

An Inspired Evening...

The Hornblower *Inspiration* was the scene of the 45th Point Loma Association Annual Dinner. Months of work went into the planning by Karen Wheeler and her many committee volunteers – and the results were spectacular!

After a short walk from the parking lot sponsored by Ray Simas, Branch Manager at San Diego National Bank, guests were serenaded by the Point Loma High School Symphony Winds directed by John Dally. MADCAPS and MADCHAPS greeted guests as they boarded the vessel, and helped as auction runners.

With champagne flutes in hand, guests entered the cocktail reception and silent auction on the lower deck. Debbie Hatz, auction chair, filled the beautiful hall with a display of items from A (Admissions to activities, attractions and adventures) to Z (Zed Electric donated two hours of electrical work). There was spirited bidding for the antique brass ship's porthole donated by Teed Story, from the collection of Hugh Story. Celebrity items such as CDs and DVDs of Frankie Laine, and autographed first editions of Joseph Wambaugh's latest book brought multiple bids. With over 150 items to choose from, there was something for everybody. There was spirited bidding during the live auction as well – especially for Dee and Peter Van Horne's fabulous day cruise on their yacht. Thanks to all the generous bidders and the businesses and people who donated their items to the auction, over \$17,000 was raised for PLA activities – a new record!

It was a May gray day but spirits were buoyed by the sense of community among the over 430 attendees. As the boat left the dock, guests in the upper deck dining room were treated to spectacular views from the picture windows. Dwight Harrington's crew had video cameras off the stern capturing views that they projected onto three huge screens.



Captain Mark D. Patton, CO of Naval Base Point Loma, led the Pledge of Allegiance, followed by the invocation by Randy Ataide, JD of Point Loma Nazarene University. Kevin Faulconer did such an admirable job installing the new Board members that they wondered if they were actually being inducted into the Supreme Court! Kevin also announced the proclamation by unani-

mous vote of the City Council that May 22, 2007 was Patti Adams Day in San Diego. The Resolution he presented was full of wherefores and whereas's, and recognized Patti for her efforts on behalf of the community during her two-year term as Chair for the PLA.

Dick Lareau has been documenting the improvements to the Point Loma community in his annual slide show for over 35 years and has now become the star in Dwight Harrington's video version of the slide show. The fabulous show was the highlight of the night as it took us on a kayak journey with Dick as he met the winners of this year's Architectural, Landscape, Signage and Garden awards. Dwight created a video montage of highlights of the year, the loss of some of our community leaders, and the accomplishments of the PLA.

Kerri De Rosier awarded certificates of appreciation to the artists who did such an outstanding job creating beauty from humble utility boxes. Drew Potocki, Urban Forester for the City of San Diego, received the well-deserved Grand Beautification Award for his immense contributions to our urban landscape.

The Grand Finale was the Lighthouse Award given annually to someone who significantly improves the quality of life in Point Loma. This year's Lighthouse Award was given jointly to Pat Baker and Lee Lipsey. They have chaired the Point Loma Summer Concerts for

PRESIDENT'S MESSAGE

Thanks for the memories....

It's been a great two years being Chair of the PLA. We have achieved goals, made improvements, ensured financial growth, and had a lot of fun. Ultimately, the biggest rewards have come from the relationships we have built. PLA now has a closer connection to the Navy community, the Portuguese community, the Peninsula Chamber of Commerce, the Peninsula Community Planning Board, the Port, and our elected representatives.



Personally, it has been two years of deepening friendships and community. There are so many people to recognize with gratitude for the years of effort in building PLA into the strong community group it is, and so many to thank for the knowledge, support and strength they have given me. If I tried to thank everyone, this column would go on forever and I would inevitably miss someone. I have had a really unique opportunity to get to know my neighbors and neighborhood. I cherish the many wonderful friendships that have developed during my tenure with PLA.

So, as I write my last column, I want to invite and encourage anyone thinking of volunteering to jump in! You will make a difference. You will make new friends. You will improve the community. And you just might receive more! From having a day proclaimed as "Patti Adams Day" to being honored with Hugh Story's Mean Green Team work shirt from the Beautification Committee, to receiving a beautiful Point Loma Lighthouse necklace from the Board, well, I just couldn't feel more special, delighted, and grateful.

—Patti Adams

We thank Raymond Simas, Donis Lovett, and Larry Pappas, who are leaving the Board after several years of dedicated service.

We welcome back Bill Klees, Larry Baumann, and Klonie Kunzel to another term, and new members Elise Streicher, Dorothea Laub, and Andy Hollingworth.

Bill Klees will begin his term as PLA Chair on July 1. Bill has served on the PLA Board for three years, and has also served as president of the Peninsula Chamber of Commerce. Bill is active in the Lion's Club, and owns Seaport Realtors with his wife Marti.

six years, putting in hours of effort, dedication, and creative thought. The result is a program that not only brings the community together for the concerts, but creates a collaborative sense of community for everyone involved. The Lighthouse Award is a physical symbol of thanks from all of Point Loma.

While there are many people to thank, special thanks go to Dee and Bill Kettenberg for the table decorations, which included model boats that Bill rigged himself. The boats alone raised \$485! Thanks also to Klonie Kunzel and Pam Kelly for making reservations and seating smooth sailing.

As the *Inspiration* docked and guests departed, it appeared by the animated conversations and wide smiles that a great time was had by all!

Lost and found: From the 2006 dinner, a very nice Hauber Fashion Gray suit coat, size 12. 2007 dinner: A sweet little gold metal pillbox - looks possibly antique; a long, gray scarf with maroon flowers bordered in olive. To claim, call Patti Adams at (619) 887-9313.



See these smiling people? They are Ron Brooks and Betty Allman, who, on behalf of the Beautification Committee, select Garden Award recipients from our community. It's getting more difficult for them to give awards because people don't open their doors! When faced with a closed door, Ron and Betty leave this kind note:

We are Betty Allman and Ron Brooks. The Point Loma Association would like to honor your beautiful garden. This recognition would appear in our

newsletter. A photograph of your home and landscaping will be accompanied by a short description. If you receive the PLA Newsletter, you already know what the format will look like. If you do not receive it, we will deliver several copies to your home after it is printed. It would be great if you would be so kind as to call one of us so that we could speak with you and obtain your permission. Your garden would join a long legacy of distinctive Point Loma gardens that have received this acknowledgement in years past. Thank-you for adding to the beauty of our community.

Ron & Betty

So - if you see Ron and Betty at your door - open it! You could be pleasantly surprised!

Hugh Story Memorial Donations

The Hugh Story Memorial fund is still accepting donations. Send in your donation as follows:

San Diego Foundation/Point Loma Foundation Fund
2508 Historic Decatur Road #200
San Diego, CA 92106
Attn: Leslie Harrington

Please make checks out to the Point Loma Foundation, making a notation that the funds are for the Hugh Story Memorial.

Point Loma Concerts Update

By Lee Lipsey, Summer Concerts Co-chair

Let there be music! Come join in the fun at Point Loma Park at 6:00 on Friday evening, July 20 – that’s opening night for the seventh annual Summer Concerts. We’ll “jump, jive and wail” to the sounds of Sue Palmer and Her Motel Swing Orchestra. Complete information about the five-week concert season, including links to the bands, is available online at: www.plconcerts.org.

With leadership from the PLA Concerts Committee, our community comes together in a big way to support this project with dollars, volunteers, and in-kind donation of goods and services.

Willis Allen Real Estate continues as our Presenting Sponsor with a gift of \$7,000. Point Loma Community Bank is our Stage Sponsor at \$5,000. The project receives significant grants from the City of San Diego Commission for Arts and Culture and from the San Diego County Community Enhancement Program.

Sponsoring this year’s bands are: Dick and Dorothea Laub, David De Rosier, DDS, Wear Community Fund with Ryan Peninsula YMCA, JW Tumbles-Point Loma, Point Loma Nazarene University, Stump’s Family Marketplace, The Corky McMillin Companies, Brasseur Construction, Inc., The San Diego Foundation, Hollywood Jane, and Scott and Mary Clifton – Rosecroft. Many thanks for these gifts to the community.

To view a complete list of generous Summer Concerts Donors, please go to our web site and click on the “Sponsors” link. Questions? Call Lee Lipsey, 523-6626, or send e-mail to info@plconcerts.org.

A Wonderful Conclusion

By Kerri De Rosier, Utility Box Chair

At the PLA Annual Dinner, Kerri De Rosier recognized the four artists who beautified the community with their fabulous paintings on utility boxes. Bette Decker painted a lovely garden scene – complete with a scarecrow – on a box in front of the OB Community Garden. Neal Johnson enjoyed painting “Mr. Bali Hai Man” and “Goof on the Roof” in front of the Bali Hai. Julie Anderson painted the Point Loma Lighthouse on the box in front of Dr. David De Rosier’s dental office. Across the street, Point Loma Community Bank appreciates it, as the Lighthouse is part of their logo!

Lastly, Beverly Brady painted a child feeding pigeons on the box in front of Long’s Drugs on Rosecrans Street. Right after Beverly finished painting the box, Kerri received an alarming phone call: someone had painted over two sides of the box with white paint! A strange form

of graffiti. Not to be outdone by a bad apple, Beverly returned to the box and painted both sides – again – this time adding a new character, a little boy, on one side. We appreciate Bev’s steadfast dedication to the project!

The pictures below show the culmination of the other half of the project – the involvement of local school children and teens in public art. As stated in the last issue, there were art contests at Dana Middle School and Dewey Elementary to select renderings for the boxes. Art students from Point Loma High School volunteered their time and artistic talents and painted the student’s renderings on the boxes at both locations. On a sunny day in June – artists – young and a little bit older – met. Later that week, Jennifer Crocker, the high school student’s art teacher, was awarded a \$500 check to be used for the PLHS art department.

The art contest winners at Dewey Elementary are: kindergartners Evelyn Ha and Selena Mayorga, second graders Michael Osborn and Kyler Norman, third-graders Esteban Hernandez and Dradon Ingle, and fourth-graders Sigrid Wallenholm, Stephen Harry, Ivan Roman, and Carlos Zamora. Art contest winners from Dana Middle School are: Fifth graders Riana Hunter, Erika Lopez Carrillo, Madeline Clark, Bria Pope, Steffanie Castaneda, Graysen Choy,

Margarita Briones; and sixth graders Andrew Kinton, Sierra Swann, and Haley Kasarda.



Above: PLHS student Tiffany Lathrop with Dewey students Evelyn Ha and Michael Osborn. Right: Sigrid Wallenholm and Stephen Harry



Left to right: Dana students Erika Lopez Carrillo, Steffanie Castaneda, Graysen Choy, Madeline Clark, Riana Hunter, Bria Pope, and Sierra Swann



There's a lot happening at the NTC Promenade (NTCP). The NTC Foundation has raised \$26 million to renovate six of 26 buildings at NTC Promenade. 20 nonprofit and civic Resident Groups at NTCP are enlivening the Peninsula with exhibits, classes and workshops, Alan Ziter, Executive Director, NTC Foundation, has provided a brief description of each organization.

**Dance Place San Diego
2650 Truxtun Road**

Actors Alliance of San Diego - www.actorsalliance.com: A membership organization dedicated to the advancement, exposure and education of the theatre artist in San Diego.

Butterworth Dance - www.butterworthdance.org: Modern dance at its best, now featuring a new Binary educational youth company.

Jean Isaacs San Diego Dance Theater - www.sandiegodancetheater.org: Enriching the cultural life of San Diego through dance concerts and training for young dancers.

Malashock Dance - www.malashockdance.org: Provides performances, education programs, classes and outreach projects.

Media Image Partners - www.mediainmagepartners.com: Provides On Camera Coaching, Corporate Media Training, Television Hosting, Teleprompter Training and 1 on 1 Training.

Performing Arts & Athletic Restorative Training Specialists - www.PAARTSsandiego.com: Prevention, evaluation, and management of injuries and health and wellness education for performing artists.

San Diego Ballet - www.sandiegoballet.org: Since 1991, featuring a strong contemporary repertory and extensive training programs for K-12 students.

Building 176 – 2590 Truxtun Road

Capoeira / Brasil Productions - www.capoeirabrasil.org: Practicing and teaching the Afro-Brazilian martial art of Capoeira.

Greater San Diego After School All Stars - www.sdafterschoolallstars.org: Improves kids' lives by nurturing their minds, bodies and spirits through programs that incorporate independent learning, academics and enrichment activities.

United States Karate Academy - www.uskasandiego.com: Martial arts programs for children and adults.

Building 201 – 2820 Roosevelt Rd.

ARTS: A Reason to Survive - www.artsurvive.org: Dedicated to bringing hope, healing, and self confidence to the lives of children and youth facing adversities by providing expressive opportunities through the visual, performing and literary arts.

Expressive Arts Institute of San Diego - www.arts4change.com: A training program that integrates visual art, music/voice/sound, dance/movement, poetry/writing, and psychodrama/drama therapy.

KIT: Kids Included Together - www.kitonline.org: Supports recreational, child development, and youth development programs for children with and without disabilities.

Solare Italian Restaurant: Authentic Italian cuisine by the chef owners from Milan. Opening in summer 2007.

The Jenna Druck Foundation - www.jennadruck.org: Provides leadership training and opportunities for young women through its Young Women's Leadership program. Families Helping Families serves people in their journey through grief.

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**COMMUNITY
CALENDAR**

August 8, 6:00 - 9:00 p.m.
OBCDC fundraiser at Thee Bungalow. Funds are to support the Gateway Park and Pathway Project. For information, call (619) 224-1648, or e-mail curt@obcdc.org.

Sunday, August 19, 7:00 a.m.
Water station for the America's Finest City Half Marathon, sponsored by the Point Loma Association. Meet at the corner of Dupont and Albion, hand out water to 7,000 runners, clean up, and be done by 8:00 a.m. Be prepared to get wet! If you can, bring large containers for water (such as camp coolers) and push brooms or leaf rakes. Anyone six years and up can help. Questions? Call Melanie Nickel at (619) 225-8705.

Saturday, September 15, 9:00 - 4:00
Point Loma Street Fair at Liberty Station. A new venue! Look for bands, artists, crafts, and a Kid's area. For information, call Dianne Reichardt at (619) 222-0555.

Save the Date: The Annual PLA Pitch and Putt will be at Sail Ho Golf Course on Monday, October 1, at 2:00 p.m. \$100 entry fee includes green fee, shirt and banquet ticket. All proceeds benefit the PLA. Space is limited – 60 players max. For information, contact Leslie Harrington at leslieharrington56@yahoo.com.

**Note: The PLA Board will be dark for July and August.



Sue Palmer and her Motel Swing Orchestra
Friday, July 20, 6:00 p.m.
San Diego's Queen of Boogie Woogie.

Oreo Divas
Friday, July 27, 6:00 p.m.
A tribute to the music of Motown.

Joe Rathburn's ISLAND
Friday, August 3, 6:00 p.m.
Sway to the rhythms of this tropical rock ensemble.

Tapwater
Friday, August 10, 6:00 p.m.
Music that makes you happy!

Rockola
Friday, August 17, 6:00 p.m.
The classic rock experience! Come dance!

Point Loma Park, Catalina Boulevard at Varona Street. Free. Shuttles available. For information, call 619.523.6626 or go to www.plconcerts.org.

Point Loma Association
Meets second Wednesday,
7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Patti Adams, 887-9313
Beautification Committee
1st Tues, 8:00 a.m. SDYC
Ron Brooks, 224-9912

Peninsula Community Planning Board
Meets third Thursday,
6:30 – 9:30 p.m.
Pt. Loma Library
3701 Voltaire Street
Dee Wylie, 865-9470

North Bay Redevelopment PAC
Meets quarterly on first
Wednesday, 7:30 a.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Lydia Goularte-Ruiz,
533-5170

Midway Planning Advisory Committee
Meets second Wednesday
2:00 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Tom Traver, 295-5551

La Playa Trail Association
Meets second Tuesday,
2:30 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Charles Best, 223-3418

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Building 202 – 2825 Dewey Road

California Space Grant Foundation-www.csgf.org: Education programs training students in high skill technical and professional careers.

San Diego Coastkeeper-www.sdbaykeeper.org: Protects the region's bays, beaches, watersheds and ocean through community outreach, education, and advocacy.

San Diego Watercolor Society-www.sdws.org: Since 1965, sponsoring activities that encourage creative

Status of Luce Auditorium

The NTC Foundation has completed its \$65,000 campaign and will now launch a comprehensive Needs and Use Assessment to determine the future mission for the 1800-seat Luce Auditorium. This community treasure has sat dark for 10 years.

There is now much demand from the dance groups at NTC Promenade, San Diego theatres and Point Lomans to have a fully equipped, state-of-the-art venue for performances and presentations.

The NTC Foundation is contracting with former Old Globe general manager – and native Point Loman – Tom Hall and the firm of AlbertHall to complete a Needs and Use Assessment by this December. For more information, contact the NTC Foundation at info@ntcfoundation.org or (619) 573-9300.

skills watercolor painting, with a new Showcase Gallery open to the public.

Visions Art Quilt Gallery-www.quiltvisions.org: Organizes exhibitions, lectures, and workshops about quilts in museum-quality settings.

Walkabout International-www.walkabout-int.org: Promotes neighborhood walking in urban, suburban, and rural environments throughout the world.

New Americans Immigration Museum and Learning Center - www.naimlc.org/: Offering programs and resources about the immigrant experience.

For information about exhibits, classes and workshops, go to the NTC Event Calendar at www.ntcpromenade.org.

There's also a lot happening at Liberty Station. For an updated schedule, go to <http://libertystationblog.com/coming-soon-to-liberty-station/>

Undergrounding Utilities: Be in the know!

I got a notice stating that my street will be undergrounded soon. Where can I get more information? You can get schedule updates at <http://www.sandiego.gov/undergrounding/>. The web site also provides detailed information about the process of undergrounding and what you can expect.

Will this cost anything? In most cases, no. It is the legal responsibility of the property owner to underground from the street to your house or business beginning at the property line. However, the utility companies will perform this work at no cost to you as long as you sign an agreement to allow utility companies on to your property.

How long does it take? From the time you receive notice that the Council has created an Underground Utility District, there will be a period of 12 to 18 months of design. You may see engineers working from time to time on your street. After construction begins, most projects are completed in 18 to 24 months.

How were the areas that are now being undergrounded selected? The City Council determines which areas in the city will be undergrounded. A Master Plan is designed and approved no later than June 30 of each year.

What if I want to accelerate when my street will be undergrounded? A cost share program allows home owners to accelerate the undergrounding schedule. All cost sharing work is at the sole discretion of each individual Council member. For more information about the cost share program, contact your councilmember's office or call the Utilities Undergrounding Program Information Line at (619) 533-3841.

Thanks to Katheryn Rhodes for collecting the above information.

OBCDC Entryway Projects Set to Go!

By Curt Lutz

Many thanks to the County, and particularly Supervisor Greg Cox for approving a grant for the Nimitz and Sunset Cliffs Boulevard Entryway Median Landscaping Project. The \$11,300 grant will fund landscaping and irrigation materials, equipment and supplies. OBCDC needs an additional \$10,000 to complete the project.

Thanks go out to the Point Loma Rotary Club for sending nearly two dozen volunteers to help Ocean Beach CDC in a weed and debris removal clean up on the last Saturday of April, as part of the Rotarians at Work Day. Approximately three tons of weeds and debris were removed along Sunset Cliffs Boulevard at Robb Field.

Finally, the Gateway Park and Pathways Project of OBCDC is offering reservations for engraved tiles and bricks to be placed upon the walls along the pathway through the park. Be sure and reserve your Tile or Brick to include your legacy message. Funds from the donations sponsoring the 12x12 inch tiles and the 4x8 inch bricks will be used to match other contributions and grants to begin Phase I construction.

For additional information about all of these projects, contact Curt Lutz, Executive Director, Ocean Beach Community Development Corporation.

OBCDC
4870 Santa Monica Avenue, Suite 2C
San Diego, CA 92107
(619) 224-1648; curt@obcdc.org; www.obcdc.org

PLA Award Winners



Lee Lipsey and Pat Baker receive the Lighthouse Award for producing the Point Loma Summer Concerts for six years.



Urban Forester Drew Potocki with Betty Allman. Drew wins the Grand Beautification Award for his work planting and maintaining trees in Point Loma.



Judy Garrett accepts the Garden Award from Betty Allman.



Rob Sauvajot receives an award for Landscape and Site Improvements at the Peninsula YMCA.



Kathy O'Brien of Sun Harbor Marina receives an Architecture Award for Pizza Nova.



Tammi Daiber of CW Clark receives a Landscape and Architecture Award for Trader Joe's and Starbucks.



Margaret Young receives a Signage Award for the Ocean Beach Community Garden. Councilman Kevin Faulconer accepted a Signage Award for Steve Rock of Fiddler's Green.



Chris Marsh of McMillin Companies receives a Landscape and Architecture Award for Sail Ho Golf Course.

Newsrack Ordinance Editorial

By Councilmember
Kevin Faulconer

May 2007



The character of our communities is greatly defined by what we see when we walk down the street. If you have strolled down the sidewalk recently, especially in our beach communities and downtown, you have probably noticed the proliferation of old and broken newsracks. These fixtures can block the sidewalks, reduce walkability, and often stand empty and unused, serving only as magnets for graffiti.

For all these reasons, I was proud to support the newly-crafted Newsrack Ordinance, which the City Council unanimously adopted on January 30, 2007. As a result of the amended Newsrack Ordinance, walking down our sidewalks will be a more pleasurable experience without the unsightly and sometimes seamy newsracks that compete for space and attention. While no one wants to banish newsracks altogether, these new regulations acknowledge that long rows of unmaintained newsracks are a public nuisance.

The amended Newsrack Ordinance accomplishes two things: it imposes additional physical and location standards for newsracks and sets up new permit requirements. The problem in the past has been an inability to discern the identities of the owners of newsracks. This has resulted in a lack of accountability for maintenance and appearance. The new permit requirements allow the City to readily identify newsrack owners, while the annual permit fee will offset expenses associated with pro-active enforcement. Any newsracks that do not have a permit, are deteriorated, or are not properly located can now be removed.

Crafting this ordinance was no simple matter; it required years of collaboration between the City, local businesses, and publishers and distributors. I am grateful to the Point Loma Association and the Gaslamp Quarter Association for championing this issue for so many years. June 9th is the deadline for newsrack owners to conform to these new requirements. I am looking forward to marshalling a fleet of trucks to remove unlicensed and poorly maintained newsracks and then proudly reclaiming our sidewalks.



Bruce Cook primed and painted bollards in serious need of painting in the Village. This one is located on Scott Street near the corner of Cañon.

Beautification update



Highlights from the minutes of the Spring Beautification Committee meetings:

Village Flower Project:

Klonie Kunzel, Jodie Bruhn and Karen Davis planted two redwood planter boxes next to the Shelter Island Drug bench. Funding was provided by the PL Garden Club. They plan to place two more flower boxes by the bench near Con Pané.

Al's Garage: The property has been sold and is currently in escrow.

Benches & Debris Containers:

Plaques to go on the benches have been received and will be installed by Bruce Cook. Bruce painted the bollards at the corner of Rosecrans and Upshur. See picture below.

PL Entry Signs: The area around the Nimitz sign remains in a bog. Kathryn Rhoades will assist in locating the turnoff valve. The dead bougainvillea in front of the sign has been removed.

Grffiti: Ann Silliman reported that she and her granddaughter cleaned graffiti off four sites. Ardetta Steiner has offered to be on the graffiti removal team.

Dana Middle School bus bench: The advertising on bus benches costs \$150/month. Our best bet to have advertising removed from the front of Dana School would be to consider requesting that the City bench be removed and replaced with PLA benches.

Trees: Jodi Bruhn has received five trees that will be planted in front of the storage shed at Collier Park.

Volunteer Projects: Volunteers from Windermere Realty at Liberty Station have been offered the project of painting the Soto St. storage building!

If you recognize a community project that would beautify our neighborhood, let Ron Brooks know, or come to a meeting!

Roses and Radishes: Roses for the great looking Shelter Island bus stop corner.

The Committee needs a Correspondence Secretary. Contact Ron Brooks if you enjoy writing short letters of appreciation.

The Mean Green Team meets every Friday at 9:00. For the schedule, e-mail Ron Brooks at brooks1@cox.net.



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Membership: Tracy Morgan Hollingworth

Newsletter editor: Kerri De Rosier
kdsdero@sbcglobal.net

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 \$30. 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 Tracy Morgan Hollingworth at (619) 225-8156, or go to our web site at www.PLAweb.org and click on “Join the PLA”.

Our Mission:

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