A collaboration of the Ocean Beach MainStreet Association and The Peninsula Alliance, the new “Friends of OB” campaign rolled out on Sept. 25 to encourage donations to continue to enhance the eclectic beach community. The initial goal is to raise $10,000 by the end of this year. Donations will fund efforts for a cleaner, safer, and beautified Ocean Beach.

“This campaign will serve as a catalyst to continue to revitalize our already vibrant community of Ocean Beach,” said Dave Martin, Ocean Beach MainStreet Association and The Peninsula Alliance board member. “The new project will support beautification efforts in the area, and we hope many will contribute and become a ‘Friend of OB.’”

As a nonprofit, the Ocean Beach MainStreet Association (OBMA) relies heavily on special events such as the Street Fair & Chili Cook-Off, Oktoberfest, and numerous smaller events and fundraisers to provide funds to enhance its programs. Due to COVID-19, OBMA has been unable to provide the additional funding needed to enhance its community programs.

The new Friends of OB campaign encourages individuals and businesses alike to help in enhancing the Clean & Safe Program by becoming a Friend of OB with a tax-deductible donation online. Those who donate will have the option to be highlighted on OBMA’s monthly newsletter as well as on FriendsofOB.org.

In 2019, OB’s Clean & Safe Program provided more than 20,000 dog waste bags, removed 415 stickers, maintained 22 murals, removed 305 pieces of graffiti, and cleaned up more than 33,800 cigarette butts. The new Friends of OB campaign aims to continue these actions.

“We are excited to gear up for a new opportunity to generate funds and continue our efforts to better our community,” said Denny Knox, executive director of the OBMA. “Our beach town is open. We look to our community of Ocean Beach and to those who love this unique neighborhood to help us by contributing to our Friends of OB program efforts.”

The campaign focuses on three main pillars: clean, safe, and beautification.

- Donations to the “clean” program funds trash removal along
Agent Spotlight

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San Diego is a great place to live! I know because my family has been here for 5 generations. Primarily serving the coastal neighborhoods of San Diego, I am passionate about helping my clients achieve their real estate dreams. My clients value and trust me for my local knowledge, expert business advice, and exceptional results when buying or selling. I am a Certified Negotiation Expert. I aggressively use the internet and my large network of local connections to get your home sold in a short period of time at the highest possible price. I am committed to providing exceptional service before, during, and after your real estate transaction. I answer my own phone and am never too busy to answer your questions personally. When you list your home with me, you will always be dealing with me directly, not an assistant. Prior to my career in real estate, I was an executive at a large software company, so I leverage technology to provide outstanding results to my clients.

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Gov. signs bill to begin groundwork of NAVWAR redevelopment

By DARO SCHWAB | THE REASON

State Assemblymember Todd Gloria joined San Diego Association of Governments and a Navy spokesperson on Oct. 1 to announce Gov. Gavin Newsom has signed AB 2731, legislation laying the groundwork for potential redevelopment of Naval Information Warfare Systems Command in the Midway District.

Co-authored by Gloria and Senate President pro Tempore Toni G. Atkins, the new legislation follows joint efforts by SANDAG, the region’s transportation planning agency, and the U.S. Navy. Both have been collaborating on a potential major redevelopment of the NAVWAR site straddling Old Town Transit Center. Both agencies have been exploring the possibility of creating a central mobility hub connecting the transit to the San Diego International Airport, along with creating a newly modernized cybersecurity facility for the Navy and new regional housing units.

“This is a very big and important day for our military, our transportation system, and our broader San Diego community,” said Gloria. “AB 2731 is saving 5,000 existing Navy jobs from potential relocation, and could be a transformational project for our San Diego region creating a 21st-century transportation system while providing desperately needed economic stimulus to our community during a time of recession because of COVID-19.”

Gloria noted there are environmental benchmarks in AB 2731. Those include a requirement for LEED Gold (clean building) certification and a reduction of 25% in vehicle miles traveled, as well as the project’s mandate to be greenhouse-gas neutral.

“This project with a possible connection to SDIA has been long envisioned, and now is possible because of the signing of this bill,” concluded Gloria. “Today marks a great victory for our San Diego region creating new housing next to mass transit.”


Mark Balmert, executive director of the nonprofit San Diego Military Advisory Council, spoke of the military’s importance to San Diego’s economy.

“More than $40,000 good-paying jobs in our region are tied to the (federal) Department of Defense budget,” he said. “NAVWAR is a vital military headquarters, but it is in bad need of modernization. Keeping this work here at NAVWAR will enable its growth and modernization. This is a world-class, one-of-a-kind project.”

“This is the kind of project we need to pursue,” concluded Ikhrata.
Point Loma Library reopens with several safety precautions

Point Loma/Hervey Library joined 11 others citywide in partially reopening at 25% capacity on Oct. 3.

But Christine Gonzalez, branch manager of the library at 3701 Voltaire St., cautioned patrons to expect a few changes, including the children’s area on the lower level remaining closed for now.

“We basically wiped every single book in this library,” said Gonzalez of the long pandemic closure since mid-March. “Our priority, first and foremost, is the safety of the public and our staff. We are following all the state and Centers for Disease Control and Prevention protocols.

“With education going online, it’s very important for people to come in and use the library’s computers and printers,” added Gonzalez while pointing out many library users, like those from nearby Point Loma youth hostel at 3790 Udal St., depend on the library for their communication and printing needs. Gonzalez added the branch library’s extensive collection is “still available,” but with this proviso.

“Someone coming in and wanting a particular book, we have our staff members called runners go into the stack and pull those off the shelves for that person,” the branch manager said.

Regarding the library’s now-closed lower level, Gonzalez said, “Since children aren’t able to go downstairs and browse, our staff members are going to be putting children’s materials into bundles, like a bundle of picture books, or books about dogs, and make those available for check out.”

One of the largest libraries in the city, the Point Loma/Hervey Library offers many unique features and several conference rooms, a computer lab, and media room. Fitting with Point Loma’s history as a fishing village, the library incorporates themes of marine life and nautical history throughout the two-story building. In the Children’s Area on the first floor, a sailboat serves as a reading room complete with port hole, a mast, and sails. Another attraction is a functioning submarine periscope that gives visitors on the first floor a birds-eye view from the roof. The library also houses a Veterans Resource Center staffed with volunteers available by appointment.

There are other new developments at Point Loma/Hervey branch, such as 25% limited indoor capacity allowed, which translates into only 15 persons at a time allowed inside the open upper level.

“We do have a waiting room right outside the south entrance with two canopies we’ve put up,” Gonzalez said. “If people just come in to pick up holds or want to use the computer and the area is full, then we’ll ask them to wait under the canopies.”

Point Loma branch has also enhanced its public outreach.

“Our staffers now serve as greeters in our lobby and are our ambassadors, letting people know what limited services are available, and answering any questions,” said Gonzalez. “They’ll also be doing temperature checks of patrons and making sure they’re masked before allowing them in…how did Point Loma branch library stay busy during the months-long pandemic pause?”

“We’ve been doing a lot of virtual programming, working on our Facebook page, actively cleaning and weeding out our collection, making sure everything was in good condition, and that our materials weren’t out of date,” said Gonzalez. “We also did some facility improvements, replacing the front carpet and doing a complete lighting retrofit. Every light in the building is now (energy efficient) LED.”

Added Gonzalez, “We’ve also been attending virtual meetings, staying involved with our community and making sure that, whatever the next (phased re-opening) step is, that it (operations) are going to be well thought out and that we’ll have everything that is needed.”
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Mail ballots go out to registered voters for Nov. 3 General Election

By TRACY BEFORE | THE BEACON

More than 1.9 million mail ballots are on their way to San Diego County registered voters for the Nov. 3 General Presidential Election. You may find yours in your mailbox as early as Monday, Oct. 5. You will also find your “I Voted” sticker inside your official mail ballot packet.

The Registrar of Voters office in Kearny Mesa is also now open for early voting from 8 a.m. to 5 p.m. Monday through Friday. However, the Registrar urges voters to take advantage of their mail ballots.

“We encourage voters to act early and make voting decisions from the comfort and safety of their home,” said Registrar of Voters Michael Vu.

More than 2 million sample ballots, which is a significant milestone. This is a really important election. We anticipate we’ll need 4,500 seasonal staff members including 1,200 seasonal poll workers to assist our 65 permanent employees.

The election process has already begun.

“We actually have already started getting ballots back from people in the military and overseas,” Vu said adding, “Now is the time to get prepared and make sure all our ducks are in a row in terms of updating residents correct mailing addresses.”

Organizing and running a presidential election process is staggeringly complex.

“We have about 196 election precincts and 69% of those were reporting to private facilities: garages, pet grooming stores, pizza parlors, funeral homes,” he said. Vu added his office wanted to avoid a “level of uncertainty” this time due to the pandemic.

“We had to really think, ‘How are we going to be able to facilitate this election?’ asked Vu. ‘And we couldn’t use a lot of the smaller spaces, like a person’s garage, because it’s just too small to facilitate any level of social distancing when you know there’s going to be a surge of voters.’

Vu is confident that the U.S. Postal Service can handle the extra load for the upcoming deluge of mail-in ballots that are coming. He concluded, “The bottom line is people should have confidence in the elections system, and it’s our job at the Registrar to demystify the election process and dispel uncertainty and misinformation.”
Midway planners endorse new developer of Sports Arena

By DAVE SCHWAB | THE BEACON

At a Sept. 23 special meeting, Midway-Pacific Highway Community Planning Group endorsed Brookfield Properties/ASM Global as the long-term redeveloper of the former Sports Arena site.

On Aug. 29, Mayor Kevin Faulconer announced that a City selection committee, based on a points system, chose Brookfield Properties and ASM Global to redevelop the Sports Arena property into a vibrant mixed-use destination.

“This is not a regular meeting but one with a single topic: to decide whether the planning board wishes to take action on accepting Brookfield/ASM for the redevelopment of the Sports Arena,” said MHPCHG chair Cathy Kenton. “This is a response to Brookfield having been selected to move forward and begin negotiations with the City (on Sports Arena redevelopment).”

“We’d be appreciative of the support of this group,” said Zach Adams, Brookfield spokesperson. We look forward to the opportunity to work closely with you over the coming months.

Brookfield Properties is a global real estate company specializing in the creation of sustainable and authentic development. ASM Global is a venue management and services company at more than 325 venues worldwide, including the Staples Center and Live in Los Angeles.

Brookfield Properties/ASM Global intends to transform the Sports Arena property into a vibrant community with acres of public parks, new homes, office space, and a modern entertainment venue – all part of an activated mixed-use entertainment district. On build-out, their redevelopment vision is to generate approximately 3,200 jobs and have an annual economic impact of more than $300 million.

An MHPCHG group motion was proposed supporting Brookfield/ASM as redevelopers of the “outdated and blighted Sports Arena.”

“Having worked 11 years on the Midway Community Plan Update, the time is now to revitalize Midway,” said Kenton.

During public comment, MHPCHG planners heard testimony from residents who expressed concerns about a lack of infrastructure and open space in the area to support such large-scale redevelopment.

“Park space is extremely important,” said Tom Mullaney of Point Loma, who pointed out park space along Sports Arena Boulevard. We need to take care of the maximum ability of people to use it, not just walk by it.

Planner Judy Holliday asked Adams what the impact would be to their project proposal if Measure E, asking to remove the 30-foot coastal height limit from the Sports Arena and Midway on the Nov. 3 ballot, doesn’t pass.

“Removing the 30-foot height limit is an important piece, and would support the vision in the Midway Community Plan for the broader area,” replied Adams. “It would be important in terms of some of the ideas we’ve brought forward in our (redevelopment) proposal. The key with the additional height is the underlying economics.”

Midway planners endorse new developer of Sports Arena

More by DAVE SCHWAB

Read more online at sdnews.com
Financial planning even more important during pandemic

By DAVE SCHWAB | The Beacon

Rick Vazza always thought he’d end up in real estate, never intending to become a financial advisor, but dealing with a family emergency caused him to shift careers.

“I didn’t even know what financial planning was until I worked for it,” said Vazza, a Point Loma man who operates Wealth Management from his home office.

Vazza described how he became a financial advisor as a “sad story with a happy ending.”

“I was an IT manager, and my grandfather had a successful real estate development company doing both commercial and residential on the East Coast,” he said. “In the heart of a recession, my grandfather unexpectedly passed away from a heart attack. He not only hadn’t done any financial planning but had done all the wrong things.”

The responsibility for putting his grandfather’s financial affairs in order fell upon Vazza, who said the experience was life- and career-changing.

“The happy ending was the realization that I had to do something with this profession was,” he said. “I didn’t want to see another family go through this.”

Fast forward to the present, where Vazza is now both a certified financial analyst and a certified financial planner. Which means, he said, “I combine financial planning and investment, helping my clients create and maintain financial plans to achieve their goals and invest on their behalf. I’m also a financial planner and designer which is more planning-centric, working with small-business clients helping them with their estate planning, investment, and insurance needs.”

Has the pandemic impacted financial planning for individuals or businesses?

“It hasn’t changed anything beyond the fact that people are realizing now, more than ever, how important this is,” Vazza said noting, “For the last 10 years people haven’t had to worry much with the bull stock market. It was real easy to get complacent. This has really opened people up to the reality that this (financial) stuff is something they need to pay attention to.”

Added Vazza, “I always tell my clients half-jokingly that their financial plan needs to work in and out, up and down and sideways in the market.”

Another important aspect of Wealth Management is working with business owners on securing their bottom line.

“The unique thing about me is I can work with people’s personal finances, as well as helping them with their business finances. I’m really good at reading financial statements and helping them with profitability analysis and cash flow planning. I work with small-business owners helping them get their financials in good shape, then help them on their personal side as well.”

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– Using the expertise gained through earning the CFP designation to explain how business decisions impact the personal and family planning of the owners and ensuring they continue to build their net worth without over-looking any blind spots.

For more information on Driven Wealth Management, visit drivenwm.com or its YouTube channel.

What is a contact tracer?

To mitigate the spread of COVID-19, Gov. Gavin Newsom launched “California Connected,” the state’s comprehensive contact tracing program and public awareness campaign.

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Vote online at peninsulabeacon.com
By DAVE SCHWAB | The Beacon

OB Historical Society board member and author Kathy Blavatt is releasing her seventh book titled “San Diego’s Sunset Cliffs Park: A History,” this month.

It could just as easily have been named “Everything You Always Wanted to Know About OB (But Were Afraid to Ask).” Blavatt knows her subject matter well. After all, the beach community has always been her home.

“I grew up here, my childhood was spent on the cliffs, and my nickname was ‘cliff girl’ because I used to do poetry and painting — everybody knew who I was,” Blavatt said, adding she lives with her cartoonist husband Ray three blocks away from her childhood home. “I grew up on the last block of Sunset Cliffs down by Ladera by the staircase.”

Added Blavatt of her Sunset Cliffs’ roots, “I got married there. I’ve been on the board of OB Historical Society since 2005. I found a picture of my grandmother at Sunset Cliffs when she was age 14 in 1924. I was really inspired by the history around her.”

Blavatt unleashes a storm of facts, knowledge, and insight when recounting the long, storied, and colorful history of Sunset Cliffs and its pioneers. Those pioneers included Albert Spalding, an American pitcher, manager, and executive in the early years of professional baseball and the co-founder of A.G. Spalding sporting goods company.

In 1900, Spalding moved to San Diego with his second wife, Elizabeth, and became a prominent member and supporter of the Theosophical Community Lomaland, which was being developed on Point Loma by Katherine Tingley. He built an estate in the Sunset Cliffs area of Point Loma where he lived with Elizabeth for the rest of his life. The Spaldings raised racehorses and collected Chinese fine furniture and art.

As knowledgeable as she is, Blavatt noted it was hard to pen her latest opus because of Sunset Cliffs’ diversity.

“It was a challenge because it was like writing about five or six different parks: It changed so much from the time the Kuumeyaay came here part of the year, to the early 1900s with the Theosophists (quasi-utopian horticultural society),” she said.

Asked what she’d like readers to get out of her Sunset Cliffs history book costs $21.99 plus tax and is available on Amazon online. “Olive Tree and Stumps will be getting some too,” Blavatt said, adding the OB Library, once it reopens, will also have copies.

Expect more from Blavatt. “I’ve got about for books in the works, all different kinds,” she said.

New book recounts the long and colorful history of Sunset Cliffs

Vote Safer At Home

You don’t have to wait until Election Day to vote! Every active registered voter will receive a ballot in the mail for the Nov. 3, 2020 Presidential Election. Ballots start going out in the mail the week of Oct. 5. Make voting decisions and complete your ballot in the comfort and safety of your home.

Remember to sign, seal, and return your ballot to a trusted source. Return your completed ballot by mail or at a convenient mail ballot drop-off location around the county. Visit sdvote.com to find a location near you.

Track your ballot every step of the way by signing up for Where’s My Ballot? at sdvote.com

Do you need to vote in-person? That option is available too. Visit sdvote.com to learn more about your voting options.
Point Loma senior has seen it all, done it all

From Nuremberg Nazi trials to LA Philharmonic Orchestra

By DAVE SCHWAB | The Beacon

She has had five careers, speaks four languages, and has a genius IQ. She was a dancer and also was a professional musician, having performed in the Los Angeles Philharmonic Orchestra.

She is witty, irreverent, and outspoken, and has given more than one too-forward male their comeuppance. That has included administering a black eye – or two.

She is Elithe Belofsky, 93, a feminist before her time, who was recently among a group of seniors age 80 and beyond who were profiled in a just-completed month-long photographic and biographic exhibit by Elaine Fotinos Burrell at Point Loma Community Presbyterian Church.

Eithel comes from a long-lived family. Her mother died at age 104. Her grandmother died at 105.

Eithel is very current and has an opinion about just about everything. And she doesn’t mind telling you.

“I just happened to be thrown out of classes in school because I said the teacher who wrote the book lied,” allowed Eithel, who is proudly Jewish and attended the Nuremberg Nazi trials in Germany after World War II. She has a personal collection of concentration camp “patches” she has donated to a Balboa Park museum.

“I’m not a rebel,” Eithel said. “I seek the truth … Today nobody tells the truth. Everybody makes up lies and the news media has become a pile of [expletive].”

Eithel claims to be psychic and to have healing powers. She was a professional violinist who joined the LA Philharmonic Orchestra at age 20.

“My mother was a teenage activist in Russia. Her job was to alert the Jews that the Cossacks were coming. You didn’t want to mess with her.”

Of her heritage, Eithel noted: “Passover is a holiday where they celebrate deliverance from the plagues,” she pointed out. “Plagues are a way for God to teach people to straighten up their act.”

Eithel isn’t too happy about the government.

“Government is about money, and who’s running what,” she said. “Right now I feel the government is so corrupt.”

Concerning the BLM movement, Eithel pointed out, “There are people who live on hate. The Ku Klux Klan is still around.”

Regarding homelessness, Eithel commented: “They say they care about people. Show me. There shouldn’t be anybody homeless. The rich are getting richer and abusing people without money.”

She is happy with the course her career – and life – took.

“What I did all my life was entertain,” Eithel said.

Eithel has a no-nonsense view of how life should be lived.

“Life is like a deck of cards,” she said. “You get a hand, you play your hand. If you get twos – you play twos. What you have are choices. Each day you have choices.”

She is happy with the course her career – and life – took.

“Right now I feel the government is so corrupt.”

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“What I did all my life was entertain,” Eithel said.

Eithel believes there’s not enough humanity in society today.

“We need to be with other people to feel their pain, their joys in life,” she said.

The nonagenarian isn’t too fond of all modern technology.

“A computer is a sterilized piece of equipment that’s taken away people’s sympathy and caring,” she said adding. “You make a difference by helping other people.”

And, with her characteristic candor, Eithel said, “I’m an advocate. I never sit by and watch [expletive] happen. I get a shovel and throw it back.”

Concluded Eithel about life: Be grateful for what you have, not what you don’t have.”

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Newport Avenue each morning: maintaining and cleaning the trash receptacles as needed; pow- er-washing Newport Avenue; the MAD schedules and pays for only one block of the street per month. OBMA enhances these cleaning services when possible through special event income (which is used to purchase necessary supplies) and through private donations. The OBMA also helps coordinate the removal of graffiti around town whenever possible to help get a graffiti removal task force.

- The “safe” program’s goal is to complement San Diego Police Department efforts. The program team acts as an extra set of “eyes and ears” for law enforcement and property owners and responsive to service calls in a timely fashion when they are in the business districts. The security team helps to deter aggressive panhandling and other nuisance behavior; uti- lize the letter of agency to remove trespassers from private property; assist with directions and information; maintain open communications with police to report ongoing issues, and add a presence in busi- ness areas to prevent undesirable behavior.

- Donations to the “beautification” program will fund a list of projects to be done throughout Newport Avenue and Sunset Cliffs banner district; holiday banners throughout the Newport Avenue and Sunset Cliffs banner district; janitorial operations throughout the downtown area; and continuous mainte- nance of the landscaping along Newport Avenue. In addition to the day-to-day elements, OBMA

WANT TO HELP?
- For those looking to get more involved, the Clean & Safe Committee meetings are held on the third Tuesdays of the month at 8:30 a.m.
- For more about the new program and donate, visit FriendsOfOB.org.

For those looking to get involved, the Clean & Safe Committee Meetings are held the 3rd Tuesdays of each month at 8:30 am.

To learn more about the new program and donate, visit FriendsOfOB.org.
The Nissan Super Girl Surf Pro World Surf League (WSL) special-t-y event crowned Team California the overall victors and Team Lakey for their individual efforts. Pristine, four-to-six foot swell delivered immaculate conditions for some of the world's best women to showcase their talents with Lakey Peterson and hometown hero Caitlin Simmers leading the charge to the finish line – making her the youngest Super Girl in the event’s prolific history. Joining the list of victors, Alana Nichols and Faith Lennox claimed the iconic Super Girl cape in the adaptive surf competition, further inspiring young women everywhere to get in the water.

All the bragging rights for Team California and Team US came down to the final heat between Team Sage, featuring Championship Tour (CT) veteran Sage Erickson and notable Qualifying Series (QS) competitor Tia Blanco, facing off against Team Carissa which included four-time WSL Champion Carissa Moore and the event’s youngest surfer Vaihiti Inso, 13. Team Sage stood their ground after heat wins and clutch surfing from Blanco secured a victory despite Moore’s spectacular 9.63 (out of a possible 10) in the dying minutes to renew a fading hope.

“Oh my gosh, Tia (Blanco) did so amazing under pressure and did this huge turn right to the point when I thought she’d want to go for 10 but I was so happy she made it,” said Erickson. “Carissa (Moore) seemed to kind of struggle this event and we knew she’d want to get some big scores in that last heat. Unfortunately I gave her that 9 because we had priority but it all worked out (laughs).”

“Nissan Super Girl Pro is always one of my favorite events, it’s all about women empowerment and it’s always a good time,” said Blanco. “It was a lot of work but I had such a blast today and just so blessed I got paired up with Sage (Erickson). She was so calm out in the heats and made sure I was confident the whole time and I loved competing with her the whole time. I think we’re all just so grateful that there has been this event and it’s been awesome to prepare for something.”

Team Lakey couldn’t be stopped on finals day with three big wins to help catapult Team California to victory with the 14-year-old local competitor Simmers earning a flawless weekend of competition – not losing a single heat. The duo marched through Sunday’s pumping conditions, each dropping immaculate scores when they needed them most – Peterson a 9.00 in Round 1 and clutch 7.50 in Round 3. Notable victories included wins over Team Zoe, Team Tatiana, and the event-clinching heat over Team Caroline.

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