



Celebrate PLA's 50th Anniversary at the Annual Dinner!

Summer 2011

www.pointlomaassociation.com

Please join us for a celebration of the Point Loma Association's 50th Anniversary on Thursday, September 15 at the beautiful Kona Kai.

The dinner promises to be memorable – and full of memories of the past 50 years of the PLA.

Why attend the dinner?

- Be a part of history as we celebrate the 50th Anniversary of the PLA
- Learn the "PLA Story" as narrated by engaging speaker, Iris Engstrand, Distinguished Professor of History at USD
- Bid on select silent auction items and buy chances on fabulous raffle trees festooned with gift certificates
- Salute the winners of PLA beautification and community service awards
- Mingle with friends and neighbors at the beautiful Kona Kai Resort
- Sip cocktails at sunset while listening to the Point Loma High School Jazz Band
- Raise much needed funds to support the important mission and projects of the PLA

To celebrate, we're putting together a 15-month keepsake Point Loma Association calendar and are looking for sponsors! It promises to be a masterpiece depicting the PLA's past and present.

For just \$350, you can sponsor a month and have your logo on your page. There are 15 months to choose from.

The PLA will distribute 50th anniversary calendars at the PLA Dinner on September 15 and at local businesses. Contact me at lbfox@cox.net if you're interested in sponsoring. Think about this: 800+ newsletters, exposure at local businesses, and all of the 400 attendees at the Annual Dinner.

---Linda Fox, Dinner Chair

Beautification Award nominations

The Nominations Committee wants your input on business storefronts, homes, signs, and landscaping that are deserving of a Beautification Award at the dinner. For the nomination form, go to:

www.pointlomaassociation.com/2011beautificationnominationform.pdf.

Questions? E-mail Cecilia Carrick at carrick@cox.net.

Point Loma Association Day!



Cecilia Carrick, Tony Calabrese, Celeste Trepte and Dorothea Laub accept the award from Supervisor Greg Cox

At the Town Hall Meeting on May 12, Supervisor Greg honored the Point Loma Association's 50th Anniversary by proclaiming May 11 "Point Loma Association Day." The Proclamation began:

WHEREAS, the first meeting of the Point Loma Association consisted of a small group of residents meeting in the back room of "The Quarter Deck"...

WHEREAS, the PLA was known at the time as the Point Loma Village Beautiful and, according to historical documents, Rosecrans Street "was home to 11 giant billboards and ten gas stations arrayed with overhead power lines and poles the entire length of Rosecrans" and the street was nicknamed "gasoline alley; ...

WHEREAS, the Point Loma Association has grown into one of the city's most active and respected community organizations, working tirelessly on graffiti abatement, neighborhood beautification and many other improvement efforts; ...

BE IT PROCLAIMED By Chairman Bill Horn and all members of the San Diego County Board of Supervisor that they hereby commend the POINT LOMA ASSOCIATION on its 50th anniversary and do hereby declare this 11th day of May 2011 to be "POINT LOMA ASSOCIATION DAY" throughout San Diego County.

Chairman's



Message

As a physician, anatomy was my trade, the microscope my tool.

These days, I have traded in my microscope for a pen and a shovel to focus on a new subject: our unique Point Loma neighborhood. It is where buoys, beacons and sails bob and glisten on our waters; where Jacarandas, Golden Medallions, dovetailing Mexican Palms and bursts of bougainvillea grace our thoroughfares; where American flags and headstones line our roads, reminding us of sacrifice, privileges and blessings.

We live in paradise, but not without the sweat equity of a special group called the Point Loma Association. Our Mean Green Team plants, trims, weeds and picks up trash and homeless debris. We bring the community together for free summer concerts – run solely by volunteers. We engage professional artists to transform utility boxes into beautiful works of art. We persuade property owners to bring down billboards, clean graffiti and rid our streets of empty magazine racks. We spend countless hours appearing before commissions, making phone calls, writing letters and interfacing with government and Navy representatives to address traffic, noise and pollution in our neighborhoods.

We are a group of neighbors and business people who, for FIFTY YEARS, have been volunteering on your behalf.

Why donate to the PLA? This is what it takes to keep Point Loma beautiful:

\$30,000/year: Gardening, weeding, planting and maintaining over 15 different public Point Loma areas

\$5,000/year: Tree trimming

\$2,000/year: Utility Box Art projects

\$70,000/year: Summer Concerts

Join us!

–Cecilia Carrick Chair@PLAweb.org



Garden Award

By Judy Garrett and Betty Allman

Drive by 936 Albion Street and see if you can find proud owner/gardener Dean Crowder working in his yard! His is a great example of a garden renovation that features low

water landscape. The entire front yard has been redone with water-wise flowers, shrubs and trees. The plantings offer low maintenance and an abundance of color and flowers. The design has been cleverly chosen to offer interesting color throughout the entire year.

Beautification Update

...busy as usual...

Nimitz West Sign – Electrical Repair: The electrical wiring, conduit, junction boxes and lights at the site were determined to be beyond repair. Thanks to **David Zedaker, owner of Zed Electric**, for coming to our rescue with the generous donation of labor to complete the project!

Reporting Graffiti: *From Officer David Surwilo:* If you see graffiti on public (City of San Diego) property, please call (619) 525-8522 and leave a message with the time and location of the graffiti. If you see graffiti on private property please call URBAN CORPs at 1-800-829-6884 and leave a message with the above information. The City or Urban Corps will use their Graffiti Tracker cameras to record the graffiti and remove it within 48 hours.

If you decide to take photos yourself, please e-mail them to w miles@pd.sandiego.gov. Without photos there is no evidence and no case.

The Great Village Cleanup: Last March, the Mean Green Team spruced up the Village by pulling weeds, picking up trash and trimming trees and shrubs. BIG THANKS to **Jim Miller, owner of Mower Unique**, who offered his indispensable trailer.

Median 4 (Ed's Triangle): A generous donation of \$100 was received from Larry and Rita Johnson, and is designated to be used for implementing the next phase of planting.

"I Love a Clean San Diego" Cigarette Receptacles: The PLA will participate in the "I Love a Clean San Diego" (ILACSD) Cigarette Receptacle program. The PLA will purchase two receptacles at a cost of \$250 each, and ILACSD will donate two additional receptacles. A committee is currently determining where to place the receptacles.

Rock Church Community Service: On June 18, volunteers from the Rock Church painted our Soto Street shed and removed weeds and trash on West Nimitz adjacent to the Barnes Tennis Center. We thank Michael McCafferty, a long time PL resident and PLNU graduate, for leading the charge at Soto Street. Mean Green prepared for the painting by removing



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weeds and materials near the building. We thank the Rock Church for their community service.

Code Compliance Issues: Celeste Trepte noticed that the landscaped medians along Harbor Drive were looking neglected. That's because no one had watered them in quite some time. After a series of phone calls, it was determined that maintaining those medians is the Port District's responsibility. The Port promised to hire an outside company to clean the area by the end of June, and to have a two-year maintenance contract in place by September. In the interim, watering of the medians will continue. Thank you, Celeste!

A Percolated Perk: Thanks to Geoff Hawkins, manager of Peet's Coffee, for generously treating the MGT to free drinks!

The next beautification meeting will be at 8:00 a.m. on Tuesday, July 55 at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

Catalina/Cañon Median



Robert Jackson and David Crawford have been hard at work on plans to beautify the median at the intersection where Cañon runs into Catalina. They want to remove the asphalt and install drought-tolerant plants.

Thanks to Dan Johnston, a Point Loma Rotarian and architect, for helping to provide the required sketches. Robert is excited to report that Point Loma Nazarene University generously donated \$2500 to the project!

Harbor Drive Realignment

At the May PLA meeting, Sharon Cloward with the Port Tenants Association and Richard Bartell, who owns many hotels including the Holiday Inn San Diego Bayside, presented plans for realigning and beautifying North Harbor Drive. The project is part of the larger North Embarcadero Visionary Plan, which calls for a dramatic transformation of the bayfront west of Pacific Highway and between the B Street and Navy Piers along Harbor Drive.

Bartell stated that the area between Scott Street and Nimitz was declared blighted in 1995. The ultimate goal of the plan is to open bay views, and will include the following improvements:

- Removing the frontage road, which will increase the number of street parking spaces from approximately 125 to 190 spaces. This will also affect illegal parking of RVs, as the street parking is diagonal, and there will be limited (2-3 hour) parking in front of the Navy complex.
- NO changes to the right turn from Scott Street to N. Harbor Drive
- Enhanced landscaping on the median strip

Welcome new PLA Board members

We're excited to have five new faces on the board!

Some introductions are in order...



Leslie Gereghty grew up in the suburbs of Washington, D.C. before

moving to what she calls her final destination, beautiful San Diego. She and her husband, David, are the founders of the Recreational Music Center, a community music school located in Liberty Station serving infants through seniors. Leslie is also a performer and has been a keyboardist for several jazz groups and rock bands along the way.



Born and raised in Pittsburgh, **Stan Nadel** has lived in Point Loma since 1987. Stan served as a Flight Surgeon in the USAF in Okinawa, and

practiced adult and adolescent psychiatry in La Mesa until retiring in 2000. Stan has done community and volunteer work in a wide variety of areas. "After years of working on the ground with the Mean Green Team, I was eager to participate in defining the goals and direction of the PLA," said Stan. "Of course, I was also motivated to support the leadership of the new Chair of the PLA, Cecilia Carrick, who happens to be my wife. It is clear that communities must increasingly assume responsibility for their own preservation and betterment as government resources progressively decline. I hope to promote an awareness among all residents and businesses in the Peninsula of the need to embrace this responsibility by joining and actively supporting the mission and projects of the PLA."

Judy Bailey Garrett is a TRUE



Point Loma native (PLHS '62). An avid volunteer, Judy has been president of Makua

Auxiliary and on the Board of Junior League. Judy is currently president of the Wednesday Club and a Deacon at Point Loma Community Presbyterian Church. She is a UCSD certified Master Gardener and a member of the PLA Beautification committee and the Mean Green Team. Judy has two daughters. "This is my home, I'm proud of it, and I'm happy to participate in its perfection!" said Judy. Judy also hopes to explore new venues to increase PLA membership, and do what it takes to keeping PL beautiful & vibrant.



Born and raised in Alaska, **Tim Tutor** has been living in Point Loma since 1997 and is a graduate of

Point Loma Nazarene University. He is in his sixth year as the Principal of Audeo Charter Schools, which serves the at-risk population of San Diego Unified in grades 6-12. Tim lives in Point Loma with his wife and two small children. "I have chosen to volunteer with the PLA in order to do my part in helping to improve our neighborhood. As this year Membership Committee chair we are working hard to get the word out on what PLA does, so we can grow our membership, and fund the projects PLA is so great at taking on."



Another Point Loma native, **Robert Tripp Jackson** started his real estate career in 1995 and currently works

with Pacific Sotheby's International Realty. Robert is on the Board of the Peninsula YMCA, and has

- A signalized pedestrian crosswalk in front of the parking structure allowing pedestrians safe passage across N. Harbor Drive
- New bike paths
- A parking structure for sports fishing customers and employees with 345 spaces in the structure and 55 surface spaces (at the old "Westy's lot – currently a surface parking lot next to the Holiday Inn). A rendering of the parking structure is shown below.



Town Hall SUMMARY

If you weren't there, you missed a great meeting! This year, the meeting began with the installation of PLA board members. We said goodbye to Larry Baumann (who has done MANY stints on the board!), past Chair Tony Calabrese, past Treasurer Andy Hollingworth, Klonie Kunzel (who, like Larry, can't count the number of terms she has served on the board!), and Maureen Summers. Councilman Kevin Faulconer presented commendations to each of them.

Supervisor Greg Cox led the swearing in of our new board members, Sally Bixler, Judy Garrett, Robert Jackson, Tim Tuter, and Elise Streicher (who is beginning her second term as Secretary).

Following is a brief summary noting meeting highlights.

The Town Hall portion of the meeting began with **Councilman Kevin Faulconer's** comments on the City's budget. He said that sparing library hours "is not a matter of 'if,' but 'how.'" Faulconer also said that the City had found private funding for the fire pits from the hotel/motel industry, and that the pits would "stay for a very very long time to come." Kevin also stated his support for a pension reform measure that would provide a "style of retirement the City of San Diego can afford." Faulconer reminded everyone in the audience to be "vigilant" about the redistricting process resulting from the 9th City Council District seat, and discussed the N. Harbor Drive Realignment plan and the North Embarcadero Visionary Plan.

County Supervisor Greg Cox began his presentation with a proclamation recognizing the original members of the Point Loma Association and the 50th anniversary of the PLA (see page 1). Celeste Trepte and Dorothea Laub were on hand to accept the award along with Tony Calabrese and Cecilia Carrick. "So many people in our community serve," said Dorothea. "We come back and do it again because they didn't kill us the first time! This community ROCKS!"

Supervisor Cox's presentation continued with a discussion of what he called a "Perfect Storm," the County's bright fiscal outlook. The healthy budget has allowed the county to replace Edgemoor Hospital and the San Diego County Medical Examiner & Forensic Center, upgrade the County

Operations Center and expand the Las Colinas Detention Facility– with most payments in CASH. Cox stated that cash payments will save the county over \$1 billion in interest over the next 20-30 years. Cox also noted that the County is building a new parking structure at the County Administration Building, and that there will be a greenbelt surrounding the building.

Captain Paul Marconi of Naval Base Point Loma thanked the community for their support of wounded warriors. He lauded the Navy's \$30.5 billion contribution to the local economy, and noted that the Navy is feverishly building ships: 157 ships out of 280 are currently underway. Capt. Marconi also highlighted the Navy's efforts in energy and water conservation, and stated that the fuel storage tank replacement project is going well and is ahead of schedule. Finally, Capt. Marconi noted the Navy's ongoing efforts to reduce traffic impacts. The latest is having an officer at the Catalina /Electron Drive intersection directing traffic in order to reduce backups on Catalina.

Brandi Christianson, acting CEO of the San Diego Unified Port District, spoke about "ROI," Return on Involvement, an increased focus on community needs and desires. She is looking forward to the America's Cup World Series at the end of November. **Karen Wineman**, Director of Real Estate for the Port of San Diego, spoke about the redevelopment of America's Cup Harbor, stating that almost every Port tenant is redeveloping their property or is getting ready to start. She acknowledged parking problems in the area and said that additional funding needed to be identified.

Julie Cramer with the **Point Loma Cluster Schools Foundation** said that the foundation began five years ago to look at "the best way to support the learning environment for K-12." The foundation's goal is to create an "excellent learning experience" by encouraging a dialog with parents and staff– and by bringing decision-making closer to Point Loma, home to 6400 students, from a school district charged with a diverse mix of 132,000 students. Cramer also discussed the upgrades at Point Loma High School due to Proposition S funding, which include a new weight room and music center. For more information, go to www.pointlomacluster.com.

John Ohanian with **211 San Diego** talked about the history of the 211 program, which links the public with nonprofits and government agencies in 140 languages. The idea for 211 began with the 2003 fires, when they were able to set up a call center for non-911 calls. 211 officially began five years ago, and now receives approximately 20,000 calls per month. The center offers information about health care benefits, navigating the health care system, prescription drug programs, transportation, and is hoping to provide more services for returning veterans. For more information, go to www.211sandiego.org.

Special thanks to Starbucks for donating coffee, to Con Pane for the delicious bread and to BK Printing for the PLA notepads distributed that evening. Thanks also to Malinda Dickenson for organizing a hugely successful event!

There WILL be a view from Nichols Street

Because Norm Magnuson had the *will* to persevere! Norm has been engaged in an 8-year legal battle to restore the view corridor at the end of Nichols Street. The site is a 50 foot wide area overlooking San Diego Bay that is designated in City plans as a view corridor.

served on the Peninsula Community Planning Board, San Diego Police Department's Advisory Board the Point Loma Association and San Diego Hospice. Robert has one daughter.

"I've been around the Association all of my life," said Robert. "My mom, Ann Tripp Jackson, forced me to go to the board meetings and on what is known now as "Mean Green" Projects. I'm proud to be involved and there are a lot of great memories of my mom. Great to be part of it still."



Yet another PLHS graduate ('71) and native San Diegan, **Sally Bixler**

has 26 years of experience in the financial services industry. For the last 12 years she has been a Financial Advisor at Merrill Lynch and now is a Certified Retirement Planning Counselor for UBS AG. Sally has a long history of community involvement. In 2007 she received the Women of Dedication award from the Salvation Army for her 40 years of volunteer work in the San Diego Community.

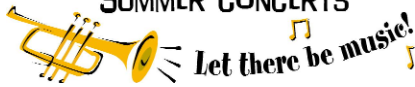
"The many neighborhoods, i.e. Loma Portal, Roseville, Ocean Beach have their own special personalities and character that make living here interesting." said Sally. "My reason for volunteering as a PLA board member is to assist the organization in fundraising and marketing efforts to continue the good work that others started many years ago."

We thank Ron Brooks for filling Tony Calabrese's unexpired term. We also thank Maureen Summers, who filled in for Dorothea Laub!

Stan and Leslie are filling the unexpired terms of Tricia Craven Worley and John Pederson. We thank Tricia and John for their service.

Continued on the following page

**Get ready for the
POINT LOMA
SUMMER CONCERTS**



This year promises another FABULOUS 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

www.plconcerts.org



Dedicate a tree

There have been 26 plaques installed as part of the PLA's Tree Plaque Project. The cost is \$350 for a 7 x 5 plaque that is installed at the chosen tree location. For more information, call Robert Jackson at (619) 987-1970.

The following plaques have been dedicated since the listing in the Winter newsletter:

In memory of Michael B. Griswold by Lois Wittner

In memory of Joseph and Stephanie Avoyer by Suzanne Pettigrew, Stephen Avoyer and Madie Gracey

In Memory of Bob Simpson by Arlene Simpson

Dedicated to the Wallace Springstead Family by Susan Springstead

In memory of Arna and David Thompson by Klonie Kunzel and Linda Fox

In memory of Tillie Cheyney by Charles Cheyney

In memory of Bill, Joyce and Mark Helmich by Connie Helmich Rog

In memory of Jalal "Joe" Abou by Jim Southerland

Unfortunately, adjacent land owners had encroached on the property in the past. With Norm's tenacity, the City was finally triumphant. Norm has created a concept plan that would beautify the site and further establish the public nature of the area while ensuring unlimited view access. The concept plans have been approved by various City Departments. Drew Potocki and Tony Gangitano have been key points of contact from the City, and they would supervise completion of the project.



The view as of mid-June

The project will begin with planting the greenery and installing decomposed granite. Brian Arrington, who recently purchased an adjacent property, has agreed to pay for this part of the project. The next step is clearing greenery on the slope

from the street level down to the path below. It is anticipated that Urban Corps, with assistance from Drew Potocki, would perform this task over the summer. Step 3 is putting up a fence at the bottom of the slope as a safety measure to keep people from trying to go up or down the steep slope. Finally, the last step will be replacing the existing turf. Funding for phases III and IV has not yet been determined.

Thank you, Norm, for all your hard work, and for ensuring our views for years to come!

A different kind of Utility Box Project

By Kerri De Rosier, Utility Box Chair

Every year on the last Saturday in April, it's Rotarians at Work Day. The Point Loma Rotary Club was looking for a different project this year, and I asked my husband Dave if the club would consider prepping boxes for the upcoming utility box project – and cleaning existing boxes. They were game!

And then I got to thinking...wouldn't it be cool if we could dedicate a box to Rotary for their work? And then I got to thinking...wouldn't it be cool if we could get other service organizations to sponsor a box?

It was an easy sell! In a matter of days, the Rotarians, Ocean Beach Kiwanis, The Thursday Club, Lions Club, and Optimists Club signed up to sponsor a box for \$250 each. And – of course there would be a Point Loma Association box.

On cleanup/prep day, we divided the Rotarians into four teams and sent them out with buckets, blue tape, KILS, rollers, paint brushes, Goo Gone, Simple Green, scrub brushes and sponges. Dave and I delivered



water to the troops. The teams prepping the boxes had to first clean the boxes, let them dry, then come back and prime them. They did a terrific job, and we thank them!

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COMMUNITY CALENDAR

4th of July on the Peninsula 11th Annual BIG BAY BOOM!

Fireworks Show benefitting the San Diego Armed Services YMCA will shoot from six locations simultaneously at 9:00 p.m.

32nd Annual Ocean Beach Fireworks off the Pier

A 25 minute firework display off the Ocean Beach Pier with simulcast music on Sophie 103.7. Fireworks blast off at 9:00 p.m.

Cabrillo National Monument's 3rd Annual Parks and Open Spaces Fair Saturday, July 23, 10:00 a.m. - 4:00 p.m.

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

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

July 6—Italian Renaissance: The 15th Century

July 27—San Diego Then & Now

August 10—With a Shaman in Siberia via Mongolia

August 24—The How of Happiness

Hervey Point Loma Branch Library

3701 Voltaire Street

America's Finest City Half Marathon Sunday, August 21, 7:00 - 8:00 a.m.

The Point Loma Association sponsors a water station at Mile 3 of this half-marathon (at the corner of Dupont and Albion Streets). Come out and help – it's a blast! Wear old clothes and be prepared to get wet. If you can, bring LARGE clean containers for water (things like ice chests and camp coolers), and 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.



County Supervisor Greg Cox and City Councilman Kevin Faulconer met with residents at The Living Room on May 26. Topics included budgets, waterfront development, and graffiti abatement. The next Community Coffee with Supervisor Cox and District Attorney Bonnie Dumanis will be held in August. E-mail greg.murphy@sdcounty.ca.gov to suggest topics.

All but The Thursday Club box are located along Catalina Boulevard between Chatsworth and Talbot. The Thursday Club Box is on Talbot across from Peet's Coffee.

Top left: **Georgia Hoopes** was assigned to the Ocean Beach Kiwanis box behind Silvergate Elementary School. The box celebrates the annual Ocean Beach Kiwanis Kite Festival and Parade, where kids are invited to make a kite, parade down to the beach, and fly their kites. The OB Kiwanis have supported programs for children and the community for 83 years. Georgia is a member of the Point Loma Artists Association.

Top right: Point Loma Artist Association artist **Julie Anderson** with her interpretation of Rotary International's mission and projects. The box features a child receiving the Polio vaccination, as the world has seen polio cases plummet by more than 99% due to Rotary's efforts. A bridge across continents highlights their theme of *Building Communities: Bridging Continents*. The box also includes the Point Loma Lighthouse and the San Diego skyline. The box was sponsored by the Point Loma Rotary Club.

Middle left: **Yanina Cambareri** stands with



the Point Loma Optimists box, which depicts the club's Flag Program. Since July 4, 1964, volunteers have set out 168 (3 by 5 foot) American flags along a two mile section of Rosecrans Street every Sunday and on Federal holidays. Yanina is an art teacher and a volunteer at A.R.T.S.

Middle right: **Janetmarie Colby** sits in front of The Thursday Club box, which features lovely ladies from another era standing in front of the clubhouse. Janetmarie is an art teacher at a private school. She is also painting the Lion's Club box. Look for lions along Catalina soon!

Bottom: **Beverly Brady** paints the Point Loma Association box with a fitting theme: lush landscaping graces the box and blends in beautifully with homeowners John and Jodie Bruhn's landscaping. The Bruhns are active Point Loma Association members, and Jodie works on the Mean Green Team. Beverly is a member of the Point Loma Artists Association.

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

ORGANIZATIONS



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Beautification: Ron Brooks
Membership: Tim Tuter

Newsletter editor: Kerri De Rosier
kerriderosier@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.

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