



Caretakers of our beautiful
Peninsula since 1961



**We beautify, inform and advocate
to improve our quality of life.**

WELCOME FROM THE CHAIR

I'm honored to serve as your Chair of the Point Loma Association (PLA) Board of Directors. Having lived and worked on the Point for many decades, I know what a special place this is. Our organization's members and volunteers share a deep love and appreciation for the Point Loma peninsula and an enduring commitment to its health and wellbeing.

Since 1961, our volunteer organization has been beautifying and enhancing our community. Our Mean Green Team volunteers maintain dozens of landscape sites throughout Point Loma and Ocean Beach.

We plan, design, and raise money for new medians, plants and upkeep of our area. We conceive and complete larger projects based on community feedback, like the Village Lights along Rosecrans, interactive history plaques, and the upcoming Gateway Sign. We support free concerts, sponsor utility box art, hang banners along Rosecrans, and maintain an interactive dialog with local government. We lay wreathes at the Submarine Memorial in Liberty Station on Pearl Harbor Day of Remembrance. Our Point Loma Mural project has completed murals on S.E.S. Portuguese Hall and the Monsaraz Hotel, and has more murals in the works. Our Business Members meet monthly at Business Mixers to support PLA projects and strengthen relationships with other local business owners. We also host social events for our members several times a year to build community.

The PLA will continue its mission to beautify, advocate, and inform to improve our quality of life on the Point. We thank you for your support.

With Gratitude,

Beth Roach
Chair of Board



PLA BOARD MEMBERS

BETH ROACH

Chair of Board/Realtor

JEFF BOLSTER

Vice Chair of Board/Higher Education

PAIGE HAZARD

Secretary of Board/Attorney

PETE BUERGER

Treasurer/Financial Executive

BRANDEN BOYSEN

Construction

WALLY DIECKMANN

Financial Management

CARSON EDGINGTON

Civil Engineering

LINDA HERVEY

Community Volunteer

SIERRA VISHER KROHA

Non-profit Executive

PAM HAMILTON LESTER

City Revitalization

JEN NICOLAI

Philanthropy Director

PAUL REDDINGTON

Construction

VELENDIA SANCHEZ

Wealth Management

JAMIE SAYLOR

Retired Law Enforcement

ALEXANDRA WATKINS

Naming Expert, Author

LINDA WEBER

Community Volunteer

MELANIE SHERMAN

Research Administration

VALERIE SORRENTINO

Self Care Specialist

FINANCIAL INFORMATION

FISCAL YEARS 2023 - 2024

The PLA is a non-profit community organization comprised of a 18-member board of directors, 10 committees, the Mean Green Team, Graffiti Busters, over 500 resident and businesses members, sponsors, donors, and over 100 dedicated volunteers. In addition, we have a robust mailing list of 2,000 recipients that receive our newsletters.

How funds were **Raised**



How funds were **Used**





ART MURALS & UTILITY BOXES

The Point Loma Association invited the public to attend a mural unveiling celebration for a new mural titled “Sky’s the Limit” by artist Sarah Stieber. The curtain dropped to reveal the mural. A reception followed, hosted by Monsaraz Hotel.

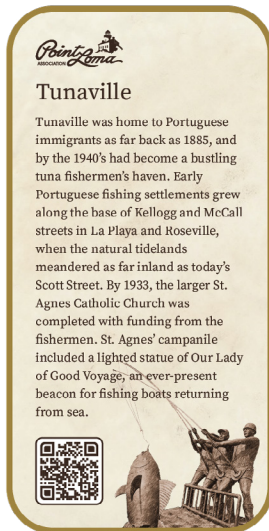


Utility box art projects not only beautify our neighborhoods with art, they bring together high school students, elementary students and other civic organizations to help contribute to the art. Many thanks to the artists from the Point Loma Artists Association who have lent their artistry to the project.

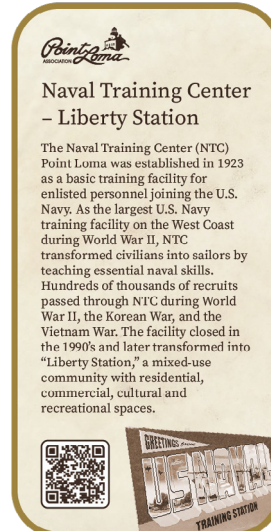
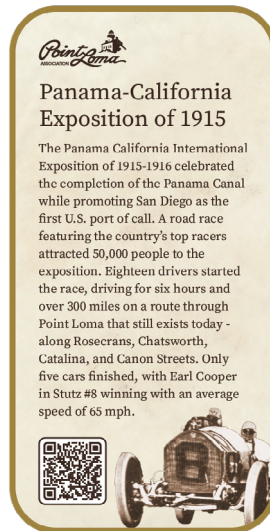


REVITALIZATION OF OUR COMMUNITY

A Peninsula History Interactive Trail was unveiled in May of 2024 with a public celebration marking the completion of the final phase of the PLA-sponsored Village Lights project. PLA hosted a free, festive fun event for the community dedicating and showcasing 12 interactive historical plaques along Rosecrans. The plaques highlight significant people, places, and events shaping the Peninsula community through QR codes with details. On the opposite end of Rosecrans at Lytton, the PLA has started plans for a gateway entry sign to welcome residents home and tourists visiting the area.



Historic Plaques



Planned Point Loma Gateway Sign

ANNUAL WREATH CEREMONY

Every December, the PLA supports the annual 52 Boats Memorial Wreath Laying event at NTC Park at Liberty Station.

The commemorative laying of wreaths and placement of flags honors submariners, many of whom never returned home, who gave their lives for our country and celebrate those who survived the sinking of their boats during battle.

The PLA supports the recognition of those who served and our Peninsula neighbors who continue to serve, to keep our nation strong, safe and free. We hope you'll join us this December for this special event and assist in the placement of wreaths and flags at each of the memorial markers.

SUPPORTING LOCAL BUSINESSES

We love our local businesses that support us. Every month a business hosts our Business Mixers. These networking events strengthen our relationships with local businesses while in return they support our projects and the community.



ANNUAL DINNER

More than 300 people attended the PLA Gateway Gala at the Kona Kai in October 2024. The annual event raised \$160,000 gross revenue to support Peninsula initiatives. 90% of the net funds raised go back into the community.

The theme was designed around the new Point Loma Gateway Project, a Peninsula beautification initiative. The evening was filled with various activities including a silent auction with local favorites from fitness, art and dining to a live auction with extravagant trips and culinary experiences.





CARETAKERS ARE OUR LOCAL BUSINESSES AND PERSONAL MEMBERS

Our local business and personal members are in Point Loma for a reason! Being a Point Loma Association Business or Personal Member allows them to support our community, while enabling the community to give back to them at the same time. Benefits of business membership includes:

- Ongoing business promotion to PLA members + local community
- Contribution to all PLA beautification projects
- Sponsorship opportunities
- Meet other local business owners

Benefits of personal membership includes:

- Invitations to PLA social events
- PLA Newsletter
- Community Pride

We thank all the businesses and individual donors that have maintained and increased their membership levels this past year.

We encourage you to think of, refer and support our community members who play an active role in making Point Loma a wonderful place to live, work and play.



Our members create a thriving community - to become a member of the PLA, please visit www.pointloma.org/memberships or call and leave a message at **619-736-1752**.

Business Directory

PLATINUM

- Bali Hai Restaurant
- Casiano Law Firm*
- DPR Construction
- Edward Jones
- Friedberg & Bunge
- Harbor Dental
- HomeStreet Bank
- Point Loma Nazarene University

GOLD

- American Wiring, Inc*
- Bay Club Hotel & Marina
- Beauty Energy Exchange
- Beth Roach, Willis Allen Real Estate
- Blue Mind Psychological Services
- Call Glenn Again Handyman Services
- CENTRIC Marketing
- David P. De Rosier DDS Inc.
- Driscoll Management, Inc.
- Eat My Words Brand Naming
- Floor Coverings International*

- Gallagher, Bolander, Smedley
- Jensen's Foods
- Kona Kai Club
- NTC Foundation
- Occidental Landscape, Inc.
- Pacific Sotheby's (Marc Lyman)
- Point Loma Advisors
- PPI Real Estate
- Schmidt Design Group
- The Monsaraz
- United Portuguese S.E.S.
- Whitney Vazza Real Estate*
- Xceptional Dental

SILVER

- America's Finest City Half Marathon
- ASG Realty
- Burtek Energy*
- Catalina Realty & Property Management
- Cabrillo National Monument Foundation*

- Child of Wild*
- Devoted To Youth – Pt. Loma Farmers Market
- Diane Sullivan Realty
- Dixon Resources Unlimited
- Elite Escrow Services
- Good Point Gasoline
- James Gang Printing
- Jimmy's Famous American Tavern*
- Kids on the POINT OT*
- Liberty Station Community Association
- Longboard Transportation
- Louis E Paulerio, DDS
- miabellaskin
- Modern Times Beer + Coffee
- Nielsen Construction CA
- Om Valerie Sacred Self Care*
- Paint Loma
- Peninsula Hearing and Balance Center
- Peninsula Plumbing
- Point Loma Assembly
- Point Loma Fish Shop
- Ramada San Diego Airport
- Roberto's Taco Shop Point Loma
- San Diego County Credit Union
- San Diego Gymnastics

- Service Kings Home Services
- Sushi Lounge Point Loma
- The Hartley Company
- The Peninsula Alliance
- Willis Allen Real Estate
- Zed Electric

BRONZE

- Alexandra Mouzas - Realtor*
- All Aboard Charcuterie and Provisions*
- Beach Community Acupuncture
- Big Bay Boom
- Boyd Law
- Burns Digital Marketing*
- CancerSurvivalRates.com
- Catrina Russell Real Estate Inc.
- Coco Playa*
- Coldwell Banker
- Cygnet Theatre
- Detail in Progress*
- Ding Ding Ding Dent Repair
- Eco Boat Rentals
- Efficient Working Bodies
- Elise Streicher - Attorney
- enBalance Physical Therapy & Wellness
- Encompas Printing & Graphics
- Fairway Independent Mortgage, Wendy Rosenthal

- Fleece Breaker
- Fordham Educational Consulting*
- Fotinos Vineyard
- Goodbar
- Haffner & Morgan LLP
- High Tech High
- Juicy Burgers*
- Julep Venue*
- Juno's Point Loma*
- Kahu Fiduciary
- La Playa Books
- LM Terhaar*
- Leather Magic
- Little House of Flowers
- M Fischbeck Studio Gallery
- Matt Kalla Insurance Agency*
- MKArchitects
- Morning Star Real Estate Services
- neurogenNOW
- Ocean Beach Speech*
- Old Venice Restaurant
- Pacific Sotheby's (Dawn Leahy)
- Patti Adams, Realtor
- Paula's Pet Pantry*
- Peninsula Beacon
- Peninsula Chiropractic Group
- Peninsula Home Loans
- Point Loma Lifestyle

- Point Loma Seafoods
- Point Loma Tea
- Point Loma Tutor
- Point PR Communications
- Postal Annex
- Ravive Health & Vitality
- San Diego Thai Catering
- SD Union Tribune-UTCP Community Papers
- Searcher Sportfishing
- Sign It*
- Simple Distributors*
- Stan Diego Real Estate Group
- Stu's Art Photography
- Submerge Church
- Sunless Revolution
- Tech Concierge San Diego
- The San Diego Union-Tribune*
- The Stronghold
- Thursday Club
- Trust Services of Point Loma
- Trusty Ink Works Services*
- USI*
- Vanessa Nicole Jewels
- Walker Law
- West Coast Paddle Sports*
- Westminster Presbyterian Church

*Joined after the 2023-2024 fiscal calendar year (July 1, 2024). An up-to-date directory of all our business members can be found at www.pointloma.org and are often featured in our newsletter.

MEAN GREEN TEAM BEAUTIFICATION SITES



- 1 ED'S TRIANGLE & SURROUNDING AREAS
- 2 PORK CHOPS
- 3 NIMITZ WEST & POINT LOMA WELCOME SIGN
- 4 POINT LOMA HERVEY LIBRARY
- 5 DEWEY ELEMENTARY
- 6 SOTO STREET SHED
- 7 LIBERTY STATION/ NT ROSE GARDEN & MONUMENT ROWS
- 8 TENNYSON TRIANGLE
- 9 THE VILLAGE
- 10 CANON HIKING TRAIL
- 11 POINT LOMA PARK
- 12 CANON STREET GOLD MEDALLIONS
- 13 ROSECRANS JACARANDAS
- 14 CATALINA/CANON MEDIAN
- 15 NIMITZ MEDIAN
- 16 FIRE STATION 20
- 17 SANDY BEACH AT SHELTER ISLAND
- 18 WELCOME TO POINT LOMA SIGN ON HARBOR DRIVE

SPECIAL PROJECTS
THROUGHOUT THE POINT

Additionally, as needed, the MGT volunteers to pull weeds, pick up trash, and remove graffiti throughout the peninsula.
VISIT WWW.POINTLOMA.ORG TO SEE ALL OF OUR CARETAKING IN OUR COMMUNITY

THE MEAN GREEN TEAM
OUR COMMUNITY BEAUTIFICATION HEROES



Catalina & Cañon Median

Located at the junction of Catalina Blvd and Cañon St is a triangular median that thousands of cars and cyclists pass daily enroute to Cabrillo National Monument, Fort Rosecrans National Cemetery, Point Loma Nazarene University and multiple naval installations. PLA replaced ugly asphalt with drought tolerant plants to create an oasis of beauty along this highly popular route to some of the most visited destinations in San Diego.



A large, illuminated sign for Point Loma is the central focus of the image. The sign features the words "Point Loma" in a glowing, cursive script. It is mounted on a white pole that also holds a single, glowing light bulb at the top. The background is a dark, twilight sky with silhouettes of tall trees. In the foreground, a road with several cars is visible, their headlights and taillights adding to the scene's illumination.

Point Loma

We appreciate your participation, which supports vital projects on the peninsula—enhancing its beauty, character, and charm while improving quality of life and strengthening our sense of place and community.

voicemail: **619-736-1752**
email: **info@pointloma.org**
website: **pointloma.org**