

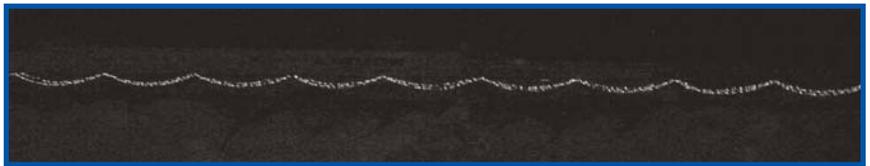
The PLA at work

by Karen Davis

Seasonal Cheer

There were more holiday lights on the Point this season thanks to the efforts of Dee Kettenburg and Jean Leighton of the PLA

Beautification Committee, and the generosity of David Zedaker of Zed Electric. Along Nimitz Boulevard near the Voltaire Street overpass, a portion of the fence was decorated with lights, lending a breath of seasonal cheer to the area. "We're all festive," said Jodie Bruhn.



Dee provided the coordination efforts while Jean provided the artistic design and labor to accomplish the task. A very special thanks goes to David Zedaker, who provided the electricity and power connection to make the display possible.

Cañon Street Fall Cleanup

"It started to rain when the project began, and stopped when it ended," said Jodie Bruhn. But that didn't stop the intrepid group of PLA volunteers from their appointed task of weed removal along the Cañon Street trail on Saturday, November 13. Piles of tumbleweed were stacked along the street with care to await pickup by City Environmental Services. Although removal was delayed, it has now been completed, and the area is a nicer place to view or walk.

Many thanks to our hearty crew which included Charles Bishop, Ron Brooks, Dave Brown, Jodie Bruhn, Mark and Karen Davis, John Ellis, Stan Follis, Jean Leighton, Vivian McCardle, Jorgen Rasmussen, Ed Streicher and Jess Walker.

Save the date!

by Donis Lovett & Lisa Calabotta

The date is set for the Point Loma Association Annual Dinner! We'll be converging on the beautiful Shelter Pointe Hotel on May 24, 2005. The reception and auction will run from 5:30 to 7:00 p.m., with the dinner and awards ceremony starting at 7:00.

We will again celebrate "who we are" - residents and local businesses working together by donating time, effort and money to make the Peninsula a better place in which to live and work.

Our speaker will be Lt. Col. Andrew Hewitt, USMC, a Point Loma native who recently returned from Iraq. He will speak to us about "news from the front."

Over 90 business owners and residents in Point Loma, Ocean Beach and Midway business districts generously gave over 100 auction donations for the 2004 auction. The 2005 PLA Dinner Auction committee is aiming higher than the \$8,000 raised last year and encourages our generous Peninsula business owners and PLA members to consider what they can donate to make the 2005 auction an even bigger success.

To donate an auction item or to help coordinate this year's silent auction, please contact Tracy Morgan Hollingworth (morganhollingworth@att.net). If you have questions or want to work on the committee, please call (619) 224-7642.

PRESIDENT'S MESSAGE

By John Calabotta

As the year winds to a close, I hope that anticipation of the coming year brings excitement, energy and enthusiasm for what is important to your quality of life, and the quality of life on the Peninsula.



Many of you noticed that references to daily walks with my dog Tillie - during which we enjoyed the fruits of the PLA's many activities - were missing from the past two President's messages. Unfortunately, Tillie died after more than eleven and half years of loyalty and fond memories.

We now have a new puppy named Josie, who gives us a new perspective on just what encompasses a "work in process" (even though she is a great grand niece of the well-trained and behaved Tillie!).

The perspective I get by training and watching a puppy evolve is similar to what I see with the PLA. Like Josie, we are constantly evolving. Just this past summer, a member suggested that we paint the utility boxes located in the Village. In less than 90 days, and after navigating a few hurdles, a pilot project to paint the utility boxes in and around the Village is in place, thanks to the efforts and patience of a dedicated few.

In the next few months, we will be adding to the capital commitments already in place for the utility box project. Since the last quarter, more of you agreed to sponsor additional bus benches and brick planter boxes to enhance the Rosecrans experience. Recently, we began gathering information with the goal to make all of the newspaper stands uniform and more aesthetically pleasing.

Most important, because of your efforts both in word of mouth, and the example of your community volunteerism, membership significantly increased and upgraded from the prior year. The increase in membership allows us to take on and complete additional projects that continue the 42-year legacy of the founders of Point Loma Village Beautiful, now Point Loma Association.

Thank you for your support and please accept my wish for a safe and rewarding New Year.

Our Mission:

PLA is an organization of residents and local businesses committed to improving the quality of life of Point Loma through beautification, education, charitable activities and civic collaboration.

Welcome aboard!

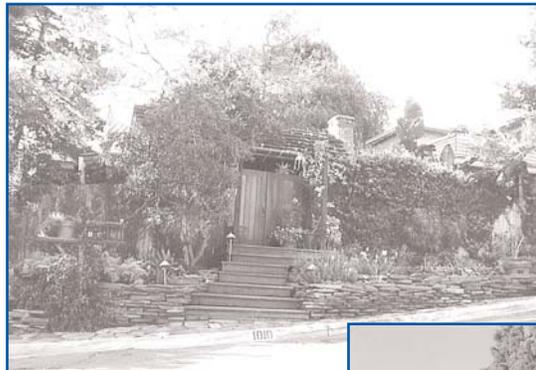
... To new board members **Tony Calabrese** and **Richard Wira**.

Tony Calabrese became the president of the newly-opened Point Loma Community Bank last August. "We're excited to have an independent bank in Point Loma that's there for the community," he said. "We're looking at needs of Point Loma that other banks don't look at. We've been doing a lot of business and real estate loans. It's very exciting." Tony is past president of the Point Loma Rotary Club, serves on the board of directors of CHAD (Combined Health Agencies), and was the past president of that organization. Tony was born and raised in San Diego, and has lived in Point Loma since 1978.

Richard Wira owns "EQUOTE," a financial services company on Shelter Island Drive between Brigantine and Boll Weevil. "My employees are hungry all the time," he joked. EQUOTE provides mortgages, insurance, and property management services. Wira moved his business from Sunset Cliffs Boulevard in Ocean Beach to his current location a year ago. "I've been in the insurance business for 31 years," he said. Wira currently resides in Normal Heights. Wira also owns a thoroughbred horse farm in Lexington, Kentucky. "It's a passion of mine," he said.

Garden Awards

Garden Awards are given by the PLA Beautification Committee to honor homeowners whose efforts help beautify Point Loma. This year, the focus has been on "curb appeal." Nominations are welcomed. Contact Ardetta Steiner at ardetta@cox.net.



The entire corner property of **Steven and Susie La Dow's** home at 1010 Bangor Street is gracefully landscaped and beautifully maintained year round.

Josh and Rachel Herman added unique, low maintenance, water-saving landscaping to the front of their home at 3444 Talbot Street. They incorporated existing trees into the attractive design with help from Bryan Forward.



Summer Concerts

The Point Loma Summer Concerts committee invites your input for the 2005 season. Please visit our web site and put in a good word for one or more of the bands that have played at Point Loma Park in years past...or suggest a new band. Our criteria include good quality instrumental and vocal music, high-energy stage presence, and broad appeal to people of all ages. Go to: www.plconcerts.org. If you'd like to help us plan and produce the summer concerts, please call Pat Baker, 223-9363, or Lee Lipsey, 523-6626.



FROM COUNCILMAN MICHAEL ZUCCHET

Dear Point Loma Association,

Thank you for allowing me the opportunity to contribute to your newsletter. I look forward to keeping you informed of some of the things I have been working on in Point Loma, and issues being discussed at City Hall that affect District Two.

As many of you may know, oversized vehicles such as campers, boat trailers, and moving vans cause many problems when parked on City streets. Most importantly, these oversized vehicles can cause safety problems that need to be addressed.

On December 1, 2004, the City Council's Land Use and Housing Committee was presented an informational report by City staff on this issue. At the end of the report, I asked staff to come back to the committee early next year with specific recommendations for an Oversized Vehicle Ordinance. This motion was unanimously supported by my colleagues on the committee.

I am pleased that we are moving forward to address the safety issues that result from parking oversized vehicles on City streets, and am confident that an ordinance will be presented to the full City Council soon. If you have any questions about this ordinance or other issues, please feel free to contact me or my representative to Point Loma, Adam Wexler, at (619) 236-7351.

Sincerely,

Michael Zucchet
Councilmember, District Two

Welcome new PLA members



Welcome to the following members who have joined the PLA since September:

Platinum membership \$1,000

Scott and Mary Clifton
McMillin NTC LLC

Gold Membership \$500

Hugh and Diane Bennett
Sally Stevens Jones
Maria Power-Kline
Dick and Dorothea Laub
Mary Lou Lo Preste
Frankie and Marcia Lo Vecchio
Tony and Nancy McCune

Silver Membership \$250

Kent and Cynthia Andrews
Coldwell Banker
Carolyn Brown
Bruce and Patricia Fischer
Bob and Joy Jones
Jessie Knight Jr.
Gene and Celeste Trepte

COMMUNITY CALENDAR

January 19 - February 23, 1:00 - 3:00
Lewis & Clark: Journey to another America. A six-week program running each Wednesday at the Hervey Point Loma Library.

January 21, 7:30 p.m.
Benefit concert for the Point Loma High School Choir. Alto Saxophonist Shawn Loescher and his trio perform at the PLHS Performing Arts Center, 2335 Chatsworth Blvd. Tickets start at \$15.00 for adults and \$10.00 for students. E-mail tickets@primarts.com or contact Point Loma High School at (619) 223-3121 x 4457.

January 22, 10:00 a.m. to 4:00 p.m.
Point Loma Bridal Fair sponsored by the Peninsula Chamber of Commerce. United Portuguese S.E.S. Hall 2818 Avenida de Portugal
Call Tracy Anderson at (619) 225-6665.

January 22-23, 9:00 to 5:00 p.m.
Whale Watch Weekend at Cabrillo National Monument. See exhibits and look for whales. \$5.00 per vehicle. Call (619) 557-5450 or go to www.nps.gov.cabr.

February 5, 4:00 - 8:00 p.m.
11th-Annual Peninsula Lions Club Spaghetti Dinner
See *The Ravens* perform and bid on silent auction items. Donation: \$7.00. Point Loma Masonic Center 1711 Sunset Cliffs Blvd.
Call Marti Klees at (619) 225-8200.

Friday, February 18, 8:00 p.m.
Rotary Club "Comedy Cavalcade"
Professional comedians perform to raise funds for the Injured Marine Semper Fi Fund. United Portuguese S.E.S. Hall 2828 Avenida de Portugal
Call Paul Robison at (619) 547-8355.

Saturday, March 5, 2005, 10:00 to 2:30
57th-annual Ocean Beach Kite Festival at the Ocean Beach Recreation Center and Ocean Beach Elementary. Call Marion Miller, (858) 274-2016, or Melanie Nickel, (619) 225-8705.

May 24, 5:30 p.m.
Point Loma Association Annual Dinner
Reception and Silent Auction from 5:30 to 7:00 p.m.; dinner and awards ceremony starts at 7:00.

News you can use

Landmark Trees

Is there a special tree in your neighborhood that deserves "Landmark" status? The City of San Diego's Community Forest Advisory Board is accepting nominations for Landmark Trees, which, once designated, are protected from damage or removal resulting from new development or from property changing hands.

Nominees may be unique due to their large size, aesthetic form, or unusual shape, bear interesting flowers or branching patterns, or be a rare species.

For more information about the program, contact Mona Favorite-Hill at (619) 527-3145, or e-mail mfavoritehill@sandiego.gov.

New representatives

Ron Kelley is the new representative for Supervisor Greg Cox. Call (619) 531-5511 or e-mail RonKelley@sdcounty.ca.gov.

Mayor Murphy's new representative is Seth Litchney. Call (619) 236-7054 or e-mail slitchney@sandiego.gov.

Graffiti removal

At the last PLA meeting, Celeste Trepte commented on the graffiti in the Vons parking lot and at McDonalds.

If you see graffiti vandalism in progress, call 911. Report existing graffiti immediately to the City's Graffiti Control program online by going to <http://www.sandiego.gov/graffiti> and clicking on "Reporting Graffiti." You can also call the Graffiti Hotline at (619) 525-8522. All reports are confidential.

Point Loma Association
Meets second Wednesday, 7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Patti Adams, 887-9313

Peninsula Community Planning Board
Meets third Thursday, 6:30 - 9:30 p.m.
Pt. Loma Library
3701 Voltaire Street
Cynthia Conger,
665-3210

North Bay Redevelopment PAC
Meets first Wednesday, 7:30 a.m.
Peninsula Community Service Center
3740 Sports Arena Blvd.
Alex Greenwood,
533-5458

Midway Planning Advisory Committee
Meets first Tuesday, 2 p.m.
Peninsula Community Service Center
3740 Sports Arena Blvd.
Leslie Sanguinetti,
297-6113

Ocean Beach Town Council
Meets fourth Wednesday, 7 p.m.
OB Recreation Center
4726 Santa Monica Ave.
Jere Battan, 515-4400

Ocean Beach Planning Board
Meets first and third Wednesdays, 7-9:30 p.m.
OB Recreation Center
4726 Santa Monica Ave.
523-1700

NEW BUSINESSES ON THE POINT

Point Break Café

The newly-opened Point Break Café offers a fresh menu for breakfast and lunch, featuring omelets, French toast, Eggs Benedict, burgers, salads, sandwiches, and other traditional and not so traditional fare.

"We cover all the bases with a few specialty items for originality," said owner Kevin Lewis.

The Point Break Café is located at 2907 Shelter Island Drive, Suite 108. Call (619) 758-9870 for more information.

Tea Upon Chatsworth

If you're looking for a way to slow down and smell the roses, this is the place for you. Open in early December, Tea Upon Chatsworth is an honest-to-goodness tea room, with rose petal jam and Devonshire cream for spreading on scones.

Located at the corner of Chatsworth and Voltaire at 2180 Chatsworth Boulevard, Suite B, the tea room is a cozy hideaway featuring a variety of teas and courses served during High Tea, Afternoon Tea, Luncheon Tea, Children's Tea, Cream Tea, and Dessert Tea. Seatings start at 11:00 a.m., with the last seating at 4:30.

Owner Joy Walsh invites you to "forget about the worries of the world" over beautiful china and delicate sandwiches, scones, and pastries. Open Wednesday through Sunday. Reservations recommended. Call (619) 858-2848 for more information.

North Bay news



Community Forest Initiative.
100,000 Trees for San Diego

As part of the City of San Diego's Community Forest Initiative, Councilmember Michael Zucchet and community members inaugurated the planting of more than 100 trees in the Sports Arena/Midway area in early September.

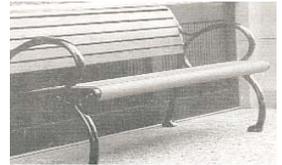
With shovel in hand, Zucchet planted a tree at the corner of Sports Arena Boulevard and Kemper Street.

"The addition of trees serves as the symbolic start of several initiatives and improvements slated for the North Bay Project Area," said Zucchet.

The Community Forest Initiative was created by the City's Community Forest Board in 2002. Their mission is to "develop, nurture and protect a sustainable community forest in the City of San Diego." The 100,000 trees figure comes from their goal to plant 5,000 trees per year over 20 years. For more information about the program, contact Mona Favorite-Hill at (619) 527-3145, or e-mail mfavoritehill@sandiego.gov.

Thanks to our bus bench sponsors

We thank the Point Loma/Ocean Beach Realty Association (PLOBRA) for commemorating their 50th anniversary by donating a bus bench! The bench will be located on Rosecrans near Canon Street. To donate a bus bench, or to request information, call Wayne Rafflesberger at 222-7369.



Cabrillo Monument news

by Terry Dimattio

The new permanent exhibit, "The Lighthouses of Point Loma," will be installed in the recently-built Assistant Keeper's Quarters next to the Old Point Loma Lighthouse at Cabrillo National Monument in late March 2005.

It will tell the story of the lighthouses, what life was like for the keepers and their families, and how lighthouse lenses work. The centerpiece of the exhibit will be the 3rd Order flashing lens from the "new" Point Loma Lighthouse on loan to the National Park Service from the U.S. Coast Guard.



Is it a sign - or a sign?

It's covered in ivy, and sits at the "V" where Santa Barbara and Hill Street intersect facing Catalina Boulevard. Mike Ryan, a Point Loma resident, thinks it's a sign. Not a premonition or a vision- but a real sign that has been hidden by years and overactive ivy.

Ryan's hunch is that it's a sign for a Sunset Cliffs development. Inscribed on the sidewalk in front of the sign is "G. R. Daley, 1927." He's been in contact with a local developer, and has pored over numerous photographs at the San Diego Historical Society trying to get a picture of that corner -- with the sign visible. He could just cut down the ivy and see what's underneath, but he doesn't want to uncover what could be an eyesore.

Ryan is determined to unveil the mystery. If you have recollections of a sign at that location, pictures - or any other information, give him a call at (619) 223-7587.



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Newsletter Editor: Kerri De Rosier

Who We Are

Point Loma Association was organized in 1961. Originally called "Point Loma Village Beautiful," we were primarily concerned with the aesthetics of the Village.

Today, in addition to beautifying the Peninsula, PLA represents the community through direct involvement with agencies of federal, state and local governments, the Port District, the San Diego Unified School District, the Peninsula Community Planning Board, and others who directly affect our quality of life.

PLA Membership consists of residents and local businesses working together. We donate time, effort and money to make the Peninsula a better place in which to live and work. Annual Membership is \$20. We appreciate donations at additional support levels: \$1,000 Platinum, \$500 Gold, \$250 Silver, and \$100 Bronze. Our membership year is July 1 through June 30. To request a membership brochure, please call Raymond Simas at (619) 233-1234 ext. 5801.