

Point Loma Assembly

EST 1911



3035 Talbot Street
P.O. Box 60174, San Diego, CCA 92166

VOL 7, ISSUE 9

MARCH 2021

Our March 11 Meeting



The Port Tenants: How They Are Coping with COVID

The Port Tenants Association was founded in 1989 and represents over 300 businesses in the five Port cities that surround San Diego Bay. Its members are tenants of the San Diego Unified Port District and the Association represents them. Members include all the San Diego Bayfront hotels as well as numerous maritime shipping/boatyard companies, marinas/yachts clubs and retail shopping complexes; museums, including the USS Midway and the Maritime Museum; and hundreds of restaurants from Chula Vista, Coronado, National City, Imperial Beach and San Diego.

Sharon Cloward, the first woman president of the organization, is uniquely qualified to update us on what is going on with the Port Tenants during this pandemic. She meets regularly with the five Port City political representatives and the Chambers of Commerce and is a founder of San Diego Bay's Working Waterfront Group, a consortium of waterfront businesses focused on protecting the livelihood of its 42,000 employees. Her job entails working with the Port of San Diego, the Airport Authority, EDC and South County EDC, SANDAG and the San Diego Downtown Partnership. She is also the founder of the SDPTA's annual Bay clean-up effort known as "Operation Clean Sweep."



Ms. Cloward's extensive civic endeavors include past America's Cups, the Super Bowl Relations Committee, Kona Kai International Yacht Clubs Annual Event (America's Schooner Cup Races), Fleet Week San Diego, the Maritime Museum, the Sailing Events Association San Diego and Point Loma and La Playa Yacht Clubs.

Join us for this fascinating talk about the waterfront that is so much a part of all our lives.

The Zoom meeting starts at 4 p.m. on March 11 and you will receive an email one day earlier with the login information.

Point Loma Assembly's Mission:

To promote literary, social, educational, philanthropic, civic, and artistic work, and to restore and maintain the Assembly building at 3035 Talbot Street.



Recap of Our February Meeting

Eric DuVall, President of the Ocean Beach Historical Society, presented *Trolley to the Beach*, the history of electric streetcar service in the beach areas of San Diego from approximately the

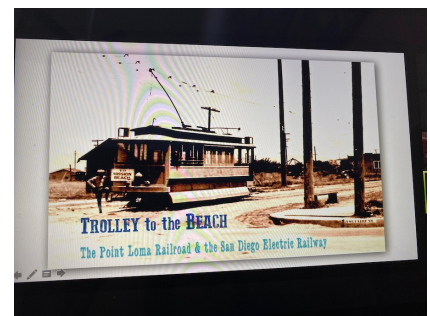
1890s to the 1940s.

This is a fascinating story of how the Point Loma Railroad and the San Diego Electric Railway and promoters and the real estate magnates like D. C. Collier and John D. Spreckels who created the trolleys to promote their new real estate subdivisions as San Diego expanded. The approximately 50 year journey set the stage for tremendous growth for San Diego.

Photos, maps and documents from the Ocean Beach Historical Society archives and sources such as the San Diego History Center and the Pacific Southwest Railway Museum in Campo as well as many of DuVall's own photos and videos brought this history to life.

He cited two excellent books as resources: *Rails of the Silvergate: The Spreckels San Diego Empire* by Richard V. Dodge and *Beach Town: The Early Days of Ocean Beach To 1930*, a history of Ocean Beach by Ruth Varney Held, one of the founders of the Ocean Beach Historical Society.

DuVall grew up in the Ocean Beach and spent a lot of time exploring the area on his bike, skateboard or simply by walking. He helped start the University Heights Community Association, and the University Heights CDC. They got the City to buy what became the Trolley Barn Park, which will be celebrating its 30th anniversary next month.



Thank you to our business sponsors: Brigantine Restaurants, La Playa Books, Pacific Sotheby's International Realty, Ryan Family YMCA, Save Our Heritage Organisation (SOHO), The Monsaraz San Diego and Visions Art Museum.

RENT THE ASSEMBLY Hourly rate \$100, with 4-hour minimum. \$400 for half day, \$800 for full day. Discount for nonprofit organizations. Visit pointlomaassembly.org/rentals. Rentals are subject to COVID-19 restrictions.

Membership News

by Pam Hamilton Lester, Membership Chair

Despite the pandemic, our membership has reached 116 members in our fiscal year ending June 30, with 7 Business Sponsors. What is very nice to announce about these numbers is that a new member joining the Assembly in August 2020, Sharon Cloward, will be the speaker for our Zoom General Meeting on March 11. The Zoom programs have been terrific and I hope all members will be able to join in for the March meeting!

Our newest Business Sponsor is the Monsaraz Hotel, under construction at the corner of Rosecrans at Garrison Street and opening this April! The hotel is part of the Tapestry Collection by Hilton. Next month's Newsletter will tell you more about this newest Business Sponsor. Please let me know if you know someone who would like to become a member late in our fiscal year—individual membership is only \$50 for those joining after February 1. A big thank you to our members who ensure that the Point Loma Assembly continues to be a community treasure.



*Happy
St. Patrick's
Day*



Who We Are!

by Pam Fuchs, Communications Chair

Hurry to the end of your driveway on the day your Beacon newspaper arrives, or stop at one of their distribution boxes. You will see an advertisement that serves to announce to the community that the Point Loma Assembly is alive and well even in this pandemic and will be ready to host in person meetings and events when it is safe to do so.

The short messages will be found in each edition. There will also be details about rental opportunities and community events that are scheduled at the Assembly Hall in the future.

Be proud. We are a lively organization that is looking to the future at all times. Now we are letting the entire community know more about our organization.



Legacy Fund News

by Pam Hamilton Lester, Legacy Fund Chair

Because of the outstanding response of our membership to the 2020 Legacy Fund Campaign, improvements will soon be underway on the Assembly's two restrooms. Thank you, members! The goal is to complete these improvements while the Covid-19 restrictions continue to prevent rental of the Hall. The 2020 Campaign ended December 31 with a grand total of \$16,475 in donations from 49 members. A new category of gift recognition of "2020 Special Angels" was created in order to appropriately recognize the 3 members donating \$1,000 each, a member donating \$2,000 and a member donating \$5,000—how extraordinary! All Legacy Fund donations are recognized throughout a Campaign. I was honored to recognize all 49 donors in our 2020 Newsletters. A kick-off of the 2021 Campaign will come later this year.



The La Playa Trail Association

presents

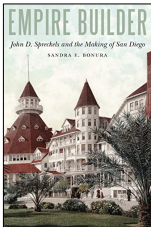
Empire Builder: John D. Spreckels and the Making of San Diego

by

Dr. Sandra Bonura, Historian/Author

Saturday March 13 at 1 O'clock in the Afternoon via ZOOM

<https://us02web.zoom.us/j/83652632900?pwd=b1dVS0ZkVEhKTmdXVHF2Tmk4Y25lUT09>



Dr. Sandra Bonura is a native San Diegan who spent her childhood in Coronado while her mother was employed at North Island. She works with the Coronado Historical Association as a docent and served as the guest curator for its 2018 exhibit John D. Spreckels: The Man/The Legacy. An authority on Hawaii, Dr. Bonura is a frequent storyteller and lecturer on the importance of using a multitude of primary sources to gain veracity on historical events. She is also a professor at Azusa Pacific University, training school counselors and psychologists.

Dr. Bonura's published *oeuvre* includes: *Light in The Queen's Garden: Ida May Pope, Pioneer for Hawaii's Daughters* (University of Hawaii Press, 2017) ... "Queen Lili'uokalani's Beloved Kawaiaha'o Seminary," (*Hawaiian Journal of History* (Vol. 51; 2017) ... "Lydia K. Aholo—Her

Story, Recovering the Lost Voice" (*Hawaiian Journal of History* (vol. 47 2013)); and *An American Girl in the Hawaiian Islands: Letters of Carrie Prudence Winter 1890-1893* (University of Hawaii Press, 2012), as well as *Empire Builder: John D. Spreckels and the Making of San Diego* (University of Nebraska Press 2020)



Although La Playa Books is closed for indoor business, they are still available for fulfilling phone and email orders Thursday through Monday 11 a.m.-4 p.m. 1026 Rosecrans St. Phone 619-226-2601, orders@laplayabooks.com. Be sure to check out their website (laplayabooks.com) for events like their recent Mystery Sale, held in the parking lot behind the store on February 27. They had hundreds of Mystery paperbacks at half price.

March 5 - 12, 2021

OH! SAN DIEGO

Open House San Diego™

FREE TO THE PUBLIC!

CLICK

Virtual and outdoor self-guided tours through a diverse mix of San Diego-area neighborhoods.

Scan this code to learn more and download the tour app.

SAFDIE RABINES ARCHITECTS | RICK | MALICK | MILLENIA | citythinkers | CHELSEA INVESTMENT CORPORATION | COSTA VISTA RV RESORT | JEFF KATZ ARCHITECTURE | KTU+A | NIKKI KREIBICH REALTOR | NORTH CITY | PACIFICA COMPANIES | ROBERT MELLOR CONSULTING | RYAN COMPANIES | SILVERGATE DEVELOPMENT | STUDIO E ARCHITECTS | W.D. DICKINSON | SDAF SAN DIEGO ARCHITECTURAL FOUNDATION | sdarchitecture.org/openhouse

2020-2021 BOARD OF DIRECTORS

Officers:
 PRESIDENT Cecilia Carrick
 VICE PRESIDENT Sandy Perlatti-Sally Bixler
 SECRETARY Chris Hatch
 TREASURER Pat Baker

Directors:
 RESTORATION Victory Lareau
 COMMUNICATIONS Pam Fuchs
 HISTORIAN Dottie Laub
 HOSPITALITY Beth Collado-Margie Myers
 HOUSE Marilyn Daniels
 MEMBERSHIP Pam Hamilton Lester
 WAYS AND MEANS Pam Hamilton Lester
 Newsletter Lynda Cook
 Rental Manager Jody Applebaum