

It's time for the 48th Annual PLA Dinner!

We're off to a great start!

When PLA Annual Dinner Chair Karan Greenwald said she'd get over 20 table sponsors at \$1,000 a piece, she meant it! As of this printing, she and her committee have secured 24 tables of ten! What does this mean to you? You'd better get your dinner reservation in soon!

The 48th Annual PLA Dinner is being held at the Kona Kai Resort on May 27, 2010. Details are in the enclosed invitation. You can look forward to a fun evening with TEN raffle trees, a silent auction, great food, and guest speaker Lynn Guidi, who will present a talk about the history of the Portuguese Community in Point Loma. This is a timely topic, as Point Loma's Portuguese Community is celebrating its Centennial Festa!

The Raffle committee led by Cecilia Carrick is also off and running! Cecilia and her team have combed our community for fabulous silent auction and raffle prizes.

And wait until you see the beautiful centerpieces created by the Mean Green Team! They used succulent cuttings mainly from "Celestial Gardens" (the Nimitz offramp) and planting soil donated by Home Depot. You might be lucky enough to purchase one at the dinner!

Why go and invite everyone you know? Because the PLA:

- Plants and preserves gardens all over Point Loma
- Produces the Point Loma Concert Series every summer
- Paints the utility boxes around town
- Placed the pretty bus benches and trash cans on Rosecrans
- Eliminates the blight of billboards, news racks, and graffiti
- Promotes the Peninsula's interests with the city, county, and Federal government including the Navy
- Beautified the street signs in the Village
- Posted the welcoming "Point Loma" signs at Nimitz and Harbor Drive
- Maintains Point Loma's banner district
- Holds Town Meetings each fall

Need any more convincing? Call Karan Greenwald at 619.224.0858 or e-mail kcgreenwald@cox.net.

Please note: credit cards not accepted at the event. Bring cash to purchase drinks and lots of raffle tickets!

PLA Board Nominations

One of the items of business for the PLA Annual Dinner is nominating a new board.

We say goodbye to Tracy Morgan-Hollingworth, Bill Klees and Patti Adams, who have very ably served two consecutive four year terms. Newest member Joshua Cohen had to resign his term due to job changes.

Beautification Chairman Ron Brooks has served one term and has chosen to not run again. And Tony Calabrese is running for another term. That leaves five openings, and we have five nominees!

David Crawford, a local attorney

Tommy Cardosa, a local Realtor and volunteer for our Concert Series

Malinda Dickenson, an attorney who serves on the YMCA Board of Directors

Carol Norman with Elite Escrow at Liberty Station

Mary Montanus, a local CPA who has volunteered to take the position of Treasurer.

Our Mission:

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

Chairman's



Message

Spring is nature's way of saying, "Let's party!"
– Robin Williams

I hope you all have your reservations in for our annual dinner on May 27th. We are back at the Kona Kai Resort this year and we can thank Karan Greenwald and her team for putting together a fantastic event.

Hollywood may have the Oscars, but Point Loma has its own celebration of the accomplishments of our members, businesses and organizations. The annual dinner is our opportunity to acknowledge the contributions of our volunteers and to thank all of our members who support the Point Loma Association.

Thank you to Karen Davis and the members of her committee for their work on the Hugh Story Memorial Rose Garden. The dedication ceremony was a wonderful event on a perfect San Diego day, and the rose garden is a fitting tribute to a man who personified service and dedication to his community.

Take a look at the street banners around Point Loma. They salute the 100th Festa of the Portuguese Community in San Diego on May 23, 2010. I hope you'll all come out to see the procession from the Portuguese Hall to St. Agnes Church that Sunday.

It has been an honor serving as Chair of the PLA this past year and I want to say thank you to all of our board members for their hard work and support. I need to particularly acknowledge the board members whose terms have expired and are leaving the board this year: Bill Klees, Patti Adams, Ron Brooks and Tracy Morgan Hollingworth. I can't say enough about the dedication these individuals have to bettering our Point Loma Community.

To Patti and Bill past board chairs, special thanks for your knowledge and support. You were a tremendous help to me this past year.

I hope to see you all on May 27.

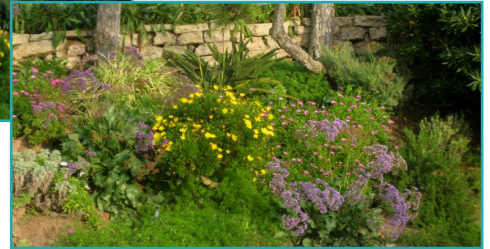
–Tony Calabrese

Garden Award

By Betty Allman and Judy Garrett



Peter & Karen Novak remodeled their home two years ago. Karen dug up all the existing plants, relocated them for a year, then, when the remodel was complete, replanted all her original plants (plus more) to create a beautiful cascade of yellow and blue perennial and native plants.

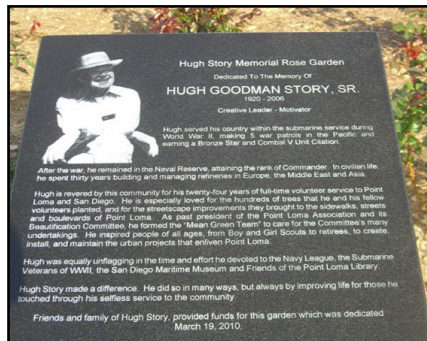


Two Black Pines grace the front yard and a blue Jacaranda holds a special spot. Plants include statice, daisy, incanum geranium, bird of paradise and many drought tolerant species. The house is located on Sorrento in Point Loma.

Want to nominate a home with a lovely garden? E-mail Judy Garrett at judy-garrett@cox.net.

Hugh Story Memorial Dedication

Like Mayor Sanders said, it was a perfect day for such a momentous occasion. The skies were blue, water glistened in the channel, and family, dignitaries, community members and PLA members donned their sunglasses to await the Hugh Story Memorial Rose Garden unveiling on March 19.



The Hugh Story Memorial Plaque

They were there to celebrate the legacy of Hugh Story, Point Loma's "Johnny Appleseed." After many stops and starts, the Hugh Story Memorial Rose Garden found a fitting resting place at the site of the WWII Submarine Memorial at NTC Park. The Memorial commemorates the 52 submarines lost during WWII.

A true "submariner," Hugh secured the submarine periscope for the Point Loma Branch Library, volunteered his time with the Maritime Museum, and contributed memorabilia to the local submarine base. He spent the rest of his time tirelessly working for our community.



County Supervisor Greg Cox

Through the Point Loma Association's Beautification Committee and "Mean Green Team," which he founded, Hugh took city properties that were often trash-filled and weedy and planted trees – over 700 of them.

"No one had more passion than Hugh Story," said County Supervisor Greg Cox. "He would out-work and out-perform everyone else around him. If Hugh were here today, he would be embarrassed, but very proud."

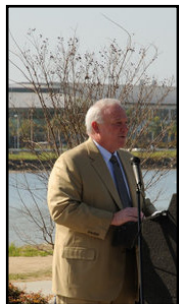
“I couldn’t think of a better spot to honor Hugh Story,” said Councilman Kevin Faulconer. “He was a giant in Point Loma. This Memorial will help the community learn about Hugh and what he meant to the community. My kids call this ‘Hugh Park.’”

It was Marilyn Story’s turn at the mic. Much shorter than the dignitaries, she shouted, “Here I am!” as she climbed up to the podium. Mrs. Story thanked everyone for the lovely rose garden and Councilman Faulconer for giving Hugh the support he needed to do his many projects. “The Mean Green



Marilyn Story

Team is the backbone of beautification,” she said. “In India, Hugh got elephants to do the work; here – it’s the Mean Green Team.” Mrs. Story offered special thanks to Karen Davis, “Who,” she said, “negotiated with calmness and dignity – all the changes in design. ... She’s tall and can reach all the places I can’t,” she joked. “Like Hugh would say, ‘the job isn’t done until it’s tidied up. This job is tidied up.’”



Top left to right:

PLA Chair Tony Calabrese; the dedication attendees; Mayor Jerry Sanders; Hugh Story’s children unveiling the plaque; The Hugh Story Family – left to right: Hugh Story, Jr. (son), Marilyn Story, Seoma Emrys (granddaughter), Magita Story (daughter), Charlotte Boylan (daughter), Kim Waters (daughter), and Roland Dahlin (cousin); Karen Davis*, Councilman Kevin Faulconer, Stan Miller*, Dee Kettenburg*, Ed Streicher*, Patti Adams, Robert Tripp Jackson* Celeste Trepte

*Hugh Story Memorial Committee

PLA honors Point Loma Residents and Business “Foodies”

PLA manages the banner district in Point Loma and participates with the County Fair each year to recognize our residents and businesses for their accomplishments corresponding with the Fair theme. This year’s theme is “Taste the Fun” to highlight accomplishments in the culinary field.

The winners were nominated by PLA members and residents and this year there are 40! Watch for photos of the winners that will be hanging on existing banner poles to advertise the Fair from the end of May through early July. Congratulations!

- The Arizona Café** – Pam Komo
 - Bali Ha’i** – Larry Baumann
 - Baron’s Marketplace** – Rachel Shemirani
 - Beach Sweets** – Laura Smith
 - Bravo’s Mexican Bistro & Cantina** – Carlos Grijalva
 - Brigantine Family of Restaurants** – Mike & Erica Morton
 - Brigantine Point Loma** – Blake McElroy
 - Ciao Bella** – Luigi Tornatore
 - Elegant Truffle** – Jennifer Muratore
 - European Cake Gallery** – Linda Andrade
 - Fairouz Café** – Al Nashashibi
 - Fiddler’s Green** – Steve Rock
 - Fresh & Easy** – Nick Paulerio
 - Girl Scouts of Point Loma**
 - Hodad’s** – Mike Hardin
 - Karl Strauss Brewery** – Chris Cramer
 - Marvelous Muffins** – Sophey Ton
 - Miguel’s Cocina** – Benji Sanchez
 - Old Townhouse Coffee Shop** – Ted Caplaneris
 - Old Venice Restaurant** – Karl and Kathy Walters
 - Pete’s Grill** – Pete Caplaneris
 - Point Break Café** – Dawn Mantyla
 - Pomodoro** – Fabio Speziali
- Continued on the next page*

Continued from previous page

Portugalia Restaurant

– Jason Nascimento

Roseville – George Riffle

San Diego Food Bank

– J. Scofield Hage

Shades Bistro – Dave Martin

Solare Ristorante – Roberta Ruffini & Maria Shepard

Stump's Family Marketplace

– Dirk Stump

Tender Greens – Pete Balistreri & Rian Brandenburg

The Cookie Bookie – Michelle & Glenn Abrams

The Ivy – Nathan Coulon

The Pearl – Greg Strangman, Spencer Johnson, and Kat Maner

The Point Coffee Shop – Cindi Huang & Sharon Williams

The Red Sails Inn – Stefan Jacob

Third Corner – Marla Moore

To The Point – Kristin Keltner

The Venetian – Joe and Frank Giacalone

The Wine Pub – Sandy Hanshaw

Beautification update

Thank you to County Supervisor Cox!! Over the past few decades, the Point Loma Association has spearheaded the planting of Jacaranda and Gold Medallion trees in the Point Loma Village along Rosecrans and along Cañon Street. In the recent past, PLA has counted on City contractors to trim the trees. Now, those funds are gone. The PLA is again adjusting its budget, as it has done in the past, to schedule trimming of these trees on a three year cycle. Supervisor Cox has stepped up with \$4,966 in grant funds to help us trim 104 Jacarandas and 26 Gold Medallions this year. Sincere thanks to Supervisor Cox for this generous gift!

Get your Beautification Award Nominations in! Deadline: April 30

This is your chance to recognize outstanding buildings, landscape, water conservation, eco friendly gardens, and neighborhood service for special PLA Awards. The winners will be announced at our Annual Dinner at the Kona Kai Club on May 27. Pictures of the awards will be shown on a large screen in the dining area. Here are the categories:

- **PLA Commercial Award:** Awarded annually to a business or organization such as a school, church or community center that demonstrates pride in the appearance it presents to the community through its garden, signage, design/redesign in architecture.
- **PLA Residential Award:** Awarded to a resident in the community who, by landscaping and maintaining a property, has contributed to a more attractive neighborhood and community. Improvements must be visible from a public street.
- **Water Conservation and Eco-Friendly Garden Award:** Awarded to a resident, community group, or commercial enterprise that recognizes the efforts of the gardener, and their foresight and talent in planting gardens that are sustainable and conserve water with the use of water efficient and drought resistant plants.
- **Neighborhood Service Award:** Recognizing individual achievement in bringing Point Loma Association's mission to the neighborhood level.

For the nomination form and award guidelines, go to the PLA website at: www.plaweb.org and click **Download the Nomination Form**.

La Playa Trails Monument Dedication

By Karen Scanlon and Charles Best

If you live, work, or shop along Rosecrans Street, you traverse the oldest commercial trail in the Western United States. On **Thursday morning, April 29**, members of the La Playa Trail Association will dedicate a new stone monument to commemorate the community of Roseville, which was situated on this ancient path.

The monument will be placed at Union Bank near the corner of Rosecrans Street and Avenida de Portugal. Public ceremonies commence at 10:15 a.m., with the dedication at 10:30.

Klonie Kunzel, co-chairman, La Playa Trail Association, has worked closely with Point Loma architect Richard J. Lareau in the design of the new monument. It is a near replica of the original that was dedicated in 1934 at



The Hugh Story Memorial Dedication was buzzing with news: "The billboard by Santana's is coming down!" This billboard has been one of the remaining holdouts on PLA's billboard list.

Cecilia Carrick rushed over to take pictures following the dedication.

It was coming down! But then it went back up. Unfortunately, it came down just for repairs. PLA member Robert Tripp Jackson is working with the property owner to determine when the lease will expire. There's still hope!

Rosecrans and Bryon streets. But that one was destroyed when Rosecrans was widened in the 1950s.

Today's monument is primarily funded by endowment of the Ellen Browning Scripps Foundation. Financial and in-kind assistance has been provided by Councilman Kevin Faulconer, the Point Loma Association, and others who will be recognized at the event.

John Rickards of National City Foundry cast the brass 'face' of the stone marker that was built by general contractor Ed Brasseur of Brasseur Construction.

In 1932, historians John and Winifred Davidson, and architect Richard Requa, began a drive to define and mark the La Playa Trail. They identified it as running from the landing spot of Juan Rodriguez Cabrillo and the Spanish Fort Guijarros on Ballast Point to Mission San Diego.

Six concrete markers decorated with a bas-relief of an Indian vaquero and a Mexican carreta, or oxcart, were placed at significant points along the trail. The first monument was raised in Roseville. It was followed in succession by identical markers at Lytton and Rosecrans across from Naval Training Station, and a monument to Jedediah Smith, located at the base of Presidio Hill. Two others honored Cabrillo (adjacent to the Naval Fuel Depot at Fort Rosecrans) and Mission San Diego. The last monument stands near the intersection of Midway and Rosecrans.

Early in 2005, Point Loma residents Joe Mannino, Charles Best, Klonie Kunzel, Pat Baker, and Mary Ellen Cortellini formed the La Playa Trail Association to carry on the work of the earlier 'trailblazers'. They refurbished and rededicated the Midway marker in July of that year.

At the upcoming Roseville marker dedication, third- and fourth-grade students from Cabrillo Elementary School will participate in a re-enactment, as students did in 1934. A time capsule will be placed in the concrete base, which will hold statements of our community today.

So, while you're sipping coffee at a local coffee house, be reminded of those who precede you: Kumeyaay Indians, Spanish priests and soldiers, fur trappers, Boston-China traders, Portuguese whalers and fishermen, Indian vaqueros, American cowboys, railway men, the U.S. Cavalry, Mexican rancheros, English explorers, Chinese fishermen, and a myriad of adventurers who have left record here.

See you on the trail!



A wonderful complement to the La Playa Trails Monument is a mural installation going in across the street in Gus' parking lot.

Celeste Trepte contacted Gus' owners about painting a mural on the walls in the parking lot. At Cecilia Carrick's suggestion, Kerri De Rosier contacted PLHS art teacher Sean Wells and Art History teacher William Bowles to see

if students would be interested in painting a mural at the site. The answer was a definite yes – and the project has been expanded to placing large panels at the back of the parking lot. Pictured here is the first completed panel, which features Juan Cabrillo's landing, Kumeyaay Indians, Father Junipero Serra, and De Portola. More in the Summer issue.

Around Town

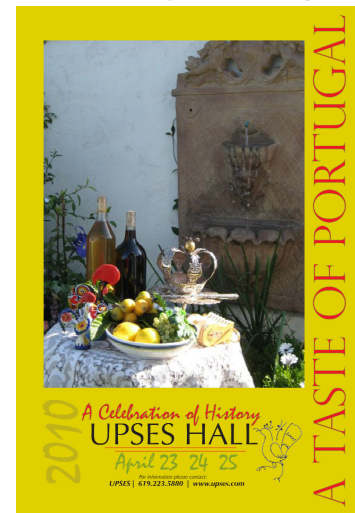
Con Pane is moving to Liberty Station on June 1

Owner and Head Baker, Catherine Perez, opened Con Pane on June 5, 1999 at the corner of Rosecrans and Cañon. A former financial analyst, Ms. Perez's quest for an excellent loaf of bread eventually led to a career change. She traveled the country learning about artisan bread making, and received formal training at the National Baking Center in Minneapolis, MN under French Master Baker Didier Rosada.

In its new location at Liberty Station, Con Pane will almost double in size, and feature an outdoor dining patio. The additional space will allow Con Pane to expand its wholesale business. The eatery will also offer more sandwiches, fresh teas, and pastries for retail sale to the public.

Con Pane's new address at Liberty Station will be 2750 Dewey Road, in the same building as the Tin Fish.

A Taste of Portugal



In anticipation of the 100th anniversary of the Festa, the UPSES is holding **A TASTE OF PORTUGAL** on April 23-25 to celebrate Portuguese food, wine, traditions and culture. All events are at the UPSES Hall.

On Friday evening, April 23, you can sample various foods and wine from different regions of Portugal.

Continued on the next page

On Saturday April 24, attend a symposium on various aspects of the Festa, history and traditions.

To highlight the day, on the evening of April 24th, there will a traditional Portuguese sit down dinner prepared by Chef Manuel Azevedo of Sonoma County's LaSalette Restaurant.

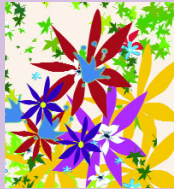
On Sunday, April 25, it's an Arts and Culture open house featuring works by local Portuguese artists, private art collections, music and dancing.

The 2010 Centennial U.P.S.E.S. Festa held on May 16-23 will celebrate and commemorate 100 years of Portuguese heritage.

Don't miss the Mean Green Team and Concert Series Committee in the Festa Parade on Sunday, May 23!

From your new membership chair: **Tricia Craven Worley**

Spring's a great time for PLA to bloom and GROW! As current members, you are the ones to "plant the seeds" among your friends and neighbors. You'll soon receive your renewal invoice. Please consider upgrading your membership!



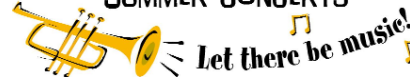
We all benefit from all the work PLA does with help from your membership dues (see the list on page 1).

Recently, our great "Mean Green Team" received accolades from Roger Beauchaine and Suzanne Goylochia on the magic they were creating in a PLA maintained garden. They were so grateful, they sent a note and a generous check! We thank them.

Membership Questions? Call 619.224.1912 or e-mail membership@PLAweb.org.

Get Ready for the POINT LOMA SUMMER CONCERTS

By Martha Phillips,
Chair, Point Loma
Summer Concerts



It's time to make your summer plans! The Point Loma Concert Series has a fabulous lineup this year!

We thank Willis Allen Real Estate for being our Presenting Sponsor for ten years, and Sunrise Bank Point Loma for being our Stage Sponsor for five years in a row!

Here's the lineup:

July 16 – Atomic Groove: Variety, Dance & Entertainment. Sponsored by Dick and Dorothea Laub

July 23 – HELP!: The Beatles Tribute Band. Sponsored by Point Loma Rotary Club, San Diego County Credit Union, Wear Community Fund with Peninsula YMCA.

July 30 – Jumping Jack Flash: The World's Greatest Rolling Stones Live Concert Recreation. Sponsored by Pacific View Foundation.

August 6 – The Screamin' Primas – A Tribute to Louie Prima. Sponsored by David De Rosier, D.D.S., Point Loma Nazarene University, **and You?**

August 13 – The Mighty Untouchables: Motown, Classic Rock & Pop. Sponsored by Cymer, Stumps Family Marketplace, **and You?**

We thank the City of San Diego Commission for Arts and Culture and San Diego County Community Enhancement Program for grant funding each year, and Recreational Music Center, who is our Raffle Sponsor again this year.

We are still looking for one or two Co-Sponsors, an Emergency Support Sponsor, and many donations for this season. Point Loma Summer Concerts draw an average crowd of 2,500 fans of all ages from every neighborhood of the Peninsula, offering an opportunity to promote your business and make a gift to our community.

Point Loma Summer Concerts is a community service project produced by volunteers. The generosity of our supporters makes these events possible. We hope you will support the 2010 Summer Concerts, knowing that your gift brings the joyful sounds of live music to Point Loma Park. Visit our web site, www.plconcerts.org or contact Martha Phillips at 619.523.3787 for details on sponsorships, donations, and volunteer opportunities.

Neighbors in action!

By Kerri De Rosier

On March 19, smiling neighbors gathered at the corner of Gage Drive and Talbot Street. They, with Councilman Kevin Faulconer and Matt Awbry, were there to dedicate a long-awaited project - the vast improvement of two street medians owned by the City of San Diego.



COMMUNITY CALENDAR

The idea was hatched at a Neighborhood Watch meeting over five years ago. The medians – composed of cracked asphalt, chipped paint and sprouting weeds – were an eyesore that weren't going to be improved any time soon by the cash-strapped City of San Diego. So our neighbors took matters and our shovels into our own gloved hands.



The median before

It took a long time to figure out what we were required to do. We received wonderful assistance, as usual, from Matt Awbry of Councilman Faulconer's office, who put us in contact with a Development Services representative. He laid out the requirements for our project: detailed drawings, approval from the Peninsula Community Planning Group, an Encroachment Maintenance Removal Agreement (EMRA), and a Traffic Control Permit.

I casually asked, "How much will this cost?" and was stunned by the answer: we were facing \$1586 in permit fees without turning a shovel!

Our thanks to Councilman Faulconer's office for covering the fee for the EMRA, and to our own Point Loma Association for providing \$500 to help with the Traffic Control Permit and plans. We couldn't have done this project without this financial help.

Special thanks to Karen Davis and Jodie Bruhn, who provided invaluable planting advice – and the plants themselves! Karen Davis harvested them from the Nimitz offramp. Karen also donated mulch and other amendments – and she and Jodie turned shovels on "mulching day."

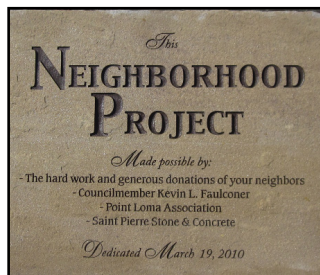
This project is a testament to what neighbors can do to improve the quality of life in their community. Stop by and check it out!



Top left: The median today: stamped, colored concrete, and succulents donated by the PLA.

Left: A plaque commemorating the dedication, and acknowledging everyone involved.

Above: Project Manager John Benya cuts the ribbon at our Dedication Ceremony! We were honored to have Councilman Faulconer and Matt Awbry attend, along with many PLA members.



April 20, 5:30 p.m. – Chamber Restaurant Walk Meet at the Brigantine at 5:30 to get your passport to an evening of great food! Purchase \$15 tickets that day or at Rosecrans Automotive, Matt Kalla's State Farm office, Seaport Realtors, Union Bank, San Diego National Bank, or Carefree Vacations. Shuttle provided.

April 24, 10:00 a.m. - 4:00 p.m. – 9th Annual Point Loma Garden Walk Take home heirloom tomatoes, succulent dish gardens, container and garden plants, and fresh floral arrangements, all grown and/or created by Point Loma Garden Club members. Proceeds support Craniofacial Services at Rady Children's Hospital in San Diego. Tickets are available at Walter Anderson Nursery, Mission Hills Nursery, Cottage Antiques (located on Newport Avenue in Ocean Beach) and online at www.pointlomagardenwalk.com.

April 24, 7:00 a.m. - 3:00 p.m. – High Tech High International Rummage Sale Donations requested; you can also rent a table for \$30. To arrange for donation pickup, call 619.398.4906. At HTHI - 2855 Farragut Road.

April 27, 10:15 a.m. – La Playa Trail Marker Dedication (See article on p. 4.)

May 27 – PLA Annual Dinner! 5:30 p.m. See enclosed invitation and article.

June 19 – Makua's "Rockin Rumba" Humphrey's Outdoor Concert Venue Rumba, salsa and tango the evening away while raising money for foster youth! Makua helps San Diego foster youth through its affiliation with Voices for Children, who works to place each child into a safe, permanent home. Order your tickets at www.makua.org.

June 26 – 31st Annual Ocean Beach Street Fair and Chili Cookoff Festival A tradition for locals and tourists alike! Live music and entertainment, unique vendors, talented artists, thrilling rides, refreshing beer gardens, and so much more! On Newport Avenue and adjacent streets. Info at: OceanBeachSanDiego.com.

Get ready for the July 4th BIG BAY BOOM! The 10th Anniversary Big Bay Boom Fireworks Show benefitting the San Diego Armed Services YMCA (SDASYMCA) will shoot from five locations simultaneously at 9:00 p.m. To support this event with a contribution, make your check out to SDASYMCA (501(c)3 non-profit) and mail to Sandy Purdon, 747 Golden Park Avenue, San Diego, CA 92106.

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

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.
San Diego National Bank
1075 Rosecrans St.
Charles Best, 223-3418

Point Loma Association
Meets second Wednesday,
7:30 a.m., UPSES Hall
Beautification:
First Tuesday, 8:00 a.m.
San Diego Yacht Club



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