

**POINT LOMA ASSOCIATION - Beautification Committee Meeting**  
**June 3, 2008**

**Members Present:** Ron Brooks, Jodie Bruhn, Karen Davis, Patti Adams, Betty Allman, Dee Kettenburg, Bill Klees, Lois Devlin and Debbie Hall.

Chairman **Ron Brooks** opened the meeting at 8:10 AM at the San Diego Yacht Club.

Minutes Review: Minutes from the May 6 meeting were reviewed. Please note one correction. Under the discussion regarding the proposed budget, it was stated that the fiscal year begins in June. In fact, the new fiscal year begins in July.

Budget: **Jodie** reported that \$1,806.68 was spent last month and \$48,741.43 of our \$54,800 FY2007-08 budget was spent. The PLA Budget Committee should meet later today and will consider the Beautification Committee proposed budget at that time.

Inspiration: *June is bustin' out all over – all over the meadow and the hill! Buds're bustin' outa bushes and the rompin' river pushes ev'ry little wheel that wheels beside the mill!*

Oscar Hammerstein II

Additions/Corrections:

- Community Contact List: add Officer Brian Hewitt – [bhewitt@pd.sandiego.gov](mailto:bhewitt@pd.sandiego.gov)
- Graffiti Control Hotline: 619-525-8522
- Graffiti Control Paint Bank: 619-527-5419
- Urban Corps Graffiti Hotline: 800-829-6884

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

- The annual dinner concluded and has yielded many nice comments. **Martha Phillips** did an excellent job chairing the event. Concerns regarding check-in and some confusion over bid numbers were noted. After expenses, the event raised \$11,287. Of that amount, \$2,335 was designated toward the Hugh Story Memorial.
- The Point Loma Concert Series is a major concern. Someone is needed now to work with this year's series in preparation to take over next year. Unless someone steps forward, the series may not continue after this year. If you know of anyone who is available and who could take on this project, please contact **Bill**.
- **Elise Streicher** is working with the Union Bank putting together the necessary documents to permit placement of a LaPlaya Trail marker on their property. **Kloni** and **Patti** have also spent much time on this effort.

Discussion Topics:

1. PLA Dinner Reflections: **Ron** plans to send a note to **Martha Phillips** from this committee in appreciation of her work on the annual dinner. She truly performed an amazing amount of work. There is little doubt that economic times put pressure on the financial return from the event, but there is also much to be said about the delightful evening enjoyed by all. The PLA story board is back in storage at Soto Street. The dinner next year will necessarily be at a different location since it is anticipated that the ship will be moved to Long Beach.
2. New Projects: It is time to consider whether we should address any new major project for the next fiscal year. We can discuss ideas at future meetings.
3. Graffiti Strike Force: **Betty** reported that the PL Village area has less graffiti now, but taggers continue to hit other areas of the peninsula pretty hard. A resident in Sea Colony has offered to clean up graffiti in the Voltaire area. Other individuals/business owners have offered to help when they are given the necessary information as to how

to remove graffiti. **Cecilia, Betty and Barbara** painted out a major graffiti hit on the old Von's building last week. **Cecilia** has become proficient at mixing paint to match building colors so that the paint job does not look patched.

4. NTC Aquatic Center Setback: An email from Julie Zoellin Cramer concerning the NTC Aquatic Center Setback was distributed. Funding that was supposedly allocated for the planning, design and engineering study phase for the center is not currently available for this purpose. Efforts are being made to ensure that this is only a delay.
5. Garden Awards: After much discussion regarding various awards, it became clear that criteria for awards were often absent.
  - Garden Award – Should the garden award be given to an area other than a residential garden? After much debate, it was determined that the garden award should only go to residential gardens.
  - Non-residential recognition – The entry courtyard at Correa Middle School has gone from sad looking to impressive due to murals and plants. The Beautification Committee would like to applaud this type of positive change with an award or some recognition. It was suggested that the courtyard be recognized with an article in the PLA Newsletter and that we recommend to the PLA Board that the school be formally recognized at the next PLA Annual Dinner.
  - Grand Beautification Award – The Grand Beautification Award is presented at the annual dinner each year. This award usually goes to a Beautification Committee member, but exceptions have and can be made. In past years, Hugh Story had made the determination as to who was most deserving. It was recommended that past recipients of the award should form a committee in months prior to the next dinner and select the new recipient.
  - PLA Awards Committee – It was suggested that the PLA Board should consider forming an Awards Committee to establish procedures.

### **Project Reports:**

Code Compliance: The Fresh and Easy store is set to open on July 7. Peets Coffee may open prior to that date. The Catalina Realty Building is slated to receive a new coat of paint in the near future.

Correspondence: A note will be sent to Helen Ginnard of the Children's Hospital Auxiliary, Dana Unit, in appreciation of their support at the dinner.

Newsracks: According to Matt Awbrey, he is talking with City Solutions, a manufacturer of newsracks, and is working on getting the new green newsracks for Point Loma.

Installation will begin as soon as it is known how many permits have been pulled for publications. (information from PLA Board Meeting Minutes of April 9, 2008)

Catalina Ramp: no new information

Tool Shed and Storage Building: no new information

Village Flower Project: no new information

Historical Marker: (see President's comments)

Al's Garage: no new information

Benches & Debris Containers: Matt is working on a permit for the placement of a bench, trash can and flower boxes on Cañon Street.

Catalina Tree Project: no new information

Village Trees: no new information

Cañon Street Sycamores: **Lois** has agreed to be the captain for this area. (YESSSSS!)

Garden Awards: (see discussion topics)

Tennyson Triangle: **Jodie** reported that there are 20 old euryops that need to be

replaced. She obtained a \$150 bid from Moises for the removal. The committee approved acceptance of the bid. New planting will be done by the Mean Green Team. It was noted that the PLA sign was too far back to be seen. It will be relocated forward when the work is completed.

Nimitz Triangle: The water leak at this site was repaired by Moises and his crew.

Nimitz Median: no new information

Pork Chops: **Karen** reported that Pride of Madeira was trimmed back on the East pork chop. The West will be trimmed this month.

Dewey School: no new information

PL Entry Signs/Nimitz West: The electricity to the lights and irrigation system is still out. Contacts from the City suggest repairs could be complete this week.

Dana School: no new information

Graffiti: (see above)

Barnes Tennis Center: **Betty** reported that graffiti on the Barnes property was removed by their staff.

### **Reminders:**

- La Playa Trail Assn. – June 10, Peninsula Community Service Center, 2:30PM
- PLA Board meeting – June 11 at the Bali Hai -- 7:30AM
- Peninsula Community Planning Board – June 19, 6:30PM, library
- Neighborhood Watch – June 3 at the Western Division Hdqt. 5215 Gaines, 6:30PM

**Roses and Radishes:** A bouquet goes to the entry courtyard at Correa Middle School.

The meeting was adjourned at 9:30AM. Please note that our next meeting will be 8AM, July 1, 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

June 6 Nimitz West/Catalina Ramp  
June 13 Pork Chops  
June 20 Dewey  
June 27 Soto Street

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