Paddle for Peace held a paddle out at Tourmaline Surf Park on Oct. 10 to raise money for the Susan G. Komen Foundation during Breast Cancer Awareness Month. The group raised $2,684 (and counting) from the event. Paddle for Peace (@paddleforpeace) is a community of surfers and non surfers who unite to take a stand against social issues, to raise money for nonprofits, and to inspire others along the way.

PHOTO BY @HEADEDANYWHERE

Strategic Habitats creating homeless housing

SEE PAGE 13

Team California wins Super Girl Surf Pro

SEE PAGE 16

News hours for dogs in Mission Bay Park?

SEE PAGE 12

Paddle for Peace held a paddle out at Tourmaline Surf Park on Oct. 10 to raise money for the Susan G. Komen Foundation during Breast Cancer Awareness Month. The group raised $2,684 (and counting) from the event. Paddle for Peace (@paddleforpeace) is a community of surfers and non surfers who unite to take a stand against social issues, to raise money for nonprofits, and to inspire others along the way.
La Jolla Parks and Beaches discuss beach fires around Marine Street

In September La Jolla Parks and Beaches, Inc. vetted an idea from two board members for getting a better handle on controlling beach fires at Marine Street and elsewhere in La Jolla.

LJPB board members Ken Hurich and Melinda Merryweather have collaborated on one possible educational solution to problematic beach fires: posted stickers on beach entrance signs.

Reporting on a working group recently established to combat nettlesome beach fires causing burns and air pollution, Janet Stratford Collins said: “We’ve received over 200 emails. They fall into three categories, those who want beach fires to stay with no new regulations, those wanting to make beach fires safer, and those who want to ban them.”

Added Stratford Collins: “A lot of our signs posted at beach entrances are negative – no glass, no beach fires, no alcohol, etc. We’ve got a proposal for a prototype sticker. now being worked on with Dan Dumeri of City Parks, that’s positive. It says, ‘Beach fires allowed 5 a.m. to midnight.’ It goes through what is the proper way to do a beach fire, in rings or with personal barbecue stoves, stating current beach regulations requiring the use of charcoal, clean wood or paper products, and no trash.”

Stratford Collins noted the working group is suggesting the prototype stickers could be used to amend beach entrance signage making them more easily and clearly understandable by beach patrons.

“There’s been a lot of back-and-forth on beach signs,” concurred LJPB president Ann Dynes.

LJPB board member John Shannon pointed out a possible deficiency with proposed stickers.

“People don’t read signs the way they used to,” he said. “Maybe there should be something more like a map that shows what’s allowed, and what’s prohibited. There’s a lot of value there.”

Added Shannon: “Whenever we do these draconian things telling people what they can’t do: they will just do whatever they want anyway. If we tell people, ‘This is what we allow,’ then they’re encouraged to comply.”

Board member John Leek noted: “City Parks with their rangers is the first responder for anything on the beach. However, they don’t have the budget to have rangers parked on every beach or any beach. The only reason police go onto the beach is because of an emergency, and there were no rangers available to take care of the situation because of budget problems.”

Resident Dorie DeFranco said: “All parts of the City are working under the same municipal code. If you change conditions on one beach, it changes for all the City beaches. And if you do call the non-emergency number and report an illegal beach fire, it gets routed through police dispatch and goes to the fire department. Police do not ever come.”

READ MORE ONLINE AT sdnnews.com
**LA JOLLA Country Club:** Breathtaking views of shore and ocean. Seller may carry 1st Trust Deed at 2% interest only. Call for info. 5bd/5full+2half | 6,246 s.f. | $5,500,000

**LA JOLLA Birdrock:** Ocean Front Retreat. Where the Ocean is your backyard neighbor! $3,900,000-$4,295,000

**LA JOLLA Lower Hermosa:** Rustic Mediterranean Villa in desirable neighborhood. 6bd/4.5ba | 4,034 s.f. | $3,950,000-$4,295,000

**LA JOLLA Heights:** Big playroom and large pool. 6bd + 1opt/3.5ba | 3582 s.f. | $1,895,000

**LA JOLLA WindanSea:** Approved plans for new construction. 3bd/3ba | 1,875 s.f. | $1,600,000-$1,750,000

**LA JOLLA Country Club:** Infinite Ocean Views to carry you away! 4bd/3.5ba | 4,680 s.f. | $4,798,000

**LA JOLLA village:** Recently renovated in the heart of LJ. Equipped with elevator and solar power. 3bd/2.5ba | 2,188 s.f. | LP $1,350,000

**Gregg Whitney**
858-204-6161
info@BillionairesRowLaJolla.com
CalDRE #01005985
PB Community Collaborators give updates on organizations’ projects

By DAVID SCHWAB

I n October, PB Community Collaborators—a loose-knit group of civic organizations representing local schools, the library, Discover PB, and the town council—met via Zoom to discuss current events in the midst of COVID.

Mary Lou Benzel, president of PB Woman’s Club, talked about the club’s ongoing charity work while dispelling rumors that their homeless shelter.

“We’ve been working with our favorite charity, Stand Up For Kids, that supports homeless teens,” Benzel said. “We’ve been supporting them for close to 13 years to give them things like food and clothing and baskets of goodies at holiday time.”

Regardless of homelessness, Benzel said, “Quite a stir was created on Next Door when we brought in a (temporary) trailer to allow the unhoused to take showers, and it was immediately assumed that we were turning the PB Woman’s Club into a homeless shelter, which we are not.”

Added Benzel: “The PB Woman’s Club has also become too expensive for us to maintain, so we put it up for sale thinking that was the best thing we could do to still serve the community. We don’t need a physical place to do it. We’ll still be around, probably bigger and better than ever, without the burden of a 100-plus-year-old house to maintain.”

Ron Walker of Pacific Beach Town Council noted that the council was not been able to do concerts on the Green and graffiti cleanup this year due to COVID.

“That has really been unfortunate, but we’ve been doing some other community improvement projects like power washing sidewalks, on Garnet, and weed abatement on Mission Bay Drive and Soledad Mountain Road,” Walker said. “We’ve also been advocating for park curfew hours, and pressuring the City on (creating) a sidewalk vending ordinance. We’ve also collaborated with the PB Planning Group and Discover PB on starting a Garnet block captain program.”

Christine Wainwright of PB Library gave an update on the status quo of libraries citywide.

“We’ve expanded service at all 36 branches to Monday through Saturday, 9:30 a.m. to 1 p.m., and 2 to 5:30 p.m. with an hour off for lunch from 1 to 2 p.m.,” Wainwright said. “Our book drops are all now open 24 hours.”

The librarian added that the PB Taylor Branch is not yet open for limited indoor patron usage, pointing out that La Jolla and Point Loma branches are, though with notable changes.

“You’re not allowed to handle books on shelves,” Wainwright said. “Staff goes in and pulls books for patrons now like our contactless pick-up service.”

Wainwright added mail ballot drop-off service started by County Registrar staffers is being conducted now throughout the Nov. 3 election at all 36 City library locations from 9:30 a.m. to 5:30 p.m. Monday through Saturday. “Mail ballots will be driven over to the Registrar, you don’t need to worry about them getting lost,” she said.

Sara Berns, executive director of Discover PB, said the business improvement district has had to reformat its fall Beachfest, turning it into a Best of the Beach Fish Taco Contest with tickets on sale now at pacificbeach.org.

“You can visit six participating restaurants over the next six weeks and submit your (best of) vote online,” Berns said. “Also at our farmers market on Tuesdays, we’ll have arts and crafts vendors usually at Beachfest featured every week during October.”

“At our farmers market on Tuesdays, we’ll have arts and crafts vendors usually at Beachfest featured every week during October,” Sara Berns, Executive Director of Discover PB

“PB Community Collaborators meets the second Friday of the month from 8 to 9 p.m. currently via Zoom. Those interested in attending or participating should email elencitrano@gmail.com.”

PB Community Collaborators give updates on organizations’ projects

MAKE THE RIGHT CHOICE SENIOR LIVING

Established in early 2008, Jean Brooks (UCSD Graduate) and Todd Brooks (Air Force Veteran, US Air Force Academy Graduate) had the desire to develop Assisted Living Care Homes and Services for seniors that are a cut above the rest. Experienced staff, no more than 6 residents per community, highly motivated and experienced staff, short term respite stays are ok.

www.rightchoiceseniorliving.org

619-246-2003

RIGHT CHOICE SENIOR LIVING

PB Service Assisted Living

Starting at $130 a day.

We are saving families thousands of dollars per month.

Assisted Living Care Home Communities

No more than 6 residents per community

Highly motivated and experienced staff

Short Term Respite Stays are ok

NOW HIRING CAREGIVERS! CALL NOW!

FOR EXCELLENT ASSISTED LIVING CARE, CONTACT OUR INTAKE COORDINATOR TODAY.

Former General Atomics, Atomics International, & other Atomic workers

WE WANT TO CELEBRATE YOU!

As we celebrate the National Day of Remembrance for Nuclear Weapons Workers this month, we honor the memory, legacy, and contribution of our nation’s atomic heroes.

This year’s pin commemorates the contributions of the Rocky Flats Plant.

Call 925.453.3803 to order your free pin today!

If this is your first time connecting with us, please let us know if you’d like to receive the entire collection of Atomic Challenge Pins!

CHRIStWARD for State Assembly

VOTE Councilmember Chris Ward for State Assembly

An Experienced Leader to Tackle Our Issues.

Crush COVID-19, Support Those Affected

Reduce Homelessness

Reverse Climate Change, Protect Our Coast

Improve Education & Expand Health Care

Chris Ward for Assembly is endorsed by:

Senator

Toni G. Atkins

Assemblymember

Todd Gloria

Former Senator

Christine Kehoe

Congressman

Susan Davis

TODAY

Visit ChrisWard.ca at ChrisWard.ca

The best choice for California!

This image is a political advertisement.

Paid for by Chris Ward for Assembly 2020 E095 IO-R159056
Pacific Beach Woman’s Club’s historic building for sale

By DAVE SCHWAN

Pacifi c Beach Woman’s Club observed two major milestones this year: The club celebrated its 125th anniversary, along with putting its living bandages during World Wars I and II, entertaining the troops, and establishing the fi rst public library in Pacifi c Beach.

Today, Woman’s Club members support various causes and are active in many civic and community events and activities, including hosting musical performances. In 2019, benefactors of PBWC’s generosity included the Polinsky Children’s Center, Toys For Tots, Concerts on the Green in PB, the Surfrider Foundation, scholarships at Mission Bay High School, an annual fi shing derby on Crystal Pier, and Veterans Standdown.

PBWC also wants to squelch rumors that the clubhouse could become a homeless shelter.

“The club is not going to be turned into a homeless shelter, no matter what purchases it, that is not the plan for it,” said PBWC board member Ellen Citrano.

Citrano said PBWC wants to keep the building looking as it was always meant to be. “We may just not have brick and mortar to surround us, but we’ve got love and caring to go around.”

For more information about the property, contact listing agent Rachel Wilkins at 619-504-8119.

CITY’S FULL PARKING ENFORCEMENT RESTARTS

The City of San Diego wants to make sure residents and visitors are aware that all parking regulations will again be enforced across the city starting on Thursday, Oct. 15. Restarting parking enforcement will allow for increased turnover at parking meters and businesses, ensuring accessibility for patrons visiting local stores and restaurants. Although street sweeping has continued during the public health emergency, the resumption of enforcement will allow City sweepers to once again sweep debris and dust pollution along the curb line to maintain improved water quality and greatly reduce the potential for flooding as the rainy season approaches.

View an interactive map and street sweeping schedules by visiting tinyurl.com/cwcm5gc.

FREE FLU SHOTS AVAILABLE AT COUNTY CLINICS

The County of San Diego is ramping up its flu vaccination efforts to lower the risk of San Diegans getting influenza and the novel coronavirus at the same time and prevent the local healthcare system from being overwhelmed. Every year, the County sponsors free vaccination clinics throughout the region where you can get a free shot. Six clinics will take place in October and early November with vaccine available for adults and children ages six months and up.

“The clinics are free and primarily for people with no medical insurance,” said Wilma Wooten, M.D., MPH, County public health officer. “We want everyone to be protected against the flu and its possible complications.”


The Centers for Disease Control and Prevention recommends that everyone six months of age and older get a flu shot every year. The flu vaccine is safe and effective. People with no healthcare coverage can get vaccinated at a Community Health Center or County public health center throughout the flu season. For a list of locations, visit sdcounty.org or call 2-1-1.

DON’T WAIT UNTIL ELECTION DAY – VOTE EARLY

The Registrar’s office reminds you that you can make voting decisions and complete your mail ballot in the comfort and safety of your home. Remember to sign and date your envelope, seal your completed ballot inside and return it to a trusted source. You can return it by mail, no postage needed, or at one of 126 mail ballot drop-off locations around the county. READ MORE ONLINE AT sdnnews.com

Charle a hair studio

Sensitive Solutions for Women’s Hair Loss

Treating all forms of Alopoea for over 30 years

Visit Charle.com for more information

• Over 30 years of experience
• Units custom made for each client
• Private, discrete offices
• We use the finest quality human hair

Call, email, or visit charle.com to schedule a free consultation!

Two Locations:
San Diego: La Costa, Carlsbad  • Northern CA: Marin County
Email: chdewitt@aol.com  888.680.HAIR(4247)  www.charle.com
County Registrar discusses election process during pandemic

By DAVE SCHWAB

On election Tuesday in November, the County Registrar becomes the single largest employer in San Diego County for that day. That and a myriad of other election insights were offered by County Registrar Michael Vu at a recent Zoom meeting sponsored by the San Diego Taxpayers Association and moderated by SDTA president/CEO Haney Hong.

With the Nov. 3 General Election less than a month out, Vu presented on this one-of-a-kind election, before answering questions about election-process fundamentals. He said there will be numerous changes this year due to COVID. “The pandemic has shifted the entire model for us at the Registrar of Voters,” said Vu. “We are sending a mail ballot to every single one of the approximately 1.9 million registered voters, and nearly 2 million sample ballots, which is a significant milestone. This is a really important election. We anticipate we’ll need 4,500 seasonal staff members including 1,200 seasonal poll workers to assist our 65 permanent employees.”

The election process has already begun.

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

Organizing and running a presidential election process is staggeringly complex.

“We have about 196 election contests and 37 local measures on the County ballot with lots of jurisdictions overlapping including City Council, Congressional, State Assembly and Senate, community college, high school, and healthcare districts,” noted Vu. “We have 842 ballot types with 4,210 variations on the ballot that have to go out in five federally covered languages.”

Turnout for presidential elections every four years is typically high.

“A presidential election is the largest in the four-year cycle,” said Vu. “The highest percentage turnout was in 2008 with 84%. In the 2016 election, we had 81.3%. We have been preparing for this for years. And then the pandemic happened.”

New health protocols including required social distancing have significantly altered the in-person voting equation, noted Vu.

“In the past, we’ve had 1,549 voting precincts and 69% of those were reporting to private facilities: garages, pet grooming stores, pizza parlors, funeral homes,” he said. Vu added his office wanted to avoid a “level of uncertainty” this time around in terms of the potential for a private entity denying access at the last minute to a polling station due to the pandemic.

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

READ MORE ONLINE AT sdnews.com
ARTOBER AT THE MARKET

BEST OF THE BEACH FISH TACO CONTEST
TASTING: OCT 1 - NOV 15
VOTING CLOSES NOV 18
6 TACOS INCLUDED
TICKETS: $12 EACH AT PACIFICBEACH.ORG

PACIFIC BEACHFEST 5K MONTH CHALLENGE
REGISTER, RUN, RECORD
RUN AND RECORD YOUR BEST OF 3 ATTEMPTS DURING THE MONTH OF OCTOBER
REGISTER AT SANDIEGORUNNINGCO.COM

SHOP SMALL SEASON
COMING IN NOVEMBER EVEN MORE FROM PACIFICBEACH.ORG

EVERY TUESDAY IN OCT
FEATURED BEACHFEST ARTISTS AT THE PB FARMERS’ MARKET
HORNBLEND + BAYARD FROM 3 - 7 PM PACIFICBEACH.ORG
A new leadership to re-focus beautifulPB’s vision for community

By DAVID SCHWAB

A n all-volunteer, public nonprofit charity, beautifulPB, has a new board and a refined vision but the same mission: to create a sustainably beautiful Pacific Beach that other communities can emulate and replicate.

“We’re not working on a complete revamping of the organization but are trying to refocus our efforts to build some new momentum,” said new group president Katie Matchett, noting she’d like to tie in accomplishments from other civic groups in town “who’ve done a lot of great work.”

Pointed out Matchett: “We’re a little unique in that we have this focus on sustainability. Now we need to take that unique focus and figure out ways we can use to benefit PB, and be a really efficient organization and achieve those goals.”

The new beautifulPB board also includes Joe Bettles, vice president; Matt Winter, past president; and board members Chris Olson, Paul Viani, Rick Menolez, Paula Gandolfi, and RJ Kunyzy.

BeautifulPB recently completed two community projects: The sixth annual PB Counts in August, where we do traffic counts with volunteers standing at locations in west PB near the beach along Coss and Garnet and into some residential neighborhoods.

“They report all the bikes, scooters, skaters – anything passing by to give us a sense of how people are moving around in PB. It gives us a snapshot of a typical summer weekend afternoon. And after six years, we can start to see what (traffic) patterns are developing,” Matchett said beautifulPB is keenly aware of remaining true to its core mission.

“We do really want to continue to focus on sustainability and to have mobility and active transportation fit under that umbrella, getting people to get around by biking and walking rather than driving,” she said. “But we also want to incorporate a prominent and new focus on equity. We want to take the lead and look for ways to promote equity in our community.”

Matchett noted the recent drive to rename a PB park for William Payne, the community’s first Black teacher, is a step in the direction beautifulPB wants to pursue. “We’re looking for other ways we can bring equity into the work we’re doing and promote equity in our community,” she said.

An effort has been underway for several years by beautifulPB to turn the beach community into a full-fledged EcoDistrict. An EcoDistrict is an urban planning term denoting the objective of attaining “sustainable development” while reducing the ecological footprint and impact of community projects. Since 2016, beautifulPB has been exploring pursuing EcoDistrict certification, a new process-based urban development standard for neighborhood-scale projects promoting both environmental sustainability and climate protection.

“The EcoDistrict, similar to LEED certification (for buildings), is one of the things we’re trying to sort out,” said Matchett. “There are a number of criteria that need to be met before you can become certified. We may continue to work through that process.”

BeautifulPB has another ultimate objective.

“We’re really working for ways to bring some value to our community,” concluded Matchett. “And we’re also working to find the time, money, and people to complete our projects.”

Celeste Matchett (center), Cora Matchett (left), and Emma Zackowski (right) on their bicycles during the beautifulPB event.

投票更安全

您不必等到选举日投票！选票已寄往登记选民，如果您尚未收到，请联系选民办公室。(858) 565-5800

做出投票决定，并将您的选票投在您舒适和安全的位置。记住，签名，密封，并将您的选票寄到一个受信任的来源。

返回您的选票通过邮件或在您所在县的方便的邮寄选票取购物位。访问SDVOTE.COM来找到您附近的位置

跟踪您的选票每一步的签名过程，在sdvote.com

要在选举日投票吗？投票已在选民办公室开始。投票点将在10月31日至11月3日打开。去您指定的位置并佩戴口罩。

对更多信息访问sdvote.com，拨打(858) 565-5800，或发送电子邮件rovmail@sdcounty.ca.gov

@sdvote #VoteSaferSD #SDVOTE

For more information visit sdvote.com, call (858) 565-5800, or email rovmail@sdcounty.ca.gov
ARE YOU TURNING 65 OR NEW TO MEDICARE?

Need a Medicare plan for 2020?

Local sales agents are ready to help you!

Call your local, licensed sales agent for a free consultation*

Gregory (Greg) McMullen  CA Lic. #0D13621
858-342-3487 (TTY: 711)
Monday – Friday, 8 a.m. – 5 p.m.
humana.com/gmcmullen
¿En español? Llame al 855-843-8527 (TTY: 711)

*No obligation to enroll.
Planning Commission sends short-term rental proposal back to committee

By DAVE SCHWAB

Following lengthy testimony, the City Planning Commission Oct. 8 voted 4-3 to send a short-term rental compromise proposal by District 2 Councilmember Jennifer Campbell back for further review. In carrying the matter over, the seven-member commission presented a long list of questions to be answered. Those included a request for more details of the council member’s plan including information on fees and a lottery to include short-term rental operators under a proposed unit cap, as well as specifics on how a new ordinance would be enforced. If successful in passing muster with both the Planning Commission and the City Council, Campbell’s proposal would take effect Jan. 1, 2022.

Campbell’s plan has stirred strong emotions on both sides since it was first proposed three months ago. As outlined in a memorandum of understanding, her proposal claims to reduce the volume of whole-home short-term rentals, while creating legal inventory for short-term rentals platforms and local operators that comply with the new rules.

After two hours of back-and-forth public debate, during which proponents argued Campbell’s proposal was reasonable and preferable to the non-sustainable status quo, while opponents insist-ed STRs don’t belong in residential neighborhoods, planning commissioner Matthew Boomhower moved for a continuance.

“We absolutely need to regulate...
short-term vacation rentals,” said Boomhower. “I don’t believe there should be a complete ban. But I al-
so don’t believe that the current wild west-for-all is sustain-
able. I absolutely know that there are bad actors out there. But I al-
so know that there are short-term hosts who follow the rules and need additional income.”

Added Boomhower, “I also think Councilwoman Campbell and her staff should be complimented for
making an attempt to solve this issue. Not ma-
ny politicians would have had the
guts to actually try and take this
issue on. But I’m not sure how we

“Residential zoning is residential
zoned communities. The residents
have had no input, no seat at the
table.”

“Residential zoning is residential
zoning. Whole-house rentals are
an inconsistent land use in a res-
idential zone. And we’re trying to
make those work. I am willing to
try and find a compromise.”

“This isn’t the first time we’ve
looked at this,” said planning
commission vice-chair James
Whalen. “There is nothing in
commissioner Boomhower’s
comments opposed to having
rules to pull together to address
the problems – and benefits – of
short-term rentals.”

Several beach residents testified
strongly in favor of our own pro-
posal, which Jen Campbell took
key components from and includ-
ed in her proposal,” said Mission
Beach Town Council president
Matt Gardner. “Our proposal
included fines and revocation of
permits for bad actors.”

“We urge you to reject this
ill-advised ordinance,” said
Brian White, Pacific Beach Town
Council president. “Our council
was not consulted at all on the
STR issue, and the same goes for
many other community groups.
We remain opposed to this ap-
proach, taken before an uncertain
mayoral election, by legalizing ho-
tel operations in our residential
zoned communities. The residents
have had no input, no seat at the
table.”

“This ordinance does not have
strict requirements, there is
absolutely no maximum occupan-
cy,” said Greg Knight of Mission
Beach. “There is no way to com-
ply with illegal dwellings. And we
need enforcement.”

“We cringe at housing that’s
converted to short-term rent-
als,” said La Jollan and District
1 Council candidate Joe LaCava.
“We are horrified that apart-
ments are being replaced with
mini-hotels. San Diego should
follow other coastal cities treating
STRs as commercial operations:
They are.”

Planning commissioners sub-
sequently set Dec. 3 as the date
for the council office and City staff
to return with a more developed
STR compromise plan.
PACIFIC BEACH SURF CLUB DONATION

Union Bank Pacific Beach branch manager Catherine Principato recently presented a check to Ron Greene, Pacific Beach Surf Club president, for the philanthropy work the PB Surf Club has provided to the Pacific Beach community, such as StayHomeSD, Pacific Beach Middle School Surf Team, Mission Bay High School Surf Team, and the Pacific Beach Middle School Orchestra Music Program.

MISSION BAY PARK ON-LEASH DOG HOURS

“Our all-volunteer PB Town Council is seeking increased hours for on-leash dogs in Mission Bay Park,” said PBTC president Brian White. “We believe the current hours are too restrictive, so we’re proposing that the City of San Diego to loosen up the hours a bit to give dog owners a little more time in the mornings and evenings to enjoy the bay with their pups. Changing the hours to 10 a.m.-4 p.m. year-round (for ‘Dogs Not Allowed’) would provide more consistency as well.”

Mission Bay Park Committee on Oct. 6 endorsed, in principle, extending on-leash dog hours and that meeting can be viewed on YouTube.

PACIFIC BEACHFEST FISH TACO CONTEST

For the last 22 years, tens of thousands have gathered along the boardwalk near Crystal Pier on the first Saturday in October to enjoy family friendly fun, delicious food and drink, and action-packed activities at the Pacific BeachFest. Even though Discover Pacific Beach announced they will not be holding the official Pacific BeachFest in all of its glory this year, they are committed to bringing the PB community a new way to experience some favorite BeachFest events.

One activity that is coming back with a new spin is the Best of the Beach Fish Taco Contest. As part of a new Pacific BeachFest experience, this contest will take place over six weeks, allowing ticket holders to stop by competing restaurants across PB to sample their selected signature fish taco through Nov. 15. After tasting all tacos, votes will be cast through an online survey emailed to ticket holders.

Voting closes Nov. 18. Tickets are on sale now at pacificbeach.org for $12 each. Each ticket entitles you to one signature taco from these six participating restaurants:
- California Taco Club (4465 Mission Blvd.) - Beer Battered Fish Taco
- City Tacos (4516 Mission Blvd.) - Pescado Taco
- Maverick's Beach Club (860 Garnet Ave.) - Mahi Mahi Taco
- PB Fish Shop (1775 Ocean Blvd.) - TKO Taco
- PB Share Club (343 Ocean Blvd.) - Grilled Mahi Taco
- Sandbar Sports Grill (718 Ventura Place) - TKO Grilled Mahi Mahi Taco

Finally, runners rejoice. There is still a chance to earn swag and record their time – with multiple attempts – for the Pacific BeachFest 5K. Register, run, and record your time virtually during October for the 2020 Pacific BeachFest 5K. Find out more and register to run at sandiegorunningsco.com.

HARVEST WALK AT BELMONT PARK

Belmont Park in Mission Beach transforms into a vibrant taste of fall with an open-air market, featuring local food vendors, artisans and a craft beer garden from 11 a.m. to 6 p.m. on Saturdays of fall. (steak or chicken) your mix-ins, cheeses (American Provolone, Swiss, Mozzarella, and Pepper Jack). Every item on the menu is customizable, you pick your meat (steak or chicken) your mix-ins, and your choice.

For his anniversary date, Pagan has something special planned. “We will be picking three names to win a free meal,” he said. “We have the sign up sheets in store and all they have to do is leave their contact info, and if we draw their names, we will contact them. Also, the first 25 customers that day will receive a gift from us including some of our exclusive merchandise and special offers. We will also have special treats for everyone who stops in to celebrate with us.”

Pagan added that, as always, seniors, students and military will receive 10% off. “We will be operating during the hours of 11 a.m. to 10 p.m., Fridays and Saturdays our hours are 11 a.m.-midnight,” he added.

FESTIVAL OF FAITH IN LA JOLLA

St. James By-The-Sea will present A Festival of Faiths & Hope from Oct. 18 to Nov. 1. The event will feature two special services, a photography exhibition, and the remnants of a sound installation, which will take place at St. James by-the-Sea Episcopal Church, 743 Prospect St. During the two-week period, the event will begin with a sung Compline by-Candlelight Service on Sunday, Oct. 18 at 7 p.m. This calm, contemplative choral service, meant for the end of the day, will be led by the Schola Cantorum of St James. The service will include solo voices and polyphony in both ancient and modern styles.

On Sunday, Nov. 1 at 4 p.m., a Jazz Vespers service will close the festival. Come, bring a lawn chair or a picnic blanket. For information call 858 459-3421. The services will be held on the church patio with appropriate social distancing. Space is limited and masks will be required at all events. Reservations are required and can be made at sjbts.org. For additional information, contact Walter DaMelle 619-457-8707 or walker@sjbts.org.

NEWS STANDS REMOVED IN LA JOLLA

In September, in partnership with a volunteer crew from La Jolla Golf Carts, the La Jolla Maintenance Assessment District removed and disposed of 26 abandoned news stands located on sidewalks throughout the Village of La Jolla. Special thanks to Robert Mackey, Israel Alvarado and Dylan Adler of La Jolla Golf Carts for their help and the use of a trailer to facilitate this project. After more than two years of off and on trying to get this project done, the La Jolla MAD removed 26 rusty, abandoned news stands racks.
New Compass Real Estate office opens on Cass Street

By DAVID SCHWAB

Pacific Beach agents Scott Booth, Nicole Christensen, and Steve Springer teamed recently to open a new Compass Real Estate office at 4668 Cass St.

“We’re residential agents who do a little bit of commercial,” said Booth. “Springer and I basically took over the lease and did a pretty comprehensive renovation of the inside and outside of the building, which is a little over 1,000 square feet. So we now have our own little national brokerage on Cass and Diamond.”

The timing of the trio is good. Business is booming. “When all this (COVID) hit in March, we weren’t sure what was going to happen,” admitted Booth. “But since pretty quickly afterward it’s been full steam ahead. Stuff is selling for well over the listing price, and there are lots of offers on most listings.”

More than six months after the initial coronavirus lockdown, Booth noted: “We’re still very busy. That’s even become more so in the last four or five months. If it (market) tracks the way it’s been going, it’s going to be one of my best years, if not my best year ever.”

Why an upturn with the virus downturn? “A big part of it is interest rates just hit record lows again, and a lot of people are now working from home, and a lot of companies are saying, ‘You can live where you want.’” replied Booth. “We’ve also got a lot of people who are pulling the trigger on buying who want more space, a bigger place, or a third bedroom.”

A business uptick has been a silver lining in a rapidly changing real estate landscape, with pandemic health protocols forcing agents to change how they operate. “We can’t do open houses anymore so we’ve had to do virtual showings,” noted Booth. “And we have to always wear masks and have to sign more forms even to show a property to buyers. And buyers have to get pre-approved and pre-qualified before they’re allowed to even see a property.”

Booth grew up in PB, noting his family has lived there since the ‘40s. “I have a couple of kids going to school in PB, and 90% of my business is here in PB,” he said adding of his new office. “It’s a great location near coffee shops and a bakery that just opened. A lot of the locals that live in PB drive up and down Cass several times a day going to the post office or the library. So we swept it up. We like the vibe on Cass Street.”

READ MORE ONLINE AT sdnews.com

Strategic Habitats converting shipping containers into inexpensive housing

By DAVID SCHWAB

A member of Stu Segall Productions television and movie studio is championing an innovative, affordable long-term housing solution for San Diego homeless families.

An SDSU and La Jolla High grad who grew up in La Jolla and remains active in the community, Cory Segall is now involved in exploring new avenues to re-purpose Segall Production’s products and services.

With the introduction of Strategic Habitats, a rehabilitation housing project, Segall is converting 40-foot-long shipping containers, previously created as training facilities at military bases, into highly serviceable, relatively inexpensive homeless housing.

“We have our own little national brokerage on Cass and Diamond.”

“We’re residential agents who do a little bit of commercial,” said Booth. “Springer and I basically took over the lease and did a pretty comprehensive renovation of the inside and outside of the building, which is a little over 1,000 square feet. So we now have our own little national brokerage on Cass and Diamond.”

The timing of the trio is good. Business is booming. “When all this (COVID) hit in March, we weren’t sure what was going to happen,” admitted Booth. “But since pretty quickly afterward it’s been full steam ahead. Stuff is selling for well over the listing price, and there are lots of offers on most listings.”

More than six months after the initial coronavirus lockdown, Booth noted: “We’re still very busy. That’s even become more so in the last four or five months. If it (market) tracks the way it’s been going, it’s going to be one of my best years, if not my best year ever.”

Why an upturn with the virus downturn? “A big part of it is interest rates just hit record lows again, and a lot of people are now working from home, and a lot of companies are saying, ‘You can live where you want.’” replied Booth. “We’ve also got a lot of people who are pulling the trigger on buying who want more space, a bigger place, or a third bedroom.”

A business uptick has been a silver lining in a rapidly changing real estate landscape, with pandemic health protocols forcing agents to change how they operate. “We can’t do open houses anymore so we’ve had to do virtual showings,” noted Booth. “And we have to always wear masks and have to sign more forms even to show a property to buyers. And buyers have to get pre-approved and pre-qualified before they’re allowed to even see a property.”

Booth grew up in PB, noting his family has lived there since the ‘40s. “I have a couple of kids going to school in PB, and 90% of my business is here in PB,” he said adding of his new office. “It’s a great location near coffee shops and a bakery that just opened. A lot of the locals that live in PB drive up and down Cass several times a day going to the post office or the coffee shop. This location fell into our lap. So we swept it up. We like the vibe on Cass Street.”

READ MORE ONLINE AT sdnews.com

RAIN, WIND, AND FIRE...

“The three menaces to any chimney, fireplace, or stove.”

Every year there are over twenty thousand chimney / fireplace related house fires in the US alone. Losses to homes as a result of chimney fires, leaks, and wind damage exceeds one hundred million dollars annually in the US.

CHIMNEY SWEEPS, INC., one of San Diego’s leading chimney repair and maintenance companies, is here to protect you and your home from losses due to structural damage and chimney fires.

Family owned and operated and having been in business for over 30 years, Chimney Sweeps Inc. is a fully licensed and insured chimney contracting company (License # 976438) and they are certified with the National Fireplace Institute and have an A+ rating with the Better Business Bureau.

For a limited time, readers of this paper will receive a special discount on our full chimney cleaning and safety inspection package with special attention to chimney water intrusion points in preparation for the rainy season.
San Diego Unified is removing a letter from President Donald Trump inserted into food baskets because it significantly diminishes the quality of meals. There is no room in a child’s diet for the importance of wearing a mask to protect against the transmission of COVID-19.

“Science is clear: wearing a mask works to prevent the spread of the coronavirus,” Superintendent Cindy Marten said. “Masks are required in California and on every San Diego Unified school campus. It is not optional, as the President wrote in his letter.”

Trump’s letter recommends that Americans practice social distancing “and consider wearing a face covering in public.” Medical experts call masks essential to fighting the spread of COVID-19. Many states, including California, counties and cities mandate masks and social distancing.

READ MORE ONLINE AT sdnnews.com
Team California wins Nissan Super Girl Surf Pro competition

The Nissan Super Girl Surf Pro World Surf League (WSL) specialty event crowned Team California as the overall victors and Team Lakey for their individual efforts. Pristine, four-to-six foot swell delivered immaculate conditions for some of the world’s best women to showcase their talents with Lakey Peterson and hometown hero Caitlin Simmers leading the charge to the finish line – making her the youngest Super Girl in the event’s prolific history. Joining the list of victors, Alana Nichols and Faith Lennox claimed the iconic Super Girl cape in the adaptive surf competition, further inspiring young women everywhere to get in the water.

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

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

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

Team Lakey couldn’t be stopped on finals day with three big wins to help catapult Team California toward victory with the 14-year-old local competitor Simmers earning a flawless weekend of competition – not losing a single heat. The duo marched through Sunday’s pumping conditions, each dropping immaculate scores when they needed them most – Peterson a 9.00 in Round 2 alongside Simmers’ 8.00 in Round 1 and clutch 7.50 in Round 3. Notable victories included wins over Team Zoe. Team Tatiana, and the event-clinching heat over Team Caroline.

“Today was really fun with the waves getting way bigger and better with that hurricane swell so Cathy (Simmers) just gave me some of that local knowledge and told me where to go,” said Peterson.

Defending Super Girl Surf Pro champion Samantha Sibley, of Team California, carves a wave in front of the Oceanside Pier during her heat on Sunday.

...
Facing the cultural challenges of my new life in Switzerland in 1965

By Natasha Josefowitz, Ph.D.

My last column about my life story was published a couple of years ago. I had graduated from Columbia University at age 38, the oldest member of my class, with a master’s in clinical social work. Two weeks later was my son Paul’s Bar Mitzvah.

My husband’s business was taking him more often to Europe and Asia, and it made no sense for us to stay in America. Our family would be able to spend more time together if we lived in Europe. Switzerland seemed to be the most central, and it was the country Sam felt most at home in because he had gone to school there. He wanted his children to have the same education he had.

The apartment had been sold and the furniture shipped overseas. The day after the Bar Mitzvah, and taking a plane to Paris and docked at Le Havre. We drove up to the upcoming adventure. The ship was uneventful; we were both sad including all of us. The trip was our friends were at the dock send-a ship sailing to Europe. Thirty of he had gone to school there. He Sam felt most at home in because Switzerland seemed to be the most to together if we lived in Europe.

Workers. I found an American woman living in Geneva who was an academy member and was willing to supervise. She was an academy member and was willing to supervise. The process took many months of driving to Geneva every week. This is how I can put “ACSW” after my name.

Moreover, I wanted to become a member of the Academy of Certified Social Workers. I found an American woman living in Geneva who was an academy member and was willing to supervise. This same method, which included starting where the client is and including him or her in finding a solution, Swiss students were raised in a more authoritarian culture. Traditionally, the social work er was the authority; he or she knew best and told the client what to do and how to do it. The students had difficulty participating because they were accustomed to just being lectured to. When I presented a case, they wanted to know what I thought about it. The hesitancy was due to the fear that they might answer wrong. I reassured them that wrong answers are good because that is how we learn, but I was not really believed. It took a semester to overcome their reluctance to participate. It soon became known that I had a strange way of teaching and other teachers would come to classes to observe. This same thing happened few years later when I taught at the University of Lausanne.

After the students graduated, most of them had jobs. I supervised them on a weekly basis, discussing their case-load. With time, these students would become supervisors themselves. I organized a graduate class for supervisory training. I particularly enjoyed the personal coaching aspect of this curriculum. What an incredible opportunity and challenge to be able to offer new classes to my Swiss students.

Moreover, I wanted to become a member of the Academy of Certified Social Workers. I found an American woman living in Geneva who was an academy member and was willing to supervise. The process took many months of driving to Geneva every week. This is how I can put “ACS” after my name.

Natasha Josefowitz is the author of 21 books. She currently resides at White Sands Retirement Community in La Jolla. Copyright © 2020, Natasha Josefowitz. All rights reserved.
COLEMAN MOVING SYSTEMS INC.

Office/Residential | Free Wardrobe Use | Piano Moving
Last Minute Moves | Packing/Unpacking
Discount Packing Materials | Moving all over CA, AZ, NV
7 DAYS A WEEK | FREE ESTIMATES FAMILY OWNED SINCE 1979

619.223.2255 STU AND MATT COLEMAN
BBB MEMBER | INSURED LIC #0125923

“Find your place in the Sun!”
John Shannon
Call (858) 225-8213
www.SolaceRealty.com

“Upsizing, Downsizing or Beachsizing?” Call John!

MARK JENKINS
BEACH SPECIALIST
Here for all your
Real Estate Needs

858.212.7355
Heather@sdnews.com

Looking for a fresh approach to
Real Estate Marketing
Call Today

HEATHER LONG
858-232-5638
Heather@sdnews.com

PB DUPLEX
1337 Reed Ave
TWO 2BR | 1.5BA UNITS
$1,325,000

Beach & bay are just blocks away from this well maintained & unique duplex featuring two 2 BR/1.5 BA townhouse-style units. Desirable floor plan, great for roommates!

Owner-occupy one (great for 2nd home) & rent the other! Both: Ground floor features living room w/ gas fireplace & patio, powder room, storage, & eat-in kitchen w/ breakfast bar. Upstairs are 2 bedrooms separated by a full bathroom. Property enjoys 3 off-street parking spaces off alley, 2-3 more in the front driveway, & separate laundry room.

TEAM CAIRNROSS
Berkshire Hathaway HomeServices California Properties
858.859.3370
TeamCairnross.com

CalBRE 00859218

CALL 619.859.3370

Looking for a fresh approach to Real Estate Marketing
Call Today

HEATHER LONG
858-232-5638
Heather@sdnews.com

Luxury Listings, Amazing Service!

La Jolla Village Realty
We Pay Your Closing Costs!

LaJollaVillageRealty.com

Call Us Today! 858-466-8640
The Athenaeum presents ‘Zandra Rhodes: Some Artworks’ in La Jolla

The Athenaeum is presenting “Zandra Rhodes: Some Artworks” exhibiting a collection of paintings, drawings, and prints, along with small items hand-painted and designed by Zandra Rhodes. All of these fabulous items will be for sale. She has been a lifelong friend of The Athenaeum and has previously featured several exhibitions here, which were “The Kaleidoscopic World of Zandra Rhodes” (1996), “Making Magic in San Diego” (2001), “Diving for the Pearls in San Diego” (2006), and “Verdi’s Aida Through the Eyes of Zandra Rhodes” (2010).

The Athenaeum is asking that people call and make an appointment because they can’t have a lot of people in attendance at once. They expect to show exhibits around in small groups. Currently they have an exhibit about the pandemic and the protests at their branch in Logan Heights and this is also by reservation only.

The Athenaeum has scheduled local artists for the whole 2021 year and hopes they will be able to show exhibits again by the beginning of the year. They also have their annual juried show and an exhibition concerning the Stuart Collection on the UC San Diego grounds. It is the 40th anniversary of the Stuart Collection and the 50th for the Geisel Library next year.

If you are not familiar with Rhodes, Sandra Maas just interviewed Zandra in her London home. Maas is a talented veteran journalist and newscaster and this was for her Trailblazing Women series with the Women’s Museum of California. This amazing interviewer gives you an in-depth look at Rhodes via zoom during her illustrious career and asked Zandra questions you have always wanted to know the answer to.

Questions such as what is your favorite accessory that you can’t live without? She said that it was jewelry by Andrew Logan and she held up one of his pieces that she was wearing. Another question was if you could dress anyone who would it be and what movie star would you like to dress? Take a peek at this interview for the answers to these and more questions, trailblazing-women-with-sandra-maas.

Zandra just recently celebrated a retrospective named “50 years of Fabulous” at the Fashion and Textile Museum in London. It was due to open in Scotland this month but has been postponed until next year. Rhodes also just celebrated her 80th birthday after 50 years in fashion and has a launch scheduled in 2021 with IKEA. Some of the stand out achievements for Rhodes was being bestowed the title of Dame Zandra Rhodes by the Queen. In addition to being a fashion designer she has designed the costumes for the opera: The Magic Flute, the costumes and the sets for the operas Pearl Fishers and Aida.

To make an appointment to view or purchase items in this exhibit, call 858-454-5872. Ask for Jocelyn from Monday-Thursday and Courtney on Friday.

UPCOMING EVENTS

Oct. 17 – Fashion Week San Diego 2020 now has passes on sale for their Virtual Runway Show with 9 Designers. Purchase your Virtual Front Row Pass at fashionweeksd.com.

Diana Cavagnaro is an internationally renowned Couture Milliner based in the San Diego. Learn more about our hat designer, teacher and blogger at DianaCavagnaro.com.
PB Fun Fact:
The Pacific Beach area was originally settled by Kumeyaay Indians that had a village along Rose Creek closer to Rose Canyon.