

Point Loma ASSOCIATION



www.PointLomaAssociation.com

Summer 2015

YOU ARE INVITED TO:



Thursday, October 1, 5:30 - 8:00 P.M.

Coasterra 880 Harbor Drive

The hottest new events venue in San Diego

Tickets \$100/person to benefit the Point Loma Association

It's a cocktail party with sumptuous dinner samplings from Deborah Scott's kitchen.

Less talk; more chat time for you; no assigned tables but there will be plenty of seating.

Support our neighborhood with these sponsorship opportunities:

Pride of the Pacific \$2,500

- Full-page ad in the event program
- Eight event and drink tickets
- Special recognition at the event, and in PLA newsletter and e-blasts
- A donation in your name towards an upcoming PLA project

San Diego Skyline \$1,500

- Half-page ad in the event program
- Eight event and drink tickets
- Special recognition at the event, and in PLA newsletter and e-blasts

**Please note: There is no reserved seating.*

Ocean's Eight \$1,000

- ¼ page ad in the event program
- Eight event and drink tickets
- Special recognition at the event, and in PLA newsletter and e-blasts

To purchase tickets, mail check made payable to Point Loma Association in the enclosed envelope or go to www.pointlomaassociation.com and click *Visions of Point Loma*. Questions? Cecilia: carrick@cox.net or Kerri: kerriderosier@gmail.com. Reservation information: Pam Kelly (619) 222-7859 or maluhia@cox.net.



Chairman's Message

Summer has arrived, school is over (hard to believe my daughter is graduating from PLHS), and families are anticipating summer vacations. If

you find some extra time, get involved with the PLA. We would love to have you, and it's an opportunity to meet some great people.

We had a VERY successful Town Hall Forum in May. Super turn out, and the Port, Navy and Airport updated everyone on their latest projects. Thanks to County Supervisor Ron Roberts for swearing in the PLA Board, which included two new members, Sam Strohbehn and Jeff Nett. And thanks to County Supervisors Greg Cox and Ron Roberts, and City Councilwoman Lorie Zapf for adding to the evening. Nancy Palmtag worked hard on membership development, and it showed! Lastly, many thanks to Vice Chair, Sally Bixler, and the Portuguese Hall for putting this event together.

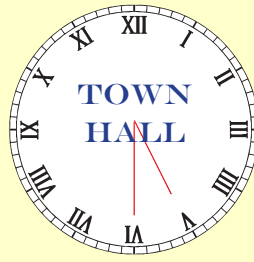
A BIG thank you to the County of San Diego for the latest pledge of support to PLA — a \$10,000 grant for web site development.

In May, PLA had the privilege to march in the Festa Parade. It was a great time, and the warm welcome from our community showed. We are very thankful for our relationship with the USPES and their volunteers.

As you know, PLA has been working on removing billboards since 1961. There are two remaining in the Village. In 2012, the owners of the Dolphin Motel promised to remove the billboard at Garrison and Rosecrans as a condition of its remodel. It was exciting news for our community! Now, it's been brought to the public's attention that the hotel owners are seeking to REMOVE the condition of removing the billboard. We are waiting on a hearing date with the PCPB. We will keep you tuned in.

Please invite a friend or family member to join us. See you around PL.

—Robert Jackson



PLA Town Hall Forum a Great Success!

Neighbors, nonprofits, businesses, government and Armed Services representatives were on hand to share updates and learn about the Navy's progress on the fuel line relocation, the Harbor Drive realignment, the new airport car rental facility, and the results of PLA's membership survey. We appreciate Councilmember Lorie

Zapf's visit and District 2 update, and thank County Supervisor Ron Roberts for installing the new members.

The theme was "Point Loma Partners," and highlighted local businesses and nonprofits who support Point Loma Association. We thank the following businesses, agencies and nonprofits for participating: Point Loma Assembly Hall; Port of San Diego; San Diego Airport Authority; Bike Share; U.S. Navy; La Playa Trail Association; Peninsula YMCA; Peninsula Chamber of Commerce; Point Loma Credit Union; A.L. Jacobs and Sons Jewelers; American West Bank; Neil Finn Sports Management; Point Loma Nazarene University; Cabrillo National Monument; Point Loma Artists Association; City of San Diego; Point Loma Rotary.

WE HEAR YOU!



By Kelly Mitchell

Thank you to each PLA member who responded to the January survey that centered on the value of PLA membership. During the three week period, an incredible 38% of you responded! Now it's our turn to report back to you with the results and share the general themes that we hope to incorporate to shape the future of the Point Loma Association.

SUMMARY OF MOST SIGNIFICANT FINDINGS

- ☑ Overwhelmingly strong positive opinions about PLA
- ☑ Printed newsletter is universally valued and read
- ☑ Reducing frequency of printed newsletters to 2-3/year is supported by 41%
- ☑ Most members prefer mailed dues notices
- ☑ Small number is receptive to automatic dues renewals and payments
- ☑ Strong support for continuing projects of median enhancements and improved bike pathways
- ☑ Some members regard the PLA as their "voice" with City and County of San Diego
- ☑ Dominantly favor continuation of landscaping/beautification
- ☑ Some focused on a need for improved pedestrian experience
- ☑ General confusion of what the scope of PLA really is, especially as we promote our partners
- ☑ Many members are unclear how PLA funds are spent

SUGGESTIONS FOR STRATEGIC ACTIONS

- ✓ Consider collaboration with efforts underway at OB Planning Board and, potentially Peninsula Planning Board, for crosswalk projects and other improvements for bicycle and walking safety
- ✓ Continue to foster mixers with OB and other networking opportunities to find common ground
- ✓ Consider an annual report to all members, focusing on impact and fund accountability
- ✓ The non-computer member newsletter hard copy has to remain
- ✓ Need to highlight “what’s happening now” and “what’s upcoming.” Members like to be informed.
- ✓ Possibly reduce frequency of printed newsletters to 3/year and later to 2/year
- ✓ Require that members opt-in for printed newsletters, i.e., actively request them
- ✓ Remind members in every communication to visit and use our social media sites
- ✓ Actively pursue higher level memberships and donors through a dedicated development committee
- ✓ Expand our membership efforts to broad peninsula population – both homeowners and businesses

Again, many thanks to all of you who took the time to express your opinions. A special shout-out goes to Dan Dennison, Robert Jackson, Dwayne Little, and Stan Nadel for compiling these results and presenting them at the Town Hall Meeting on May 6, 2015.

Beautification UPDATE

Pork Chops - Nimitz and West Point Loma: The area will soon be undergoing a complete revitalization, including a new drip irrigation system, control boxes, and mulch and plantings as soon as necessary funds are raised. The PLA received a \$8,200 bid to complete the job.

Tree trimming and replacement in the Village: After a request from business owners in the Village to trim a few trees that were blocking signage, the PLA received a bid to trim those and 52 other trees at a cost of \$2,650. The PLA urges local businesses in the Village to partner with us in sponsoring this project.

In addition, the PLA will replace two dead trees and plant a new tree in front of Shelter Island Drug (at the corner of Cañon and Rosecrans). We are paying to remove the trees and the stumps, and Urban Corps will provide and plant three replacement Jacaranda trees.

Homeless Help: Cecilia Carrick sent a letter to Congressman Scott Peters’ office regarding the unsightly homeless camps in front of the USPS facility on Barnett Ave. They indicate that there is a contract pending and / or plans to have security manage the presence of camps and litter in the area.



Around Town...

We are seeing many changes in the Village/Roseville area of Point Loma — some which are cause for concern; some accompanied with fond memories; and some with happy anticipation of growth and vibrancy.

On April 1, **Louie Paulerio** received a typewritten notice delivered under his door that his lease was up and that he was to vacate his 55-year old barbershop by May 31. The letter was signed by Dickens Point Loma LLC. Attempts to contact the company to find out what’s going to happen to the property have been unsuccessful.

The Union-Tribune and the Beacon both wrote lovely tributes to Louie and Virgil; so we will simply say, *Thank You, Louie and Virgil, for 55 years of service to our community.* Louie: Hope you enjoy long walks and visits with Lucas, Nicholas, Jordana and Louie; Virgil: happy travels to see your grandchildren, Jason, Joel and Felicia.



Louie and brother Virgil; Ed Haimsohn gets his last haircut at Louie’s Barbershop; the shop a few days before it closed.

The 1000 block of Rosecrans is teeming with activity!

By Kerri De Rosier

FOUR new businesses are hanging their shingles between Talbot and Upshur Streets: Beach Community Acupuncture and en concordia have opened their doors, while Seaside Pho and Keystone Café are a little

Continued on page 4

Around Town, continued

ways off as of this writing. Look for more information about those businesses in the next newsletter or e-blasts.

Green thumbs and organic farmers will be delighted at the opening of **en concordia** (meaning “in harmony”), Theresa Renfro’s dream shop dedicated to sustainable, organic and non-GMO plants, heirloom seeds, fertilizers, and veggie starts, as well as an eclectic collection of household items including candles, pots, vases, soaps, dog biscuits, soaps, vinegars, teas, jams — and heavy, hand-forged gardening tools. I learned that a “shrub” is not only a low-lying plant, but a fruit vinegar syrup that can be used as a base for sparkling drinks, cocktails, or to spoon on cheese and bread. She has a variety of flavors in colorful bottles.

Theresa, who was formerly in the telecom business, traveled between the coasts when she was a child—and was always happy to return to Point Loma. She moved to Sunset Cliffs in 1996, and provides gardening curriculum for her daughter’s school, Sunset View Elementary. She also has a daughter who will be attending Correira Middle School next year. Theresa plans to continue teaching what she calls “old generation skills” to children, including canning, cooking,



knitting — and gardening. “I want kids to plant things they want to eat,” said Theresa, who also stocks her store with kids’ gardening tools.

Theresa also wants to help make Point Loma a nesting ground for monarch butterflies. You can help by purchasing milk weed in her “pollinator garden.” You can also do your part during the drought by shopping for locally sourced, drought-tolerant plants on the back patio.

1021 Rosecrans 619.677.2866

en concordia is located right across the street from **Beach Community Acupuncture**, where this intrepid reporter tried acupuncture for the first time! Nicole Murray, an Ocean Beach mom and business owner, moved her shop from Ocean Beach to Point Loma on March 1. She transformed the former yacht broker business — which she found for sale on Craig’s List — into a soothing, quiet space with grey walls and soft lighting.

Nicole’s treatment philosophy is that there’s “no need to cause pain to relieve pain.” She said, “You don’t have to shout at the body; you whisper.” She employs a Japanese approach to acupuncture over a Chinese approach, using smaller needles and a gentle touch. I can tell you from first-hand experience that I didn’t feel the four needles she placed on my head, ankles, and ear. And I’m a whimp when it comes to needles.



The wellness center is part of the People’s Organization of Community Acupuncture (POCA), with the goal of making acupuncture affordable and accessible. The first visit is \$30, with following visits \$20; appointments are 45 minutes. Nicole can do this because she sees multiple patients at a time.

There are 12 chairs in the clinic; when I was there, all but one were occupied with patients relaxing, reading, sleeping. Nicole visits each patient, treating a variety of ailments, but the most common are back pain, anxiety, strains, and pains. According to the World Health Organization, acupuncture has been proven to provide therapeutic results for afflictions including addiction, menopause, sciatica, diabetes, and asthma.

Beach Community Acupuncture is located at 1024 Rosecrans St. beachacu.com 619.224.2442

Alice Alfreda on the Move

Check out the bigger, brighter space at the new Alice Alfreda location at 3034 Cañon Street (former location of Girls in the Park). Owner Patti Weaver not only moved her store — but is moving away from resale to new clothing.



Patti is always looking for clothing and accessories that appeal to a wide variety of shoppers — not just the twenty-something set. “I want moms to walk out with a bag, too,” she said.

Patti loves the increased foot traffic at the new location — and wants you to know that she is still selling designer resale handbags and accessories from brands including Kate Spade, Michael Kors, and Tori David. Check out her Facebook page at: <https://www.facebook.com/AliceAlfredaResaleBoutique>.

Thank you, County of San Diego!

Thanks to a \$10,000 grant from the County of San Diego, the PLA is on its way to creating a brand new, state-of-the-art web site. The web site committee led by Stan Nadel has hired a web designer and is working hard to make sure the web site is a must-see for everything the PLA is about.

The web site will include information about PLA events, the Mean Green Team schedule, a directory of businesses who are members of PLA, committee information, our community partners, MANY opportunities to donate and volunteer, and of course, highlight all of our wonderful projects.

The committee is seeking volunteers interested in submitting articles and content to the web site. Contact Stan Nadel at smnadel@cox.net if you’re interested.

The Mean Green Team

Among the many Mean Green projects this past few months was cleaning up in front of Dewey Elementary School. Pictured is the Mean Green Team marching at the Festa Parade; a very enthusiastic Pete in front of Dana; and the Mean Green Team being treated to breakfast at the branch of one of our very supportive sponsors, Point Loma Credit Union.



Thank You, Rotary!

Every year in April, the Point Loma Rotary Club chooses a project for their Rotary at Work Day. This year, they chose to rehabilitate the Service Club sign and PLA's Welcome to Point Loma sign on Harbor Drive.



Dawn Mayo, Robert Jackson, Leon Scales, Kay Wegner, James Piburn, Richard Stakelum

12 Rotarians took down the service club sign, stained the posts, repainted



the sides and mounted a new Rotary logo. They also found out that the PLA sign is nearly ready to be retired. "It is rotten," said Point

Loma Rotary president Leon Scales. "It needs to be replaced

in a year or so." Nevertheless, they patched holes using bon-do and styrofoam filler, repainted the lighthouse, matched the colors with the sign on Nimitz Blvd., and trimmed the surrounding landscaping.

Point Loma Rotary is looking forward to its next project—a xeriscape garden by Pacific Portal, the Hubbell gazebo and trellis that replaced the Rotary gazebo in 2005. They are currently securing grants and working with the Port of San Diego.



District 2 Update

By Councilmember Lorie Zapf

Throughout the month of May, my staff and I have been hard at work advocating for the needs of District 2 in the Fiscal Year 2016

Budget. I am happy to report that positive trends in revenue growth have allowed us to strengthen a number of service enhancements for the residents of San Diego, which include: 300 miles of street paving in 2016; additional funding for street lights and sidewalk repair; and additional civilian staff for the police department.

Towards the goal of improving public safety, the proposed budget includes \$4 million of funding for the reconstruction of Fire Station 22 on Catalina. New design changes will meet the needs of more modern firefighting technology that will only improve fire services on the Point.

I am also proud to announce that my office advocated successfully to hire an additional Park Ranger to help address issues at Sunset Cliffs. Currently, the shoreline parks, which span 14 miles of beachfront coastline, are only allocated two Park Rangers. This new ranger plus an additional Senior Park Ranger will allow for a more effective reporting structure and help reduce the amount of littering, vandalism and gang tagging.

Additionally, I've enjoyed working alongside Point Loma's Community Representative, Conrad Wear, who has dedicated himself to understanding the Peninsula's needs and helping maintain and enhance the integrity and charm of this community. He can be reached at bwear@sandiego.gov.

I look forward to seeing the enhancements in Point Loma and I am eager to continue working with the Point Loma Association on projects that improve the overall quality of life on the Point.

Enjoying this newsletter and not a member of the PLA?

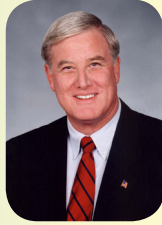
Joining is easy! You can be a member with just a few keystrokes on your computer!

Go to our website at www.pointlomaassociation.com and follow the prompts to join online. It's easy!

Questions or comments? Call or email Nancy Palmtag at (619) 224-1523 or npalmtag@msn.com.

County news

By Supervisor Greg Cox



Point Loma's proximity to San Diego Bay and Bayfront parks make it a great place to enjoy our great year-round weather.

But just a few minutes away from Point Loma is a great new addition to San Diego's Bayfront that is free for all families to enjoy.

We're talking, of course, about the Waterfront Park at the County Administration Center, a project that was long envisioned by Supervisor Ron Roberts and enthusiastically supported by me and all my colleagues on the Board of Supervisors.

Waterfront Park has been open for just a little more than a year and it already has become a go-to destination for both San Diegans and visitors. The 12-acre park has been especially popular with families with young children, thanks to the 830-foot-long fountain that runs nearly the entire length of the property. The fountain features jets that shoot water 14 feet in the air into a shallow splash area for small children.

Some people have expressed concerns about the fountain operating in a drought, but the County had the foresight to build a fountain that uses recirculated water.

But there's more to the park than the fountain.

A state-of-the-art playground attracts children who play on the newly installed equipment. The park features 19 areas that can be reserved for events, from concerts to weddings and parties.

Upcoming events range from Yoga in the Park to Beer X, a craft beer festival with music. And, of course, Waterfront Park will be a great place to watch the Fourth of July fireworks.

For more information, visit the County of San Diego Waterfront Park page on Facebook or call (619) 232-PARK (7275).

See you there!

On Board with the PLA

During the Town Hall meeting, County Supervisor Ron Roberts installed four board members to serve four-year terms commencing July 1, 2015: Jeff Nett, Sam Strohbehn, Judy Garrett, and Robert Jackson. The election of the board slate was approved by a majority of PLA members present.

We thank Sally Bixler and Elise Streicher for completing their terms of office. Sally has served on the board since 2011 and served as the PLA Annual Dinner chair in 2012 and 2013. Elise is a long-serving member, having served as Secretary for seven out of her eight years on the board! Special thanks to you, Elise, for all those years of agenda and minutes writing!

We welcome new board members Sam Strohbehn and Jeff Nett.



Sam Strohbehn is an attorney with Klinedinst PC, a San Diego based business law firm. He has extensive experience as a transactional and litigation attorney. Mr. Strohbehn serves as Section Chair of the Intellectual Property Section of the San Diego County Bar Association and Co-Chair of Klinedinst's Intellectual Property Department. Mr. Strohbehn also serves as general counsel to numerous industry-leading Southern California businesses.

Born and raised in Overland Park, Kansas, Sam earned his undergraduate degree from the University of Southern California and his law degree from Washington University in St. Louis. His wife Jackie works as a Senior Account Executive at AOC Solutions, Inc. Having previously lived downtown and in Mission Valley, Sam and his wife moved to Point Loma this past year to make room for their new daughter, Guinevere, and their bulldog, Maximus. Sam is honored and excited to serve as a board member for PLA.



Jeff Nett is an Executive Vice President of NGG Financial, a professional mortgage company focused on home purchase and refinance loans. A San Diego native, Jeff was raised in North County and graduated from Mt. Carmel High School.

Jeff is a 'Presidents and Key Executives' MBA Graduate from Pepperdine University – Malibu Campus. He currently lives in Loma Heights by Point Loma High, and says he will never live anywhere else but on the Peninsula.

Jeff's interests include traveling the world, surfing Sunset Cliffs and abroad, tennis, and donating time and money to important causes (PLA, Surfrider Foundation). Jeff is focused on making a difference at the PLA by bringing people together through social mixers, by increasing memberships and our web presence, and by enhancing our Point Loma environment and lifestyle.

Celebrating Loma Portal Elementary's Centennial through Art

Earlier this year, the Loma Portal Centennial Committee approached the PLA about contributing in some way to the Centennial Celebration. It was decided that the PLA would sponsor painting the utility boxes on Willow Street, with collaboration of the Point Loma High School Art Department.

Art teacher Mr. Sean Wells gave the students artistic license for the project, and the result is a single box with a happy remembrance from lead artist Annette Mira — show and tell. Annette is heading to art school in Los Angeles.

Continued on page 7

“This project is a great example of the wonderful collaboration in our community,” said Kerri De Rosier. “The artists were extremely diligent: in spite of senioritis, they showed up every day during their class period with a good attitude – and got it done.”



Top right: Annette Lira, Alexa Struyk, and Sheridan Wolfe with a clean slate! Bottom: Kerri De Rosier presents a \$500 check to the PLHS Art Department. Pictured: Kerri, Sean Wells, Alexa, Annette, and Nikki Tran.

Help PLA support America's Finest City Half Marathon!

On Sunday, August 16, 2015, 7:00 a.m. until about 8:30 at the corner of Dupont and Albion Streets, in the Wooded Area.

The Point Loma Association sponsors a water station at Mile 3 of this half-marathon every year! Come out and help — it's a blast! Be prepared to get wet. Bring your friends and family! And if you can, bring LARGE CLEAN containers for water (things like ice chests and camp coolers), also leaf rakes or push brooms.

Donuts and juice provided as well as free race T-shirts for all volunteers! For information, call Melanie Nickel at (619) 225-8705.

Sara N. Tripp passed away on April 16, 2015. She was active in the Children's Hospital Silver Gate Unit for many years, and could be called upon at any time to play a mean game of bridge.

Sara was predeceased by her husband Captain Jack H. Tripp (1989) and her daughter Ann Tripp Jackson (1990). Survived by her two sons, Jack Tripp Jr., and Michael Tripp; one daughter, Patricia Leslie (Eric); and four grandchildren, Robert Jackson, Zach Leslie, Jackson Leslie and Lyndsey Tripp; and one great granddaughter, Taylor Jackson.

In lieu of flowers, please make a gift to Rady Children's Hospital Auxiliary (3820 Children's Way, San Diego, CA 92123 or the Point Loma Foundation (2907 Shelter Island Drive #105-313, San Diego, CA 92106), benefiting the Point Loma Association.

COMMUNITY CALENDAR

Saturday, July 11, 3:00 - 5:00 p.m. – Point Loma Artists Association's Summer Breeze Art Reception at the Point Loma/Hervey Branch Library Community Room Gallery. Artists will feature their work including fused glass, paintings, paper mache', photography, pottery and stoneware. Come for a fun time with appetizers and live music! For more information, go to www.pointlomaartists.com.

The show runs from July 1 through August 31. Point Loma Hervey Branch Library 3701 Voltaire Street

Other events at the Library:

Don't miss "Read to the Rhythm," the 2015 Summer Reading Program. Through August 15.

...did you know that the library has a Facebook page? www.facebook.com/pointlomalibrary

POINT LOMA SUMMER CONCERTS 2015

Free Friday Night Concerts
Point Loma Park 5:30- 8:30
Our 15th Year!

PRESENTED BY WILLIS ALLEN REAL ESTATE

July 10: The Detroit Underground: *Smokin' horns and Motown hits*

July 17: Desperado: *Eagles Tribute band*

July 24: Pop Vinyl: *The Ultimate Party Band*

July 25: LomaPalooza: *Community concert featuring home-grown bands from Point Loma and Ocean Beach*

July 31: The Wild Nights Band: *Rock 'n' Roll Dance Band*

August 7: Jumping Jack Flash: *Rolling Stones Tribute Band*

Stop by the PLA booth on July 31! More concert info: Go to www.plconcerts.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. (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

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

ORGANIZATIONS



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 Wednesday-Saturday 10-5:30