



Spring 2014

SAVE THE DATE! THE PLA TOWN HALL MEETING IS MAY 21 AT THE UPSSES HALL!

In Memoriam: Celeste Trepte

By Kerri De Rosier

This issue is dedicated to one of the original Point Loma Village Beautiful founders, Celeste Trepte, who left an indelible mark on our beautiful community. (Point Loma Village Beautiful became the Point Loma Association in 1989.)

In 1953, Celeste had married Gene Trepte and moved to Point Loma from La Canada-Flintridge. She was impressed with the views from Point Loma—but not the views on the streets of the Village. “It was so ugly,” said Celeste. “We had the most beautiful view in the world, and no one was doing anything [about the Village].” At the time, the Village (Rosecrans Street between Talbot and Nimitz) was crowded with billboards, gas stations, and looming power lines.

In 1961, Celeste and a group of concerned neighbors formed Point Loma Village Beautiful and got to work. When I was researching the 50-year history of the PLA, I found a 1964 San Diego Magazine article in which Celeste said, “We have made up our minds that to make Point Loma beautiful will be just a long, slow, time-consuming thing.”

By 1972, hundreds of trees had replaced over 100 power poles. Celeste served numerous terms on the board and wrote the newsletter (which she called the “life-blood of this group”), leaving the board only for a short while when she had three daughters getting married and grandchildren on the way soon after.

In 2011, Celeste received the Lighthouse Award, PLA’s highest honor, for the Point Loma entryway project, which involved a complicated scheme to get water over the Nimitz Bridge in order to landscape the Famosa ramp with trees and bushes. When asked in a 2011 article about the PLA’s greatest accomplishments, Celeste didn’t hesitate. “Getting power lines off Rosecrans, trees in the center of Nimitz, the plantings done in the Village—pork chops—all the stuff that the Green Team does.”

Whenever Celeste called me—which was usually about suggestions for newsletter items—my husband Dave joked that “the boss was calling.”



Kay North: “I remember sitting around the table—everyone after a busy day of family, business, and all the demands of young lives, dreadful lighting in the room making us all look even more tired and ghastly, but all of us showing up to contribute to the effort to make our neighborhood as beautiful as it deserved to be! Celeste was unwavering and stalwart. It COULD be done. Those appalling bill boards COULD go away. She had no doubt. Her artistic eye and her excellent taste were only a part of it. Dedication and tenacity. Again, SHE HAD NO DOUBT! I am so proud of her, all she inspired, and so painfully aware of all that still needs doing.”

Robert Jackson: “When I was a kid, the Board had their meeting down at Great American Bank (Cañon and Rosecrans where Sweetaly is). I had my coloring book and crayons. I was told to “stay quiet” by my mom, and Celeste would help lighten the mood with a chuckle. Then in 1995, I got involved with the Beautification Committee and then the Board. Celeste would call me, and want me to find out who owned a certain piece of property. That seemed to be my role for a while. With the information I provided, Celeste could approach a situation via a letter. One time, she thought a certain business on Rosecrans was a front for an illegal activity. Celeste asked me to look into it and notify the Police. Well, that didn’t get very far!

“What really impresses me about Celeste is her long term dedication to the PLA. We all miss her.”

Continued on page 2



Chairman's Message

IT'S DONE! The Nimitz Greenway project is completed. What a big

improvement for our primary entrance to Point Loma. I look forward to watching it flourish this spring and summer. Many thanks to Dan, Ned, Dick and Cecilia for making this project a reality. We had a few bumps in the road, but we got through it. Ned, thank you for making things work so very smoothly with the City. To Ron Roberts and Kevin Faulconer: we couldn't have done it without you. To our private donors, always very grateful for the support.

Another project? Please stay tuned in, and, we want your input. Please e-mail me with any future project ideas.

We are busy planning for our upcoming Town Hall Meeting on May 21, 2014. It will be at the Portuguese Hall starting at 5:00, with the meeting beginning at 6:00. Important information regarding the Navy Fuel Line replacement plan, and current news from our Airport. Mark your Calendars!

In February, PL and OB had a great get-together at Shades. Thank you, David Martin, for hosting us and pulling in the OB Civic groups. We all need to work together to keep our Point moving in the right direction.

Again, please tell a friend to join. Please "like" us on Facebook!

See you around PL.

Robert Jackson

The week before she died, she had called to tell me that she hadn't received her newsletter. I called back and assured her it was on its way.

Like many of you, I attended her lovely memorial service, which highlighted her deep faith in God and commitment to family. Here, I want to shine a light on her deep faith and commitment to our community. Many thanks to contributors Kay North, Robert Jackson, Klonie Kunzel (Kay and Klonie are also PLVB founders), Patti Adams, Karen Davis, Jodie Bruhn, and County Supervisor Greg Cox for their remembrances of Celeste.

Patti Adams: "I served two, four-year terms on the board. Knowing Celeste motivated me to stay involved through the Membership Committee, and the PLA booth at the Farmer's Market. That's because from the moment of Point Loma Beautiful's inception, Celeste worked tirelessly year after year — for no recognition — just to make our community a better place. She had no agenda — no expectation of personal gain; she did it for the love of her adopted community.

"Celeste also personally donated to many PLA projects including Celestial Gardens, the Silver Gate slope, and the Nimitz median — again without want of recognition.

"Month after month, Celeste attended Beautification meetings — and took on the thankless job of Code Compliance, a job no one wanted. She'd have a conversation with a rogue business owner or homeowner, and things miraculously happened. Celeste noticed that the medians adjacent to the airport were looking poor, so she contacted the Airport Authority and — things changed. A lot of people notice things and complain; it takes a special person to notice and take action.

"Celeste's impeccable style was a reflection of her expectations for the community. She held strong opinions and beliefs about what the PLA should be doing, but was always gracious when the majority decided differently.

"Even though she spent summers away from Point Loma in Lake Geneva, Wisconsin, she still stayed in touch and involved. She didn't take up email for the longest time so there were many faxes sent and received. Celeste set such a great example and we all have much to learn from her."

County Supervisor Greg Cox: On January 28, 2014, Supervisor Cox adjourned the Country Supervisors meeting in honor of Celeste. Here's part of his dedicatory text:

"In 2008, [Celeste] received the Association's Grand Beautification Award for her years of service, an award that I was honored to personally present to her.

"Celeste Trepte left an indelible and beautiful impression on Point Loma and she will be fondly remembered for her many contributions to improve her community."

Karen Davis and Jodie Bruhn: "Celeste was a key driver in many projects, but the "Celestial Garden," in our view, was a crowning achievement. If you go east on Nimitz Blvd. and pass by the Catalina offramp, you cannot miss the beautiful array of succulents with great hills of 'sticks of fire' in the middle. Celeste had passed this previously uncared for area so many times in her life, and decided to do something about

it. She drove this project from start to finish and ensured its completion by heavily funding it. Utilizing a succulent plant expert, she envisioned and delivered a beautiful plant display as a gift to all who pass by. She especially wanted to demonstrate the beauty and potential of a garden that, once established, would require no water. We on the Mean Green Team dubbed it the “Celestial Garden” because we all knew that without her dream and tenacious nature, it would not be the beauty it is today.”

Klonie Kunzel: “We returned to San Diego in 1960 after three years in Berkeley (Fritz’s law school years)...and had barely unpacked our belongings, when we met Celeste...through our long time college friends, Kay North and Don Hartley...”

“Celeste had married Gene a few years before, and had begun their life in Point Loma. She was used to the picturesque community of La Canada and was a bit distressed by the Point Loma of the early 60’s....No trees along Rosecrans, many billboards, strip clubs...but, she could see the potential!

“We began meeting at the Quarter Deck (how many of you remember that...!!)...then Don Hartley’s office, across Rosecrans...where Red’s is now....We were all young, idealistic and anxious to create a more attractive place to call home.

“Celeste was determined.....hard working....and, in her quiet way...pushed us all to join in her effort.

“In my mind, the word that best describes Celeste is....perfection....Never a hair out of place, perfectly dressed for the occasion, wonderful wife and mother...and so dedicated to making Point Loma the wonderful place it’s becoming....Primarily thanks to her!!”



Garden Award

It’s a wrap! Not your garden variety Garden Award — but I suppose you could say that it’s a beautiful planting of utility boxes! This utility box is one of four in front of Dana Middle School in need of an update. Some had been tagged with graffiti, and others were faded. Thanks to Betty Allman and Judy Garrett for working with artist Lee Sie on another “photo wrap” project.



Lee Sie and his latest “wrap”



Around Town...

Earth’s Choice and Redz

How does purchasing a necklace or piece of art in Point Loma impact a woman in Nicaragua? Uganda? Guatemala? Karen Cebreros, green coffee trader, organic coffee pioneer, and owner of the soon-to-be-open Earth’s Choice at 1021 Rosecrans (formerly Fuerza Pilates), will donate proceeds from sales toward creating micro-credit unions for women in the coffee trade. The arts and crafts are created by Latin American women-in-coffee, a term used to describe women in the trade.



As a long-time coffee trader, Karen has seen too much poverty among women in the coffee trade. “I’ve always wanted to help people,” said Karen. “If a woman can escape poverty by owning her own business, she can also escape domestic violence, and get her children to school.”

The front of her store will be the retail operation; in the back, Karen will continue her role as CEO of one of her for-profit businesses, Coffee Cares, which provides software for corporations to track their contributions to chosen nonprofits.

For Karen, Coffee Cares is a great means to an end – supporting a cause dear to her. Karen co-founded International Women’s Coffee Alliance in 2003, an organization with the stated mission: “Empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.” The IWCA helps women access resources such as micro loans and collaboration with other women-in-coffee. Karen also owns Women of Coffee, which provides micro-loans funded by shares in the company.

Her neighbor, Deborah Powers, the new owner of Redz Eatery & Arts (formerly Reds), shares Karen’s vision for helping women-in-coffee. She and Karen are

Around Town continued on page 4

developing the label, Sirens Coffee Company, which will be served at Redz. Additionally, Deborah has a new menu featuring breakfast, lunch, and dinner, plus wines from all over the world. The space will also feature an art gallery as well as live music every Sunday at 6:00 p.m. "We are a Bohemian, wi-fi cafe," said Deborah.

Mark your calendars for a joint Grand Opening of Earth's Choice and Redz on May 1, where Deborah is raffling off the Most Expensive Sandwich Ever incorporating solid gold designs from her husband, Hugh Powers, a jewelry designer. The evening will feature live music, finger food, and wine tastings.

For more information about Coffee Cares, go to www.coffeecares.net. For more information about International Women's Coffee Alliance, go to www.womenincoffee.org.

YoloBoard moves to the Village

Last November, YoloBoard moved from one end of Rosecrans to the other. YoloBoard sponsor Kathryn McCann likes the new location, noting that they downsized from their previous warehouse-sized store next to the freeway onramps. At their new store at 1055 Rosecrans, you can buy or rent a stand-up paddleboard, sign up for lessons, and purchase YoloBoard clothing.



Kathryn McCann and Andie Johnson

There's a paddleboard for every interest and ability: they feature stand-up paddle surfboards, raceboards that are streamlined for speed and distance, and wider, more stable paddleboards for beginners. They even have an inflatable paddleboard that you can check in as luggage at the airport!

Beautification UPDATE

Palm Trees at Entrance to 8 E: The Palm trees near the entrance to Interstate 8 had never been touched and were in dire need of trimming. Through a collaborative effort among the PLA, the County of San Diego, Supervisor Cox's office, and Atlas Tree Service, the eight trees now look much better!

Tree Donation from Point Loma Garden Club: Many thanks to the Point Loma Garden Club for donating a tree to replace a dead one in front of Good Point Gasoline. And thanks to Good Point owner, Stan Miller, who paid to remove the old tree and plant the new one, and PLGC philanthropy chairwoman Margaret Cook, who arranged the donation. Pictured are PLGC member Jodie Bruhn, Project Coordinator Karen Davis, and Stan Miller.



Bus Benches Dave Brown did a comprehensive study and prepared a report, complete with photographs, of the locations of bus stops and ridership, in both directions, along Rosecrans. Per Dave's recommendations, two benches will be placed at the military gas station on the corner of Rosecrans and Nimitz; one will be placed adjacent to Ralph's parking lot on Nimitz; and one will be placed at Rosecrans and Lawrence. Thanks, Dave!

Membership helps us work!

From Membership Chair, Nancy Palmtag

Beautification IS the point! Help us keep looking our best by joining the Point Loma Association for as little as \$30 per year.

The PLA has been beautifying and enhancing our community for over 50 years, making it a desirable place to both live and work.

Our volunteers plan, design, and raise money for new medians, plants, weeding and upkeep of established areas, along with tree trimming, graffiti cleanup, and litter abatement. PLA also sponsors free concerts at the park, hangs banners along Rosecrans, and maintains interactive dialog with local government agencies.

Help us keep up our wonderful quality of life for all the residents and businesses in our community by joining the Point Loma Association today! Feel free to contact me at npalmtag@msn.com with questions or suggestions.

The Ocean Beach Kite Festival will take to the skies from 10 a.m. to 4 p.m. on Saturday, May 10 (rescheduled from March 1 due to the rain). It's a free family event now in its 66th year. Children are taught how to make and fly a simple kite. All materials are supplied and there are prizes for the best decorated kites. There are also spectacular demonstrations by professional kite flyers, including games for children such as "chase the tail" and "candy drop."

In addition, there are carnival rides, food, and a craft fair. Special attention will be given to mothers, as it is the day before Mother's Day.

The Festival is located at Dusty Rhodes Park, across from Robb Field. Parking is available at Robb Field with a free shuttle to the event. For information, go to www.oceanbeachkiwanis.org or email oceanbeachkiwanis@gmail.com.

News from Council District Two...

With the swearing in of Kevin Faulconer as San Diego's new mayor, a vacancy was created in the Council District Two office. Because less than a year remains in the term of office, the City Council will appoint a person to fill the vacancy. 19 residents from District Two have applied for the position and it is anticipated the City Council will appoint the next councilmember on April 14 or 15, 2014. The individual selected will serve until December 8, 2014.

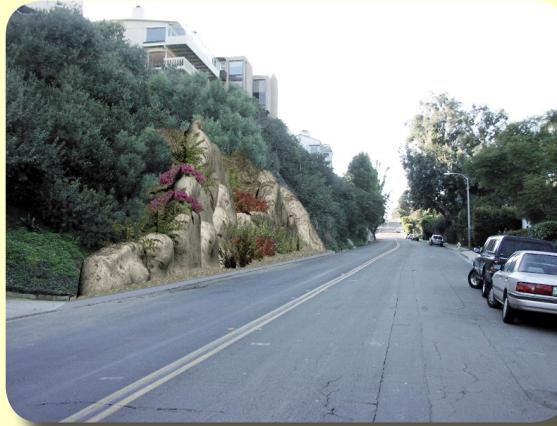
Staff members Chet Barfield, Tracy Cambre, Nicole Capretz and Steve Hadley join chief of staff Thyme Curtis in the Council District Two office. These individuals focus on addressing the needs and concerns of the Point Loma, Ocean Beach, Pacific Beach, Mission Beach, Linda Vista, Bay Park, Bay Ho, Morena, Midway and North Bay residents, and attending the District's 19 monthly community meetings.

In addition to their constituent case work, the staff participates in weekly neighborhood projects throughout Council District Two. They recently helped out in the Ocean Beach Entryway garden, and cleaned up debris adjacent to the Rose Creek Canyon.

You can receive office communication updates by signing up online at www.sandiego.gov/cd2, and/or by following the Council District Two conversation on Twitter @SanDiegoCD2.

The Talbot slope

Thanks to our new District Two Council Representative, Tracy Cambre, who provided an update and a pretty photo that you can think about when you're taking that detour AGAIN. The project has been delayed from its original 2/28/2014 completion date until 6/28/2014 due to unexpected soil conditions, backordered "nails" (that's what the construction guys call those big pipes sticking out of the slope), weather, and other factors. Take heart in the knowledge that it will look very nice when it's done!



POINT LOMA

SUMMER CONCERTS



Get ready for the 14th Annual Point Loma Summer Concerts! Concerts are at Point Loma Park behind the fire station. Junior stage bands start at 5:30; Main stage begins at 6:30.

July 11 – Mighty Untouchables

July 18 – Liquid Blue

July 25 – HELP

August 1 – Hot August Night

August 8 – Detroit Underground

For more information, go to www.plconcerts.org. More details about the bands and the upcoming season in the next issue!

Around Town, continued

Yoloboard is a Florida-based company that has a strong online presence. The Point Loma store is Yoloboard's second "brick and mortar" location. Manager Andie Johnson and Kathryn want you to know that Yoloboard donates a lot of time and equipment to local nonprofits such as Wounded Warriors and Foster Youth of San Diego. www.yoloboard.com.

A Catalyst for good health

We thank new PLA members Catalyst Physical Therapy & Wellness for sponsoring this issue of the PLA Newsletter. Catalyst, located at 3434 Midway Drive, hopes to be a neighborhood stop for questions about health, wellness, activity and exercise advice, and even a space for people to meet with their own community wellness groups.

"We are really looking to help change the perspective of physical therapy from coming in after having surgery or being injured to making it a habit to check in with your therapist to make sure you are preventing injury and living your best life," said Laurel Proulx, Doctor of Physical Therapy at Catalyst. "No one should have to live with pain, and pain and injury is not 'a part of getting older.'"

The Catalyst team provides physical therapy, massage therapy, Yoga, personal training, functional fitness, coaching, and physical therapy checkups. Catalyst is located at: 3434 Midway Drive, Suite 2005A <http://catalystptandwellness.com/>

Speaking of business...The

process of forming a Point Loma Business Improvement District is moving along. The Peninsula Chamber of Commerce submitted petitions from local business owners to the City of San Diego Planning, Neighborhoods & Economic Development Department last month. After the petitions are verified, the City Clerk's Office will conduct an election via mail. Ballots will go out to all of the businesses within the proposed BID boundaries.

"A BID would give PLA a strong partner to work with, so we can continue and possibly expand our beautification efforts," said Robert Jackson.

Questions about the proposed BID? Call (619) 295-5171.

Thinking big, thinking beautiful... another Point Loma Association project

By Cecilia Carrick, Past Chair, PLA

Nimitz Boulevard, the grand entryway into relatively undiscovered Point Loma and Ocean Beach, is screaming for a visionary re-do. This 2.3 mile north south byway connects the ocean basin of the San Diego River to the San Diego Bay. It also connects schools and residential neighborhoods with scenic miles of already existing bicycle paths, several parks, tennis courts and stunning water fronts. And yet today, long barren medians are lined by rutted asphalt and concrete splashed with efforts to cover past graffiti, which alternates with faded signage and corridors of unkempt greenery and homeless litter.

The Point Loma Association envisions Nimitz Boulevard as big and beautiful. A transformative gateway enticing hundreds of thousands of north south bound commuters, school children and tourists to safely bike, walk and drive throughout PL. This main connector deserves protected Class I bike lanes, attractive median plantings, traffic calming features and lastly a bridge, essential to connecting southern residential neighborhoods with our parks and play grounds.

The PLA has embarked on a mission of beautifying Nimitz, one project at a time. In 1999, the PLA started the first phase by planting pines and bougainvilleas along a segment between the bridges. In 2011, the PLA planted drought resistant, colorful succulents, pines and bougainvilleas on the off and on ramps to Catalina Blvd. Recently, the PLA transformed a new segment of Nimitz near West Pt. Loma Blvd with colorful succulents, rocks and, in the future, public art.

The Point Loma Association represents a hard working, committed group of volunteers who have been helping make PL /OB better and more beautiful for over 52 years. From bringing down billboards, supporting free concerts at the park and painting utility boxes to discourage graffiti, the Nimitz Boulevard Enhancement project is only one of our many endeavors.

*It's done, and it's **GRAND!***

The first phase of the Nimitz Grand Entryway project is complete! These photos tell a great story of what can be done with a LOT of volunteer time, generous donations, and sheer grit. Thanks to Cecilia Carrick, Dan Dennison, Ned Daugherty, Dick Lareau and Robert Jackson for their extreme efforts on making the project a reality.

What's next? Let's continue the march down Nimitz! There are plans for continued landscaping/hardscape, and there's already a base awaiting a piece of public art.

The PLA Annual Dinner, with the theme, "Art IS the Point," is dedicated to raising money for the public art as well as the march down Nimitz. Save the date for Friday (yes Friday), October 17 at the Liberty Station Conference Center.



Framing for concrete edging.



Nimitz GREEN concrete



This is a base for future public art.

Many thanks to these generous donors:

County of San Diego, Supervisor Ron Roberts \$30,000

City of San Diego, Councilman (now Mayor)

Kevin Faulconer \$15,000

Point Loma Association \$30,000

Hervey Family \$10,000

Nancy Peckham \$5,000

Celeste Trepte \$5,000

Teed Story \$2,000

Richard Lareau \$1,000

Cecilia Carrick \$1,000

Carolyn Kutzke \$1,000



Other Generous Contributors

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COMMUNITY
CALENDAR

Events at the Hervey Point Loma Library - all events on Wednesday

April 2, 7:00 p.m. Coterie Celli shares cello ensemble music.

April 9, 6:30 p.m. Readings from the 2013-2014 Poetry Annual.

May 21, 6:30 p.m. Peninsula Singers Concert
Point Loma Hervey Branch Library
3701 Voltaire Street (619) 531-1539

At the Point Loma Assembly Thursday, April 10, 4:00 p.m.

Hear Susan Weddle speak on the eastern Sierra Nevadas and view her beautiful photography. Includes wine and hors d'oeuvres. Admission \$15 for non members.

Saturday, May 3, 7:00 p.m. A performance by Spanish singer Kina Mendez and Juan Moro. For tickets, call (619) 341-0552. 3035 Talbot Street
www.pointlomaassembly.org

An Evening with Paul Farmer—Physician, Activist, and Humanitarian to Haiti and Beyond

Wednesday, April 9, 7:30 p.m.

Known as "the man who would cure the world," Farmer works to provide first world health care for third world peoples and is one of the founders of the worldwide organization, Partners in Health. This evening will provide the rare opportunity to hear from the man himself.

Purchase tickets from PLNU's website or call PrimeTix at 866-745-0575.

Brown Chapel, Point Loma Nazarene University
3900 Lomaland Drive

Point Loma Garden Club's Annual Plant Sale

Saturday, April 26, 9:00 a.m. - 12:00 p.m.

Heirloom tomatoes, vegetables and herbs, succulents, and many other perennials for sale.

Westminster Presbyterian Church

3598 Talbot Street www.plgc.org

Peninsula Community Planning Board

Meets third Thursday, 6:30 - 9:30 p.m.

Point Loma Library
3701 Voltaire Street

Ocean Beach Town Council

Meets fourth Wednesday, 7:00 p.m.

Masonic Center
1711 Sunset Cliffs Blvd.
jimmusgrove@mac.com

Point Loma Assembly

Meets second Thursday, 4:00 p.m.

Point Loma Assembly
3035 Talbot St.
(619) 887-9313
www.plassembly.org

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 Hai

Beautification: First Tuesday, 8:00 a.m.

San Diego Yacht Club

Membership: First Friday, 4:00 at US Bank



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You know your doctor, your dentist, your hair stylist, even your favorite barista all by name.

We also want you to know the **CATALYST** name and how we can be your ticket to enjoying life to it's fullest here in Point Loma!

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We specialize in restorative & preventative techniques that will make your entire body smile.

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