Fifty years of Community Service was the theme of this year’s Annual Dinner. Early arrivals gravitated to the patio for cocktails, drawn by the musical harmonies of the Point Loma High School jazz quartet under the direction of James Sepulvado. A dramatic drumroll soon announced Mayor Jerry Sanders’ presence at the outdoor podium, where he proclaimed September 15 to be Point Loma Association Day.

CAPT Scott Adams, Commander, Naval Base Point Loma, led the 350+ attendees in the Pledge of Allegiance, and Point Loma 7th grader Cindy St. Clair performed a beautiful rendition of the National Anthem.

PLA Chair Cecilia Carrick and Tony Calabrese shared emcee duties to deliver a crisply paced program of raffle drawings, awards presentations, and speeches.

**Highlights:**

- Supervisor Greg Cox presents the prestigious Lighthouse Award to PLA founder and 50 year member, Celeste Trepte
- Dick Lareau’s carefully scripted and artfully pre-recorded video showcases the recipients of the Beautification Awards (see side panel)
- Cecilia Carrick presents City Council President Pro Tem Kevin Faulconer with an oversized check for 150,000 volunteer hours performed by PLA members over the past 50 years.

**Community Beautification Awards**

We congratulate the following Community Beautification Award Winners:

- **Harbor Point Building** for Outstanding Architecture, Landscape and Signage—located at 5055 N. Harbor Drive
- **San Diego Yacht Club** for “Future Champion,” the lifesize bronze sculpture of a boy sailing a sabot
- **Malin Burnham Sailing Center at the San Diego Yacht Club** for Outstanding Architecture
- **Oliver McMillan Building** for an Outstanding Community Improvement at the former site of Al’s Garage at Talbot & Rosecrans
- **Charlie’s Best Bread** for Beautiful Signage
- **Don Young Studio** for Outstanding Sculptural Signage (located at the Promenade at Point Loma by Jimmy’s Famous)
- **Point Loma High School Art Program and Bruce Cook** for the Outstanding Community Showcase at Union Bank
The evening was topped off by the distribution of a special anniversary gift to each guest—an artistic keepsake calendar highlighting the achievements of PLA over five decades. Thanks to graphic designer Kristen Leito for her beautiful work!

Many thanks to Steve Silva and Stewart Hartley for photographing the event and providing pictures for this newsletter.

**PLA Dinner by the numbers:** 350 guests raised $2,200 to help support the 17 landscaped areas maintained by the Mean Green Team and other community projects. Thanks to all the silent auction and raffle donors—and thanks to all of you who bid on items and purchased raffle tickets! By any measure, the dinner was a resounding success, bringing together Point Loma neighbors to celebrate our beautiful and vibrant community and to keep the PLA mission moving forward for another 50 years!

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**Chairman’s Message**

A box was being passed around by Michael Patton, and I didn’t know what was in it.

Councilman Faulconer had a grin on his face ... they both did, so I knew something was up. And you, dear reader, probably know the end of the story if you attended our dinner celebrating 50 years of the PLA.

Our loyal Councilman received a large check for 150,000 volunteer hours the Point Loma Association has invested in the Peninsula over the last 50 years, and we got a shiny chrome shovel celebrating our service to the community.

Both items represent the partnership between private and public interests that benefits all of us. Whether the team involves City Hall, the County, the military or your neighbor, the PLA advocates working together to make things happen. There is strength in numbers, and possibilities for the spectacular are there for the taking.

Join us and partner up. It’s the best way to get things done.

--Cecilia Carrick Chair@PLAweb.org

**Garden Award**

By Judy Garrett and Betty Allman

Lynn and Stuart Jewell’s house atop Alexandria Drive was an olive grove many years ago. The Jewells have remodeled the entire house and just replaced the last of the olive trees with a fragrant drought-tolerant perennial garden. The colorful planting will last for years and provide year-round color. Drive by and get good ideas for a drought-tolerant garden!

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**Beautification Update**

**Ash receptacles** The Beautification Committee has been working with I Love A Clean San Diego to identify locations for six new ash cans to be placed around the Village to collect cigarette butts. The cans will be emptied once a month, and are at the following locations:

- Cañon and Rosecrans
- Point Loma – Shelter Island Drug
- Rosecrans and Nimitz
- Rosecrans and N. Harbor Drive
- Winchell’s Donuts
- 76 Gas Station
Harbor Drive Facelift  Have you noticed that greenery along Harbor Drive, which had been neglected for several months, is getting a facelift? Thanks to the Unified Port of San Diego for responding to requests for maintenance. Special kudos to Cesar Romero, Port Authority General Service Division, for getting the job done. And thanks to Celeste Trepte for tracking down the responsible individuals to get the ball rolling.

Graffiti  The Graffiti Removal Crew of Pat Buchanan, Cathy White and Betty Allman has been busy keeping up with taggers. The latest tagging event involved a white hand print at various locations in the Voltaire area. No match for our removal crew, the prints were quickly removed.

Homeless camp cleanup  In July, the Mean Green Team converged on Nimitz by Barnes Tennis Center to clear out a Homeless Encampment. They found mounds of clothing and litter. Not exactly the kind of thing you want to see in a newsletter about beautification, but it sure makes you appreciate the efforts of the Mean Green Team!

Thanks, Home Depot!  Thanks to Manager Rick Carpenter for negotiating a generous donation of four new trash containers and a variety of miscellaneous supplies for our beautification efforts.

Code Compliance  The tattoo parlor by Winchell’s was found to have erected a sign without a permit. The sign is down thanks to the efforts of our Code Compliance committee.

Cañon Street cleanup  A special thank you to Jim Tarbert, City of San Diego Weed Abatement, and the Urban Corps crew who did an awesome job of weed removal. And thanks to Mean Greener Burch Ertle for being the point man on the project.

The next beautification meeting will be at 8:00 a.m. on Tuesday, October 4 at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

Welcome new PLA Board members

Lisa Keith  is a State Farm Insurance Agent in Point Loma and has an M.B.A. with an Emphasis in Marketing. She has 10 years of outside sales experience and loves to be involved in the community and make a difference.

Lisa is also involved in the San Diego Chamber of Commerce and is a local San Diegan. She has been involved in the Point Loma community for the past six months and looks forward to contributing many more years of involvement to the local community. In her spare time Lisa enjoys traveling, hiking, cooking, trips to the beach and spending time with her friends and family.

Ted Kay  welcomes the opportunity to serve as Treasurer for the PLA Board.

A managing partner of DLK Investment Management, Ted feels that the position is a good fit for his skill set. Ted originally hails from Northern California. After graduating from the University of Arizona with a degree in Business Administration, Ted moved to the Bay Area and was a part of the technology boom of the late 1990s. He and his wife Hillary share a passion for travel. They welcomed daughter Elizabeth “Ellie” Ruth into the world on December 8, 2009 and have been busy parents ever since!

Clarifications/Corrections to the Summer 2011 newsletter:

Tony Calabrese did not resign from the PLA Board. His term expired (he served one extra year).

There was a question about the PLA’s funding of the Summer Concerts. The bulk of Summer Concert funding is from designated concert sponsors, not from PLA funds.
Around Town

Drive around Point Loma, and you will see plenty of empty storefronts, and some new businesses! Some came and went too soon, like La Playa Bistro and the adjoining deli, and the Aurora Cafe — the panini place at Rosecrans and Carlton.

Lighthouse Grill has landed in the old La Scala location, and you heard it here first that Harbor Town Pub is going in at the former Roseville location, with a planned opening November 1.

Chad Cline is the new owner. He says the concept for Harbor Town Pub is “A neighborhood pub with burgers, beer...casual pub food.” He plans to sell local craft beers.

Chad has been busy with city permits, as he needed to completely re-do the plumbing and electrical to ensure smooth operations.

Chad previously owned The High Dive in Bay Park, and still co-owns the Water Front Bar & Grill on Kettner near downtown, known as the oldest bar in San Diego.

Chad’s wife Maja is in charge of the menu at Harbor Pub. Chad and his wife reside in Point Loma with their son, Conan.

www.harbotownpub.com

Alice Alfreda is the name of Patti Weaver’s grandma, and the name of Patti’s new resale shop on Rosecrans at Carlton Street.

Patti just celebrated her 4-month anniversary in the shop after bowing out from Girls from the Park on Cañon Street. “It was always my dream to open a store,” said Patti.

What does redistricting mean to Point Loma?

Every ten years, district boundaries in the City and County are redrawn or adjusted as a result of the federal Census. The city’s redistricting process has an additional layer resulting from last year’s vote to create a 9th City Council district.

County Redistricting

The county process doesn’t affect congressional seats or other electoral boundaries. Here’s a definition of redistricting provided on the County of San Diego web site: (http://www.sdcounty.ca.gov/redistricting/faqs_page.html#2).

Redistricting is the redrawing or adjusting of electoral district boundaries following the federal Census to account for population shifts and growth during the previous decade. The redistricting process is governed by the U.S. Constitution, State and federal law, and the San Diego County Charter.

The idea behind redistricting is to ensure that districts are equally populated, and that the districts comply with the Voting Rights Act.

The following map is a result of findings of the Redistricting Advisory Committee, which studied the boundaries and held regular public meetings. The County Board of Supervisors approved the new boundaries on September 27. Point Loma is now divided between District 1 and District 4.

The following map shows a closer view of District 1 and 4 boundaries in Point Loma.
When asked by Sally Bixler to give specific boundary info for Point Loma, Greg Murphy, Policy Advisor to Supervisor Greg Cox, responded:

The District 1 line goes around and includes the airport then drops down to Harbor Drive.

Going west on N. Harbor Drive, the line cuts southwest along Scott St., then hangs a right onto Cañon. The line then travels northwest along Cañon until turning a slight right and continuing along Point Loma Avenue.

There is a small cutout along on the far west side of Pt. Loma Avenue, along Adair St. between Froude and Sunset Cliffs Blvd that is included in District 4. Everything south of that Cañon/Pt. Loma Ave dividing line is in D1. Everything north will be in D4. ...Got it??

What does this REALLY mean to Point Loma? That the airport remains in District 1, that we essentially have two County Supervisors serving Point Loma (Greg Cox and Ron Roberts), that our Beautification projects reside in both districts, and, with that in mind, access to TWO pots of money for Neighborhood Reinvestment funds! You can look at the map yourself and play around with the images by going to:

www.sdcounty.ca.gov/redistricting/index.html

then clicking the link: To access the online viewer, click here. At the top menu, click Choose Plan, select Current legislature, then select BOS Plan B-1 Revised.

**City Council Redistricting**

The following page shows the final redistricting plan for the City of San Diego, which was adopted on August 25, 2011. It will not take effect until December 2012 when the 9th Councilmember is elected.

**What does THIS mean to Point Loma?**

- **City Council District 2 loses:** Old Town, Mission Hills, Bankers Hill, Little Italy, Downtown, Mt. Soledad.
- **City Council District 2 gains:** The entire Mission Bay, parts of Clairemont, and Linda Vista (Up through USD)
- The Airport remains in our district. For the detailed report, go to: http://www.sandiego.gov/redistricting/pdf/2011finalplan.pdf

A Point Loma resident, Patti brings her vast retail experience in women’s specialty clothing to what she calls her “magical” shop. The racks hold designer shoes at discount prices, brand new items she gets at liquidation sales, designer handbags, vintage clothing, and high-end consignment items. Patti gets items from wholesalers as well, but “a lot of stuff just walks in the door,” said Patti — such as 83 pairs of shoes. “One day, I realized that I didn’t have many shoes in stock, and then two women walked in and asked if I’d be interested in 83 pairs of shoes they had bought at a liquidation sale!...My mom said, ‘It’s your grandmother looking after you,’” said Patti.

The shop is located at 1255 Rosecrans Street, between Carlton and Dickens. (619) 549-8676

**The Old Vons at Nimitz/Rosecrans will be a new Ralph’s!**

We look forward to seeing some activity around the site. No news on a timeline as yet.

**It’s not too late to Dedicate a tree!**

Robert Jackson is still taking orders for PLA’s Tree Plaque Project. The cost is $350 for a 7 x 5 plaque that is installed at the chosen tree location. For more information, call Robert Jackson at (619) 987-1970.
Origin of the MEAN GREEN TEAM
By Dwayne Little

After reading the last issue focusing on the history of the PLA, Dwayne Little shared his own piece of history:

As a retired PLNU historian who also served on the PLA Board of Directors (and PLCPB) in the 1990s, I thought you might be interested to know the real origin of the term "Mean Green Team."

In the early 1990s I became Director of Planning at PLNU and began a long, close relationship with Hugh Story, a true friend of the University. As such, he asked me to help get PLNU involved in community projects. There was a new environmentally-conscious student group named the "Mean Green Team" looking for worthy things to do. Green is also the dominate color that identifies PLNU. Hugh was intrigued with them and the name as well. The University helped provide much of the money and the "Mean Green Team" provided the muscle for the initial two-three plantings of palm trees at the OB entry (the date cited in the newsletter is about 1992). I was directly involved in that effort.

Unfortunately, as student groups often do, the leadership and participation of the PLNU "Mean Green Team" in community projects proved to be short-lived, only 2-3 years. Hugh was very disappointed in its demise, as was I. The name, however, did not die. As time passed, Hugh began to use the name to identify workers for PLA gardening/environmental projects. It was not an issue with PLNU, as the student group had disbanded.

I am delighted that Hugh loved the name and that it lives on at PLA.

Mural Project Unveiled

Over a year ago, members of the Point Loma Association asked Point Loma High School art teacher Sean Wells if he was interested in painting a mural on a wall at Gus’ parking lot on Rosecrans. Mr. Wells dove into the project, and what began as a simple mural on a wall turned into a full-scale project with murals depicting the history of Point Loma.

With the help of PLHS Art History teacher William Bowles, Mr. Wells and students from his Senior Art Studio and AP Studio Art classes painted six murals on 6 x 3 foot panels that were to be attached to the fence behind Gus’. But when Cecilia Carrick saw them, she determined that they were too beautiful to be exposed to Point Loma’s damp climate, and began looking at a safer, drier home for them.

At a ceremony on Friday, September 9, the murals were unveiled at Union Bank at 1175 Rosecrans Street. They will be on a rotational exhibit in a handsome glass case built by local architect Bruce Cook on a wall facing Rosecrans Street. The “exhibition” begins with a self-portrait of the students who created the mural: Felecia Paye, Ilse Vega, GeGe Xu, Hannah Bokanoski, Haley Sakover, Efren Vega, and Arturo Valverde-Martinez.

The scenes depicted by the five other murals cover a lot of Point Loma history: Kumeyaay Indians, Juan Cabrillo’s landing, Father Junipero Serra, and De Portola; Portuguese Fishermen; Vaqueros, Whalers; the Spirit of Seventy-Six and a military ship; the Space Program and America’s Cup.

Neighborhoods
- Bay Ho
- Bay Park
- La Jolla (partial-area in Pacific Beach Community Planning Area)
- La Playa
- Lorna Portal
- Midway
- Mission Beach
- Morena (including all of USD)
- Ocean Beach
- Partial-area in Pacific Beach Community Planning Area
- Point Loma Heights
- Roseville/Fleetridge
- Sunset Cliffs
- Wooded Area

Demographics
- Total population: 142,711
- Deviation: -1.32% (-1,913 people)
PLA Membership Update
By Tim Tuter, Membership Committee Chair

The Point Loma Association Membership Committee is making a change for the better! Traditionally, annual memberships have been purchased or renewed from July to June. Now, PLA memberships can be purchased at any month throughout the year. Renewing members will receive a mailed renewal envelope a year from which ever month they purchased their membership. For example, if a new member wants to join in October 2011, they will receive their renewal notice in October 2012. We hope this encourages new members to join us at any time! Memberships can also be purchased or renewed on our web site, www.pointlomaassociation.com.

Want to get involved or have a great membership idea? The PLA Membership Committee is looking for additional new members to help us grow. Please join us the first Tuesday of every month at 3:30 p.m. in the AmericanWest Bank board room. The address is 1350 Rosecrans Street. Our monthly meetings are where we plan, strategize, and have a lot of fun. For additional information, please e-mail or call committee chair Tim Tuter at timtuter@hotmail.com or (619) 992-5740.

PLA is a 100% volunteer organization: your membership keeps our projects funded. Please spread the word to all your neighbors and business colleagues about joining PLA. Point Loma is the best place to live and work in San Diego: help us keep it that way by purchasing or renewing a membership today!

Look at the insert for our cherished members who have joined at the $100 + levels to support our cause! It’s not too late to join them!

What’s this? Litter on the streets of Point Loma?

It’s Dupont Street, to be exact, during the San Diego Half Marathon. Thanks to PLA members and neighbors for hosting the PLA water station at Mile 3. Many thanks to Melanie and Jim Nickell for leading the effort year after year.

Catalina/Cañon Median

Robert Jackson continues to work on this beautification project, and is pleased to report that Point Loma Nazarene University donated $2500 to the cause! He is working with the City on requested revisions and will resubmit the application package. Many thanks to Dan Johnston for all his assistance. If you’re interested in donating to this project, please contact Robert at (619) 987-1970.

Community Calendar

Point Loma Garden Club Meeting
October 12: 10:00 a.m.
Well-known landscape artist and speaker Doug Kalal will show us how to beautify our Patios, Pathways and Plants. Free.
UPSES Hall
2818 Avenida de Portugal www.plgc.org.

PLNU’s 8th Annual Fall Festival
October 22, 10:00 a.m. - 2:30 p.m.
Join us for fun kids activities, local exhibitors, a pumpkin patch, Taste of Point Loma (featuring samples from local restaurants), and so much more! pointloma.edu/fallfestival.

OB Restaurant Walk
Tuesday, Nov. 8, 5:00-9:00 p.m.
Locations throughout Ocean Beach. $15 includes shuttle service. Contact Claudia Jack at obrebel1@yahoo.com or call (619) 515-4400.

OASIS at the Library
November 9, 6:30 p.m.
Dr. Jeffrey Seminoff, Program Leader for the Marine Turtle Research Program, speaks on “Marine Turtle Ecology.” Hervey Point Loma Library
3701 Voltaire Street

Cabrillo National Monument Annual Open Tower Day
November 15
Celebrate the 156th Anniversary of the lighting of the Old Point Loma Lighthouse. Historical re-enactors, ranger-guided tours of the lighthouse, and, it’s one of two days out of the year where the balcony is open. For information, e-mail rick_jenkins@nps.gov or call (619) 523-4573.

OB Christmas Parade & Parade Festival
Saturday, December 3, 5:05 p.m.; Parade Festival: 9:00 a.m. - 4:00 p.m.
This annual holiday parade is a great place to celebrate the season with your entire family; start your day at the all ages Parade Festival with music and activities, and end it with the most unique holiday parade in San Diego.

OB Craft Fairs
Saturdays, December 3, 10 & 17, 9:00 a.m. - 3:00 p.m.
At the foot of Newport Ave. on the Veteran’s Plaza Lawn
For information, contact Claudia Jack at obrebel1@yahoo.com or call (619) 515-4400.

Point Loma Association
Meets second Wednesday, 7:30 a.m., Bali Hai
Beautification: First Tuesday, 8:00 a.m.
San Diego Yacht Club
Lara Knutsen, Connie Melhorn, Arlene Simpson and Audrey McGinty gather for a photo op.

Legendary raffle item getter Zoey Flint sells some tickets to SDGE’s Ray Robeson!

Betty Peabody, Iris Engstrand and Assemblymember Toni Atkins share a smile.

Sharon Hancock and Bruce Cook enjoy drinks on the patio.

Jean Dyson, Ed Streicher and Joann Hickey

Cindy St. Clair and CAPT. Scott Adams start the evening with the National Anthem and Pledge of Allegiance.

Seven Beautiful Women! Judy Garrett, Dianne Reichardt, Betty Allman, Donis Lovett, Rosemary Rodgers, Shirley Haimsohn and Anne Vafis

Norm Magneson

Jessie Knight

Linda Fox and Cecilia Carrick with the Mayor’s Proclamation

Reservation gurus Pam Kelley and Klonie Kunzel

Jean Purcell, Peggy Johnson, Mary Sadler, Joanne Herrin and Lois Baker pose for the photographer.

Mike Bixler shares a laugh with the Kaufmans and friend Jim.

Co-emcee Tony Calabrese keeps us on task.

Norm Magneson

Ed and Shirley Haimsohn

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We thank our PLA members who have joined at higher membership levels!

**Platinum - $1,000**
- Connie Golden
- Connie Melhorn
- Nancy Peckham

**Gold - $500**
- Glenn & Joanne Dethloff
- Mary Alice Gonsalves
- Ted Kay
- Dick & Dorothea Laub
- Gene & Celeste Trepte
- Joseph & Dee Wambaugh

**Corporate - $250**
- Neil Finn Sports Management
- United Portuguese S E S Inc.

**Silver - $250**
- Amy Abrams
- Larry & Susan Baumann
- Hugh & Diane Bennett
- Bob Brower
- Dr. John & Jodie Bruhn
- Malin & Roberta Burnham
- Cecilia Carrick & Stan Nadel
- Lawrence Coleman
- David & Kerri De Rosier
- Betty Foss
- Jeanne L. Frost
- Bennet & Karan Greenwald
- Allen & Rebecca Michael Jones
- Bob & Joy Jones
- James & Maxine Hall
- Jack & Monika Hardy
- Donald D. & Elizabeth E. Haynsworth
- Matt Kalla
- Carolyn Kutzke
- Don Lang
- Dr. & Mrs. Lee Monroe
- William & Cecilia Pollock
- James Roberts & Julie Dillon
- Margaret Roulette
- Barry & Eileen Shillito
- Gordon & Jean Thompson
- Marvin & Bebe Zigman

**Bronze - $100**
- Steve & Betty Allman
- Art & Marge Aylott
- Patricia Baer
- Daniel & Lois Baker
- Joseph Benoit
- Janelle Berman
- Steven & Elizabeth Bluhm
- Robert & Myrna Bossler
- Ron & Ann Brooks
- Ed & Kathy Brown
- Lyle & Bonnie Butler
- Hugh & Pat Carter
- Cinda Caruso
- John K. Chaney
- John & Teresa Christianson
- Nancy Coleman
- Helen Coukoulis
- Dean Crowder
- Jack & Donna Damson
- John & Cathy Dellenbach
- Chuck & Joyce Ellison
- Peter & Doris Ellsworth
- Lois Wittner & Chuck Evarklou
- Bill & Thalia Evenson
- Kent Foster & Pamela Fairley
- Nicholas Fintzelberg
- James & Leslie Fox
- William & Linda Fox
- Ken Frederick Realty, Inc.
- John & Louise Fredrickson
- Ned & Maxine Garrigues
- John Geary
- Nancy Reed Gibson
- Richard & Caroline Glasner
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- Susan Houser
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- Mark & Lori Kretz
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- Tim & Kathy Lacey
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- Bruce & Joanne Leidenberger
- Tom & Terry Lewis
- John & Charlie Littrell
- Phil Lobred
- Alan & Dorothy Lord
- Mack & Donis Lovett
- Fred & Joanna Ludwig
- Charles & Ellen Mac Yean
- Robin Mansfield
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- Kay G. North
- Occidental Landscape, Inc.
- Bob & Doreen Paul
- David & Jean Purcell
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- John & Carol Sands
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- Carl Scragg & Pat Seitas
- Phillip & Kathleen Sellick
- John & Mary Louise Shoemaker
- John & Jean Silva
- Arlene Simpson
- Alfred & Susan Smith
- Gregory & Arlette Smith
- Mary Snell
- Wallace & Susan Springstead
- Elise Streicher
- Marilyn J. Story
- Diane Sullivan
- Maureen A. Summers
- Jerry & Sally Symanski
- Frederick & Patricia Tellam
- Gary Tillinghast
- Tom & Barbara Tourtellott
- Judge Howard & Marlene Turrentine
- Alissa & Tim Tuter
- Robert & Janine Wahlfeld
- Robert & Ginger Wallace
- Nancy Warwick & Jon Stone
- Joe Watkins
- Blanche Welch
- Ann & Phil White
- Craig & Carol Whitwer
- Jim & Mary Jane Wiesler
- Mark and Carolyn Williams
Have you moved? Let us know!
E-mail: Contact@plaweb.org

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

Officers
Cecilia Carrick, Chair
Ted Kay, Treasurer
Elise Streicher, Secretary

Board of Directors
Sally Bixler
Ron Brooks
David Crawford
Malinda Dickenson
Megan Ekard
Linda Jessop Fox
Judy Garrett
Leslie Gereghty
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