



ASSOCIATION

www.pointlomaassociation.com Spring 2011

celebrating 50 years of community service

It's been 50 years!

When did the PLA begin? Was it the first Annual Meeting in 1964, or the first meeting of a small group in the back room of "The Quarter Deck," a women's clothing store on Rosecrans Street, in 1961? At the last PLA meeting, the consensus was that the PLA, or Point Loma Village Beautiful, as it was called at the time, started with that handful of folks at The Quarter Deck. Following are excerpts from "Rosecrans Street Revisited," an article written by Celeste Trepte, and "History of the PLA" by Klonie Kunzel. Thanks to Klonie for providing the pictures.

From Rosecrans Street Revisited: "Which will it be, Point Loma ... Beauty or Billboard Beast?" So spoke *San Diego Magazine* in the October 1964 issue. A very timely observation, since at that time the "village" (Rosecrans Street from Cañon Street to Nimitz Boulevard) was home to 11 giant billboards and ten gas stations, arrayed with overhead power lines and poles the entire length of Rosecrans. The street lived up to its nickname 'gasoline alley.'"



One down, ten to go...This 60-foot billboard at the corner of Talbot and Rosecrans came down in 1966.

From Rosecrans Street Revisited: "To counter the magazine's challenge, Point Loma Village Beautiful was formed. It was organized in 1964 with 200 members and little money. The founding members took their inspiration from Los Angeles Beautiful founder Mrs. Valley Knudsen, whose fame in community beautification efforts had spread throughout southern California. She addressed our members at their first fundraising dinner, presenting her blueprint for success in beautification and tree planting."

Continued on the following page

**Come to the
Town Hall Meeting!
Thursday, May 12,
2011, 6:00 p.m.
at the Portuguese Hall
2818 Avenida de
Portugal**

A discussion with community leaders including City Councilman Kevin Faulconer, Supervisor Greg Cox, and others about issues affecting your community and the region.

Agenda:

6:00 - 6:10 Membership meeting and election of new PLA Board members
6:10 - 7:10 Presentations
7:10 - 8:00 Question and answer time and raffle

Submit your questions and topic requests to:

PLAtownhall@gmail.com

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.

COMMUNITY CALENDAR

Saturday and 3rd Sunday of each month, from 9:00 a.m. to noon. All tools and supplies are provided by the San Diego River Park Foundation, along with snacks and water; so lend a hand and learn about some native plants, from Bladderpods to Wild Lilacs. Our upcoming work parties are on Saturday, April 2 and Sunday, April 17.

And - don't miss our annual plant sale. Check the SDRPF website at sandiegoriver.org for the date. And, on May 8, everyone is invited for a special Open House at the Point Loma Native Plant Garden during SDRPF's annual River Days. There will be a guided tour, along with snacks, free giveaways, and plants for sale.

For more information, contact the San Diego River Park Foundation at (619) 297-7380 or email volunteer@sandiegoriver.org.

Point Loma Garden Club's Plant Sale Saturday, April 16, 10-4

Westminster Presbyterian Church

Heirloom tomatoes, vegetables and herbs, exotic plants, fresh floral arrangements made to order, and many more plants for sale at very reasonable prices. Richard Dhu will discuss native plants at 12:00, and John Nobel of Coastal Sage will provide a special program for kids. Master Gardeners on hand to answer any questions.

Free. www.plgc.org.

Events at Cabrillo National Monument April 16-24—National Park Week (free entrance)

April 23—Junior Ranger Day. Activities for kids including a living history encampment, guided hikes, and the park's junior ranger program.

June 4—National Trails Day. Ranger-guided hikes throughout the day.

Information? e-mail Rick Jenkins at Rick_Jenkins@nps.gov.

Spring Fling

April 23, noon - 5:00 p.m. Ingram Plaza and NTC Park

Activities for children, giveaways, entertainment, scavenger hunt, and egg hunts. Free concert by Rockola. For more information and the schedule, go to www.LibertyStation.com.

PLA Town Hall Meeting

May 12, 6:00 p.m.

UPSES Hall 2818 Avenida de Portugal

OASIS at the Library - Wednesdays at 1:00 p.m.

May 25—Women in the Old Testament

June 15—Alcatraz - You Grew Up Where!?

June 22—Contacting the Other Side: Visiting the Spirit World

Hervey Point Loma Branch Library
3701 Voltaire Street

Movies at the Park

Friday, June 17 - at dusk

Point Loma Park - Catalina & Varona

July 4th BIG BAY BOOM!

The 11 Annual Fireworks Show benefitting the San Diego Armed Services YMCA will shoot from six 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:

San Diego Armed Services YMCA
3293 Santo Road, San Diego, CA 92124

Information? Contact Sandy Purdon, Executive Producer, at (619) 822-1177.

Cortez Racing Association and Point Loma Summer Concerts presents

Prom Night

At the Bali Ha'i
June 16th, 2011
7-11PM

SAVE THE DATE!

Tickets:
\$50/person

Music provided by
The Fabulous Ultratones

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.
US Bank
1331 Rosecrans St.
Charles Best, 223-3418

Point Loma Association

Meets second Wednesday,
7:30 a.m., Bali Ha'i
Beautification:
First Tuesday, 8:00 a.m.
San Diego Yacht Club

COMMUNITY ORGANIZATIONS

trees along Cañon Street, Dewey School enhancement, landscaping along Nimitz Blvd, Acacia and morning glories cascading down the embankment on Nimitz, the “Pork Chops” at Nimitz and West Point Loma Blvd... and more.”

While the name has changed from Point Loma Village Beautiful to Point Loma Beautiful to Point Loma Association, the organization has remained true to its original mission of beautification while expanding to include sponsoring the Point Loma Summer Concerts since 2003, making utility boxes into works of art, tackling graffiti, promoting the Peninsula's interests with the city, county, and Federal governments, including the Navy, maintaining Point Loma's banner district, and holding Town Hall meetings. Look no further than the contents of this newsletter to see how far we've come.

In the first appeal for members, a Chinese proverb was quoted that still is appropriate today ... “He who wants to do tough work job must first roll up sleeves.” Roll up your sleeves and join us.

May is Membership Month!

By Membership Director Tricia Craven Worley

Here's another appeal...Are you a PLAer? Lots of committed residents and business owners lucky enough to live and work on our beautiful “peninsula” are!

And we hope you will join us who believe that we can continue to cause positive change in our neighborhood.

Members of the Point Loma Association Board may be calling YOU on Saturday, May 7th to give you an easy way to join the ranks of neighbors supporting what PLA does. If your membership has lapsed, we really want you back; we miss you being part of our team.

Being a member doesn't mean you have to pull weeds as part of our mighty “Mean Green Team,” nor does it mean you have to “do” anything unless you want to. All of what PLA accomplishes through willing volunteers is funded by memberships! **And we need you to be a PLAer!**

Membership renewals will be in your mailbox in late May. The membership year is June 2011 – June 2012.

It's so easy to become a PLAer. You can pay online at www.plaweb.org, by credit card or by writing a check to Point Loma Association.

We look forward to meeting you at the Town Hall Meeting on May 12th at the UPSES Hall. You can renew your membership there, too.

I'll look for you!



There have been 24 plaques installed as part of the PLA's Tree Plaque Project. The cost is \$350 for a 7 x 5 plaque that will be installed at the chosen tree location. For more information, call Robert Jackson at (619) 987-1970.

Around Town:

Supanee House of Thai serves up family recipes

It's not easy to get Supanee House to sit down for long at her new restaurant, House of Thai. She's busy making sure customers are comfortable and enjoying her favorite recipes.

Located at the former Ritz Camera shop on Shelter Island Drive, House of Thai opened February 14 – and has been full of customers ever since.

The restaurant is family run, with Supanee's sister, Wan Chant, as head chef and Supanee's husband, Alec House, as co-proprietor.

Supanee and Wan grew up in a small rice farming village in Thailand with seven other siblings, then moved to Bangkok. Supanee came here 16 years ago to get a degree in International Business – “and never used it,” she said. With her daughters growing more independent and with her husband's support, Supanee decided it was time to make the move. “We always wanted to be in the food business,” said Supanee. “My husband and I always cook together at home. We like to eat.”

Wan moved here just ten years ago, and gained experience at a variety of restaurants including Sawadee in Coronado and Amarin in Hillcrest, where she served as head chef for several years. “She makes special sauces, real Thai food,” said Supanee. “[She] cooks like we eat at home.”

If you want to experience “real” Thai food, Supanee suggests that you order the spicy squid and spicy seafood. But be prepared – “It's real Thai hot,” she said, “People can't find tastes like this anywhere.” If you're new to Thai food, she suggests Pad Thai with Wan's special sauce, or the grilled salmon dish called “Wan Salmon.”

Continued on the next page

An Arbor Day Gift from Atlas Tree Service: Jeff Bruhn, owner of Atlas Tree Service, gave some much needed attention to the traffic triangle at Poe and Nimitz. His company laced out the eucalyptus trees and put down a layer of mulch. Said Jeff: “We thank you for the opportunity to help beautify the Point Loma Peninsula. We are excited to be a part of making our neighborhood a better place to live and visit.”



Thank you, Jeff!



While we’re thanking folks...

A special thank you to Jim Miller of Mower Unique Landscape Maintenance for picking up all our tree trimming greens from the Village on Friday, March 11.

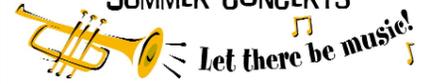
Rose Garden Demonstration: On January 14, Dr. Roger English, past president of the San Diego Rose Society, gave a demonstration on pruning roses at the Hugh Story Memorial Rose Garden. After a brief discussion, some folks slipped on their gloves, grabbed their pruning shears, and gave it a try. Thanks to Mr. English—and to the City’s Park and Rec Department, who agreed to remove the trimmed out greenery.



Clockwise: Ron Brooks is lost among the thorns; Cecilia Carrick finds something other than roses; pruning is complete.

The next beautification meeting will be at 8:00 a.m. on Tuesday, April 5 at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

Get ready for the POINT LOMA SUMMER CONCERTS



This year promises another great lineup!

July 15 Help! The Beatles Tribute Band

July 22 Cashed Out, Johnny Cash Tribute Band

July 29 The Mar Dels, best music from the 50s - 70s

August 5 Mighty Untouchables, Classic Rock and Pop

August 12 Rockola, America’s Classic Rock Experience

This year, we’re going to have a separate kid’s performance stage featuring local talent from our community. We’re also very happy to report that, due to the success of the concerts and the generosity of our sponsors and donors, we’re able to pledge our support to a music program. Marc Dwyer, Director of Instrumental Music at Correia Middle School, was THRILLED to hear from Martha Phillips that the Concert Board voted to support his program for three years at \$3000/year. When asked what he would spend the money on, Marc immediately said, “instruments.”

Thanks to our generous sponsors who continue to support us year after year:

Willis Allen – Presenting Sponsor for 11 years

Sunrise Bank Point Loma – Stage Sponsor for six years!

City Councilman Kevin Faulconer District 2 – Jr. Stage

Continued on the next page