One of the most popular events during the Harvest Walk month-long event at Belmont Park in Mission Beach is the pie-eating contest. On Nov. 14, Aiden Marroquin (left) dug into his pumpkin pie and held off the competition, Anuhea (right), to win the amusement park’s pie-eating contest.

PHOTO BY THOMAS MELVILLE

STUFFED!

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PHOTO BY THOMAS MELVILLE

SHOP SMALL BUSINESS SATURDAY IN PB

Nov. 28 marks the 11th annual Small Business Saturday, a celebration of small businesses and the positive impact they have on communities across the country. An average two-thirds of every dollar ($0.67) spent at a small business stays in that local community. Invest in bettering the Pacific Beach neighborhood and commit to shopping small for the holidays.

Discover Pacific Beach will kick off the holiday season with the annual Shop Local discount cards, local business specials promoted on social media, and a special shop small section at the PB Farmers Market. Follow @discoverpb to make sure not to miss any deals. Discover PB is also keeping the neighborhood looking festive by holding the annual business window decorating contest and hanging holiday wreaths on Crystal Pier.

Shopping small is made easy with all of your favorites in one spot. Discover PB will be curating a special shop small section within the Pacific Beach Tuesday Farmers Market featuring retailers from around the neighborhood from 3-7 p.m. through Dec. 15 at Horrbblend and Bayard.

MB WOMEN’S CLUB MILITARY TOY DRIVE

The Mission Beach Women’s Club is asking residents to join in their toy drive for children of enlisted military families, rank E-5 and lower. Club members will be collecting new, unwrapped toys, plus gift cards from Target and Walmart. On Dec. 12, all gifts will be given to the families, who have all been vetted by a military outreach organization.

Members of the community may drop off their donations at the Mission Beach Women’s Club, 840 Santa Clara Place, on Dec. 1 between 10 a.m. and noon and Dec. 2 between 4 and 6 p.m. Gifts will be collected from cars, parked in reserved spaces out front, by a club member. Masks will be worn. For more information, email Jo Unger at villaunger@hotmail.com.
Shoreline Community Services helps unsheltered people and families

By DAVE SCHWAR

Shoreline Community Services is helping unsheltered individuals and families in the central beach area including Pacific Beach by helping fulfill their unmet needs, one person or family at a time.

“They (unsheltered) are interwoven into the fabric of our community. That’s just a fact,” said Cuyrin Blanton, a SCS volunteer and board member. “Are we going to treat them like dirt? Or give them dignity and respect or care?”

Added Blanton: “We can fix this. We can, together, make a big change. We’re starting to make plowing forward.”

The goal of SCS with its nine-member board is to help provide for the health and financial needs of the unsheltered. Ultimately, the objective, besides transitioning the unhoused off the street and into permanent housing, is to help with other groups that offer them meals, services and access to housing options. SCS partners with a growing number of organizations and businesses as well as numerous local churches. Those include Pacific Beach United Methodist Church, Christ Lutheran Church, St. Brigid’s Parish, St. Andrew’s By the Sea Episcopal Church, Pacific Beach Presbyterian Church, and Pacific Beach Christian Church.

SCS helps provide services to more than 300 needy individuals weekly. It also continues a long-standing working association with the UC San Diego Student-run Free Clinic and the Pacific College of Oriental Medicine offering medical, dental, and acupuncture services to more than 75 unsheltered individuals and families every week.

SCS also works collaboratively with high-profile civic groups Discover PB, beautiful PB, the Pacific Beach Town Council, Dunwara Consciousness Foundation, District 2/City of San Diego, and the Pacific Beach Women’s Club.

SCS has deep roots in the PB community going back about 20 years, said Blanton, noting the group earned nonprofit status in 2004.

With a strong background in community development, Blanton discussed how she conceived of, and implemented, the PB Street Guardians program, which for three years hired the unhoused to do community cleanup and beautification in PB.

“I went for daily walks with my dog and became friendly with some of the unhoused,” she said. “I remember walking the day after July 4th and it was a disaster and I thought, ‘Who’s going to take care of this?’”

It was then it occurred to her there was plenty of unsheltered looking for a hand up. So she organized unhoused work crews to “cruise around picking up garbage.” That led to contracting with Discover PB and the ultimate creation of the street guardians.

Identify and organize community members who can assist:

- Facilitate the execution of the solution
- SCS fills aid gaps to the unsheltered by working with other groups that offer them meals, services and access to housing options
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Want to help?
Visit shorelinecs.org to volunteer.

Where SCS is unique in its approach to helping the unhoused is its focus said Blanton on “engaging the whole community in helping out so it’s not just us doing it. Shoreline is the community. Here at the beach, there are no services to speak of. If you are unhoused, there is nowhere to go. No mental health clinics. No addiction or abuse services. No place to get an i.d., a voucher or a bus pass. Our volunteers are trained to be mentors, helping the unhoused get what they need.”

Blanton said SCS’s top priority is helping the community’s most vulnerable. Right now, that’s its unhoused population, especially the elderly. She estimated the PB-La Jolla area’s current unhoused population numbers between 300 and 400.

“It’s a lone wolf society,” she said of the unhoused. “You’re on your own. There’s lots of crime against each other. Women, especially older women, are very vulnerable. If the right thing (employment, housing) comes along... when they’re ready, we can move people (up and out). With some, it’s quicker than others. It’s a process.”

Concluded Blanton: “We need volunteers to make that happen. We’re hoping to engage the community in solving the problem.”

Wishing you a huge Merry Christmas!

Marianne Kendall
(619) 708-3523
marianne@ilovepb.net

Pacific Beach
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City Council approves Complete Communities plan

Plan includes more housing near transit, more mobility options, and more parks

By DAVE SCHWAB

The City Council on Nov. 9 voted overwhelmingly in favor of Complete Communities, a package of initiatives and planning strategies to provide incentives for housing development near transit, while promoting in active transportation as an alternative to cars.

Complete Communities prioritizes the City’s resources channeling them to where the needs are greatest, in underrepresented lower-income neighborhoods referred to in the plan as “Communities of Concern.”

The transit-oriented future housing and neighborhood parks development plan was championed by outgoing Mayor Kevin Faulconer.

“For far too long our under served and minority neighborhoods have been neglected when it comes to new infrastructure,” Faulconer said. “We will now prioritize and reinvigorate those neighborhoods through this initiative because we cannot truly prosper as a city until every community is complete. Our Complete Communities plan incorporate many of what our residents say they want more housing near transit, more mobility options, and more public amenities like parks that strengthen neighborhoods.

Now we have the ability to put those ideas into action and build a better future for all San Diegans.”

Beach planners reacted to passage of Complete Communities, which some had expressed concerns about.

Kevin Hastings, vice chair of Ocean Beach Planning Board, was relieved that the plan has been amended. “Community advocates banded together and were successful in lobbying for reduced floor-area allowances (FAR) in the coastal area and excluding low-density multifamily zones from the plan,” he said. “I appreciate staff taking our feedback seriously, although I still think the proposal is too much of a developer giveaway that will gentrify affordable neighborhoods.”

Janie Emerson, president of La Jolla Shores Association, said her planning group also had reservations about the plan. “A 2.5 FAR is not possible in a coastal zone with a 30-foot height limit,” she said. “We asked for 1.8 FAR, which is doable. By keeping 2.5, it sets up a false expectation for people who will then be upset when told local coastal planning groups this won’t work. The City acknowledged this and refused to change it.”

Added Emerson: “We are very concerned that our first-reject floor-area standards are already overcrowded and more density will make that worse. LSJA requested that the City designate corridor residential arteries throughout the City as exempt from high-density projects.

“In the Shores, the high density is earmarked for Avenida de la Playa and Torrey Pines from Shell Station through condos beyond The Racquet Club. This is the route from La Jolla to the ERs. It can’t move traffic.”

James P. Rudolph, speaking for La Jolla Town Council, said: “The sentiment shared by many is that there hasn’t been enough time to review all the details and implications. We’ll soon have new housing numbers and a new City council, so the feeling is that local communities — where the changes will be most keenly felt — should be given more time to provide feedback.”

Added Rudolph: “Mayor-elect Gloria said he supports the broad goals of Complete Communities but harbors some concerns about changes to height limits and other elements. If and when problems arise, Gloria said he and the council can make adjustments. “This wait-and-see flexible approach, which acknowledges that there are at the very least some potential concerns, seems wise. We urge all local groups to remain engaged as the process unfolds.”

Following public testimony on Nov. 9, Council President Georgette Gomez thanked the public “for participating on this critical item which hopefully will be transformative for the City.”

District 2 Councilmember Jennifer Campbell favored approving the plan’s housing element, but voiced some reservations about it.

“I am concerned about the FAR being too high especially in the coastal area,” Campbell said. “My constituents and I will be carefully monitoring this.”

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La Jolla Town Council hears about Complete Communities plan

By DAVE SCHWAB

La Jolla Town Council in November heard from the community’s planning group chair about the housing and mobility elements of the Complete Communities plan adopted by the City recently impacting La Jolla, which she said had been substantially improved by public input.

The City Council on Nov. 9 voted overwhelmingly in favor of Complete Communities, a package of initiatives and planning strategies to provide incentives for housing development near transit while promoting in active transportation as an alternative to cars.

“Complete Communities was divided into four sections and the housing and mobility sections were passed though infrastructure and financing for these plans are no where to be found,” said Diane Kane, president of La Jolla Community Planning Association, which makes land-use recommendations to the City. “The problem in the City is not meeting its housing numbers allocated by the state. We’re doing well in luxury housing but not in the moderate- and low-income housing numbers.”

Kane said the idea behind Complete Communities is to “remove barriers to affordable housing placing it along transit lines. In La Jolla, that is the 10 bus line.”

The 10 bus line extends from downtown to Old Town passing through Pacific Beach via Grand Avenue, before heading north on Mission Boulevard continuing along La Jolla Boulevard through Bird Rock. It then heads up Pearl Street through La Jolla Village. The bus route then continues along La Jolla Shores Drive, stopping at the VA Center, before culminating at UTC Transit Center.

Kane noted La Jolla had lobbied City planning to get them to lower the allowed Floor Area Ratio (FAR), the size of the development compared to the total size of its lot, but was rebuffed.

“We told them the proposed FAR was not achievable in the coastal zone, you can’t do it,” Kane said. “But they didn’t change it. I’m predicting this is going to be a sore point between the community and the City.”

Of the housing incentives in Complete Communities, Kane said: “This is going to appeal to infill developers. That really seems to be the audience this is currently being aimed at.”

Kane gave a detailed slideshow presentation showing changes made to land-use parcels throughout La Jolla which could potentially be impacted by Complete Communities.

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In November, the push to implement a year-long parking meter pilot study on Garnet Avenue gained traction as Pacific Beach Planning Group voted 9 to 3 for the proposal. The PB parking pilot would be limited to 121 two-hour-or-less-time-limited spaces in the densely populated part of Garnet Avenue’s commercial district.

Proponents argue it’s a much-needed revenue stream that could fund community improvement projects, increase turnover for merchants and available parking space, as well as reduce traffic congestion, and enhance pedestrian safety.

Detractors question the parking proposal’s timing in the middle of a pandemic, and its potential negative impact on surrounding residents, with some fearing possible displacement of paid parking onto residential streets.

The Community Parking District was established in Pacific Beach by the City Council in June 2015. It was charged with addressing ongoing traffic concerns and identifying issues with PB parking inventory and access, especially during weekends and prime business hours on Garnet, the center of the community’s business district. The parking district’s Advisory Board overseeing the parking district is drawn from PB Planning Group, PB Town Council, Discover PB, beautifulPB, and at-large neighborhood delegates.

Two PAB members, Regina Sinsky-Crosby of beautifulPB and Joe Bettles of PBPG, presented particulars of the proposed pilot study to the planning group on Nov. 11. “Parking rates for the pilot study could be flexible and would not exceed the City’s cap of $2.50 per hour,” said Sinsky-Crosby, noting a significant portion of those funds would remain in PB to be used to "improve and/or increase available supply and efficiency of parking for residents, visitors, and businesses within a quarter-mile of the paid-parking zone."

"Without the Community Parking District, those revenues would go into the (City’s) general fund," continued Sinsky-Crosby. "Those funds could be used to provide a shuttle service and improve pedestrian and bicycling availability."

"We’re excited about combining both the parking-management aspect and also the revenues to really change the way we move around PB," said Bettles. "We know from experience PB is congested, which can be dangerous. What can we do about it? Given the research, we know parking meters can reduce the amount of cruising for parking spots bringing down overall congestion."

Added Bettles: “And with the light rail (PB/Clairemont trolley stop) that is coming, that will be really transformative for our community. We need to provide an alternate route to and from the trolley, which can get people traveling around PB in ways other than cars. If you provide paid parking and a free shuttle loop, that could really reduce congestion.”

PBPG board members reacted to the parking-pilot proposal.

“We all love our free parking,” noted PBPG secretary Carolyn Chase. “But I think the benefits do outweigh the problems. We will have a chance to evolve it. But the stuff (parking) that’s free is exploited. And we need the revenues. It’s about trying to get the revenue to fund local improvements. I understand some people being against doing this. But I will support it.”

“I sincerely hope all the promises of the program come to fruition and from that perspective, I’m strongly supportive,” concluded Ed Gallagher, who voted against it. "However, I share community concerns about potential negative impacts. I would be more supportive if the pilot had a clear end, with more clear success metrics."
Young residents lobby for mini park near Pacific Beach Elementary

By DAVE SCHWAB

A trio of young women near Pacific Beach Elementary School guided by a neighbor has taken on a community-improvement project: creating the first-of-its-kind mini-park in their neighborhood.

“It took a lot of different people, a lot of crashed meetings, a lot of dead ends, a lot of new friendships—even a few lost ones—to succeed with the PB Planning Group. It’s been a year-long effort so far,” said Laurel Ehrenfreund, who lives on Tourmaline Street.

Ehrenfreund is helping Lyla Wolff, Sadie Whelehan and Izzy Barth in designing and lobbying for transforming a 1,000-square-foot linear strip into public park space.

It all began with a planned sidewalk extension by the City, and a spared tree. “They’re (City) planning on putting on a sidewalk through all the way to the corner, and we put down a sidewalk through all the neighborhood. “Since we’re planning on having a lot of plants, we’re going to need people to maintain it.”

“They (public) can adopt it,” chimed in Wolff’s friend Sadie, of their proposed community-improvement project. “It’s going to be a place someone walking could stop, a neighborhood mini park. We’re going to have flowers and benches, and it’s going to be a hangout place, like a community garden. It’s also nice because its right by the elementary school, so it could be an after-school place.”

“I think it’s really cool that we’re doing this because, when we were in school at PBMS, we would walk home and there was a tire swing on Chalcedony; and we would always go there after school and swing,” pointed out Barth. “It’s really fun that we get to do that here, now, so that other people have that experience.”

“I know part of their plan is to get PBES involved as caretakers of the garden. We really see it as a community project; members of beautifulPB have also offered to help out, as has Ben Ryan, from Tourmaline Builders,” said Ehrenfreund.

“We still have some pieces to iron out... the original plans called for the construction of the sidewalk to begin after a wastewater project is complete in February.”

And the mature Brisbane Box tree at one end of the proposed “strip” mini park, will be the centerpiece of the project.

“We were set to lose the huge, beautiful, 50-plus-year-old shade tree as well as a nice plot of unpaved land that was to be paved over,” noted Ehrenfreund. “But we were able to turn things around so that now we’ll have a very special area for the public and possibly PB’s first micro-park.”

Ehrenfreund said neighbors have been mostly receptive to the mini park proposal, though at least one would prefer parking.

County COVID-19 cases hit another record ahead of Thanksgiving

By KATIE SADAO

The County Health and Human Services Agency confirmed 1,546 new COVID-19 cases on Nov. 24, surpassing the previous record of 1,478 cases set just last Friday. The continuing surge of cases and hospitalizations is pushing the County further into the state’s most restrictive purple tier.

New data released by the state Tuesday shows the County’s adjusted case rate has increased to 13.1 cases per 100,000 residents. This is a 2.4-point increase over last week.

“The continuing spike in case- es ahead of this week’s holiday season is alarming and it is vital that all San Diegans commit themselves to the public health guidance,” said Wilma J. Wooten, M.D., M.P.H., County public health officer. “The sooner we lower our case rates, the sooner we will be able to lift restrictions and reopen our businesses.”

State Metrics:
• Under the state’s system for determining COVID-19 risk, San Diego County is the Purple Tier, or Tier 1. The state uses the more restrictive measure of case rate or testing positivity to assign tiers regarding what activities are permitted. Indoor operations at restaurants, gyms, places of worship and movie theaters are currently not allowed.
• The County’s state-calculated, adjusted case rate is currently 13.1 cases per 100,000 residents and the region is in Purple Tier or Tier 1 for that metric.
• The testing positivity percentage is 3.1%, placing it in Tier 3 or the Orange Tier for that metric.
• The County’s health equity metric, which looks at the testing positivity for areas with the lowest healthy conditions, is 9.3% and it’s in the Purple Tier or Tier 1. This metric does not move counties to more re- strictive tiers but is required to advance.

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La Jolla restaurateur receives 40 year prison sentence

Former La Jolla restaurateur Daniel Dorado will not be eligible for parole until he turns 94 years old as a result of his 40-year prison term for rape, his attorney and the prosecutor confirmed on Nov. 18. Deputy District Attorney Jessica Coto said Dorado, 62, must serve 85% of the 40-year prison term handed down by San Diego Superior Court Judge Charles Rogers.

Rogers convicted him by a jury Dec. 20, 2019, of 20 sex crimes on four women who spoke at his sentencing, including one who insisted he was not raped.

Rogers imposed consecutive terms for each of the four victims for which Dorado was convicted of sexually assaulting while they were unconscious or too intoxicated to give consent.

“This is the maximum I believe I can impose,” said Rogers, who described Dorado’s actions as particularly vile.

Mr. Dorado tailored his approach... that preyed onto their type of date rape chemical, but police could not find any type of substance like that in his home or restaurant.

Rogers said Dorado has “a complete absence” of remorse and noted Dorado “blames the Me Too movement” for his arrest in a letter to him.

“I firmly hold my innocence,” said Dorado, speaking from a video screen from jail while wearing blue jail clothes and a white mask.

“I never, ever used drugs for anything. I’m still in shock as to what is happening,” said Dorado.

“I have lost everything.

“I have never done anything that was not consensual,” concluded Dorado.

Three victims spoke from remote locations on a video screen, as did the attorneys. One victim spoke in the courtroom.

Dorado asked for probation, but his attorney, Kim Santini, said he was ineligible because of the charges. She asked for a lesser sentence of 24 years, while Coto asked for 58 years. The probation department recommended 44 years.

“I miss me, I miss the confidence I had,” said one woman, who said she suffers anxiety attacks and that “I still have issues concentrating.”

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Adversity Brings Opportunity at Beach Mailbox

Beach Mailbox and Gifts at 864 Grand Avenue in Pacific Beach has been a community hub for more than 20 years. Though not known to everyone, the local business that specializes in private mailbox rentals, mailing and shipping, business services and beach gifts has a loyal customer base that has won it the Beach & Bay Press Best Postal Center award four years in a row.

For this small business, 2020 was not only a year of disruption due to COVID-19. It was also a trying experience for owner Rita Warren. It started with sudden hearing loss in January; followed by a diagnosis of an “acoustic neuroma”, a benign tumor near the auditory canal that can gradually grow and cause life-threatening problems. Surgery was the best option. But, due to the COVID-19 pandemic, she had to wait more than four months before the UCSD could take on the surgery due to their safety protocols.

Post-surgery, the 56-year-old PB local had every intention of getting back to running in the sand on Mission Beach and actively managing her store. But as frequently happens after this type of major brain surgery, side effects can linger. Most notably, Warren had lost all hearing in one ear which made working in a busy retail environment very difficult.

Fortunately, the owner’s medical issues and the pandemic did not slow down Beach Mailbox. The team stayed open during the toughest shutdowns of COVID since they are an essential business handling mail for customers of the US Postal Service. With Warren sidelined recovering from surgery, Bianca Jackson had been co-managing Beach Mailbox for nearly two years and was eager to step in and step up.

It’s not often that a busy single working mom gets the chance to take over a thriving business. Warren and Jackson decided to become partners, with Jackson running all day-to-day operations at Beach Mailbox. “This is an amazing opportunity for me,” says Bianca. “I know it’s a lot to take on, but I’m really excited and I have plenty of support from my friends, family, and our great customers.”

Going into the holiday season, which is the busiest time of the year for a shipping center, Bianca and her team are ready to serve the community by providing a one-stop-shop for getting those gifts to friends and family.

“I always send my gifts from Beach Mailbox,” says longtime customer Jessica Noble of Magnetic Experiences. “As a business owner and author, they are my go-to resource for shipping everything, including pre-view copies of my new book, ‘The Five Customer Experience Mistakes’. The girls at Beach Mailbox make everything super easy, and they ship internationally, too.”

For everything you need for holiday shipping—from gift-wrapping to mailers and boxes, to professional packing and shipping through USPS, FedEx, UPS, and DHL—the owners hope you will rely on Beach Mailbox and Gifts this holiday season, both as a way to “support local” and to welcome Bianca Jackson into the PB business-owner community.

Pacific Beach Mailbox & Gifts
858.272.8877
beachmailbox.com

New Co-Owner, Bianca Jackson, in front of Beach Mailbox at 864 Grand Avenue in Pacific Beach.

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There’s something wildly intoxicating about the combination of olive oil, oregano, lemon and paprika when used as a marinade for plump chicken kabobs. Ditto for the mingling of hollowed-out green bell peppers stuffed with ground beef, oro, cinnamon, nutmeg and melty cheese.

We’re talking about the clean, uplifting Greek fare at Spiro’s Mediterranean Cuisine, which established itself nearly 25 years ago in Coronado (1201 First St.), and recently opened a second location on the prime corner of Prospect and Fay streets.

Owners Spiro and Nancy Chaconas are the husband-wife force behind the business, along with their sons Michael and Demetri. They designed the La Jolla spot in the classic slab of structures seen along the hillsides of Greece’s Santorini Island - white and bright and with a seamless flow.

In addition to a patio that runs alongside the building, a larger outdoor seating area was added due to indoor Covid restrictions. It occupies five former parking spots on the street and features carpeting and well-spaced tables adorned with fresh flowers.

The recipes hail from Spiro’s late mother and grandmother, both natives of Greece. Imported spices from Sparta are used in many of the dishes. And if you’re on the hunt for chicken gyros, you’ve come to the right place.

“We’re the only place in Southern California that has them,” said Nancy, referring to the succulent shavings of white and dark meat, which land in salads or platters with smooth-tasting feta cheese and cool tzatziki sauce—the “best friends” to Greek meals.

Of the aforementioned stuffed peppers, I found them ravishing. They tasted nothing like American versions served often in ponds of thin tomato sauce. These needed no sauce at all, thanks to the aromatic spices used in the ground beef, as well as restrained measures of buttery, melted cheese oozing from the peppers’ tender rims.

The chicken kabobs use breast meat. But they’re hardly boring. Beneath their nicely charred exteriors was juicy chicken that had been marinated overnight. The flavors of sweet paprika and lemon particularly sprang forth.

Both dishes included fluffy rice pilaf and a Greek salad sporting finger-length slabs of feta. The zesty, oregano-spiked salad dressing further attested to the restaurant’s ethnic origin.

Only at this location is saganaki served, which is flaming kasseri cheese doused in brandy and extinguished with fresh lemon juice. It’s an appetizer I always order in Greek restaurants when dining at night because it adds some visual drama to the dinner. I skipped it, however, because my visit was under sunny, midday skies.

My list of other must-try dishes for future visits is lengthy. They include souvlaki made with prime beef grilled shrimp kabobs; a plate of pulled meat from slow-roast leg of lamb; traditional pastitsio (Greek lasagna); and marinated coriander chicken, available in quarter or half portions.

You’ll also find classic Greek soups such as lemon-y avgolemono, as well as house-made hummus and falafel, and other comfort dishes that wash down ideally with a bottle of Mythos Greek beer.

Desserts are made onsite and wink at you from a display case at the order counter. In addition to baklava, rice pudding and sun-dried figs, there’s also traditional Greek cookies (kourambiethes). And throughout December, a holiday treat called galatoboureko (Greek cookies) will be available. It involves rolled dough and a custard-like filling.

Spir’s also sells imported herbs, caters to local events, and offers happy hour from 3 to 6 p.m., Monday through Thursday.

In my visit, it was enjoying a brisk and efficient take-out business, which continues to increase in light of the pandemic. Delivery is also an option.

It’s a safe and welcoming get-away to the Mediterranean at a time when traveling overseas has come to a temporary halt.
HOLIDAY HAPPENINGS AROUND PACIFIC BEACH

HOLIDAY CHEER ON CRYSTAL PIER
Stroll along Crystal Pier to enjoy festive wreaths decorated by Pacific Beach businesses from Dec 5th-Jan 1st

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Walk around PB to Shop Small and take in the holiday cheer of decorated store fronts during December

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Stop by the shop small section of the PB Tuesday Farmers’ Market featuring neighborhood retailers Nov 17th-Dec 15th

Follow @discoverpb on Instagram and Facebook for more Shop Small discounts and deals!
The holiday is meant for Joyful time with Friends and Family, so we'll be closed Christmas Eve through January 3rd reopening on the 4th and ready to print! Happy Holidays!

Merry Christmas from the Faded Awning!

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Join us for a Holiday Open House
Friday December 11th 11-5PM
Saturday December 12th 11-5PM
Sunday December 13th 11-4PM

We will be safely serving hot holiday drinks and pre-wrapped treats outside.
FREE gift with $50 purchase. Masks required please.
Fresh take on Mexican cuisine at Raymundo’s Taco Shop

By DAVID SCHWAB

Husband-and-wife duo Raymundo and Leticia Garcia recently opened Raymundo’s Taco Shop in the heart of La Jolla Village, a new eatery they believe offers a fresh take on Mexican cuisine while perfectly complementing the neighborhood.

In fact, one of theirs just told them so. “Yesterday a lady came in, and after eating told us her meal was perfect,” said Leticia of their new restaurant at 7918 Ivanhoe Ave., which opened Nov. 2 next door to Decker’s Dog & Cat.

The pair are working seven days a week, 8 a.m. to 7 p.m. Raymundo, for whom the restaurant is named, cooks while Leticia works the counter. It’s a big step for them. Raymundo worked 25 years previously for the popular Raymundo’s Taco Shop chain, before opting to break out on his own.

The restaurant offers fast delicious Mexican food with breakfast served all day. Leticia said quality is key to their cuisine, which offers a wide variety of menu items which, besides of host of tacos, includes burritos, tortas, chile Rellenos, tostadas, quesadillas, fries, rice bowls, chimichangas, and enchiladas. Meals are served a la carte or in combination plates.

“Everything is made from scratch including the sauces, tortillas, Hispanic ingredients,” said Leticia.

What of the future? “We just needed some equipment,” she said. “We saw it had potential, so we put in an offer and were fortunate enough to have been accepted.”

Of the remodel, Leticia said, “We just needed some equipment.”

“We’re doing everything they can to more purple tier restrictions

Now that San Diego moved back into the purple tier, which means no indoor dining, some Pacific Beach restaurants are expanding and tweaking their outdoor options.

It’s no secret that 22-year-old Rub’s @ the Beach has struggled during San Diego County’s indoor dining shutdowns, but being the persevering PB staple they are, they’ve risen to the occasion by building out their extended outdoor patio space, adding aesthetic touches to reflect the eatery’s indoor beach vibe, and ensuring that everything meets COVID-19 mandated criteria. For those not comfortable dining out, rest assured the eatery offers both carryout and delivery options as well.

Waterbar is one of Pacific Beach's most scenic dining destinations, so it’s only fitting that they’re doing everything they can to showcase their stunning views while maintaining social distancing for a safe dining experience. The location will be installing tents in both the front and back, in which there will be lighting and heaters for the cooler weather to come. Equipped with plenty of airflow, that ocean breeze isn’t going anywhere. Currently, there is heated ocean-front dining on their extended patio. Foodies can also get their food to-go and delivered.

Breakfast Republic’s Pacific Beach location is ready to roll with plenty of patio dining space, thanks to the city’s flexibility enabling expanded seating in the adjacent parking lot. The connected Eggies location is still slogging grab-and-go sandos for those seeking a quick bite. Breakfast Republic offers both carryout and delivery for those not ready to dine onsite.

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Pacific Life Church
www.pacificlifechurch.org | 4666 Cass St. Suite 202, San Diego, CA 92109
Facebook • @pacificlifechurchsd | Instagram • @pacificlifechurchsd | YouTube • PacificLifeChurchSanDiego

Pacific Life Church meets every Sunday online at 10am and is now offering an outdoor, in person church service, every Sunday at 4pm. We’re meeting at St. Andrew’s Episcopal Church – 1050 Thomas St. For more information about our church services, in person gathering protocols or to connect with our staff, please visit our website, www.pacificlifechurch.org or our social media pages.

You can also find video encouragements from our church staff and volunteers on our social media pages throughout the week focusing on parents and kids, hope and loving our neighbors. We feel fortunate that we get to serve the community of Pacific Beach and we love our town. We are here for you – you are not alone!

Pacific Life Church
www.pacificlifechurch.org | 4666 Cass St. Suite 202, San Diego, CA 92109
Facebook • @pacificlifechurchsd | Instagram • @pacificlifechurchsd | YouTube • PacificLifeChurchSanDiego
Everyday California, an eco-friendly, La Jolla Shores-based ocean adventures apparel shop, is marking its 10th year this November serving locals and visitors alike. What started off as a small operation consisting of a few kayaks, an old pick-up truck, and a few guys running discounted adventure tours has grown into a major operation with more than 100 yearly seasonal employees and merchandise sold nationally. Everyday California takes 75,000 people out on the water annually.

“Looking back over the years we’ve definitely had our share of challenges, 2020 being no exception, but we always manage to get through it thanks to our loyal fans and team’s dedication to making fun happen,” said Everyday California co-founder Chris Lynch about he and business partner Mike Samer.

“Although the future may seem uncertain, we are optimistic as we know people’s longing for travel and new experiences is something that will never falter.”

A decade ago, Everyday California took over permitting and the reins from OEX Diving and Kayak at 2261 Avenida De La Playa along the Shores commercial strip.

“Then’s how I ended up in the business,” said Lynch, who started as a kayak guide in the rental and ocean apparel business while still in school.

Lynch said COVID caused a paradigm shift in Everyday California’s business model. “It’s been a bit of a roller coaster for us as it has been for everybody,” he said. “When we shut down on March 17, our business in January and February had been up 300%, and we were looking forward to our 10th year, having launched surf camps for the first time.”

Added Lynch: “COVID actually was a bit of a blessing because we had to switch our apparel business to our online store and Facebook. Our online sales increased 700%.”

Of the impact of COVID on business, Lynch noted: “What’s better than to be outside in the sun? We had many talks with the City, lifeguards and City real estate assets, and we were able to start renting out kayaks again in the middle of May. We were able to operate on a somewhat normal schedule because our business is so much outside.”

Everyday California highlights during the past decade include launching a successful apparel and accessories line to accompany kayak tour offerings, being named one of Inc. 5000’s Fastest Growing Companies, partnering with Resident Brewing to launch a beer collaboration, partnering with GreenWave to support sustainable 3D ocean farming, obtaining a surf permit for the first time, allowing the company to offer expanded services including surf lessons and surf schools, expanding their charitable efforts by partnering with Food Forward, an organization working to fight hunger and prevent food waste, and partnering with Surfrider Foundation to become the official beach clean-up hub for La Jolla in lieu of Surfrider’s usual beach clean-up events, which have been on hold due to the pandemic.

“We are eternally grateful to our customers for their support over the years,” said Everyday California co-founder Mike Samer. “We look forward to many more years of adventures showcasing and preserving the beautiful coastline of San Diego.”

“We want to thank the La Jolla community for dealing with us for 10 years,” said Lynch joking, “It’s always tough when you’ve got to deal with two young entrepreneurs running around with dirty wet suits and sandy trunks.”

Everyday California kayak tours explore the seven La Jolla Sea Caves just north of La Jolla Cove.
BILL ROBBINS HONORED FOR SERVICE

On Nov. 6, La Jolla Parks & Beaches, Inc. board member Phyllis Minick presented Bill Robbins with a couple of special awards, a plaque made from the remains of a fallen “Lorax” Monterey cedared tree from Scripps Park, along with a letter of recognition. “We’d like to recognize Bill Robbins at the October meeting of LJPB,” said Minick of Robbins’ service.

The plaque was signed by LJPB board members as well as Andy Field and Dan Daneri from the City’s Parks and Rec Department. It also carried the signatures of plaque designer Chris and La Jolla’s “The Dew Patrol Swimmers.”

“Bill is the first person along the shores daily and the last to leave, overseeing all special events and even routine park usage of all our areas,” said Minick.

The awards were presented to Bill Robbins for his “significant contributions” note Minick of the wooden plaque. “This absolutely gorgeous plaque has stainless steel lettering with an inscription that reads, ‘in appreciation of your devoted guardianship of our La Jolla Village shores, this wood from the historic Lorax tree, once in EB Scripps Park, represents a one-of-a-kind gratitude of our community.’

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CONT. FROM LEGALS

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The Oceanside Museum of Art (OMA) had to rethink their yearly event Art After Dark due to COVID. They came up with a virtual experience titled Night of the Living Art: An Art After Dark Fashion Extravaganza, which was presented on Oct. 31. This was a juried fashion show and they had artists apply from all over the USA. They chose over 20 artist who were invited to join the event. The artists were asked to design avant-garde or sculptural work. Some used accessories such as body jewelry and even one garment was made out of wheat. The feature artist was Melissa Meier who confronts social and spiritual issues in her art. Next I asked Saki about her winning entry and she said: “The outfit is named Pinion Queen and is made mainly of foam. There’s a plywood and PVC skeleton that allows for movement. The character being portrayed is an interdimensional being who enters the universe of a composer who is stuck, and she resurrects him so that he can finish his masterpiece.” The grand prize for each one of them will be a solo exhibition at OMA in the fall of 2021. Since this was a live show, they had hundreds of viewers who tuned in to watch. Beata Edyta Mierzwia won the viewer’s choice. She combines science and art together for her creations. She also won the upcoming popup feature in OMA’s Museum Store. There was a virtual DJ house party after the fashion show. DJ Mandy spun the tunes until 9 p.m. For more information about the Oceanside Museum of Art, visit oma-online.org. Diana Cavagnaro is an internationally renowned Couture Milliner based in San Diego. Learn more about our hot designer, teacher and blogger at DianaCavagnaro.com

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7520 Mar Ave, La Jolla • 4BR 4.5BA 4,910 SQFT W/ optional home office • Approved Plans

UPCOMING EVENT
Sunday, Dec. 6 – San Diego Vintage Collective is an outdoor holiday market for vendors and local makers. Free event from 10 a.m.-3p.m. at 2825 Dewey Road at Liberty Station. There will be thousands of products of clothing, home goods, art, jewelry, accessories, etc. Follow on Instagram: @sandiego_vintagecollective.

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Pacific Beach resident Ron Burns, with daughters Lauren (32) and Kelly (28), finished riding 69 miles (actually 70) in honor of his 69th birthday. He does it every year. These last couple years have been from Glorietta Bay down the strand and back. The strand is approximately 11 miles, one way to Imperial Beach, so this year he rode it down and back, three times, and then some. Burns was born in Gardena, but has lived in PB for 49 years.
Offered at $1,800,000

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“Upsizing, Downsizing or Beachsize?” Call John!
Applying casework method to teaching management classes at UNH

By Natasha Josefowitz, Ph.D.

The faculty at the UNH Whittemore School of Business and Economics (WSBE) welcomed me as their only female member. Allan Cohen, Steve Fink, Robin Willits, Herman Gadon, and I worked well together. Our approach to teaching was very innovative. We used the classroom as a business model: students (employees) were divided into small groups with a leader (a manager) who would regularly report to the faculty member (the CEO) on the progress of his or her group. Our method became well-known.

Members of the Harvard Business faculty came to observe us in our classrooms and adopt our method. Herman would provide into small groups with a leader (a manager) who would eventually the CEO/head of the organization—examining the discrimination experienced at every stage along the way.

I was writing about issues women encountered in the workplace including suggestions on how to best deal with these issues without alienating the people they had to work with. My articles appeared in dozens of publications as diverse as The Harvard Business Review, Personnel Administration, Ms., Magazine, and even Playboy.

We both pursued other consulting opportunities. Herman was a labor arbitrator. He often returned from his travels to Boston late at night and had to teach early the next morning at UNH. While in Switzerland, he studied the German system of staggered work schedules and wrote articles and a book on flexible working hours. When Herman introduced this concept in the United States, it was first employed by the government. He spent much time traveling to Washington, D.C. to implement this new scheduling idea. "Flextime," as it became known, was adopted by a large number of organizations throughout the country.

When Alice Sargent, the dean of a Catholic college run by nuns in the U.S. I taught this course in chronological order: resume writing, interviewing techniques, first day on the job, handling harassment, dealing with children at home, becoming a middle manager and eventually the CEO/head of the organization—examining the discrimination experienced at every stage along the way.

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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.

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3696 BAYSIDE WALK #G
3 BD | 2 BA | 1,173 sq.ft. **Sold Price of $1,275,000**

Enjoy amazing views of Mission Bay from your living room in this ground floor condo. This 3 BD, 2 BA property is located right in the heart of Mission Beach, just steps from Mission Bay, the ocean, shops and restaurants. The open floor plan is great for entertaining at the beach and has plenty of room to sleep at least 8. No stairs required to step right out your front door and onto the sand.

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831 REED AVE.
3 BD | 2BA | 988 SQ. FT. **Sold Above Asking, Multiple offers $1,310,000**

Looking to build your dream home at the coast? 831 Reed Avenue is what you’ve been searching for! This full-sized, 6,300 square foot lot located in the coveted Braemar District of Pacific Beach features a cute 1942 beach bungalow that is only one block to the ocean, two blocks to the bay and is screaming for someone to turn it into their dream beach house. There are seemingly fewer and fewer opportunities these days at the beach to buy a property that will allow you to create your dream home, so don’t miss out on this “diamond in the sand.”

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1223 AGATE ST.
3 BD | 2 BA | 1,518 SQ. FT. | NORTH PACIFIC BEACH

Stunning Fred Earl Norris Jr mid-century modern home, nestled on a quiet North PB street on an oversized 7,700 sq ft lot. Exposed beams, tongue-and-groove ceilings, clean lines and an open floor plan flow out to the expansive backyard, exuding an energy and tranquility that is calling you to come sit outside and enjoy a good book or a glass of wine. Mature trees and landscaping allow for privacy and shade and are reminiscent of a lakefront mountain retreat, yet you’re just blocks from the beach.

**SOLD in 5 days for $1,675,000**

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**PB Fun Fact:**
Thanksgiving is one of the reasons TV dinners exist. In 1953, Swanson packaged his extra turkey onto aluminum trays with other sides, like sweet potatoes, and that is how the first TV dinner was born.