LAUNCH A CUSTOMIZABLE, SMOTHERED FRIES
Announced that the company will soon
open at 4263 Mission Blvd. Seaside Pizza Co. is the product of Evan and Sara Walker and Matt Bucklin, high school friends and fishing buddies. Growing up, take-and-bake style pizza was a weekly treat for both of their families. So after griping about the lack of such options for years, they finally decided to start their own.
Seaside Pizza Co. offers a menu of hot pizza available by the slice or whole pie made with mostly locally-sourced ingredients, as well as customizable take-and-bake style pizzas, salads, cookies, and cookie dough for baking at home. The restaurant space has been fully renovated and has a walk-up order window and inside and outside seating. For more information, visit seasidepizzaco.com

MR. FRIES MAN COMING SOON
Los Angeles-based Mr. Fries Man has announced that the company will soon launch a customizable, smothered fries restaurant in early May at 4508 Cass St. Based on the success of the first location, more area outposts may open in other neighborhoods in the near future. Chef Craig Batiste started Mr. Fries Man in 2016 as a parking lot pop-up in Gardena.

SEASIDE PIZZA IN PB
Seaside Pizza Co., specializing in take-and-bake pizza, opened in the space that last housed Surf City Pizza & Gelato at 4263 Mission Blvd. Seaside Pizza Co. is the product of Evan and Sara Walker and Matt Bucklin, high school friends and fishing buddies. Growing up, take-and-bake style pizza was a weekly treat for both of their families. So after griping about the lack of such options for years, they finally decided to start their own.
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A n effort to recall District 2 City Councilmember Jennifer Campbell began this week, as petitioners are circulating a recall initiative.

Dr. Jennifer Campbell has been officially launched.

Recall supporters now have until April 15 to gather 2,500 signatures – 15% of District 2’s 18,121 registered voters – to qualify the measure on a special election ballot for the October 5 runoff. District 2 includes Pacific Beach, Ocean Beach, Point Loma, Mission Beach, and a portion of Clairemont.

The impetus behind the Campbell recall drive stems largely from her stance on two politically potent issues: a compromise proposal she’s offering on short-term rentals and her support for Ballot Measure E passed in November 2020 removing the 30-foot height limit in the Midway District.

“At a time when the City is facing a budget deficit, a small group of individuals are trying to force San Diego residents to spend over a million dollars on a recall that might be held a few months before a regular election in 2022,” Campbell said. “They may disagree with my policy, but don’t pick the pockets of our neighbors and communities who are suffering through a pandemic and a recession to pay for a special election.”

Campbell’s compromise short-term rental plan is scheduled to be heard on Feb. 23 by the full City Council. An environmental challenge seeking to overturn E was filed back in August 2020 in San Diego Superior Court.

Reacting to the recall, Campbell’s chief-of-staff Venus Molina said previously: “It’s so disappointing because the people who are trying to recall us are the same people opposing us on short-term rentals: a fight they will never win because that ship has sailed. We cannot ban them. We cannot make them illegal. And they say, ‘If you won’t ban them, then we don’t want you.’”

Added Molina: “I can only imagine the class-action lawsuit we could probably encounter if we actually tried to remove that business opportunity from so many operators. I’m pretty sure Expedia and all the different AirBnb platforms would come after [the City].”

Campbell about appealing the recall. “She had the idea, she demanded we drop the appeal. Her staff even resort- ed to threats: ‘We’ll declare you a rogue board and ‘you’re done’ if you don’t’ so we didn’t drop the appeal.”

Added Henck: “She disre- gards community groups, and the only issues she’s led the way on were a completely 180-degree turns to long-standing interests of D2. I support this recall effort because I don’t see a light at the end of that tunnel. It would be ir- responsible to let Campbell finish out her term in council.”

Havlík supports Campbell’s re- call believing she is not adequate- ly representing District 2.

She sold out District 2 resi- dents by signing a memorandum of understanding with Expedia allowing for short-term vaca- tion rentals in residential areas without meaningful community inputs,” she said. “Then she so- licited the community and local D2 community groups for inputs ‘after’ the memorandum was al- ready signed effectively negating community input, even though several local community groups and planning boards opposed the proposal.

Additionally, Campbell cam- paigned against short-term va- cation rentals, signing the petition to the yes on Measure E campaign.

Finally, I question her ethics in pushing through initiatives that will radically change the City for decades to come during a pan- demic, when a majority of res- idents are unable to participate in the political process.”

Wonacott met Campbell during her campaign and was unimpressed.

“I came away concluding she had no grasp of the issues and seemed to have trouble articulat- ing any of her political positions except in generalities,” he said. “It became immediately obvious that she was more interested in venues requir- ing her to state positions. After six months of excuses that she was still coming up speed, she disappeared altogether. She has not responded to calls and letters from her constituents in Mission Beach, who left with no other alterna- tive but to pursue the City to get her attention.”

READ MORE ONLINE AT sdnews.com

Pacific Beach pilot parking meter proposal heads to City Council

By DAVE SCHWAB

A year-long parking meter program proposed on Garnet Avenue is now in full City Council.

And the issue has become heated, with opponents calling for final action on the proposal to be postponed until more time to weigh in on it.

Proponents, on the other hand, are defending the pilot program as something beneficial and neces- sary whose time has come to implement, at least on a trial basis.

At their December meeting, Pacific Beach Parking Advisory Board members voted to forward their parking-pilot proposal to District 2 Councilmember Jennifer Campbell’s office.

The proposal would put 521 high-tech, two-hour-metered, on-street parking meters on Garnet Avenue.

The pilot plan would be limited to the densest part of Garnet’s commer- cial district.

“This is not a lifetime yet,” said Joshua Coyne, Campbell’s director of policy, when PB’s parking meter proposal came before the City Council. “The Parking Advisory Committee needs to vote on a budget, and it will go to City staff for review. We think it will need to go back to the committee one more time, and then eventually to City Council.”

Paid parking, meters in particular, have been a hot-button issue in PB for years.

“There are many people in Pacific Beach who oppose parking meters and this is the most we can get from the City,” contends Gordon Froehlich, a PB Parking Advisory Board member representing residents and a dis- senting voice on the board. “The parking committee meetings and membership are dominated by representatives from Pacific Beach nonprofits. They control everything and allow little, if any, input from anyone who is not a nonprofit representative.”

Paid parking proponents and supporters of the proposed year- long metered PB pilot study main- tain paid parking is a manage- ment solution and tool that will help solve traffic problems. They say it will provide a continuing revenue stream for Pacific Beach that stays in the community.

“I appreciate that there are peo- ple in the community who are concerned about potential im- pacts from the pilot program. I am committed to continuing to listen to their concerns, and doing my best to mitigate them whenever possible,” said Katie Matchett, pres- ident of beautifulPB and a parking district board member. “But, after thorough consideration, I truly believe that a pilot program is the right step forward for our commu- nity. It has the potential to manage congestion and fund many of the improvements that we all agree are critical for our quality of life.”

This is not about parking. This is about money,” countered parking pilot opponent Warren Barrett. “There is a small group of people who have been trying to enact paid parking in PB for al- most 20 years. Now they are try- ing to sneak this through during a pandemic when people are not paying attention. The Parking Advisory Board is telling the City Council that they have the support of the community.”

Barrett does not believe that to be true.

Supporters of a trial run for paid metered parking on Garnet argue its benefits would include increased revenue for the City to fund community-improvement projects, increasing turnover for prime parking, increasing space available, reducing traffic congestion, and adding an impetus on safety.

“Parking meters allow us to invest in our communities,” said Kristen Victor a small-business owner who is spearheading PB’s EcoDistrict. “I believe everyone can agree on a safe PB. Step one is to move this pilot program forward with a community vision and evaluate the impacts and benefits.

Step two is to plan for the future. That means working with the community to do just that. Step three is allowing for and planning boards opposed the proposal.”

“I support this recall effort because I don’t see a light at the end of that tunnel,” said KEVIN HASTINGS, VICE-CHAIR OF OCEAN BEACH PLANNING BOARD.

“I support this recall effort because I don’t see a light at the end of that tunnel. It would be irresponsible to let Campbell finish out her term in council.”

Havlík supports Campbell’s recall belief she is not adequately representing District 2.

“She sold out District 2 residents by signing a memorandum of understanding with Expedia allowing for short-term vacation rentals in residential areas without meaningful community inputs,” she said. “Then she solicited the community and local D2 community groups for inputs ‘after’ the memorandum was already signed effectively negating community input, even though several local community groups and planning boards opposed the proposal.”

Additionally, Campbell campaigned against short-term vacation rentals, signing the petition to the yes on Measure E campaign.

“After she was elected, she changed course,” she added.

Havlík: “She supported Measure E, the majority of residents on the Peninsula voted against Measure E. She took this position after special-interest groups learned of her position and went to the yes on Measure E campaign.”

Finally, I question her ethics in pushing through initiatives that will radically change the City for decades to come during a pandemic, when a majority of residents are unable to participate in the political process.

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“I came away concluding she had no grasp of the issues and seemed to have trouble articulat- ing any of her political positions except in generalities,” he said. “It became immediately obvious that she was more interested in venues requiring her to state positions. After six months of excuses that she was still coming up speed, she disappeared altogether. She has not responded to calls and letters from her constituents in Mission Beach, who left with no other alternative but to pursue the City to get her attention.”

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LA JOLLA WindanSea: Rare! Three detached units on one lot. 
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$2,850,000

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LA JOLLA WindanSea:  Enjoy infinity pool & panoramic ocean views 
Exquisite hillside estate with dual masters and guest quarters 
4bd/optional & casita/5.5ba | $3,695,000

LA JOLLA Soledad South: Large play spaces & sunrise vistas! 
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Beach bus routes to be reconfigured for Mid-Coast Trolley

By DAVE SCHWAB

Our area bus feeder routes are proposed to be reconfigured to accommodate the new Mid-Coast Trolley extension expected to open by the end of this year.

Bus routes proposed to be realigned by the Metropolitan Transit Service include coastal routes 8, 9, 30, 27, 43, 44, 140, 201/202, 985, 50 and 150.

This realignment has been proposed in a 2018 Feeder Bus Study. Proposed bus route changes, if approved, would be implemented when Mid-Coast Trolley service begins.

The Mid-Coast Trolley 11-mile Blue Line Trolley service extension with nine new stations will go from Santa Fe Depot in Downtown San Diego to the University community. The extension will serve major activity centers such as Old Town, UC San Diego, and University Town Centre. Construction on the trolley extension began in fall 2016.

“The target date set by the San Diego Association of Governments for opening the Mid-Coast Trolley extension is November 2023,” said Denis Desmond, transportation planner for the Metropolitan Transit System, which operates the City’s trolley and bus lines. “What we really want to do is connect all of the adjacent commuter service into the Blue Line.”

Connecting all the transportation dots, according to Desmond, will require reorienting the direction of bus routes feeding into the trolley system.

“The way our transportation network is structured right now is a very north-south orientation, while traveling between the beach areas, Old Town and Downtown in the City is east-west service,” he said. “What we need to do to connect the beach areas into the Blue Line is to create more of an east-west series of bus routes to make it as easy as possible for people to use our buses to get to the trolley and just transfer.”

Desmond discussed the game plan for accomplishing that.

“What we’re (MTS) proposing to do is change seven existing bus routes, and add three new routes,” he said. “One new route would serve Clairemont Mesa Boulevard starting at the transit center in Kearny Mesa and ending at the new Balboa Avenue Transit Center. The second new proposed route would connect the new Balboa Avenue Transit Center hub to downtown La Jolla. It would use Interstate 5 and La Jolla Parkway crossing Torrey Pines Road and ending by the post office on Silverado Street. The third route we’re proposing to add is a shuttle route from the UC San Diego Station heading to the North Torrey Pines area during weekday peak periods.”

Desmond said bus route 30 now going from downtown San Diego to UTC is proposed to begin and end on the south end at Old Town. He added that bus route 8, one of Old Town’s bus routes going through Mission Beach, currently ending by Crystal Pier and Garnet Avenue, is proposed to be changed to end at the Balboa Avenue Transit Center. “(This) would be a horseshoe-shaped route with Old Town at the south end, and the Balboa Trolley Station at the north end,” he said. “That way, you have access in both PB and MB to the trolley on both ends.”

The traffic planner added bus route 9 coming out of Old Town and serving Seaworld and Crown Point is proposed to end now at Ingraham and Garnet. “Now that 8 is going through PB, we’re proposing that route 9 end by the Vons and Trader Joes, turn around, then go back down through Crown Point and Seaworld,” Desmond said.

“These bus route changes are proposals at this point and are currently out for public review and comment,” said Desmond. “Then we’ll bring it back to the MTS Board in April for final approval. That will give us six months or so to make changes with bus stops, etc. before the Mid-Coast Trolley opens.”

Freeways and arterials in the Coastal Corridor are currently congested and traffic congestion is projected to increase more as the region grows. The population along the corridor is predicted to increase 19 percent by the year 2030, while employment is predicted to increase 12 percent.

The Mid-Coast Trolley will expand transportation capacity in the corridor to accommodate existing and future travel demand, particularly for peak-period commute trips. The project will provide an effective alternative to congested freeways and roadways for travelers and will reduce vehicle miles traveled.

For trolley construction information, visit SanDiegoTrolley.com/MidCoastNotices. For project news and updates, follow Mid-Coast Trolley on Twitter and like Mid-Coast Trolley on Facebook.

COVID-19 vaccination super station opened

Febr. 12 at the Del Mar Fairgrounds, 2260 Jimmy Durante Blvd. The drive-through and walk-up site, operated by Scripps Health, will be open Friday through Sunday and can ramp up to deliver 5,000 doses daily.

Appointments are required.

All County vaccination super stations and points of dispensing, or PODs, are currently vaccinating people in Phase 1A – mostly health care workers – and people 65 years and older in Phase 1B.

All require appointments which can be made at vaccinationsuperstations.com.

How to Request Second Dose Appointment

If you were not able to schedule the second dose appointment at the time you scheduled or received your first, you should get an email on how to schedule your second dose within five days of the due date.

If you don’t get the email five days before your due date, you can complete a form with 2-1-1 San Diego, so that they can schedule your second appointment.

Before you do that, please make sure you have checked all your email folders, including your junk/spam folder, before submitting a request through the form.

Also, County-funded community health workers, known as promotoras, will be reaching out to people 65 and older in National City, Chula Vista, Imperial City and San Ysidro directly to help them make vaccination appointments.

The Metropolitan Transit System is proposing to provide transportation to people with proof of a vaccination appointment.

To date, more than 703,000 COVID-19 doses have been delivered to the region. Of those, nearly 551,000 have been administered, including more than 95,000 San Diegans who are fully vaccinated and 15.5 percent of the population over age 16 who have received at least one dose.

More information about vaccine distribution can be found on the County’s vaccination dashboard.

State Metrics:

• San Diego County’s state-calculated, adjusted case rate is currently 22.2 per 100,000 residents and the region is in Purple Tier or Tier 1.
• The testing positivity percent- age is 6.4%, placing the County in Tier 2 or the Red Tier. While the testing positivity rate for the County qualifies it for the Red Tier, the state uses the most restrictive metric — in this case the adjusted case rate — and assigns counties to that tier. Therefore, the County remains in the Purple Tier/Tier 1.

READ MORE ONLINE AT sdnnews.com
Pedal Ahead program promotes healthful living

By DAVID SCHWAB

A new electric bicycle emission-reducing program is designed to serve as an alternative to auto transportation.

Dubbed Pedal Ahead, the groundbreaking new program partners Rider Safety Visibility, a nonprofit, with District 4 Supervisor Nathan Fletcher, and region-wide business and community leaders.

“By bringing e-bikes into our communities, we are creating opportunities for environmental sustainability, healthful living, and helping people commute to work, school, and other important destinations,” said Fletcher.

Rider Safety Visibility has partnered with Fletcher, along with community organizations to recruit e-bike riders to participate in this community-based electric bicycle program.

“Pedal Ahead continues to define a new activism in healthy living and active lifestyles by capturing e-bike cycling data in real-time, and transforming lives,” said Rider Safety Visibility co-founder Ed Clancy. “Our program is contributing to community improvements by injecting positive lifestyle choices, providing goals, and in working with a new audience of advocates for alternative transportation.”

“The bicycle industry, with an emphasis on e-bikes, is also offering many opportunities for job seekers through Rider Safety Visibility’s Young Adult Education program, including mechanics, bike impact studies, sales, and marketing representatives,” said Kim Merrill, Rider Safety Visibility co-founder.

“The opportunity to learn the ins and outs of electric bicycles is paramount, as they have become a growing transportation solution during the pandemic. In the post-coronavirus era, e-bikes will continue to have a bright future. The industry needs professionals who understand this growing category of bicycles.”

The way Pedal Ahead works is e-bikes are made available to people ages 18 and up. Participants are required to ride a minimum average of 1,800 miles a year, for two years, in order to provide in-depth analytics for an e-bike impact study.

As part of the Pedal Ahead program, Rider Safety Visibility provides each participant with a safety and visibility package from leading bicycle industry manufacturers that includes a helmet, high-visibility vest, front- and rear bicycle lights, and lock for security. Each e-bike is also equipped with devices that secure front wheels and seats.

At the conclusion of the program, and after meeting the mileage goal, the Pedal Ahead participant becomes the owner of the e-bike they’re ridden.

Beach residents who’ve tried Pedal Ahead give it a thumbs up.

“It’s a two-for-one bike,” said PB resident Kim Heinle. “It eliminates the stress of uphill climbs, especially when carting my laptop and work clothes. The best part about the e-bikes is that I use it like a regular bike to get my cardio and exercise in, and then flip on the e-portion when I’m commuting. It’s a two-for-one bike.”

“I haven’t owned a bike in over 20 years, but during the recent pandemic I bought a mountain bike to get outside and exercise,” said Roxanne Chrestman of Ocean Beach. “I’m pretty excited to say I have ridden my bike more than 400 miles just this year.”

“I thought it was a great idea to get an electric bike,” said 63-year-old Jo-Anna Mitrano of Bay Park, a YMCA fitness instructor. “Because of my wish to be low on the carbon footprint, I gave up my car and became all bike. It’s perfect. I can still commute to work and get the daylight in. It’s just so energizing.”

Pedal Ahead was envisioned, designed and created by Fletcher and Rider Safety Visibility, with initial funding provided by San Diego County, the Left Coast Fund, The San Diego Foundation’s COVID-19 Response Fund, and SDG&E.

La Jolla’s California Bicycle and Uptown Bicycles are the independent-owned bicycle dealers supporting the Pedal Ahead program as community centers and service providers. The e-bikes they provide for the program are available in District 4 ZIP codes, which include beach areas.

People interested in participating may sign up at pedalaheadsd.org.
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You can relax by the fireplace, read a book or tickle the ivories in our beautiful salon lounge, entertain guests in the dining room, or take a walk to the charming restaurants, markets, museums, and galleries, just a few blocks away.

Ho Stevie! creates and sells surf gear to keep surfing fun

Midwest transplant Steve Mara knew he’d found his life’s true calling when he came to San Diego and “discovered” surfing. Now he’s actualized his passion – and dream – selling surf gear via an Amazon Storefront, while also opening a brick-and-mortar surf shop, Ho Stevie!, at 1152 Garnet Ave. in Pacific Beach.

Wisconsin-native Mara just held a grand opening for his new business, replete with DJ entertainment, on Valentine’s Day.

Promotional materials for Ho Stevie! advertise that the company strives to “keep surfing fun” while offering “high-quality, low-priced surf accessories.”

“We don’t sell surfboards presently but everything else you need – fins, leashes, wetsuit hangars, surfboard socks, car racks, traction pads so you never have to use wax – we sell,” Mara said. “We sell ponchos you can change in and out of your wet suit in. We’ve got changing bag where you throw your wet suit in the bag after you’re done surfing and it doesn’t get your car all wet and smelly.”

Added Mara: “I want to get board shorts and sunscreen. Everything we sell here is our own products. We don’t resell other people’s stuff, so you cut out the middle person. That way we can sell everything cheaper.

“Ninety-five percent of what people are going to want we sell. They just want a good product, like fins, that work with their surfboard and they know it’s going to be good quality and it’s cheap. And that’s what we provide.”

The business name has an interesting origin. As Mara tells it: “I couldn’t think of what to name the company when I came up with it. Ho Stevie, it’s kind of Hawaiian slang. Instead of saying ‘hey,’ people say ‘ho’ in Hawaii. In the surf world, it’s cool to be Hawaiian.”

Mara’s been growing his online company with videos and social media via YouTube, Instagram, and Facebook.

“We have 40,000 followers on Instagram,” said the surf entrepreneur. “I’d go film all the surf spots and make a 3-minute edit and put it on the internet. So I’m really well known in San Diego even though we sell all over the United States and other countries. But a lot of times now I go to a surf spot and film and people come up and go, ‘Hey I watch your videos, thanks for doing that.’ That’s how I grew the whole fan base.”

The surf storefront and website complement each other, said Mara.

“A lot of our customers from San Diego previously could order from the website and have it shipped to them,” he said. “Now we finally have a place where people can just walk in, buy it, and get it the same day.”

What’s the appeal of surfing?

“It feels good to be out in the water and not care about anything else,” noted Mara. “It’s great exercise. You get your sunlight. It’s just a really fun thing to do.

“I just want to make a one-stop shop for surfers where they know they’re getting the best product at the best price with the best service,” Mara said. “I’m just trying to make everything that surfers want. The next things are wet suits, surfboards, wax, and sunscreen.”

For more information or to contact, go to hostevie.com, Instagram@ho.stevie, Youtube.com/hostevie, steve@hostevie.com.
Casa de Mañana

Located on Coast Boulevard near La Jolla Cove, Casa de Mañana is truly a one-of-a-kind retirement experience offering independent living and Truly Yours assisted living services. Our creative staff has adapted many of our social opportunities to virtual or socially-distanced experiences to keep our residents engaged, healthy and safe. Our heated saltwater pool and fitness center are open on a limited basis and we deliver three delicious meals to residents daily. As soon as COVID-related restrictions are relaxed or lifted, our residents look forward to returning to all of their favorite social opportunities. At Casa de Mañana you can concentrate on living well and pursuing your passions. All this for a monthly fee. No entrance fees required! We are open for in-person tours or move-in, following all local health and safety protocols. Or if you prefer, visit us virtually at casademanana.org. Contact us today at 800.959.7010 for more information.

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Pacific Beach school has success with in-person teaching

St. Paul’s Lutheran Church and School has been open since September

T

alk of reopening in-class instruction in the midst of the pandemic hasn’t phased St. Paul’s Lutheran Church and School in Pacific Beach.

The institution at 176 Felspar St. has been open in-person, with all the proper health and safety protocols in-place, since September 2020.

“We closed our classes on March 13, 2020, and sent everyone home,” said Meredith Binnie, principal of the K-8 private, parochial school, now in its 74th year in PB. “We were up and running the next week with virtual learning and finished out the school year online. When we came back to school in September it was in-person, and our students are getting good, safe learning.”

Binnie talked about what St. Paul’s did to reopen its school and keep its students safe and healthy during COVID.

“A lot of what we did was driven by the guidelines set forth by the state and county in order for us to get a waiver to reopen,” said Binnie. “They wanted physical distancing with students six-feet apart, so classrooms had to rearrange the desks to provide for maximum spacing. All the desks and chairs are separated, plus each child has their own personal plastic dividers.”

Added Binnie, “The teachers all have large plexiglass shields they can teach behind. Teachers have microphones to amplify their voices. We’ve kept all the kids in nine different classes in stable groups (to decrease possible virus exposure). We limit the number of people on-campus. It’s been very doable.”

Returning to in-class instruction is what families at St. Paul’s wanted.

“We did a parent survey and 95% of parents wanted their kids to return in-person,” Binnie said. “Our nine teachers, one for each grade, were also all on-board.”

Binnie said school parents were cooperative in doing what it took to get their children back in class.

“The most important thing we stressed was that parents needed to be honest in not sending their kids to school sick,” the principal said. “And every morning at drop-off, we screened kids with temperature checks asking how they were feeling.”

During the school day, Binnie said St. Paul’s required three basic things of all of its students.

“They had to wear masks, we kept them in stable groups and they had to be physically distanced,” she said.

And the health protocols St. Paul’s employed to keep its students safe has worked.

“We have had two students test positive since we have been open,” Binnie said. “However, we were able to just send those two classes home for two weeks of virtual learning, and then they returned. No other students or teachers in the classes tested positive during that time and the positive students were asymptomatic.”

Being back in the classroom has proved positive for everyone, concluded Binnie.

“It’s so gratifying for me as a school leader to see how excited the kids are to be at school each day, how it’s really good for them mentally and socially,” she said. “They’re just so happy to be at play at recess with their friends. And we couldn’t do it without our wonderful teachers. They’ve worked so hard to really adapt their teaching styles. And it’s really taken a buy-in, from all the stakeholders, to make it work.”

Pacifi c Beach school has success with in-person teaching

St. Paul’s Lutheran Church and School has been open since September

By DAVE SCHWAB

Students work on a project at St. Paul’s Lutheran Church and School in Pacific Beach.

COURTESY PHOTO
Last week marked one year since two Weedy Seadragons were hatched at Birch Aquarium at Scripps Institution of Oceanography. In honor of the thriving babies, Birch Aquarium is celebrating by launching a live Seadragon Cam and an exclusive collection of Weedy Seadragon merchandise in a new online store.

The babies, born on Feb. 11 and 12, were less than one-inch at birth and are now nearly 9 inches long. The births marked the first time Birch Aquarium bred Weedy Seadragons, becoming one of the few aquariums in the world to have hatched these unusual fish.

“We have been working with seadragons since 1996. Since then, we have learned so much about caring for these very fascinating fish,” said associate curator Leslee Matsushige, who heads the aquarium’s Seadragon Conservation Program. “It has been very exciting to have success-fully hatched baby weedy seadragons and have them continue to thrive. We look forward to watching them grow into mature adults, and join others in our collection to potentially breed and produce more baby seadragons.”

Seadragons
• The babies have been behind-the-scenes since birth, but are now large enough to be added in with the other seadragons. They are now in the main habitat in the Seadragons & Seahorses exhibition.
• Though Birch Aquarium remains closed to the public, people can now view the baby Weedy Seadragons, along with several others, live 24/7 on the brand new Seadragon Cam. Tune in to the feed, which is hosted by HDOntap, to see how many Weedy Seadragons you can spot as they camouflage themselves in the seaweed.
• Be sure to tune in Tuesdays, Thursdays, and Saturdays between 2-3 p.m., when aquarists feed the seadragons, and they are at their most active.
• For the first time, Birch Aquarium’s Gift Shop is going digital with an exclusive capsule collection of Weedy Seadragon merchandise, which will be available beginning Friday. The limited-edition items are available online only for a short period of time. Proceeds from sales support the care and conservation of Birch Aquarium’s animals, so we can continue to help fragile species like these thrive, even during these difficult times.

Weedy Seadragons are native to south-ern Australia, and Birch Aquarium has had a population on display, and as part of a behind-the-scenes breeding program since 2012. The Seadragon Breeding Program was created because of the aquarium’s success in breeding other seahorse, or signathid, species. Since 1995 Birch Aquarium has bred thirteen different seahorse species, sharing more than 5,000 captive-raised seahorses with other aquariums around the world.

Once listed as “near threatened” by the IUCN, International Union for the Conservation of Nature, the conservation status of Weedy Seadragons has been downgraded to “least concern” — partially because of the lack of population data. Their remote habitat along Australia’s rugged and underpopulated Southern Coast makes observation difficult. This isolation, combined with their expert camouflage, makes population counts challenging even for the most experienced seadragon-spotters.

Seadragons and seahorses face challenges in the wild: climate change, warming ocean, compromised habitats, destructive fishing practices like bottom trawling, and unsustainable collection practices for home aquariums and traditional medicine. Captive breeding programs, like that at Birch Aquarium, alleviate pressure on wild populations and contributes to Species Survival Plans (SSPs), as outlined by The Association of Zoos and Aquariums.

For more information, visit aquarium.ucsd.edu. Reopening details will be announced soon.
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Local newspapers are where we turn when we need to have a broader focus. They’re where we turn when there is a crime or a fire in our neighborhood. They’re where we turn when our child graduates from high school and we want to see photos. They keep us abreast of how our community is affected by the pandemic and how local businesses are doing their best to provide services through the roller coaster ride of 2020-2021.

Newspapers cover all those things. And you know what else? Newspapers pay reporters and photographers and editors. Newspapers pay receptionists and payroll clerks and the folks who design advertisements (so you don’t have to pay 100 percent of the cost). Newspapers pay the people who work the printing press and those who make sure the newspaper gets delivered to your house.

And while newspapers pay all those people, none of the employees are getting rich.

If community newspapers were to go away, those employees, who live and work in their communities, will lose their jobs. But the biggest impact would be on local communities and our neighborhoods, which will lose something impossible to replace.

Keep supporting local things that matter. Local people, businesses, and services, which depend on the door-to-door distribution of our publications, is what community newspapers support. And keeping a community informed is what matters.
Ballast Point Brewing Co. launches diversity scholarship with UC San Diego Extension

Ballast Point recently announced the launch of the inaugural Brewing for Diversity annual scholarship initiative in partnership with the UC San Diego Extension Brewing Program. Ballast Point’s Brewing for Diversity scholarship seeks to advance diversity and inclusion across all aspects of the brewing community by providing avenues for education and opportunities for future professional employment. The scholarship will grant underrepresented students the funds and tools they need to participate successfully in UC San Diego Extension’s Brewing Certificate Program. Interested applicants are encouraged to apply at extension.ucsd.edu.

According to the Brewers Association, the current race and ethnicity demographics of U.S. brewery employees skew overwhelmingly white for production staff (76.7%) and brewers (89%). In recognizing the need for more equitable representation, Ballast Point set out to develop a partnership initiative focused on promoting a more unified community, reinforced by a deeper understanding and appreciation of inclusivity and equality. The Brewing for Diversity scholarship will provide full tuition and related fees for one student annually starting or continuing in the Brewing Certificate Program. Each recipient will also have the opportunity to intern at Ballast Point (Miramar, Little Italy) San Diego, gain real-world experience in to brewery production and operations and to become well-equipped with the skills and knowledge to enter the industry professionally.

“This year we are starting something we feel is much needed,” said Mish Collin’s, Ballast Point’s community engagement manager who focuses on diversity and inclusion initiatives. “It’s essential to increase diversity within the beer industry, both from an employment and a consumer standpoint, and we have to work toward making sure everybody, from all walks of life, feels welcome. Such a powerful force develops when minds from different backgrounds and cultures come together. This force facilitates possibilities that are endless yet only feasible with diversity.”

Launched in 2013, UC San Diego Extension’s Professional Certificate in Brewing was the first of its kind, teaching the entire brewing industry. The brewing program curriculum focuses on the science and technology of brewing and provides students with the technical skill and knowledge to competitively enter or advance within the professional brewing industry.

For more information about the scholarship, visit extension.ucsd.edu.
PB Rocks – spreading fun and positive messages throughout community

PB Rocks is a fun and inspirational gesture in which participants paint rocks, then hide them in their neighborhoods for others to find.

By DAVE SCHWAB

Pacific Beach is trapped between a rock and a happy place. Actually, PB Rocks, a fun and inspirational gesture in which participants paint rocks, then hide them in their neighborhoods for others to find, began in Clairemont. It has since spread to PB.

This is how it works. Find some rocks. Decorate them with positive messages using acrylic paint or other materials. On the reverse side of your creative artwork paint “PB Rocks.” Seal the rock, if painted, using clear coat paint spray to protect it from the elements.

For those finding painted PB rocks, they have a choice of keeping them or hiding them again for someone else to find. Those opting to keep them are urged to consider replacing them elsewhere in the community, so the rocks are perpetuated and the tradition continues.

The fun-loving rock-painting tradition was adopted by Pacific Beach Woman’s Club a few years ago. Two club members, Jody Ross and Paula Munoz, talked about how their club got swept up in the tradition and kept it going.

“I found this rock in my garden out front and I picked it up and it was decorated,” recalled Ross. “I turned it over and it said, ‘Contact this person, and it had a phone number.’ I thought this was the best thing since sliced bread. Even my husband got into it and started leaving them all over.”

“The PB rocks are great for our club because we’re always trying to figure out ways to engage the community, raise awareness about our club and attract new and younger members,” said Munoz, formerly of PB now in Clairemont.

“It’s just something fun to do, especially during quarantine when you’re cooped up at home. The first thing we did with them as a club was hold a rock-painting party. Then we put pictures of the painted rocks on a Facebook page.”

Ross said the club had a great social outing together initially setting up tables and painting PB Rocks in their clubhouse parking lot at 1721 Hornblend St.

“The ladies enjoyed painting the rocks and thought it was a cool thing to do,” Ross said. “They went home after the party and put their rocks out.”

Ross has even gone so far as to place PB rocks she’s decorated outside the community.

“I volunteer at the San Diego Zoo and I took some of my rocks there and left them in one of their gardens,” she confided.

Meanwhile, the tradition remains alive with beach residents in PB and environs leaving no rock unturned – or unpainted.

Munoz had some advice to offer to those newly initiated to the goodwill tradition. “Tell people to paint some rocks,” she said.

To learn more about PB Rocks, check out their Facebook page.

‘It’s just something fun to do, especially during quarantine when you’re cooped up at home.’

– PAULA MUNOZ, PACIFIC BEACH WOMAN’S CLUB

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Whether it be ballerinas or Cuban seniors, La Jolla and fine art photographer Michel Rebecchi have been sharing stories by relating how she views the world from the inside out.

La Jolla photographer interprets emotions from the inside out
By DAVE SCHWAB

Their shared passion for relating their emotions and experiences to the world from the inside out has led them to collaborate on a project that captures the essence of individuals and their stories in a unique and sensitive way.

“By capturing the emotions and experiences of others, we hope to bridge the gap between different cultures and create a deeper understanding of the human condition,” said Michel Rebecchi, who has been working on the project for several years.

“I believe that everyone has a unique perspective that can be shared with the world,” she said. “By capturing these perspectives, we can create a more connected and empathetic world.”

Rebecchi and her team have traveled to different parts of the world, from the streets of New York City to the remote villages of Africa, capturing the stories of individuals and creating a visual narrative that reflects the diversity of humanity.

“I think that this project is a powerful reminder of our shared humanity,” said Rebecchi. “It’s a way for us to connect with each other and see the beauty in the world.”

Rebecchi has also been collaborating with a team of writers and editors to create a narrative that accompanies the photographs, providing context and depth to the visual story.

“I think that this project is not just about capturing emotions, but about creating a narrative that resonates with people and encourages them to think about the world in new ways,” said Rebecchi.

The project is still in its early stages, with plans to continue documenting stories and emotions from around the world. Rebecchi and her team are hopeful that this project will continue to grow and inspire others to share their own perspectives on the world from the inside out.

“I believe that this project has the potential to be a powerful tool for creating a more connected and empathetic world,” said Rebecchi. “I look forward to continuing to work on this project and sharing the stories of others with the world.”
La Jolla Institute for Immunology (LJI) Professor Erica Ollmann Saphire, Ph.D. has been named Scientist of the Year by ARCS San Diego, a chapter of the Achievement Rewards for College Scientists (ARCS) Foundation. The annual award recognizes Saphire’s breakthroughs in structural virology and her leadership of the Coronavirus Immunotherapy Consortium (CoVIC) this year.

One San Diego scientist is recognized each year. Recent awardees include Paul Schimmel of Scripps Research, Karen Nelson, president of the J. Craig Venter Institute, and Rusty Gage, president of the Salk Institute.

"This is the first time LJI has been recognized," says Saphire. "Emerging recognition of the Institute as a whole this year has been important to me — our depth and focus on human immunity provide a rich opportunity for human health."

"The San Diego chapter of ARCS is thrilled to honor Dr. Erica Ollmann Saphire as our 2021 Scientist of the Year," says Holly Heaton, president of ARCS San Diego. "I have been watching Dr. Saphire via the La Jolla Institute for Immunology webinars recently as she provides global leadership in understanding host-virus interactions, which will be key to responding to COVID-19 today and for future pandemics. She is a remarkable scientist and leader."

Saphire and her lab members study the host-pathogen interface at the molecular level. Her work has shed light on global killers such as HIV, Ebola, Lassa, Marburg and SARS-CoV-2, the virus that causes COVID-19.

Dr. Erica Ollmann Saphire

“For some reason, I love to photograph ballerinas,” Greenboim said. “But I didn’t photograph it as a moment in time. I really wanted to capture the movement and motion. I was trying to see the emotion in the motion.”

Of her future photographic aspirations, Greenboim noted: “I want to be a storyteller. I want to know my audience. I want them to know me.”

For more information, visit michal-greenboim.com.
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The book store circuit: some good appearances, some not so good

We went back and forth this way until I realized that we had the contents of a book on our hands. “He Writes. She Writes – A Dialogue of Contrasting Views Written in Verse” was published by Amazon in 1988. Warwick’s gave us an evening advertising us in their newsletter. We had a full house with a crowded standing room. Irwin would read his poem and I would read mine on the same topic. It was a surprising success. This “dog and pony show” continued at several local venues. Later that year we even performed at the Shirley Eye Institute for a donor celebration event where our book was given away, not sold. It was huge fun.

I was asked to give a talk at Barnes and Noble book store about my book on retirement. With no advance information, only a sign outside the store advertising the author to speak that day. I was taken to the back of the store where half a dozen chairs had been set up. A loud speaker announced that I was about to give a talk. Five people showed up. I spoke about my book for about 15 minutes. There were no questions. I don’t think we sold any books; I did not ask.

In the early 1980s one of my assignments was for a book signing at the local B. Dalton Book Store. It was a first for me to actually be selling my books live at a mall. I was looking forward to this new venue. Flyers had been sent out and newspapers carried the following ad: “Natasha Josefwitz will autograph her book, ‘Paths to Power: A Woman’s Guide form First Job to Top Executive’ at B. Dalton from noon until 1:30 pm. She will also offer help with your career problems,” it was warned. Offer help with career problems? I had not promised that; visions of a Charlie Brown lemonade stand with 5¢ for a one-minute psychiatric consultation came to mind. How will I handle the hundreds of people standing in line wanting help? I donned my best red (power color) suit and went off to my first book signing session in a mall. A large table with a checked cloth was standing half-way between the store entry and the sidewalk. My books were piled high on each and I sat between them, pen in hand, ready for the onslaught. “Is there a deli nearby?” asked a woman passing by. I didn’t know, but asked her to report back to me if she found out. A young man anxiously berated me for writing about power when nuclear waste is the more critical issue. I agreed with him. Another man questioned me relentlessly about my background, my current activities, my future research. I finally asked if he was interested in my book; upon this, he took off. A couple of people leafed through the book, but laid it back gingerly, half-apologetically.

I found myself smiling hopefully as people approached and signing as they walked by. I was taken for an information booth, for a Dalton’s saleslady, for a sidewalk chit-chatter. There I sat amidst “Paths to Power” feeling anything but powerful, wondering where the deli was, and what I was doing there, peddling my wares on the sidewalk. In an hour and a half I did not sell a single book. Evidently middle America was not interested in making it to the top.

Natasha Josefwitz is the author of 21 books. She currently resides at White Sands Retirement Community in La Jolla. Copyright © 2021. Natasha Josefwitz. All rights reserved.

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EIR AVAILABLE FOR UC SAN DIEGO PROJECT UC San Diego is the lead agency for the proposed La Jolla Innovation Center Project. The proposed project would redevelop 1.2 acres of an existing 7-acre commercial center at 8980 Villa La Jolla Drive. The 1.2-acre Project site includes a 0.9-acre parcel currently developed with a restaurant building that would be sold to UC Regents and leased to an affiliate of GPI Companies, the current landowner, to develop the project. The remaining 0.3 acre consists of surface parking, landscaping, and public space improvements surrounding the parcel as part of the project.

The proposed project would demolish the existing restaurant building and develop a new building comprising five levels of office and educational uses, two levels of above grade parking, and two levels of subterranean parking. The project would provide leasable space for UC San Diego Health Sciences and UC San Diego Extension programs, which would serve the UC San Diego campus and the community at large. A copy of the NOA is available at the project website, along with the draft EIR, at blink.ucsd.edu/facilities/real-estate/ljic.html. The 45-day public and agency review period for the project’s draft EIR will extend from through March 22. Email comments to LJICcomment@helixepi.com.

HOTSPOT CHAIN COMING TO UTC China’s largest hotpot chain Haidilao will soon open within the space between Aldo and Zara inside Westfield UTC Mall in La Jolla. The restaurant is anticipated to open this summer. Haidilao Hot Pot was founded in Jianyang, China in 1994 and now has nearly 1,000 restaurants in China, Singapore, United States, South Korea, Japan, Canada, the United Kingdom, Malaysia, Vietnam, Indonesia and Australia. Haidilao offers a menu centered around Sichuan-style hot pots made with a selection of rich broths and a lengthy list of dipping options including raw meats, fish, tofu, vegetables and noodles.

READ MORE ONLINE AT sdpnews.com

We invested our own capital and coordinated all new improvements through our Concierge Program including the following:

- Created a neutral, appealing feel by painting the interior.
- Cleaned up the exterior with some touches to the landscaping.
- Replaced bathroom vanity and epoxied shower to make it feel brand new.
- Switched out the light fixtures giving an updated feel.
- Added epoxy flooring to the garage giving it a fresh clean look.
- Transformed the home through high-end, stunning staging.

The Results:
Home Sold for 6 Figures More than Seller Expected
For more details, including how much was invested on improvements and the final sales price, call me directly!

DO NOT SELL YOUR HOME TO A “FLIPPER” THAT WILL EARN THE PROFIT YOU DESERVE! PUT OUR MONEY AND OUR TEAM OF EXPERTS TO WORK FOR YOU!

Greg Cummings
The Greg Cummings Group
858.717.0730
Greg@GregCummings.com
DRE# 01464245
745 DOVER CT.
6 BD | 5.5BA | 3,045 sq.ft. **Asking Price of $2,299,000**
Gorgeous home in South Mission Beach! This turn key property was built in 2010 and features travertine floors, stainless steel appliances, granite counter tops, AC, 4 car parking and solar. Home has a great rental history with $177,067 in gross rents for 2019. The property is also condo mapped giving the new owner the option selling as 2 condos in the future.

796 NEPTUNE AVE.
2 BD | 1 BA | 1,147 sq.ft. **Asking Price of $1,625,000**
Charming Beach cottage on a large lot with lower seawall and upper bluff caissons. From the moment you open the front gate you can see the beautiful blue ocean water. This single level home sits on an irregularly shaped lot resulting in almost 60’ of frontage on the Ocean which gives you even more panoramic views and a lush grass yard. The east side yard is spacious, very private, and beautifully landscaped, with room for future home expansion. Only 11 lots to Beacons Beach access. www.796neptuneave.com

2975 OCEAN FRONT WALK #3
3 BD | 3 BA | 1,725 SQ. FT. **Asking Price of $3,888,450**
We received 15 offers in just 7 days of market time! We represented both the buyer and seller, and the property sold for $326,000 over the asking price.

2491 WILBUR AVE.
4 BD | 3 BA | 3,246 SQ. FT. **SOLD for $1,625,000**
We received 15 offers in just 7 days of market time! We represented both the buyer and seller, and the property sold for $326,000 over the asking price.

**PB Fun Fact:**
In the late 1800’s, a railway was planned to run east/west through PB. The railway right of way was named “Grand Ave” and was mapped out to be 125’ wide to accommodate the railway, instead of the standard 80’ of other streets. The line looped around the old racetrack that was by Rose Creek. Today the original part of “Grand Ave” east of Lamont is now named Balboa Ave and Grand Ave continues straight towards Rose Creek.

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**IN ESCROW**

**JUST SOLD!**

**REDUCED!**