Sponsored by Point Loma Nazarene University, San Diego County Credit Union, and United Portuguese S.E.S.**

**August 7 – Hot August Night:** A Tribute to Neil Diamond. **Sponsored by Wear Fund with Ryan Peninsula YMCA, Wendy Gillespie and Stumps Family Marketplace.**

**August 14 – Soul Persuaders:** Top Hits of Motown, Soul, R&B covering Stevie Wonder, Marvin Gaye, Van Morrison and more favorites. **Sponsored by David P. De Rosier, D.D.S., Ellen James, and Warren Walker School.**

To volunteer or support the Point Loma Summer Concerts with a donation, go to [www.plconcerts.org](http://www.plconcerts.org).

### Sea creatures and shore birds are the theme for the latest phase of the utility box project

Kerri De Rosier, Utility Box Coordinator, contacted ARTS: A Reason to Survive to inquire about whether artists there would be interested in painting utility boxes. Soon, her inbox was full of enthusiastic responses! Thanks to Yanina Cambereri and Thia Nevius, who painted the boxes. Thanks also to the De Rosier family and Cecilia Carrick for prepping and priming the boxes, and to Klonie Kunzel, who helped seal the boxes with an anti-graffiti product.

Thia and Yanina are both volunteer art instructors for ARTS. Read about ARTS on the next page, and enjoy the beautiful utility box collage below! Be on the lookout for a newly painted box on the corner of Rosecrans/Cañon soon!



These boxes were painted by Yanina Cambereri. The tall box is located at the corner of Chatsworth and Catalina. The other box is in front of the Cabrillo Recreation Center on Cañon.

These boxes, located in front of Cabrillo Elementary, were painted by Thia Nevius. You won't see the pelican unless you walk around the box!

# ARTS: A Reason to be Amazed

by Kerri De Rosier

As utility box coordinator, it's not always easy to find artists willing to spend hours painting a utility box in unusual conditions, using fast-drying metal paints, for a small stipend. For this latest phase, I decided to contact ARTS: A Reason to Survive, a nonprofit organization located at NTC. Within hours of my initial e-mail, I received many enthusiastic responses – then, over the next month, I learned a lot more about this amazing organization.

Because of limited space, this article won't do justice to the vast programs offered at ARTS. You will have to check it out yourself to get the full story – and I strongly encourage you to do so.

The Pat D'Arrigo ARTS Center was founded by Matt D'Arrigo in 2001, but the idea was spawned in 1992. That year, Matt's mom, Pat D'Arrigo, and Matt's sister were both diagnosed with cancer within a month of each other. Matt depended on what he calls the "healing powers of art" to get him through that difficult time. Matt's sister survived – but his mom unfortunately did not. ARTS is dedicated to Pat D'Arrigo's memory.

In 2001, Matt began the difficult journey toward sharing the healing powers of art with others – namely, children ages 3-18 facing life challenges such as homelessness, disability, sickness, abuse, and neglect. He started from his home and lugged his art supplies to the Ronald McDonald House every week, volunteering his time. Matt wrote a business plan and began building relationships and going after grants. The launching point came when he received a two-year, \$100,000 grant from the California Endowment. Then, when ARTS was just three years old, Alan Ziter, Executive Director of the NTC Foundation, invited Matt to check out NTC Promenade. The ARTS campus opened in February, 2007. ARTS was the first nonprofit to sign a lease at NTC.

ARTS works with 35 partner organizations and volunteers to serve thousands of kids each year. In addition to Ronald McDonald House, they include: The Downs Syndrome Institute; The Hillcrest School, which serves teens who are victims of abuse, neglect and abandonment; The Leukemia and Lymphoma Society; Monarch School, which serves homeless and at-risk children; Rady Children's Hospital; and Polinsky Children's Center. ARTS also serves kids on an individual basis.

With its "Van Go," ARTS shuttles kids from their neighborhoods to its stunning campus at NTC. There is a Creative Zone, where kids can try print making, ceramics, and painting; the Media Arts Lab for graphic design, and where, through a partnership with "Outside the Lens," kids combine photography with writing; The Music Room,

where kids can experiment with a range of instruments and computer programs; and the ARTS Gallery, which features original works of art created by ARTS students and teachers.

"It's a creative hub," said Matt D'Arrigo, when asked about why students are brought to NTC. "Here, we can work with other organizations such as Malashock Dance, Quilt Visions, Kids Included Together." Matt continued, "Kids deserve to come here. Here, they can see beyond their communities – physically and mentally. Everyone is on the same page, here. They aren't judged."

Yanina Cambereri, a teacher at ARTS and one of the utility box artists (see previous page), began working with Matt back in 2001 and now works part time with volunteer teachers who offer their services off site at "places where kids can't leave." Yanina still volunteers at the Polinsky Center, Becky's House and at Children's Hospital, where she remembered working with a girl who was in intense pain. "During that hour, she forgot about her pain," said Yanina.

When asked about how kids specifically benefit from art, Yanina said, "We see some terrible things. ... It's a process of healing. The fact is that there is someone here to care about them – they have an adult who sincerely loves being here and working with them. A lot of kids don't have an adult who loves them. Consistency is key: they don't need someone else to fail them."

Matt stressed that ARTS isn't about art therapy. While the instructors are trained to look for red flags, the focus of the program is to "heal, inspire, and empower by offering a wide range of art for a wide range of kids." "Our vision is to work beyond walls," said Matt. "We want to create a movement to strengthen all youth arts programs in San Diego."

And this includes vocational training opportunities. "We call it our empowerment phase," said Matt. Kids can get training in graphic design, photography, screen making, and framing. "Even if they don't go to an arts-related field, they gain skills that add value by thinking creatively," said Matt. "They become a compassionate, creative force in the community."

ARTS has six full time staff and four part time staff, and over 150 volunteers. ARTS gets 30% of its funding from grants, 30% from fundraising events, 30% from individual donations, and 10% from earned revenue from facility rentals, merchandise, and gallery sales. They also offer framing services at competitive prices. All services offered to children are free.

For more information about ARTS, go to:  
[www.artsurvive.org](http://www.artsurvive.org).

# Around town...Happenings in Point Loma

## Oversized vehicle passage

The Port's proposal to limit the number of oversized vehicles parked on Shelter Island was approved last month. The new ordinance, scheduled to go into effect by this June, limits parking for oversized vehicles to 25 parking lot stalls per day. The stalls are distributed throughout the parking lots and street with consideration for a safe turning radio.

In addition, Shelter Island Drive (the street) will be closed to all parking between 3:00 a.m. to 4:30 a.m. – ensuring that owners who had been using Shelter Island Drive as a storage facility will be moving – permanently.

We thank the Port of San Diego, especially Harbor Police Officer Ken Franke, for their work on this issue.

## Peninsula musicians honored on banners this summer

Every year, in partnership with the San Diego County Fair, the Point Loma Association installs new banners to advertise the Fair theme. This year's theme is Music Mania. The PLA administers the banner district in the peninsula area on major thoroughfares such as Rosecrans, Harbor Drive, and Shelter Island.

To celebrate the theme, the banners will feature pictures of notable people in the field of music or music education in each community from May through July. PLA adminis-

tered the nomination process for the Peninsula area, and received 75 nominations. Of those, 32 musicians, listed below, were selected. We are planning an April reception in their honor, and will feature their photos at our Annual Dinner on May 19.

We would like to thank all of the fans of our very special musicians for sending nomination forms. Please join us in congratulating the winners for their efforts and accomplishments in the field of music or music education, and watch for their banners this summer!

Bill Cobb	Pete DeLuke
Marc Dwyer	Judy Eby
Glen Fisher	Ruben Flores
Doug Harvey	Penny Hawkins
Victor Labenske	Wanda Law
Danielle LoPresti	Shawn Loesch
Bob Magnusson	Alicia McMillan
Austyn Myers	Dan Nelson
Sue Palmer	Terry Russell
Chuck Schiele	Dell Schroeder
Barry Scott	Keifer Shackelford
Melissa Simmons	Sarah Suhonen
Jim Trepasso	Myron Tweed
Philip Tyler	Bryan Verhoye
Dylan Webber	Brandon Zedaker
Larry Zeiger	Aaron Zigman

*(continued on page 7)*

## City Info

### Undergrounding Utilities

Want your phone lines undergrounded? How long are you willing to wait? You can shorten your wait - if you and your neighbors are willing to pay.

The public pay method requires waiting until your street is scheduled for undergrounding. You can see where you are in line by going to <http://www.sandiego.gov/undergrounding/schedule/index.shtml>, click on **Undergrounding Master Plan Application**, clicking on **Utilities Undergrounding Mapping Application**, then clicking **Find Projects by Address**. Enter your address - and voila!, you'll find that you may not live to see your lines undergrounded.

If you don't have patience, but have the means, you can contact the City

of San Diego's lead engineer for the undergrounding project, Nathan Bruner. Call (619) 533-7426 or e-mail [nbruner@sandiego.gov](mailto:nbruner@sandiego.gov).

### Attend the Mayor's Budget Forum

The Mayor's Office is holding budget forums throughout the City over the next few months. There is one being held at the Ocean Beach Recreation Center on Monday, April 20 at 6:00 p.m.

In the meantime, if you would like to make suggestions for the budget, go to [www.sandiego.gov/mayor/budget/suggestions.shtml](http://www.sandiego.gov/mayor/budget/suggestions.shtml).

### Attend Councilman Faulconer's State of the City Address!

Monday, April 27, 6:30 p.m.  
Old Town Theater  
4040 Twigg St.

### Street Sweeping

Want to know when your street will be swept? Go to: [www.sandiego.gov/streetdiv/sweep-schedule.shtml](http://www.sandiego.gov/streetdiv/sweep-schedule.shtml).

### Code Compliance numbers

**Vehicle parked more than 72 hours on the street?** Call the Vehicle Abatement Department at (858) 495-7856, or fill out an online form by going to: <http://www.sandiego.gov/police/forms/72hr.shtml>

**Weeds and dry brush worries?** Call the Weed Abatement Department at (619) 533-4411.

**What to do with that dumped mattress or other debris?** Call Environmental Services at (858) 492-5055.

(continued from page 6)

# Around town...continued

## NTC News

### Recreational Music Center open now at NTC Promenade

NTC Promenade, the arts and culture district at Liberty Station, recently welcomed its 26th resident group – The Recreational Music Center (RMC). The classroom is located in Building 176 at the intersection of Roosevelt and Truxton.

Music instruction at RMC happens in a dynamic group setting, using cutting-edge technology and repertoire relevant to students' current musical interests and experiences. Instructors teach basic music concepts and instrumental skills at an appropriate level for ages 3 to 103. Class offerings include: Piano Lab, Guitar Lab, Drum Lab, and preschool music activities.

For more information, go to [www.recreationalmusic.com](http://www.recreationalmusic.com) or call RMC at (619) 727-1361.

### NTC Foundation welcomes Arts and Design to newly renovated Barracks 19

Barracks 19 is the first of 12 historic barracks at the former Naval Training Center (Liberty Station) to be renovated by the nonprofit NTC Foundation. In May 2009, artists and artisans will move into new studio space on the second floor. The first floor is available for lease to art/design-related businesses and services.

Barracks 19 was built in 1923 to house up to 100 Navy recruits; it has been empty since the Navy base was closed in 1997. Fully renovated at a cost of almost \$2 million, it adds nearly 7,000 square feet of new studio, retail, or exhibition space for NTC Promenade.

"This will be the 7th completed building in the 26-building Civic, Arts and Culture District," said Alan Ziter, Executive Director, NTC Foundation. "It provides us an opportunity to create a prototype of a landmark art and design center in barracks buildings along the North Promenade."

The building's two lobbies feature a curated history exhibit telling the story of life as a Recruit at the Naval Training Center. Historian Jennifer Garey of Arts & Antiquities oversaw the development of the exhibit.

"Preserving not only these historic buildings, but also the legacy of those who served at NTC, is an important part of NTC Foundation's mission," said Ziter.

Individuals seeking studios, as well as commercial tenant prospects that would serve the needs of an art and design district, can contact Alan Ziter at [aziter@ntcfoundation.org](mailto:aziter@ntcfoundation.org) or (619) 573-9315.

### Traffic improvements at Rosecrans/Nimitz

Run a red light at Rosecrans and Nimitz? You'll get your picture taken. The City recently installed the red light camera in hopes of reducing the number of traffic collisions involving impatient drivers. The city is looking at the entire intersection for improvements including adding right turn lanes and lengthening turn lanes.

**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](http://www.plgc.org).

Don't miss the annual garden plant sale on **April 25, 10:00 - 5:00 p.m. at 1007 Cordova Street in Point Loma**. This is the second year that PLGC is a part of the 8th annual Point Loma Garden walk presented by the Dana Unit of Rady Children's Hospital Auxiliary. The sale will include a variety of plants, from vegetables and flowers to landscape plants. For more information, go to: [www.pointlomagardenwalk.com](http://www.pointlomagardenwalk.com).

**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.  
Corner of Mendocino Blvd. and Greene St. For information, e-mail Richard Dhu at [richard@sandiegoriver.org](mailto:richard@sandiegoriver.org).

**OASIS Classes at the Library San Diego's Waterfront Through the Eyes of a Child, Wednesday, April 1, 1:00 p.m.** – James Bregante, SD Maritime Museum Docent and native San Diegan, narrates a journey depicting the rich history and romance of our beautiful waterfront.

**Claude Edwards presents Migration & Meanderings, Wednesday April 15, 7:00 p.m.** – Claude Edwards, an Endangered Species Biologist and member of the San Diego Audubon Society Board of Directors, talks about the birds of San Diego, both local and visitors.

**The Literary Case for Darwinian Evolution, Wednesday, May 13, 7:00 p.m.** – Come hear Ona Russell, author of *The Natural Selection*, who uses her interdisciplinary knowledge of literature, history, and the law to present her perspective.

**Kundalini Yoga Class for Adults, every Friday from 1:00 - 2:00 p.m.**

**Marry Me.....Again! Saturday, May 9, 12:00 p.m.** – A Mother's Day Weekend celebration offering hundreds of couples a chance to recite their marriage renewal vows.  
Liberty Station Marketplace, South Promenade, 2445 Truxton Road  
Free. For information, contact Bridget Wear at [bridgetwear@cox.net](mailto:bridgetwear@cox.net) or (619) 335-0221.

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

**Ocean Beach Town Council**  
Meets fourth Wednesday, 7:00 p.m.  
Masonic Center  
1711 Sunset Cliffs Blvd.  
Jim Musgrove,  
[jimmusgrove@mac.com](mailto:jimmusgrove@mac.com)

**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

**Point Loma Association**  
Meets second Wednesday, 7:30 a.m., Bali Ha'i  
**Beautification Committee:**  
First Tuesday, 8:00 a.m.  
San Diego Yacht Club  
**Membership Committee:**  
First Friday, 2:15 p.m.  
Point Loma Community Bank Conference Room



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**Chairpersons**

Beautification: Ron Brooks  
Membership: Patti Adams

Newsletter editor: Kerri De Rosier  
kerriderosier@gmail.com

## 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](http://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.*