



PLA Annual Dinner Party

The PLA annual dinner party is October 4th at Kona Kai Resort and Spa on Shelter Island. Valet parking is free!

Our theme is, The Gems & Jewels of Point Loma, starring Special Places & the People Who Make Them Sparkle!

Champagne social hour begins at 5:00 pm. The sit-down dinner includes three entree choices and wine at each table. A fun, short program will salute our Community Jewels – Dorothea Laub, Nancy Peckham, Jim and Linda Hervey. A lively auction with Tony Calabrese includes super items...

- Hotel Packages from Bay Club and Kona Kai
- Exclusive Wine Tasting parties at private homes in La Playa
- Round trip Airfare for two on Jet Blue anywhere they fly
- Bay Cruise with lunch
- Home-cooked Authentic Portuguese Dinner for eight
- Artwork and more

You could go home wearing a hat stuffed with cash, or get a ¾ kt. brilliant, round diamond! And we'll be giving away prizes just for attending!

Catch up with old friends, meet new neighbors and share much laughter and reminiscing! The event funds the work our volunteers do around the community every week of the year. We appreciate your support.

You're Invited to the annual Point Loma Association dinner party

Gems & Jewels of Point Loma

Starring special places on the Point & the people who make them sparkle!

Wednesday, October 4th, 2017, at Kona Kai Resort & Spa

Join us for champagne, sit-down dinner with wine, super auction items and plenty of time to socialize! Plus, you could go home with a sparkling new diamond!

Reservations

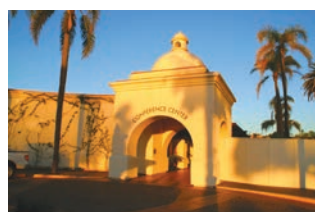
There will be ample seating. For information, contact Pam Kelly at (619) 222-7859 or maluhia@cox.net. Reserved tables for 8 are available.

Purchase Your Tickets

Tickets are \$100 per person. Purchase online at PointLoma.org or mail checks payable to PLA, and send to: Pam Kelly, 404 San Antonio, Unit E, San Diego, California 92106.

Sponsorships

Support the important work of the PLA. Visit pointloma.org or call (619) 736-1752. Remember, YOU ARE THE POINT! Special thanks to BK Printing!



Chairman's Message



Happy New Year!

Granted, the calendar year started in January, and our PLA fiscal year began the first of July, but that day in school when we first discovered

summer vacation, we also learned that September is a “new” year.

The sense that autumn is a fresh start can last a lifetime – especially for people with children or grandchildren.

At PLA we're celebrating new beginnings while also marking sixty years of community service. We are reinforcing our core mission of enhancing life and bringing beauty to the Peninsula.

Our PLA Projects Committee, led by Board member JT Barr, will be identifying new opportunities while considering “big picture” coordination of projects over time.

Director Julie Borchert is chairing another new committee focusing on homeless. Julie's committee will bring updates to our members and also represent PLA's voice on the issue. (See her article to the right).

Board member Jim Canfield, heading up Strategic Planning is helping us better define The Point Loma Association. PLA member Michael Duffy led Directors and other key members in an in-depth session of self-examination. Jim and Michael have expertise to help us extend our reach, maximize our potential, implement accountability and reach specific goals. Along the way, we're having fun arranging socials, reaching out to 900+ subscribers with our twice-monthly email newsletters, and planning one fabulous dinner party on October 4th.

We are so grateful for our members – those who give time and effort on committees and projects, as well as those who renew and increase their membership dues each year to sustain our work. We also appreciate City and County leaders. Over the years our elected officials have been generous with grants and other assistance to help us succeed. Our private donors, several of whom we will salute at October's dinner gala, are vital to accomplishing major projects. We have much more to do, and **YOU ARE THE POINT!**

Point Loma Association Establishes Committee on Homelessness

By Julie Borchert

The number of homeless on the streets of San Diego is estimated at close to 10,000, and it's climbing each year. Some people say the current numbers are closer to 20,000. Even if enough shelters were available, many homeless are reluctant to go to a shelter because they have pets, don't want to leave their friends on the streets, have nowhere to put their belongings or are simply afraid. Historically, the City has taken a “transitional housing” approach with the homeless. That means they wouldn't offer housing unless certain criteria were met, such as sobriety and/or drug testing, etc. Many experts believe a “housing first” approach would be more effective. That is, offer housing unconditionally, and then give the services that are needed such as mental health evaluations, drug, and alcohol treatment and so on.

In 2016, the City and County spent an estimated \$238,000,000 on the homeless. While the City has established a “Regional Task Force” to address the issue, it is going to take time. In the meantime, The Point Loma Association has established a committee to address the ever-increasing population of homeless living on the Peninsula.

It is our hope that this committee will give a voice to PLA members and our community as the City of San Diego moves forward in trying to find solutions to this crisis. In addition, members of the PLA Committee on Homelessness will attend meetings of the Midway Community Planning Board and other groups to stay up-to-date on their communications with the City. We will also be in contact with our community relations officers within the San Diego Police Department to stay informed on what they are seeing on the streets in our neighborhoods.

If you are interested in joining the Point Loma Association Committee on Homelessness, please contact Julie Borchert at jborchert@cox.net.



Meet the New PLA Board Members



Meet Dan Dennison

You may already know Dan Dennison. Dan begins a second term as Director on the PLA Board on July 1st, 2017. A San Diego native, Dan returned to his hometown after years of building communities and working on land planning issues in several states. Dan is an actively involved realtor for both residential and commercial properties. He and his wife, Laura, live on the ocean side of the Point, where he serves on the Ocean Beach Planning Board and is active in the Ocean Beach Town Council. In recent years, Dan has been Vice-Chair of the Point Loma Association. His perspective on local issues and his passion for encouraging PLA and other community groups to work together to protect and improve our neighborhoods is so valuable. Welcome, Dan Dennison, to a new term as Director!



Meet JT Barr

JT Barr is one of three newly-elected PLA Directors officially joining the Board on July 1, 2017. JT moved to the Peninsula 2 years ago with his wife and two small children. Now, he says, he is a *Point Loman for life*.

He is partner and Design Principal at Schmidt Design Group, an award-winning landscape architecture and planning group. You've seen their work...the Arts District and Stone Brewing at Liberty Station... Waterfront Park at the Embarcadero. The company is designing at sites in municipalities across the country. JT's expertise and creative talents will be crucial as we consider new PLA projects and enhance those we maintain. Welcome JT Barr!



Meet Jim Canfield

Jim Canfield is one of three newly-elected PLA Directors officially joining the Board on July 1, 2017. Jim came to San Diego from Memphis, where he was a member of the Memphis City Beautiful Commission.

He is Managing Director of CEO Tools which provides winning strategies and performance metrics that empower CEOs to drive profitable growth. Jim and his wife live in the Sunset Cliffs area. They have adult children. Jim is arriving at a perfect moment to be part of our Strategic Planning Committee, as we evaluate the Association's expanding role in the Peninsula community.



Meet Sarah Kelty

Sarah Kelty is one of three newly-elected PLA Directors officially joining the Board on July 1, 2017. Sarah and her husband, Jeff Besier, arrived in San Diego last year from Dallas, Texas. She joined PLA and is a dynamo! Sarah's background in community involvement and event planning brings new excitement to PLA. She serves on the Annual Dinner Committee, and the Social Committee, and she's a strong ambassador for PLA, going door-to-door recruiting new members. She asks tough questions and offers fresh perspectives and creative ideas. Welcome Sarah Kelty!

TAIJI

Friday morning, July 28, at a meeting of the City of San Diego Commission for Arts and Culture, the panel voted to accept the Point Loma community's gift of TAJI, a Jeffrey Laudenslager kinetic sculpture to be placed in the Nimitz Boulevard median near West Point Loma Boulevard.

After much discussion and parliamentary procedure, the Commissioners decided that their Public Art Committee's concerns about safety and maintenance for the sculpture would be addressed when construction plans are reviewed by the City's Development Services Department and the Planning Department.

A sincere thank you to everyone who attended the meeting or otherwise added their support to this endeavor!

The meeting venue was packed with supporters, including many members of the PLA Green Team. The civility and passion of those who spoke and those who nodded in agreement seemed to sway and impress the Commissioners. Without your efforts, the outcome could have been much different.



Garden Award Winner

The Point Loma Association is pleased to announce Vista Del Bahia Homeowners Association as winner of our latest Garden Award.

PLA Past Chairperson Patti Adams presented the award to Dr. Richard Virgilio, President of the Homeowner's group at the condo complex located on the corner of Kellogg Street and San Antonio Avenue.

The whole building has had a wonderful makeover, and the landscaping is the icing on the cake.

For many years, PLA has recognized individuals and businesses for quality of life contributions to our community.

Garden Awards go to people who make our neighborhoods more beautiful.

Patti Adams and an intrepid team are on the lookout for deserving residences. And when you see someone making a special effort to bring beauty to our world, let us know.

Call 619.736.1752 or go to PoinLoma.org/contact-us.



Jewels Who Add Sparkle to the Point

Our theme for this year's annual dinner party is "Gems & Jewels." The Gems are places and things adding to the quality of life on the Peninsula. The Jewels are special people who help make these gems sparkle.

At the dinner on October 4th at Kona Kai, we will present PLA Lighthouse Awards to Nancy Peckham and Linda & Jim Hervey, and a special Community Award to Dorothea Laub.



Nancy Peckham

Nancy Peckham has contributed greatly to PLA beautification projects including the Nimitz median and plots at Catalina at Cañón. She helped update the Ann Tripp Jackson Auditorium at Dana Middle School, funded the Cancer Center at Rady Children's Hospital and two ball fields at Point Loma High School. Again this year, Nancy is a major supporter of our annual dinner.



Jim and Linda Hervey

The Jean Jessop Hervey and James Edgar Hervey trust donated \$5 million to build the Point Loma Branch Library which opened in 2003. It replaced the smaller library where Mrs. Hervey used to read with her children each Tuesday evening. That donation was part of an \$80 million gift to the San Diego Foundation. As trust Directors, Jim and Linda Hervey have assisted in funding the new football field at Point Loma High School and purchased a new van for the Peninsula Shepherd Center at All Souls Episcopal Church.



Dorothea Laub

Dorothea Laub receives the Community Jewel Award this year from PLA. A previous Lighthouse Awardee, Dottie continues to donate time and resources to make good things happen around the Point. She is a champion of the Point Loma Assembly and the Point Loma Playhouse. Notably for PLA this year, she is providing \$60,000 for the purchase and installation of the kinetic sculpture to grace the Nimitz median at the entrance to the Point.

Both Nancy Peckham and the Herveys recently made large donations to help PLA acquire a new pickup truck to support our beautification efforts.

Sincere thank you to our dinner underwriters

Connie Golden

John and Carol Landis

Nancy Peckham

Jack and Dossy White

You, most definitely, are making that night sparkle!

**We congratulate our awardees.
If you would like to do the
same, please join us for dinner!**

Some Point Loma History

By Robert Tripp Jackson, PLA Historian

In the late 1970's, the Port District added rock berms along Kellogg Beach to slow down erosion. These new berms facilitated the growth of Marine life. Then primarily Indochinese and Laotians refugees discovered Kellogg Beach. They started fishing it and found it was a prime spot for catching Flounder, Halibut, Croaker and Smelt. The refugees were dependent on their catch to eat. Families would gather, and some days there would be hundreds of people fishing at Kellogg Beach.

I was about 7 years old at the time. As a kid, I learned to swim at Kellogg Beach with friends and family. Before fishing became an issue, dogs off their leashes, was the irritant to some. Then it turned into rows of people with fishing rods and hooks, while we would be swimming thirty feet out. I remember a friend's mother, Delfina Green, trying to talk to the fisher people with no success. They didn't seem to be concerned about the danger of hooking a child or swimmer.

There were no public restrooms in the area, so some individuals would use the beach or nearby yards. In addition, the Fish and Game Department was not enforcing the catch or size limits on this population, but they did enforce the rules on the residents.

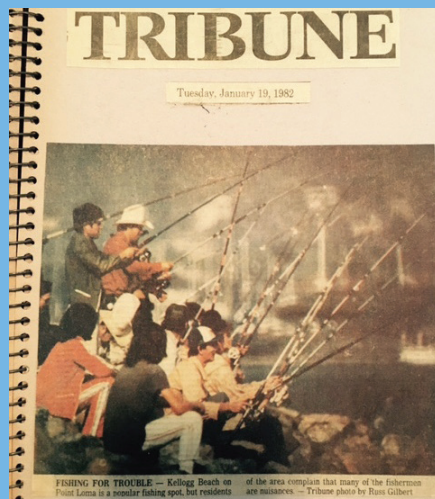
In 1980, a Community Coalition was formed, chaired by Marion Kelly (PLA Board member at the time). The Coalition went to the Port District for help, since they control the tidelands. But state law would not allow them to block fishing access. One commissioner suggested building a public restroom, at the end of San Antonio Street. Some people accused the locals of wanting the beach to themselves. San Diego City Councilmember Bill Cleater stepped in and pleaded for change. In 1982, an ordinance passed that banned fishing from the Naval property to the San Diego Yacht Club. The fisher people were directed to Shelter Island, and multi-language "No Fishing" signs were posted at Kellogg Beach.

Thirty five years later, Kellogg Beach faces new challenges, with prospective development. This could block access and views at the foot of Lawrence and end public usage of a large stretch of beach. Erosion is increasing and washing away a lot of sand. The possible environmental impact is a real concern, too. The community needs to stay diligent, and protect this precious asset we have.

ersy cast over fishing area



CONTROVERSIAL — Fishermen could find Point Loma's Kellogg Beach off-limits soon. — Tribune photo by Russ Gilbert



What's the Future for our "Disappearing Park"?

By Dan Dennison

Sunset Cliffs Natural Park was dedicated by the City of San Diego in 1983 as a City Park. Extending 1.5 miles along the Point Loma Peninsula's western shoreline, it encompasses 68 acres. In 1988, the Sunset Cliffs Natural Park Recreation Council was chartered by the San Diego Park and Recreation Board as the officially recognized advisory group for Sunset Cliffs Natural Park.

Several members of this committee have dutifully served for many years working with the City to preserve, enhance and protect this marvelous natural resource. Their endeavors, spanning over 30 years, have included numerous studies, reports, and efforts to coordinate with third parties such as the California Coastal Commission. Among the most recent activities, a comprehensive Master Plan was completed in 2005 and a detailed drainage study in 2012.

Despite all of the work and financial resources devoted to the Park, very little has been accomplished as outlined in the Master Plan and noted in news outlets both local and national. (See list of critical articles at the end of this article.)

Some walking trails have been installed, but the overriding challenge of storm water management and control has yet to be resolved or consensus reached amongst the multiple parties. Issues such as methodology, restoration, erosion control, and uphill run off have yet to be addressed, let alone resolved.

Even organizational basics, such as the mission statement and the future direction of the Park have a long history of controversy. Details about these numerous issues simply cannot be addressed in this brief article.

Earlier this year, the City engaged a local engineering company to design drainage, development and landscape plans for the Park. Last month, the City finally had the consulting engineers present three alternative drainage plans to the Committee. There was considerable concern amongst the Committee members about the content and methodology used in

the plans because recommendations previously made by the Committee in 2014 and 2016 were not addressed. The Committee made a decision to withhold endorsement of the new alternative plans. Comments back to the City included re-submission of the recommendations from the Sunset Cliffs Natural Park Committee that were not considered or included in the new proposals.

Your involvement in the Sunset Cliffs Natural Park is critically needed. The Park is very important to our residents, pollution to the ocean and wildlife. This is your chance to get involved before this beautiful cliff disappears.

Meetings of the Sunset Cliffs Natural Park Committee are the first Monday of each month at 6:45 pm at the Cabrillo Recreation Center, 3051 Canon St.



photo from article in San Diego Union Tribune, 2012



Google Earth, 2017



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JOIN US FOR THE 14TH ANNUAL
FALL FESTIVAL
 Point Loma Nazarene University
 Saturday, October 21, 2017 10 a.m. – 2 p.m.

PRESENTING SPONSORS



New This Year!

ARTISAN MARKET PLACE
 Local artists will be selling and showcasing their work at the Artisan Market Place.
 10 a.m. – 2 p.m.

LIVE KARAOKE with Rock Out Karaoke
 Sing with a live band in the Greek!
 11 a.m. – 1 p.m.

This FREE community event includes:

- | | | | |
|--------------------------|-------------|-----------------------|-------------------------------------|
| Historical Lomaland Tour | Exhibits | Electronics Recycling | FREE PRIZE DRAWING AT 2 P.M. |
| Pumpkin Patch | Live Music | Pony Carousel | |
| Wagon and Pony Rides | Petting Zoo | Taste of Point Loma | |

pointloma.edu/fallfestival



Nice community, mind if we sponsor it?

We've always said that a bank is only as good as the community it serves, as well as the people and events that it sponsors. With that in mind, it's probably pretty safe to say that HomeStreet is one fantastic bank.

We are proud to support Point Loma Association

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