

**POINT LOMA ASSOCIATION - Beautification Committee Meeting**  
**April 1, 2008**

**Members Present:** Ron Brooks, Jodie Bruhn, Karen Davis, Celeste Trepte, Dorothy Lord, Bill Klees, Dave Brown, Ann Silliman, Betty Allman, Bruce Cook, Cecilia Carrick, Stan Nadel, Dee Kettenburg, Ardetta Steiner and Katheryn Rhodes.

Chairman **Ron Brooks** opened the meeting at 8:05 AM at the San Diego Yacht Club.

Minutes Review: Minutes from the March 4 meeting were reviewed and approved.

Budget: **Jodie** reported that \$17,786.63 was spent last month and \$46,178.92 of our \$54,800 FY2007-08 budget was spent. All project coordinators were encouraged to provide budget input for the next fiscal year to Jodie. It is anticipated that we will begin discussing our committee budget proposal at the May 6 meeting.

Inspiration: "Never be afraid to try, remember...amateurs built the ark...professionals built the Titanic."

President's Report: **Bill** reported the following:

- Input, both positive and negative has been received concerning the Catalina Ramp project. One negative email came from Bob Herrin who did not like the greenery removal from the Nimitz slope adjacent to the project. It was noted that reclining acacia shrubs have been planted at the top of the slope and should eventually cover the area.
- A tagger was able to get to the top of the new Starbucks construction site and leave graffiti.

**Discussion Topics:**

1. Annual Dinner: The Annual Dinner is scheduled on May 20. A packet of information including details regarding the dinner and information for volunteers was distributed. A list of current volunteers is provided, but additional volunteers – especially computer savvy individuals are still needed. It was emphasized that many activities related to the dinner such as making donations or ticket reservations can now be done online via the PLA web site: [www.plaweb.org](http://www.plaweb.org). Additionally, it was noted that baskets to be used to package silent auction items are needed. Anyone who has baskets to donate can contact Martha Phillips at 523-3787.
2. Beautification Committee Table Reservations: For those members of Beautification who would like to sit together, Ann Silliman has agreed to coordinate that effort. If you would like to be seated at a table with your fellow Beautification Committee friends, the following instructions are for you:
  - Tickets are \$75 per guest.
  - Send a check for the correct amount to Ann Silliman made payable to the *Point Loma Association*  
650 San Antonio Ave.  
San Diego, CA 92106
  - Include a list of everyone's name and their entrée selection:\*
  - B = Beef
  - C = Chicken
  - V = Vegetarian
  - Your packet will be waiting for you when board the Inspiration Hornblower on Tuesday, May 20
  - Our deadline is Mon., April 28. Ann will deliver our reservations to Pam Kelly on that day.**
3. Silent Auction – Hugh Story Memorial: **Dee** is collecting items for the silent auction that will be targeted to offset costs of the Hugh Story Memorial – if you have donations for this purpose, she will be happy to pick them up.

4. PLA Dinner Awards: **Bill** reported that the awards committee has begun the process of selecting community sites/businesses worthy of award recognition. The home garden award, which is selected by the Beautification Committee, has been determined and will go to the home at 2914 McCall. Efforts will be made this year to keep the program short. The film will be around 10-12 minutes in length.
5. Display Tables at the Dinner: **Celeste** noted that there will be a number of display tables at the dinner to include the following:
  - Point Loma Association: Ron Brooks
  - Garden Awards: Ron Brooks
  - Hugh Story Memorial: Karen Davis
  - NTC Park Project: Kim Elliott
  - Point Loma Marketplace: Gretchen Early
  - Concert Series: Lee Lipsey
  - La Playa Trail: Patti Adams
  - Al's Garage Property Plans: Patti Adams
  - Painted Utility Boxes: Kerri DeRosier
6. Catalina Ramp: **Celeste** reported that the project is near completion. The upper section is planted, and the lower succulent garden planted by Michael Buchner is very near completion.
7. Graffiti Strike Force: **Cecilia** reported that an article on PLA graffiti removal efforts was included in the most recent Beacon and that the next PLA newsletter will also include an article on the subject. No input is coming into the web site. Cleanup crews have been going out on Fridays and removing graffiti. Our benches, especially near bus stops have been heavily targeted. Comments from individuals in the area have been largely positive, but at least one negative comment has been received.
8. Newsracks: **Ron** provided a copy of the information forwarded to Matt Awbrey concerning the 17 newsracks adjacent to the village post office. Information was requested regarding the compliance status of the racks and information about the corrals. It is hoped that the newsrack situation can show more improvement prior to the annual dinner.
9. Additional Thoughts:
  - **Dee** noted that the grounds adjacent to Cabrillo School are looking weedy and unkempt.

### **Project Reports:**

#### **Code Compliance:**

- **Celeste** reported that SD Code Compliance notices regarding the sandwich board advertising at 99 Cent Cleaning has been sent.
- Fresh and Easy is projected to open now in mid-May although Peet's should open in three weeks. The landscaping is in, and the Catalina Realty Building will be repainted soon.

Correspondence: Thank you notes were sent by **Ardetta** to Matt Awbrey and Dwight Harrington. **Karen** sent thank you notes to the Urban Corps, Park and Rec., and Environmental Services.

Newsracks: (see above)

Catalina Ramp: (see above) A bid request to maintain this new site has not yet been received from Total Green Landscape.

Tool Shed and Storage Building: A budget line item for new tools should be included in budget proposal.

Village Flower Project: no new information

Historical Marker: no new information

Al's Garage: no new information

Benches & Debris Containers: no new information

Catalina Tree Project: no new information

Village Trees: no new information

Cañon Street Sycamores: A 'captain' is needed for this area.

Garden Awards: The garden at 2914 McCall will be honored at the annual dinner. Gardens recommended for future award consideration are 384 San Fernando and 1250 Willow.

Tennyson Triangle: no new information

Nimitz Triangle: no new information

Nimitz Median: no new information

Pork Chops: A sprinkler group was malfunctioning, so the system was turned off and Superior Irrigation contacted. Chris Ewell indicated that he would address the problem this week.

Dewey School: no new information

PL Entry Signs/Nimitz West: no new information

Dana School: no new information

Graffiti: (see above)

Barnes Tennis Center: no new information

### **Reminders:**

- Peninsula Community Planning Board April 3 at the library – 4-8PM
- La Playa Trail Assn April 8 at the Peninsula Community Svc. Ctr. – 2:30PM
- PLA Board meeting 9 at the Bali Hai -- 7:30AM
- Peninsula Community Planning Board April 17 at the library – 6:30PM
- Annual Dinner May 20 – please consider silent auction donations ([www.plaweb.org](http://www.plaweb.org))

**Roses and Radishes:** A bouquet goes to Fresh & Easy for the incredible parking area landscaping.

The meeting was adjourned at 9:20AM. Please note that our next meeting will be 8AM, May 6, 2008 at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail **Ron** at [brooks1@cox.net](mailto:brooks1@cox.net).

Respectfully submitted,

Karen Davis  
Secretary

### **Mean Green Team Calendar**

April 4 Pork Chops  
April 11 Nimitz West  
April 18 Dewey  
April 25 Dana/Tennyson (Ron out of Town)  
May 2 Pork Chops

*Check weekly e-mail reminder sent every Wednesday.*