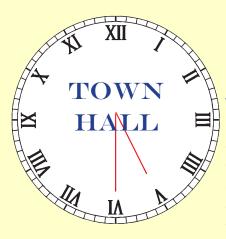




www.PointLomaAssociation.com



PLA Town Hall Forum: Point Loma Partners Wednesday, May 6, 5:30 - 7:30 p.m. Want to know what's happening

in your neighborhood? FIND OUT!

Get an update from the Navy about the current progress on the fuel line relocation; hear about the new airport car rental facility from the Airport Author-

ity; get the straight facts about the Harbor Drive re-alignment.

The UPSES Cafe is offering a delicious lasagna dinner starting at 5:00 p.m.; a no-host bar also available.

The theme is "Point Loma Partners," and highlights local businesses who support Point Loma Association. Local nonprofits are welcome. Contact Sally Bixler at sallybixler56@gmail.com if you're interested in having a table at the event.



Where does your money go? By Cecilia Carrick

Dear Point Loma Association supporters:

Where does your dollar go? We

are proud to inform you that we stretch that dollar pretty far. For starters: no employees, no office, no phone. Just people like you, volunteering and contracting to get things done.

BEAUTIFICATION AND THE MEAN GREEN TEAM

SPECIAL PROJECTS: MEDIANS Our mission is to improve our neighborhood and we are working very hard to get City/County and private donations to accomplish the unthinkable by a volunteer organization: replacing asphalt with plantings in new medians!

• Our newest Nimitz Blvd. median between Bernice and Centraloma estimate: \$35,000 (prevailing wage contract)

Spring 2015



On Wednesday, April 22

from 5:30 - 9:00, sip and savor your way through Point Loma and Shelter Island during the annual Taste of Point Loma. NOTE: 10% of proceeds benefit the PLA! New to this year's event will be food and beverage pairings. For an additional fee, participating restaurants will provide attendees with the option to purchase a drink that complements the restaurant's food sample. Another new feature: Look for a paw print next to a restaurant's logo on the ticket to find spots with dogfriendly patios.

Here's a list of participating restaurants: Bali Hai Restaurant, Blue Wave Bar and Grill, Brigantine, The Pearl Hotel, Fiddler's Green, Miguel's Cocina, Mitch's Seafood, Northside Shack, Old Venice Restaurant, Point Break Cafe, Pomodoro Ristorante Italiano, Red Sails Inn, Supannee House of Thai, Sweetaly Bakery, The Elegant Truffle, The Keyhole Cafe, The Living Room Coffeehouse & Bistro, The Quarterdeck at Bay Club Hotel and Marina, The Wine Pub, Umi Sushi, Westy's Antiques and Tavern, and Vessel Restaurant.

Cost: \$25 General; \$15 Cyclists/Students/Active Military. For tickets, go to: www.tasteofpointloma.brownpapertickets.com. The Taste begins at Brigantine, 2725 Shelter Island Drive.



Chairman's Message

It seems like summertime has started as I write this column. Just under 90 degrees and clear as a bell. Walking down on Shelter Island, out to the

Lighthouse or the Cliffs, I am reminded that it doesn't get any better than this. PLA is out every week to make sure our Peninsula remains TOP RATE.

Make sure you take a look at our new median project on Nimitz (Bernice and Centraloma). By the time you get this newsletter, it should be complete. Many thanks to our donors for making this project possible. I'm excited to see the final outcome.

Thank you for participating in our PLA Survey. We received over 200 back, and Kelly Mitchell is chairing a sub-committee of the PLA board to compile the results in a report to be presented at the next Town Hall Meeting on May 6th at Portuguese Hall.

A special thank you for all who took the time to express their views...and for your commitment in our community to beautify the Peninsula. We are fortunate to have so many citizens who care.

Mark your calendar: PLA Mixer at Stone Brewery (Liberty Station) April 14 starting at 4:30. Come enjoy a beer and getting to know your fellow PLA members. Please bring a friend.

We have our Town Hall Forum May 6, 2015 starting at 5:00 at the Portuguese Hall. We will have our Corporate members there showing off their businesses along with the Navy, Port and Airport updating us on the fuel line replacement, Harbor Drive road work, and the new rental car facility. Come for the lasagna dinner!

Visit PLA on Facebook, Nextdoor and Instagram - where you can *Like* us, *Support* us, and *Follow* us! If you haven't yet signed up for email notices, sign up on our web site. And—invite a friend or family member to join PLA. It's well worth it.

See you around PL.

-Robert Jackson

- - The Nimitz Blvd. median near West Point Loma Blvd.: \$124,397 (prevailing wage contract)
 - The Catalina/ Cañon Median: \$20,269
 - The Nimitz Blvd./ Sunset Cliffs Median #4 Project (2 stages): \$34,000



Neighborhood beautification is our largest recurring expense. Our



budget for this year (2014-2015) is \$38,400. Every Friday, about 25 folks get together to take care of over 18 different public areas (rotated) in the Peninsula. We design new spaces, trim, plant, weed, mulch and pick up litter. Our PLA truck helps us transfer equipment and clear plant debris. Our four master gardeners oversee our

contracted landscaping crew, new plantings and irrigation. Watering plants and medians is an ongoing and growing expense.





UTILITY BOX ART

Utility box art deters graffiti and beautifies stark urban fixtures. We locate artists, clean and prep utility boxes, and then seal the art after the artist finishes. This is laborious but ultimately satisfying work! We pay the artist a \$250 stipend and pay for all supplies. This is a labor of love for less than minimum wage (budget: \$2000).



BANNERS

Welcome to Point Loma, Happy Holidays, Cabrillo Festival, Festa ... we love to celebrate events and seasons. The PLA pays for many banner installations and removals throughout the season. It costs the PLA \$40 per pole to change a banner (difficult work) and we have 67 poles.



TREE TRIMMING/FERTILIZING



PLA allocates about \$5,000 per year for tree trimming. The City of San Diego rarely keeps up with palm or regular tree trimming. Palm tree trimming costs nearly \$200 per tree! Trees along Rosecrans, Cañon and many of the palms along the entryways of Point Loma are kept neat and healthy by the PLA.

It all started when the neigh-

were dissatisfied with all the

pine needles falling on their

property. So the home own-

tree laced, then pruned. Still,

the neighbors were not happy.

So they had the tree removed. With the absence of a stately

40-foot pine tree in the front,

it was only logical to remove

everything else. Curving new

side borders were created

ers on Alcott street had the

bors next door mentioned they

POINT LOMA SUMMER CONCERTS

Budget: \$4500 to be an exclusive concert sponsor. This is a great event and gives us great visibility in the community we serve.

NEWSLETTER/ADMINISTRATIVE:

Budget: \$10,000. This includes insurances, tax preparation, editor, printing, mailing and postage. Social media is a more efficient and cost effective way to let you know all about our projects, so in an effort to decrease our costs, we are upgrading our Point Loma Association website and timely E-news and planning to reduce the number of printed paper products.

TOWN HALL FORUM: Yearly informative presentation in May about important community issues. Coming right up on May 6!





with sustainable and drought tolerant plants. The grass foot- print was reduced by 50 %.

A new Irrigation system was installed, concrete poured for a new driveway and a beautiful expanded brick entry designed.

As it goes with many projects, it was then determined that a new roof would be required. Following that, the entire house needed to be painted and new shutters installed.

It has all come together beautifully. Homeowners Jack and Dossy are pleased and happy to announce that the family vacation this year will be taken in lawn chairs admiring the newly remodeled home and garden.



Yoga Arts

Amy Pachowicz has room to move. And stretch. And pose. And paint. She just moved her yoga studio, Yoga Arts, to the corner of Cañon and Rosecrans, where the former scooter shop was located.

Amy teaches what she calls "alignmentbased" yoga and studies under lyengar instructors. Alignment-based yoga is centered upon learning proper body alignment to reduce injury.

The classes serve all levels "according to what their body can do," said Amy. She uses props like blocks and blankets for students who aren't ready to try full yoga postures. On Saturday mornings, she offers a more advanced class, and she hopes to start a beginners class soon.



Amy is also an artist who works with acrylics and ink drawings. She has dedicated the back half of the studio to selling her artwork and work from local artists. "I have many friends who are well-established artists," she said. She has also carved out space for her own painting studio. "The [yoga] students are curious about what I'm painting," she said. "They like to see how the projects evolve."



Amy plans to hold art openings at the studio. If you want to get on the list, you can sign up on her web

site. You are also free to stop by between classes and check out the art - and classes, of course. www.yogaarts.co 619.865.0852 3017 Cañon St.

Around Town...continued What's going on at the old Blockbuster property?

The Bellamar project at the former Blockbuster site is slated to be a three-story mixed use development with approximately 4,724 square feet of ground floor retail space and a collection of 16 residential units. Demolition was expected to start in early October, 2014: according to Matt Peckham of Flocke & Avoyer, demo and construction is now scheduled to begin in early April, with delivery roughly one year from then.

Beautification UPDate

The Beautification Committee is working on finishing up the "pork chops" at West Point Loma and Nimitz. Irrigation at the site is being resolved.

The BIG PROJECT is the latest Nimitz median project at Bernice and Centraloma. See below for the article.

The committee supported planting two new rose bushes in the Rose Garden at Liberty Station. Thanks go to Ginny Buerger, Dan and Becky Weider, Karen Davis, Marilee Bankert and Ann Walker for their help with this project. A big "thank you" also goes to Jess and Ann Walker for purchasing and placing lady bugs on the rose bushes to combat the growing number of aphids that have appeared on all the rose bushes at Liberty Station!

Karen Davis spoke with John Tully with San Diego Parks Department regarding the Mean Green Team weeding the plants along the center of the Submarine Memorial pathway. It was suggested that doing this project could be done on a Saturday, and become a community service project for local youth groups that need community service hours. Thanks go out to new Green Team members Lin and Ed Danly and Terry for noticing this area in need of some TLC by the Green Team!

The Mean Green Team

The best way to appreciate the work of the Mean Green Team is through the photos taken by Cecilia Carrick and Jerry Symanski. And here's some great news: the Mean Green Team has swelled its ranks in the past few months with thanks in part to Alicia Shapiro, who is getting the word out via Facebook and Instagram!



At the median on Nimitz/Sunset Cliffs. Mean Greeners also cleaned the "eyebrows" at the entrance to OB.

Planting rose bushes at Liberty Station





At the Rose Garden cleanup at Liberty Station.





Planting trees and weeding at Point Loma Park



All of this work begs the question: Isn't 30 bucks a year a pretty good deal for everything the PLA does for our community?

The latest median

ork on the newest portion of the Nimitz median project (between Bernice and Centraloma) broke ground on March 16. Thanks to Cecilia Carrick for submitting a grant for \$8500 to the San Diego County Neighborhood Reinvestment Program for this project, which was approved!! Cecilia will work with Total Green Landscape on the plantings once the asphalt has been removed.



Top: City Inspector (yellow) reviewing plans with contractor Dan Howes (orange) and Landscape Architect Ned Daugherty. Right: Asphalt is gone!



Welcome home, Submariners!



The USS San Francisco arrived on Monday, February 9 and was welcomed by 16 banners in Point Loma. You may or may not be aware that the PLA is behind the Welcome Home Submarine Squadron 11 banner project. We work with 16

Navy Federal Credit Union

Point Loma Optimists

Liberty Station Owners

Cabrillo Inn and Suites

Sun Harbor Marina

Starbuck's

Ryan Family

Association

Ramada Inn

businesses to hang welcoming banners upon the arrival of a submarine. Thanks to the following businesses and organizations for their generosity:

Good Point Gasoline Willis Allen Real Estate America West Bank Ralph's (hung by the PLA) Roy's Cleaners

Mail Boxes Express Point Loma Credit Union Pacific Western Bank

Help for an Eagle Scout

Congratulations to Bryce Shinohara, age 15, from Boy Scout Troop 500. Bryce came to PLA's Beautification Committee to ask for financial assistance for his Eagle Scout project, a log-lined and gravel paved pathway and stone bench located at Westminster Park. He completed his

project during a busy weekend on March 6-7 with the help of other Boy Scouts, leaders, and family. Through generous donations from the PLA (\$300), Point



Bryce on his bench with his dad, Todd Shinohara

Loma Rotary (\$500), and a bake sale, Bryce was able to raise all the money needed for his materials.

For Bryce, Westminster Park is literally an extension of his back yard; from his home's back yard, there is a stairway



leading down to the park. Bryce is an active member of Westminster Presbyterian, so the location of his project was obvious He spoke with church leaders, who suggested the path and bench project. For Bryce, the project is a departing gift to the church, as he will be moving with his family to northern California after finishing the school year.

In addition to scouting, Bryce's interests include piano and playing trumpet at Point Loma High School. Bryce invites you to enjoy the park setting while seated on his bench!

From the SDPD Beat:

Graffiti Strike Force—San Diego Police Department officer Sergio Zamora is now the Graffiti Strike Force officer for the Western Division. The graffiti reporting process, however, remains unchanged. For graffiti removal, contact Urban Corp (800.829.6884). You can also contact the Graffiti Strike Force at 619.531.2890 if you have any information leading to the arrest of graffiti vandals or if you have additional evidence to provide.

Please do not hesitate to contact Officer Zamora at 619. 515.2754 or szamora@pd.sandiego.gov if you have any additional questions.

Abandoned shopping cart?—To report abandoned shopping carts, call California Shopping Cart Retrieval Corp. at 1.800-252.4613 or go to their website and complete an online request form to have the carts removed. www.cartretrieval.net/support/request_cart_pick_up.asp

Help for the elderly and disabled: You can request SDPD volunteers to check up on elderly or disabled residents living alone. To request this service, contact Western Division at 619.692.4800.

Dumpster Divers a Problem? If so, Environmental Services (ESD) suggests the following:

Mondays thru Fridays from 6:30 a.m. to 4:00 p.m.: Call the ESD Call Center at: 858.694.7000. After hours, weekends and when scavengers are there "now," call SDPD at 619.531.2000.

If reporting a scavenger seen earlier, call 858.694.7000 or submit a complaint via e mail to trash@sandiego.gov.

The following information is very helpful:

- 1. Address
- 2. Description of scavenger (clothing, height, weight, etc.)
- 3. Vehicle/license plate, bicycle, wagon, cart or other mode
- of transportation being used
- 4. Direction of travel

The Call Center at ESD will create a service request and forward this info to the assigned code officer. If available, the code officer will patrol the area. If the person is observed scavenging by the code officer, a warning or misdemeanor citation will be issued. In areas where there is an excess of complaints, ESD may choose to set up a scavenging patrol involving more than one code officer to monitor the area.

County news

Our San Diego International Airport has gone through major improvements recently to make traveling easier, like a new terminal and a new consolidated car rental facility that is still under construction.

But San Diegans who love clean air and blue skies are going to really love the latest improvement underway at the airport – a campaign to get rid of older, polluting taxi cabs that line up at Lindbergh Field.

Through partnerships with the Center for Sustainable Energy and others, most taxi cab owners at the airport had already converted their vehicles to newer, modern cabs. But the effort was lagging and this year, I began working with the County Air Pollution Control District and the Airport Authority to speed up the pace of conversion.

In January, the Board of Supervisors approved my proposal for a pilot program to allow the Air Pollution Control District to give cab owners \$4,000 rebates to help them purchase new hybrid cabs. The program rolled out in February as taxi cab owners lined up their vehicles at a lot near the airport to see if their vehicles qualified for the tradein program.

The rebate is a down payment on clean air! By accelerating the conversion program, our airport could be one of the first in the nation to have an all-green fleet of taxi cabs. The result will be cleaner air for all, benefitting passengers at our airport and surrounding neighborhoods. In fact, we could see a reduction of 3 to 5 tons of harmful air pollutants each year.

And if this pilot program is successful at the airport, I can imagine an effort to green the entire fleet of taxis serving San Diego County. As the County representative on the San Diego Regional Airport Authority, I'm excited to see how various agencies can work together for the betterment of our community.

Over the years, the efforts of our Air Pollution Control District and others have led to San Diego having the cleanest air on record. We'll continue those efforts to preserve our blue skies.



In Memoriam: Jim Starrett

Jim Starrett, a cousin of Ann Tripp Jackson and PLA supporter, passed away last month. His family donated some yards tools to PLA including rakes, chain saws, paint brushes, and leaf blower. We thank Jim and his family for their generosity.

Here's an old family photo. Jim is in the center next to Robert and his daughter, Taylor.

🛛 An All-Star Salute 🔾

Thanks to Betty Allman for coordinating the latest utility box project. This is one of two similar boxes recently finished by artist Jade Faberes. This one's at the corner of Lowell/Evergreen; the other one is at Nimitz/Rosecrans.

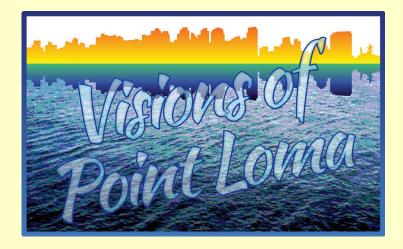
From Betty: "The boxes remind us of Adm. Chester W. Nimitz and his contribution to U.S. Naval history. Fleet Admiral Nimitz was the Commander of the Pacific Fleet during World War II."

The design was created by Jade Fabares from symbols on aircraft wings on current carriers.





At the box on Lowell St. neighbor Karen Hughes decided to perk up the corner with new plantings. The whole corner looks great!



Save the date! The 2015 PLA Annual Dinner — which this year will be an elegant cocktail party on San Diego Bay, is October 1, 2015! The event will be held at the new Cohn Event Center at the foot of Harbor Island next to Island Prime. Plan on it. You will never forget it.



This year's walking tour will feature homes and gardens in the traditional, established neighborhood of Loma Portal and showcase each homeowner's unique style and interest.

The highly acclaimed Garden Boutique presents items by local artisans, garden vendors and members of the unit.

The exclusive Dana Diamond Tour will shuttle 20 guests door to door and features a luncheon and additional tour in an historic California Mediterranean home with bay and city views. Ticket price for the Dana Diamond Tour is \$150.

General tickets \$25. For more information, go to www.pointlomagardenwalk. com.



Let's Go Fly A Kite!

The 2015 Ocean Beach Kite Festival is bigger and better than ever! The event has been permanently moved from its traditional March date to Saturday, May 9. The event will feature demonstrations by professional kite fliers, as well as games for children.

As always, children will learn how to make and fly a simple kite; all materials are supplied and there are prizes for the best decorated kites. Kite making is available any time between 10:00 a.m. and 3:30 p.m.; there are three separate prize judgings at 11:45 a.m., 1:00 p.m., and 2:15 p.m. Professional kite demonstrations will go on all day from 11:00 a.m. to 3:15 p.m., depending on the wind. There will be food, games, music, and a craft fair. It's all free, presented as a community service by the Kiwanis Club of Ocean Beach. For information call Melanie at 619.225.8705.

News from the OBMA

The 37th Annual OB Street Fair and Chili Cook-Off Festival is June 27, 2015! Chili competitors can sign up through the OBMA office or website at the end of March. OBMA members get a 20% discount for festival booth fees.



- The Ocean Beach themed community mural from the 2014 OB Street Fair was finally installed. You'll be able to see it on the back of the Arizona Café building located at 1925 Bacon St.
- The OB Security Program continues. You can make a personal, tax-deductible donation at: www.fundly.com/ocean-beach-security-program.

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

La Playa Trail Association

Meets second Tuesday, 3:00 p.m. **US Bank** 1331 Rosecrans St. Charles Best, 223-3418

Community

Saturday, April 11, 10:00 - 4:00 Point Loma Garden Club Plant Sale - Come to Westminster Presbyterian and take home heirloom tomatoes, unusual vegetables and herbs, beautiful patio container plants and specimens, and water wise and native plants.

Proceeds provide, in part, ongoing philanthropic support for local college scholarships and community organizations.

Westminster Presbyterian - 3598 Talbot St.

Tuesday, April 14, 4:30 - 6:30 - "Tax Relief" PLA Mixer! At Stone Brewing World Bistro & Gardens at Liberty Station. Grab a beer and appetizers and meet friends old and new! 2816 Historic Decatur Rd #116

Sunday, April 19, 9:00 a.m. – Launch of the San Salvador at the Broadway Pier, with public viewing from the Embarcadero.

Tuesday, April 21, 5:30 - 8:30 - 2nd Annual Bite of Point Loma. Help raise funds for PLHS AAA's-Academics, Arts and Athletics. Sample a variety of delicious dishes at participating restaurants in Liberty Station. For more information and to purchase tickets, go to: www.depositagift.com/preview/biteofpointloma

FESTA EVENTS:

Friday, May 22 – Festa Bazaar, Flag Raising and Open Air Rosary

Saturday, May 23 – Festa Novena, the procession from the U.P.S.E.S. Hall to Saint Agnes Church

Saturday, May 24, 10:00 a.m. - U.P.S.E.S. Festa Parade followed by the bazaar and sopas. More information: www.upses.com.

Tuesday, May 26, 5:30 pm: La Playa Trail Association Lecture: The La Playa Trail and its Fellow California Trails: a comparison of San Diego, Dana Point, San Pedro and Santa Barbara. A presentation by Dr. Rick Kennedy, PLNU.

Point Loma Assembly 3035 Talbot St.

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

7



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kerriderosier@gmail.com www.imaketheworldwrite.com

Plan a gift to benefit Point Loma

Consider including a charitable bequest in your will or living trust. Simply identify The San Diego Foundation/ Point Loma Foundation Fund as the beneficiary of a given amount, a percentage or the residue of your estate. Other giving options that help the Point Loma Foundation while giving you income tax benefits include:

- Your IRA If you are over age 70½, you may gift assets up to \$100,000 from your qualified retirement plan – income tax free.
- Charitable Gift Annuity provides a guaranteed income stream of lifetime income to you and your spouse, along with an income tax deduction that saves taxes.
- Gift of Real Estate allows you to unlock the full appraised value of your property while receiving significant tax advantages. As with appreciated stocks and bonds, this gift works well to eliminate capital gain taxes at sale.

For more information please contact Leslie Klein, Director of Charitable Giving (619) 814-1353 or lesliek@sdfoundation.org. www.sdfoundation.org



Earns more than savings, AND rebates ATM fees

- You'll earn a higher yield than on savings (APR: 0.65%, APY²: 0.65%) plus receive ATM fee rebates up to \$10 a month.
- Start by joining Point Loma Credit Union and opening a checking account with e-Statements and direct deposit. Then make at least 12 debit card transactions a month. It's easy — use it at the supermarket, mall, movie theater or restaurant.



3777 Sports Arena Blvd. (619) 226-7100 www.plcu.com

Annual Percentage Yields are anticipated rates, are accurate as of 2/23/15 and are subject to change at any time. Other institutions may require a minimum balance to earn stated yields. Ultra Rewards is available only on PLCU checking accounts. Requires the following for the eligible checking account: Recurring direct deposit, minimum of 12 debit card transactions per month, and e-Statements. 0.65% Annual Percentage Yield (APY) applies on balances up to \$25,000; 0.02% APY applies on balances above \$25,000 each statement cycle when minimum requirements are met. Not available to members with AccessBuilder Checking or Electronic Transfer Accounts. ATM refunds up to \$10 per cycle if minimum requirements are met. Otherwise, account reverts to appropriate Lighthouse Relationship Program level with no ATM refunds and no dividend premium for that statement period; monthly service fees may appl. Minimum checking opening balance: \$25. No additional minimum balance required. Member may opt out of Ultra Rewards checking program at any time. Only one Ultra Rewards checking benefit is allowed per member.

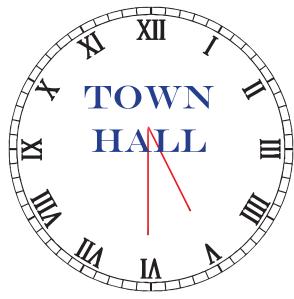




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There are many things happening in your community. Find out what's going on and how it affects you.

- Get an update from the Navy about the current progress on the fuel line relocation;
- Hear about the new airport car rental facility from the Airport Authority;
- Get the straight facts about the Harbor Drive re-alignment.

The theme is "**Our Point Loma Partners**" and highlights local businesses who support Point Loma Association. Local nonprofits are welcome. Contact Sally Bixler at sallybixler56@gmail.com if you're interested in having a display table at the event.