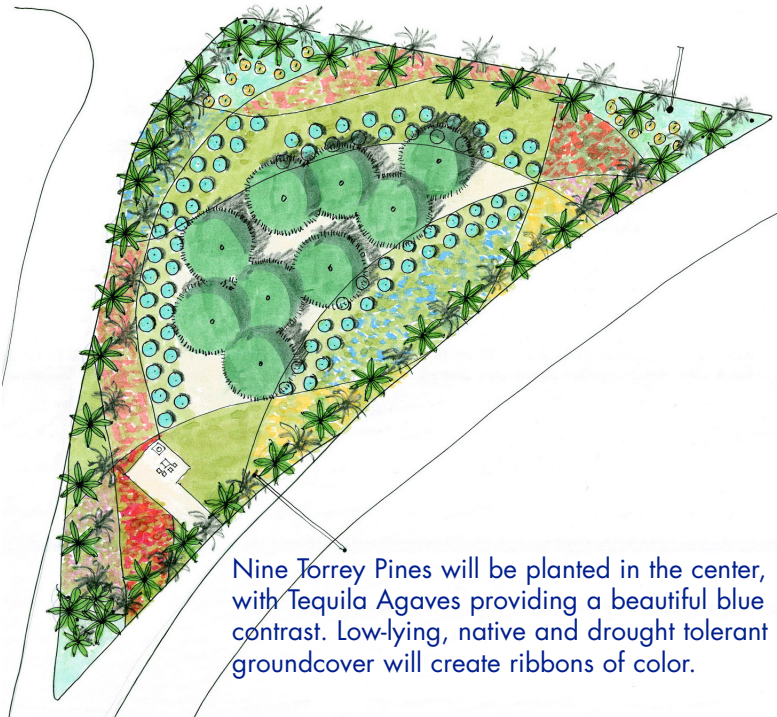


## Thinking BIG, Thinking BEAUTIFUL

By Stanley Nadel

The grand entryway into Point Loma and Ocean Beach passes by the large, mostly barren median at the intersection of Sunset Cliffs and Nimitz Boulevards—affectionately named Ed's Triangle by PLA Mean Greeners. Once slated for development by the City of San Diego, Median 4 (the formal name) has been the victim of hard economic times.

Through the efforts of Ed Streicher, who toils alone at the site 2-4 times a month, and the PLA Mean Green Team the area has been irrigated, trimmed and cleaned—but never nurtured into the beautiful gateway desired by our community.



Nine Torrey Pines will be planted in the center, with Tequila Agaves providing a beautiful blue contrast. Low-lying, native and drought tolerant groundcover will create ribbons of color.

Now, at long last, through the collaboration of PLA volunteers, the City of San Diego and a generous Neighborhood Reinvestment Program award by County Supervisor Greg Cox, our dream of a beautiful entryway is about to become a reality. The large palm trees lining the perimeter will remain, complimented by the planting of Torrey Pines, numerous Tequila Agaves and colorful groundcover. The result will be a gorgeous, drought-tolerant expanse at the front door of our community.

### Represent your community! Serve on the PLA Board!

The PLA is seeking five new board members for the term starting in June. The PLA is holding a Board social in January, and wants to invite potential board members!

If you're interested in serving or want to suggest a potential candidate, e-mail Andy Hollingworth at [amhollingworth@sbcglobal.net](mailto:amhollingworth@sbcglobal.net).

### Are you a PR person?

The PLA is looking for someone from the field of Public Relations to help get the word about our great organization. Our membership is down, but our activities are at full throttle! We need new members—and we need every single person on the Point to know who we are and what we do.

Interested in helping out? Call Tony Calabrese at (619) 243-7901 or e-mail [Tony.Calabrese@sunrisebankca.com](mailto:Tony.Calabrese@sunrisebankca.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.

## Beautification update

**North Harbor Drive Entry Sign:** The entry sign light at North Harbor Drive had been broken for some time. Thanks to Bob Sherman for coordinating with Zed Electric to get it repaired.

**Graffiti removal and tracking:** Graffiti at the old Vons building has been an ongoing problem. Graffiti gal Cecilia Carrick contacted the property manager, and it was quickly removed.

**Exciting news:** On January 1, 2011 the Cities of San Diego, La Mesa and El Cajon will finally join the Graffiti Tracker (GT) system for an 18-month trial period. Currently, eleven other cities and the unincorporated areas of San Diego County participate in the program. At the conclusion of the trial, the City will decide if it wants to continue, and if so, will come up with a permanent funding source for the GT program.

The 2011 total budget for graffiti control and abatement in the City of San Diego is projected to be \$2 million dollars. This cost is only for clean up by Urban Corps, Graffiti Control Staff and the SDPD Graffiti Strike force. It does not include Park and Recreation clean up and City Attorney's Office fees for prosecuting graffiti vandalism cases.

Eleven cameras will be distributed to Urban Corps, San Diego Public Works and the SDPD Graffiti task force. Until further notice, report tagging by calling the Urban Corps Graffiti Hotline at (800) 829-6884. In the future, County Supervisor Greg Cox is looking into possibly integrating graffiti calls into the City's resource number (211).

With this many jurisdictions now participating in the Graffiti Tracker program, the DA's office will be able to get more serious about prosecuting vandals and seeking restitution, as their efforts were barred by charges based on single events.

**La Playa Trail Murals:** The La Playa Trail murals so beautifully painted by Point Loma High School students last year will finally be on view for the entire community. They will be installed on the side of the Union Bank building at Shelter Island Drive and Rosecrans. Thanks to Sharon Jenkins of Union Bank for her efforts, and to Bruce Cooke for coming up with a plan for framing and installation. Keep an eye out for the unveiling.

*The next beautification meeting will be at 8:00 a.m. on Tuesday, January 4 at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at [brooks1@cox.net](mailto:brooks1@cox.net).*

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## Town Hall Meeting a Great Success!!

On October 26, over 200 people gathered at the Portuguese Hall to get an update on all aspects affecting our quality of life on the Peninsula. Thanks to new board member Malinda Dickenson for spearheading the successful event!

The evening began with PLA Chairman Tony Calabrese introducing a video of what the PLA is all about by Noah Tafolla. While we can't list all of the important information presented at the Town Hall Forum (you need to make sure to go next year, if you missed it), here are some highlights:

## Around Town:

Here's what you can learn when you attend a Beautification Committee meeting:

- Corky McMillin has withdrawn its request to seek changes to the NTC Precise Plan. As a result, the Liberty Station Conference Center will continue to be available for local events.
- The Target store on Sports Arena will be expanding into the old Mervin's building to become a Super Target.
- The old Circuit City store in Loma Square is being converted into a Home Goods store.
- La Scala Restaurant has been purchased by the owners of Pomodoro and will be converted to the Lighthouse Grill.

### New at Liberty Station

Here's a list of some of the new stores that have arrived at Liberty Station:

**Studio 1220**—A boutique with clothing, shoes and accessories.

**Stone Flats**—Serving craft-your-own flatbreads, entrée salads and signature soups.

**Moment Cycle Sports**—Recently relocated from Point Loma Village, Moment is a "Full Service Fit First" bike shop.

**Pigtails and Crew Cuts**—A hair salon for kids.

**Preen 2 Pristine**—Walk your dog to the dog wash!

**4G Wireless**—Wireless smartphones, tablets, laptops, and more.

**Chi Chocolate and Banyon Catering**—Artisan chocolates and catering for events, lunches, and dinners.

**Five Guys Burgers & Fries** — Burgers. Fries. Hot Dogs. Toppings.

For more information about these businesses, go to the Liberty Station web site at [www.libertystation.com](http://www.libertystation.com).

at Lindbergh Field, and that he is opposed to a huge parking structure on Harbor Drive.

The event was a great success due to the efforts of Malinda Dickenson, Cecilia Carrick, Tony Calabrese, Martha Phillips, Megan Ekard, John Pedersen, and Kerri De Rosier. Special thanks to Patti Adams, who lent her expertise from past Town Hall meetings. Many thanks to Pete's Coffee for donating coffee, and to Charlie's Best Bread for donating bread.

Don't miss the next Town Hall meeting, which will be held with Board elections in May!

## PLA Tree Plaque Project

PLA member Robert Jackson has had great success with the Tree Plaque project. So far, 18 families or groups of individuals have participated:

- The Tarentino Family, in memory of John Tarentino
- The Kelly Family, in memory of Jack Kelly
- The Walker Family, dedicated to Archie, Tug and Bailey Walker
- The Faulconer Family, in memory of Thomas Faulconer
- Robert Jackson, Norm Magneson, Bill Kettenburg, Charlie Bishop and Nancy Palmtag, dedicated to Hedy St. John
- The Lareau Family
- Robert Jackson, in memory of Ann Tripp Jackson
- The Hugh Story Family, dedicated to Karen Davis
- Sunrise Bank
- The Peckham Family
- The Patrick Family
- The Miller Family
- The Garrett Family
- Pacific Sotheby's International Realty
- The Kunzel Family
- The Arrington Family
- The Brooks Family
- The Laub Family

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.



On December 11, A tree plaque was dedicated to Point Loman Hedy St. John. Hedy served on the Peninsula Community Planning Board for many years in addition to other contributions to our community. At the dedication ceremony, Hedy was honored for her years of community service. She received a County Proclamation from County Supervisor Ron Roberts, a State Senate Proclamation from Christine Kehoe, and a City Council Proclamation from Councilman Kevin Faulconer. Our thoughts are with Hedy and her family as Hedy is battling a serious illness.

## Spring back to Fall: Who said some things never change?

The PLA Annual Dinner Meeting, held in the spring for the past 47 years, is moving to fall! The PLA Board decided that they could adhere to the bylaws and separate the dinner from the business meeting where board members are elected. According to the Point Loma Association Bylaws, an annual meeting of members shall be held in May of each year and directors shall be elected at each annual meeting. Also per Bylaws, the fiscal year for the PLA starts July 1.

Why change? Fundraising for the PLA Annual Dinner Meeting coincides with fundraising for the PLA-sponsored Summer Concerts and a lot of other fundraisers occurring at the same time. The business meeting and board member installation will take place in May in conjunction with our annual Town Hall meeting. The Annual Dinner Meeting will become just the Annual Dinner *funraiser* celebrating the work of the PLA. Save the date for the next dinner on Thursday, September 15, 2011 at the Kona Kai Resort Spa and Marina.



At the Fall Festival on October 16, Bob Brower, President of Point Loma Nazarene University, presented Dick Lareau with a Community Service Award for a lifetime of selfless giving to Point Loma and San Diego. For over 40 years, Dick has chaired the slide show and awards committee for the Annual Dinner, and was a former president of the PLA.

Joe Watkins, Vice President for External Relations and former PLA Board member is also pictured.

Congratulations, Dick!!!



# COMMUNITY CALENDAR

## Support your local businesses

Taken from a Warwick's flyer:

When you shop at an independently owned business, you benefit:

**The Economy.** Spend \$100 at a local business and \$68 of that stays in your community. Spend the same at a national chain, and your community sees only \$43. Local business create higher-paying jobs for our neighbors. More of your taxes are reinvested in your community.

**The Environment.** Buying local means less packaging, less transportation, and a smaller carbon footprint. Shopping in a local business district means less infrastructure, less maintenance, and more money to beautify your community.

**The Community.** Support local retailers and they'll support you. Local businesses donate to charities at more than twice the rate of national chains. More independents means more choice, more diversity, and a truly unique community.

We thank the following corporate/business sponsors for their membership in the PLA, and encourage you to support them!

### Platinum (\$1,000)

Sunrise Bank  
PLNU

### Gold (\$500)

Sempra Energy

### Corporate (\$250)

Lang & Associates, Inc.  
Lincoln Military Housing  
The Bay Club Hotel & Marina  
San Diego Trust Bank  
United Portuguese SES, Inc.  
Pacific|Sotheby's  
International Realty  
The Corky McMillin Cos.  
San Diego Unified Port District

Sandy Perlatti, The Corky  
McMillin Companies  
Laureau Architects, AIA  
Portola Properties

### \$50 donation

Cole Financial Service  
Con Pane Rustic Breads & Cafe  
Occidental Landscape, Inc.  
San Diego Sportsfishing Council  
Sea West Properties  
Chatsworth Summit  
La Dow Company  
Occidental Landscape, Inc.  
Osias Contemporary Art  
San Diego Property Management  
Santa Cruz Properties/Craver

### Bronze Members (\$100)

Cabrillo Inn & Suites  
Phil Lobred, H & M Landing  
Ken Frederick Realty, Inc.

### Point Loma Garden Club Lectures: All lectures 10:00 a.m.

#### Protea and More, January 12

Mo Price shares her knowledge of drought tolerant Australian plants suitable for our Mediterranean climate.

#### Cooking with Local Organic Food,

February 2—Jeff Rossman, owner of Terra Restaurant, discusses the benefits of using local organic food, and does a cooking demonstration—with samples.

#### Growing and Care of Heirloom

Tomatoes, March 9—Karan Cooper, Master Gardener, PLA Board member and "Tomato Queen," shares her knowledge on growing and caring for heirloom tomatoes.

Portuguese Hall

2818 Avenida de Portugal www.plgc.org

### Rose Trim Demonstration:

#### January 14, 9:00 a.m.

Roger English, past president of the San Diego Rose Society, provides a rose trim demonstration at the Hugh Story Memorial Rose Garden.

### 24th Annual Whale Watch Weekend

#### and Intertidal Life Festival

#### January 15-16, 10:00 a.m.-4:30 p.m.

This educational, family-oriented event celebrates the return of the Pacific gray whales to Point Loma as part of their annual round-trip migration from Baja California to Alaska, and the intertidal life found in the tidepool area of the monument's western shore.

Cabrillo National Monument

### Karen Miller presents "Ancient Persia/Modern Iran"

#### Wednesday, January 19, 6:30 p.m.

Miller shares her slide show from her 2010 travels highlighting the artistic and cultural heritage of this land.

Hervey Point Loma Branch Library

3701 Voltaire Street

### Point Loma Farmers Market

#### Every Sunday from 9:30 a.m. to 2:30 p.m.

Fresh produce, gourmet cheeses, flash frozen salmon, fresh bread, food for lunch and live music in the heart of Point Loma.

Cañon Street at Rosecrans

### Ocean Beach Farmers Market

#### Every Wednesday, 4:00 - 7:00 p.m.

Shop for the best local produce and crafts while listening to an eclectic array of live local music!

4900 block of Newport Avenue

### 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