Local businesses adjusting as County now in purple tier

By DAVE SCHWAB | THE BEACON

With San Diego County recently demoted from red to the most-restrictive purple tier due to an increase in COVID cases, Peninsula residents and businesses continued to grapple with ongoing state-mandated health protocols to combat the pandemic.

“You must be in purple for at least three weeks,” said Michael Workman, County communications director. “You can come out and go back to red ‘if’ the last two weeks are in red. This just continues on until you get two weeks in a row of red numbers.”

Unfortunately, metrics relied on by the state to determine which color tier a county belongs in are presently worsening.

San Diego County health officials this week reported another huge jump in COVID cases, 833, the second most in San Diego County in a single day during the more than eight months since the county reported its first COVID case. The county’s total of COVID cases now stands 65,301. The death toll remains at 926.

Monday, Nov. 16 was the sixth consecutive day that more than 600 new coronavirus cases were reported countywide.

Slipping back from the red to the purple tier means non-essential businesses – restaurants, family entertainment centers, wineries, places of worship, movie theaters, museums, gyms, zoos, aquariums, and card rooms – must move outdoors or close.

Bars, breweries, and distilleries are able to remain open as long as they are able to operate outside with food on the same ticket as alcohol. Retail businesses and shopping centers can remain open with 25% of the building’s capacity. Food courts are not permitted.

Only schools already in session can remain open for in-person learning.

Recent developments prompted responses from Dr. Wilma Wooten, county public health officer, and Laguna Beach Mayor, Sally Pelupessy.

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“We’ve seen an explosion in unregulated business activity in Veterans Plaza since the pandemic began.”

— Jon Carb, Ocean Beach Town Council Vice President
Environmental lawsuit filed against Midway District redevelopment

By DAN SCHWAB | THE BEACON

Voter-approved Measure E, which removes the decades-old 10-foot height limit from the Midway District and Pechanga Arena area, has another hurdle to clear: an environmental lawsuit. Balloted Measure E was an exception to Prop. D passed in 1972 to preserve coastal views and prevent the proliferation of high rises. The measure, which required a simple majority, passed on Nov. 3 by 350,291 to 268,942 votes. The environmental challenge was filed back in August in San Diego Superior Court by Save Our Access, a nonprofit corporation opposing Measure E. Save Our Access claims E is a thinly veiled attempt by developers to grab land and erode Prop. D coastal-height protections.

“The City failed to consider the environmental impacts associated with the project, failed to prepare and circulate required environmental analysis, failed to consider feasible alternatives and mitigation,” read state excerpts from the Save Our Access lawsuit. “Petitioner seeks writs of mandate (a court order to follow the law by correcting its prior actions or ceasing illegal acts) declaring the City’s approvals invalid, and enjoining the City from taking steps to implement the approvals.” Save Our Access is seeking a temporary restraining order and/or permanent injunction enjoining the City from taking any steps to further the project until lawful approval is obtained from the City after the preparation and consideration of adequate environmental analysis, with adequate notice to and opportunity to participate for interested parties...”

Save Our Access spokesperson John McNab explained the group’s legal position.

“Their environmental impact report was based on (then) existing conditions, which now have completely changed,” McNab argued. “The other thing is, since they did the EIR, they eliminated parking requirements. My understanding is there are also allegations of toxins underground the Sports Arena site. That’s what an EIR is for.”

There is at least one other potential environmental problem with the Sports Arena site as well. Namely, that it is the San Diego River flood plain.

“When the San Diego River backs up... then it’s going to start overflowing into that area,” contended McNab, who discussed Save Our Access’ major objection to Sports Arena redevelopment. McNab said Save Our Access’ position is that “public lands should be for public purposes, not privatization. We don’t give up our crown jewels. That is our purpose for existing.”

Of Measure E’s passage allowing greater leeway in vertical redevelopment of the Sports Arena, McNab warned, “This is a gold rush for developers. This is finding the Comstock lode. There is hordes of money to be made by those who have sticky fingers.”

SHOP SMALL OB

Shop Small Ocean Beach falls this year 10 a.m. to 4 p.m. on Saturday, Nov. 28. Although the holidays will look a little different this year, Ocean Beach will be decked out with holiday cheer including bright and colorful holiday banners and lamp posts adorning with garlic and bows. Spend $50 or more in Ocean Beach on Nov. 28 and enter to receive an eclectic OB Gift Basket filled with local items, services, and gift cards. Stop by the Ocean Beach MainStreet Association’s storefront at 1868 Bacon St. Between 10 a.m. and 4 p.m. on Nov. 28 to enter the drawing. Drawing details and general information will be available at the OBMA storefront.

FUNDRAISER FOR OB MAN

Cassandra Avila is organizing a fundraiser on behalf of Jeremiah Bjork, a former employee for James Gang’s production team in OB. Bjork was recently diagnosed with aggressive Non-Hodgkin’s Lymphoma. To help raise money for his medical expenses, specially designed T-shirts are being sold. The wording on the back says I R LOVED, with a crown holding hearts; and on the front are crow feathers with his initials in the center (JB). All of the proceeds from these shirts will go to Jeremiah’s battle with cancer and his basic needs regarding medical and day to day. If you are interested in supporting or sharing their fundraiser, ycontact Cassandra via her Instagram @coonesse or by donating to their GoFundMe at http://ow.ly/yTWS50CIVkW.

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City Council approves Complete Communities plan

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 and investing 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 reinvest in those neighborhoods through this initiative because we cannot truly prosper as a city until every community is complete. Our Complete Communities plan incorporates much 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 by 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 major first-responder arteries are already overcrowded and more density will make that worse. LIJA requested that the City designate crucial first-responder 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 I-5. It can’t take more 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 a new mayor and a newly constituted 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 zones,” Campbell said. “My constituents and I will be carefully monitoring this. Hopefully, the 30-foot height limit in the coastal zone will protect us from too high a FAR.”

Campbell added she would have preferred not having so many elements lumped together into one all-encompassing housing ordinance, rather than addressing them individually.

“We’ll see how well this complex, complicated ordinance that combines everything into one works,” she said, adding, “Only because this ordinance can be reviewed and improved. I will vote yes today.”

Outgoing District 1 Councilmember Barbara Bry said complete Communities: “Is it a very ambitious plan and I laud its goals and priorities. But I think the FAR proposed for the coastal zone is unachievable.”

“I’m happy to have worked closely with community members and the mayor on an initiative that helps shape a better way to uplift older communities that have been left behind,” she said Council President Gomez. “Complete Communities is a milestone program that recognizes inequities in San Diego, addresses our climate crisis by promoting smart, transit-oriented development, and creates more affordable housing.”

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**Complete Communities Mobility Choices**

- Reduces greenhouse gas emissions through increased mobility options within communities. This component is aimed at connecting every San Diegan with safe and convenient mobility alternatives that can reliably connect them to jobs, shopping, services, neighborhood parks, open spaces, and facilities.

- Key program features include:
  - Dedicated at least 50% of all funds collected to be spent solely in Communities of Concern, where investments are needed.
  - New incentives to construct additional investments in Communities of Concern.

**Complete Communities Housing Solutions**

An optional affordable housing incentive program that will provide new affordable and market-rate housing near transit; preserve existing affordable units, and establish a new way to fund neighborhood amenities.

The goal of the program is to add approximately 8,000 homes per year.

- Key program features include:
  - City’s strongest affordable housing requirements for mixed-income projects (40%).
  - Creates more housing for those in lower income levels (50% area median income).
  - Provides new incentives and fee waivers for development projects with 100% affordable units.

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**Complete Communities**

- Streamlined review process for development located closest to transit.
- Tailored plan to result in greatest reductions in greenhouse gas emissions with focused investments to serve the greatest number of City residents.
- Significantly streamlined environmental review.
- Focused plan to reduce citywide vehicle miles traveled (VMT) most efficiently.
- New active transportation infrastructure delivered near transit stops and stations.

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**The Peninsula Beacon**

FRIDAY · November 20, 2020
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Housing Commission starts negotiations to develop Famosa Canyon

By DAVE SCHWAB | THE BEACON

The San Diego Housing Commission’s board voted Nov. 13 to enter into exclusive negotiations with Bridge Housing Corporation to further study the proposed development of affordable housing on a five-acre parcel at Famosa and Nimitz boulevards.

SDHC Board’s vote followed the reading of nearly 200 opposition letters from Point Loma and a group named The Point Loma Recreation Advisory Group. Some residents for months have been contesting the proposed affordable housing project, arguing there is overwhelming support to preserve the long-vacant site as open space in the community.

“We ask the City to reconsider the San Diego Housing Commission’s sale of the Famosa Canyon parcel to an out-of-town organization for $800,000 and explore other options for the site,” wrote the PLRAG in a Nov. 12 letter to the City. “We voted unanimously to request that the City negotiate the sale of the Famosa Canyon parcel to an out-of-town organization.”

Following the Nov. 13 SDHC Commissioner meeting, Point Loma residents Cameron Havlik and Angela Vedder responded to the commission’s decision and comments.

“City government is trying to take away our backyard, which is Famosa Canyon,” said Havlik. “This is not a NIMBY issue. This is the City taking away our ability to just go out and enjoy nature. And the wetlands there is a natural filter for Famosa Slough.”

Havlik noted commissioners were also misinformed because the three parks they mentioned in the area are all used almost exclusively by organized sports groups. Therefore, they are not available to families and children.

“The YMA is leasing Cleator Park to nonprofits for generating revenue, Robb Field is a regional park dominated by Albion soccer, softball leagues and lacrosse and Dusty Rhodes is used by rugby leagues,” Havlik noted.

“Collier Park is across the busy street from Nimitz Boulevard and is not readily accessible to people and families who live on the other side,” pointed out Vedder. “It just would make more sense for them to figure out a way to put affordable or workforce housing somewhere where it would be more beneficial to the public, closer to transit and shopping. They shouldn’t be putting all this money into a canyon and taking away green space.”

“They (City) haven’t reached out to the community,” claimed Havlik, noting most of the community was unaware of the proposed Famosa land sale. He pointed out those 200 letters of opposition were written in only two days once word got out.

On Nov. 13 at the SDHC commission meeting, Richard Gentry, SDHC president/CEO said of the Famosa project, “We’re not building anything. What are we coming up with is a plan to build. We’ll bring this back to SDHC. Before anything is done to regulate this.”

SDHC commissioner Eugene “Mitch” Mitchell noted the sheer volume of opposition to this project demonstrated that people weren’t grasping that affordable housing is so direly needed. Discussing the low asking price of $800,000 for the five-acre Famosa site, Commission vice chair Clumpner said, “This is the best deal that we’re going to get as a public agency in the context of wanting this to be affordable housing, and not just market-rate housing.”

Board chair Stefanie Benvenuto agreed. “Affordable housing does not get developed by traditional funding mechanisms,” she said. “Keeping cost of land reasonable is really critical to make sure that we can build housing that is affordable.”

Concluded Havlik: “Our long-term goal is to stop this particular development, and get the property rezoned as dedicated parkland. Then we can work to get it put in with the inventory of the Park and Rec Department. That’s a win-win.”

Mayor-Elect Todd Gloria announces staff appointments

San Diego Mayor-Elect Todd Gloria has announced the selection of the top leadership posts for his incoming Mayoral administration.

“I’m proud to announce the appointments of Paola Avila, Nick Serrano, and Jay Goldstone to the Gloria administration. They are a team of talented, dedicated, and experienced public servants who will help me lead our city especially through COVID-19 and get us back on track,” said San Diego Mayor-Elect Todd Gloria. “I want to thank them for their willingness to step up and serve the people of San Diego.”

The following are the initial appointments to the Gloria administration:

Avila has been named chief of staff. Avila brings over 20 years of experience in public policy, community outreach, and government relations to the Gloria administration including prior service in the mayor’s office as deputy chief of staff to Mayor-Dick Murphy. Avila is the current vice president of international business affairs for the San Diego Regional Chamber of Commerce where she leads the organization’s advocacy on immigration policy and cross-border issues, including transboundary pollution in the Tijuana River Valley. Having experience in both the public and private sectors, she co-chaired Gloria’s “Back to Work SE” task force, which created a comprehensive blueprint to guide San Diego’s economic recovery from the COVID-19 pandemic. Avila is a graduate from the University of California San Diego and lives in Bay Park.

Rebecca Avila
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Aerial view of Famosa Canyon, which City wants to develop as affordable housing and some residents want saved as an open park space.

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Meeting with an estate planning attorney should be a priority. Your attorney should be able to ascertain whether your loved one has capacity to sign estate planning documents, but they may request confirmatory evidence that they have the capacity. A diagnosis of Alzheimer’s or other dementing disease does not necessarily mean that the individual lacks the capacity to sign legal documents. If the individual does not have the capacity to sign legal documents, a court procedure called a Conservatorship may be necessary.

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AERIAL VIEW OF FAMOSA CANYON, WHICH CITY WANTS TO DEVELOP AS AFFORDABLE HOUSING AND SOME RESIDENTS WANT SAVED AS AN OPEN PARK SPACE.
Superintendent Cindy Marten outlined a $350 billion plan to accelerate the recovery of the nation’s schools by focusing on equity and emphasizing teachers over technology during her speech at the San Diego Unified Annual State of the District Address on Tuesday. Marten said the plan was based on strategies that have helped San Diego Unified become the fastest improving big-city district in the nation, according to national education reports.

The superintendent delivered remarks alongside San Diego Unified Board President Dr. John Lee Evans and Mayor-Elect Todd Gloria during the annual State of the District Address on Nov. 17, which was held online due to the COVID-19 public health crisis.

Marten called the pandemic “an existential threat to everything we value in our public school system.”

Marten said it would take more than $350 billion over the next two years to help the nation’s schools accelerate learning, especially for the most vulnerable students. In addition to equity, Marten said schools should be free to emphasize high-quality classroom instruction.

“There is a lot of talk in Washington about technology, and closing the digital divide is important, but the way to help students recover from a year in distance learning is not through more effective distance learning,” Marten said. “Our students need their teachers because teachers are the only ones who can provide targeted instruction and customized learning. High-quality teaching has been key to our success in San Diego, and that is one of the reasons we are calling for a national teacher corps program to be part of any national recovery effort.”

San Diego Unified released the National Response to Persevere and to Prioritize School Recovery with Equity and Undoing Learning Loss plan this month and urged the incoming Biden Administration to take up the plan within the first 100 days of its term in office. Marten said the plan is based on the lessons of the last decade of school reform in San Diego, which has contributed to the success of local students.

The Council of the Great City Schools called San Diego Unified one of the fastest improving districts in the nation, and local students have repeatedly outperformed their peers in math and reading on national assessments.

• EdSource reported San Diego Unified is the only district whose scores in math and reading at fourth and eighth grade “significantly exceeded” the national urban district average.

• The Center for the Transformation of Schools at UCLA found San Diego Unified increased college readiness of all students, including a 50 percent gain among African Americans.

• At the same time, the number of college courses completed by San Diego students before high school graduation has nearly doubled in the last three years to 10,691.

Marten insisted the timing is right for a new federal focus on school funding and noted the San Diego school reform initiative was forged during the 2008 recession. Hard times, she said, provide policymakers with a “clarity of focus.” In San Diego Unified, that translated to an emphasis on equitable funding, a focus on classroom instruction, and tougher academic standards, she said.

“San Diego can show the nation how to solve this problem, but we cannot do it alone. Good teachers never give you the answer, anyway. We show you how to solve the problem for yourself. And, a problem of this size is going to take all of us working together,” Marten said.

SEE SCHOOLS, Page 8
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SCHOOLS
CONTINUED FROM PAGE 7

The federal relief plan outlined by San Diego Unified includes the following:
  • A robust COVID-19 testing, tracking, and tracing strategy for students and educators
  • $350 billion in direct relief to schools to offset lost state revenue and increased operating costs
  • Full funding for the Individuals with Disabilities Education Act (IDEA)

SUPERVISOR GRANT CONTINUED FROM PAGE 1

Supervisor Nathan Fletcher, co-chair, County of San Diego COVID-19 Subcommittee, noting the county had “passed a sobering threshold,” Wooten said. “We can see light at the end of the tunnel.” She nonetheless urged residents to stop the virus spread by social distancing, wearing masks, washing hands, avoiding crowded areas, and staying home if sick. “This is a stark reminder that COVID is real, is spreading, and must be taken seriously,” said Fletcher. “At this point, we are pleading with the public to take action to slow the spread: wear a mask, physically distance, and limit contact with those outside of your household.”

Reaction from Point Loma business owners was mixed as the pandemic continued to drag on. “I see more masks littering the ground in San Diego than I see people wearing them,” noted Point Loma High School cinema arts teacher Anthony Palmiotti. “All of this is really sad. It didn’t need to get this bad again.”

Point Loman Don Sevrens, a retired journalist, reported Nancy Qu, owner of Shanghai Bun on Rosecrans, told him, “I’m pretty numb.” “A couple of months ago I anticipated still another shutdown might be coming. I invested more money in a new patio cover with new lighting and ceiling fans and added patio heaters. I am proud that I have been able to keep all the Shanghai Bun staff on the payroll and that our entire menu is still available to go, even with curbside pickup. But, make no mistake, other businesses may not be able to survive the winter.”

Jori Carlé, Ocean Beach Town Council vice president, said: “I feel the beach towns and OB in particular have experienced an outsized negative impact by the lockdowns, since the beach offers something free and recreational, while everything else in San Diego and our surrounding cities are closed. Our businesses have to adjust to serving fewer clients indoors while street vendors get free reign of our public spaces with apparently no rules to follow. “We’ve seen an explosion in unregulated business activity in Veterans Plaza since the pandemic began, and it gets worse every day while our brick-and-mortar store owners suffer under strict rules, and local residents have to navigate larger-than-normal crowds in these public spaces where social distancing and public health orders mean nothing. We’ve complained aloud to our elected officials, with no results or real proposals for a solution.”

Barbara Sippsa in OB felt relieved the state hasn’t cracked down harder. “I am very happy to say that the purple tier is no longer closing down salons,” she said. “We have to follow the original plan we had to open back in June, which is limiting the number of people in the salon at a time, wearing masks, social distancing, not having people wait in the salon, etc. Just being in

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Tiago Carneiro of Nova Easy Kombucha is on a mission to bring the increasingly popular drink to Ocean Beach, one consumer at a time. To that end, he recently branched out from his Chula Vista base to open a new tap room at 4845 Newport Ave.

“What we have there is our brand of alcoholic and non-alcoholic kombucha, as well as 10 beers and three (hard) seltzers,” said Carneiro of Nova Brewing Co. “We’re the first one to bring this to the OB community. This is our flagship location right now. We want to open two more next year.”

Likely originating in Asia, kombucha is a fermented, slightly alcoholic, lightly effervescent sweetened black or green tea drink with probiotics, which are purported to have intestinal health benefits derived from bacteria and yeast.

Probiotics are live microorganisms claimed to provide health benefits when consumed, generally by improving or restoring the gut flora. “It’s good for your gut, kombucha has a lot of benefits for your body,” noted Carneiro. “We call it Nova Easy Kombucha because it’s very easy to drink.”

Carneiro’s family owned an award-winning brewery for a decade in Brazil before being bought out by Anheuser-Busch and moving to Chula Vista to open a brewery and tasting room there. “We use fruits to give flavor to the beverage,” said Carneiro of his style of kombucha. “We call it the better for you beverage, as it has lower calories, is gluten-free and vegan. This connects a lot with our (Brazilian) culture and diversity.”

Nova Easy in OB also is serviced by food trucks, including a Brazilian food truck one day a week. “Other days we have things like tacos and southern barbecue,” Carneiro said.

Indoors, Nova Easy features a captivating mural done by Obecian artist Janis Ambrosiani. The Brazilian brewer said he feels right at home in OB.

“Since the first time I was in OB, I embraced all the diversity,” Carneiros said. “Everybody was nice. I felt very comfortable. We felt OB was the perfect environment for us, believing that, in the future, we need to be more open-minded.”

Nova’s OB tasting room also has a patio offering outdoor dining. Concluded Carneiros of his kombucha, “The brand we created is completely looking for the future with its quality and technology. We have this product and, for me, it’s a very colorful brand, well balanced. It has a lot of drinkability. It’s the perfect drink in a beach place.”

AleSmith celebrates 25th anniversary with new beer release

AleSmith Brewing Co. is celebrating 25 years with the release of Diego Antonio West-Coast Style India Pale Ale, a collaboration with long-time industry cohort, Weathered Souls Brewing. Named after the patron saint of each brewery’s hometown — San Diego and San Antonio — Diego Antonio India Pale Ale is characterized by its unique Citra and Nelson Sauvin hops, yielding a smooth tropical flavor profile that stands out from other West Coast-style IPAs.

Strong ties between the two breweries were forged early on, as AleSmith warehouse supervisor/brand ambassador Will Iroz and Weathered Souls co-founder/head brewer Marcus Baskerville, connected through a private craft beer group years ago.

“Even though we met before the beer group, the beer group is where we became really close. We were hanging out in San Diego among mutual friends crunching beers and realized we have the same passion for craft beer. That is when we

knew we would be doing something big in the future,” says Iroz. Through their shared fervor for the industry, the two friends exchanged beer during Baskerville’s visits to San Diego, where they ongoingly discussed potential partnership opportunities. Showcasing Baskerville’s known expertise in stouts and hazy IPAs was no-brainer for Iroz as he honed a lineup of collaborations to celebrate AleSmith’s 25th anniversary, and thus resulted in two projects between AleSmith and Weathered Souls: one stout-centric and one IPA.

Originally from Sacramento, Baskerville’s deep appreciation for West-Coast-style IPAs inherently aligned with AleSmith’s Southern California roots, while his affinity for his craft spurred the addition of hops not typically found in West Coast IPAs.

“When AleSmith and Weathered Souls collaborate, you can’t be surprised when the beer is an easy drinking, hoppy, dank bomb that we all love...with a lighter malt build,” says Iroz, who applauds collaborative brew’s uniquely refreshing taste. Diego Antonio IPA is currently available in 16 ounce can four-packs and draft. It can be found in the marketplace with distribution throughout Arizona, Nevada, Oregon, Southern California, Texas (draft legs only). Australia, Mexico and South Korea. Keep up with AleSmith Brewing Co. at ale-smith.com.
Cesarina Ristorante embarks on a multifaceted brand expansion

The team behind Cesarina, Point Loma’s popular Italian trattoria, is investing in the future of their epicurean brand. Having recently acquired a space directly across the street from their flagship restaurant, Cesarina is preparing to remodel the 1,100 square foot venue into a commercial kitchen, which will accommodate their ever-growing production needs. Once completed, the facility will become the epicenter of Cesarina’s high-volume pastificio and bakery, giving way to several exciting subsidiary concepts including gourmet retail, made-to-order cakes, and off-site catering.

At the helm of this conglomeration is chef/partner Cesarina Mezzoni. The 25-year-old entrepreneur has ascended to a pivotal leadership role, doubling as the culinary virtuoso and official face of the burgeoning brand. As a self-trained chef, Cesarina’s cooking methods are rooted in instinct and memory. Raised in Rome, Cesarina spent her childhood observing her Seychellean-born mother master the intricacies of Italian dishes; hersentimental affinity for cooking eventually became a professional ambition.

Alongside her husband and business partner, Niccolò Angius, Cesarina moved to California in 2015. Both aspiring restaurateurs, Cesarina and Niccolò have taken an entirely grassroots approach to pursue their shared dream — from a farmer’s market pop-up to a brick-and-mortar restaurant and now a multifaceted institution.

“Love and passion are what sets us apart. The authenticity of the food, the family feeling,” said Mezzoni. “Our ultimate goal is to make you feel like you are dining in our own home. Creating happiness and memories through food and love.”

This proud ethos will continue to guide Cesarina’s pursuits, as the team prepares for an enterprising expansion.

PASTA RETAIL MEETS CONSUMER TECH

The upstanding pasta program that has put Cesarina among the best restaurants in San Diego will soon be available for retail. Coinciding with a user-friendly e-commerce platform, customers will have access to countless possibilities of ingredients to cook at home.

The program, which is a deduction of Cesarina Ristorante’s make-your-own pasta entrée, will enable customers an entirely bespoke and made-to-order product. Cesarina’s online retail will also provide a rotating selection of the restaurant’s homemade sauces, including Pomodoro Fresco, Pesto alla Genovese, and Funghi, in addition to vegan varieties of these delicacies.

Each personalized pasta haul will come with a unique QR code embedded on the packaging. Upon pick-up, customers can scan this label with their smartphone and be redirected to a cache of ever-evolving recipes and how-to videos with chef Mezzoni, specifically curated for the respective order.

CESARINA’S CAKE FACTORY

Mezzoni, the dessert doyenne behind the restaurant’s beloved tableside tiramisu, will curate a program of gourmet cakes for both on-site dinner parties and off-site celebrations. Dubbed “Le Torte di Cesarina,” her made-to-order bakery division will initially roll-out with eight offerings, inspired by classic Italian confections. From multi-tiered gateaux to fruity tarts, the treats will make a quintessential course for birthdays, weddings or special occasions.

Each cake will be offered in three sizes: small, serving 4-6; medium, serving 8-10; and grande, serving 12-14. Prices will range from $40 to $100, varying by flavor and size.

FULL-SERVICE CATERING

Upon the completion of its off-site production kitchen, Cesarina will also debut a full-service catering division, complete with a designated team who will work with clients to curate personalized menus and signature tablescapes. The venture will afford scalability and tailored experiences, from private dinner parties to large celebrations, a la carte dishes, or multi-course feasts.

Cesarina is located at 4161 Voltaire St. and is open daily for lunch and dinner. For more information, visit cesarinarestaurant.com and follow @cesarinafood on Facebook and Instagram.

Congratulations San Diego County’s Teachers of the Year!

Tune in Saturday, Nov. 21 at 7 p.m.

Cox Ch. 4/1004 - Spectrum Ch. 4

Top to Bottom:
Arah Allard, Del Mar Hills Elementary School
Christine Hill, Ramona High School
Jose Mela, Valley Center Middle School
Paula Richardson, Wilson Middle School
Jay Tweet, El Capitan High School

Chef/partner Cesarina Mezzoni
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Eat, Drink, Play & Stay in OB

AND DON'T FORGET: SMALL BUSINESS SATURDAY IS NOVEMBER 28.


The San Diego Food System Alliance (SDFSA) invites San Diego County residents to provide input as they develop the final set of strategies for Food Vision 2030. After a robust community engagement process earlier this summer, SDFSA has developed a short survey for residents to select strategies that are most important to them and their communities.

Food Vision 2030 is a 10-year plan and movement to cultivate a healthier, more sustainable, and more just food system in San Diego County. The Alliance encourages the public to share their needs and aspirations for strategies to begin practicing in their community, including people who produce, prepare, distribute, serve, and eat food. “We need to build a shared vision,” says Sona Desai, associate director of the San Diego Food System Alliance. “One that includes the voices of all community members, particularly those most affected by current inequities in the food system.”

Earlier this summer, SDFSA invited San Diego County residents to share their needs and aspirations related to food in their communities. More than 2,200 individuals participated, far exceeding the Alliance’s goal of 1,200 responses. And 55% of the respondents were food workers or residents of marginalized communities.

Based on this initial input, the Alliance developed a set of key strategies for cultivating a healthier, more sustainable, and more just food system, and is now aiming for 2,000 additional responses from San Diegans sharing which strategies are most important to them.

“A just food system depends on the active participation of all people,” says Brown. “We’re relying on our community to help shape this vision for a food system that belongs to all of us.”

The Alliance encourages the public to take five minutes to share their input at engage.sdfsa.org. This is open to all and available in multiple languages. For more information about Food Vision 2030, visit sdfsa.org/vision.

Food Vision 2030 is a 10-year plan and movement to cultivate a healthier, more sustainable, and more just food system in San Diego County. The Alliance is a diverse and inclusive network that works across sectors to promote collaboration, influence policy, and catalyze transformation in the food system.

The work of the Alliance is grounded in a shared vision for change and informed by the experience and expertise of the network. Together with the broader community, the Alliance is working toward a vision of a food system that elevates social, environmental, and economic equity for all. Learn more at sdfsa.org.
All Souls’ Point Loma Home Tour to be virtually fabulous

by CYNTHIA ROBERTSON | THE BEACON

Every year since the 1950s, the ladies at All Souls’ Episcopal Church in Point Loma have organized and hosted a much-anticipated home tour. In the mid-’80s, the event was moved to the first Saturday in December with an added Christmas marketplace. It has become such a beloved holiday tradition that one year when the church did not have the tour, people in the community were greatly disappointed.

The Rev. Joseph Dirbas explained that happened before his time. “From what I understand, there was such an outcry in the community that they picked it up again the next year. The home tour is a community tradition.”

The home tour is always on the first Saturday of Advent, and the Christmas marketplace has many unique handcrafted items. This year will be the 69th annual All Souls’ Point Loma Home Tour — with a few significant changes, pandemic-style.

Mary Brown, who is the home tour coordinator this year, explained: “In the spring of, of course, we were not sure if our Home Tour event could go on as a live event, but many were not ready to give up planning,” she said.

December seemed like a long way away back in April, and the home tour committee thought things could change a lot as the spring and summer progressed. “But by midsummer, as COVID-19 took another tougher hold on the nation, we realized that we would have to get creative and start fashioning something very different if we were going to have an event at all,” Brown said. The committee started imagining how an online home tour event day could go. While the home tour committee did have many hospitality skills, most of them did not have the technological know-how to envision, much less execute, an online event.

What they did decide to do, as part of their robust event website, which will be unveiled on the virtual tour day, Saturday, Dec. 5, is to have a gala slideshow on the website of many of the festivities of previous years’ home tours. There will also be photos and videos of the homes and holiday celebrations of past years.

This new perspective serves the participants — the one who post and those who view it — a uniquely personal tour experience. Additionally, the marketplace, which has always been a part of All Souls’ Home Tour experience, will be available through an online sale of items this year. The committee is working hard on this now, busy loading photos, descriptions, and prices on the event website.

“Folks can buy and pay for the items online, and the items will be picked up or delivered in a safe manner. There will be special new musical offerings on the event website as well,” Brown said.

Instead of obtaining tickets, we are asking the community to donate the amount they usually spend on tickets, which they can easily do on the website while they are getting into the holiday spirit or Christmas music, marketplace shopping, and all the other online festivities planned.

Brown explained that the home tour committee had to convince themselves, the parishioners, and the friends of the tour that this year was going to go forward in abundance even though it would be very different than previous years. The preparation for the home tour this year has been challenging, to say the least.

“But it’s funny, there is actually less to manage, especially with regard to homeowners and logistics,” Brown said.

“The planning and management of hundreds of people walking through four or more different homes are not there this year. What’s the challenging part this year is the Christmas Home Un-Tour and to make donations, which has always been a part of All Souls’ Episcopal Church, as a faith community, is dedicated to serving the congregation community to imagine and look forward to this newly fashioned virtual home tour.

“The most important thing to us was to continue this year to raise money for outreach projects. As every year, our proceeds help our local community as well as humanitarian projects worldwide,” Brown said.

Father Dirbas agreed. “During this strange year when we all feel a bit disconnected from our communities the Home Tour gives us an opportunity to remember that we are all in this together and, most importantly, we will get through this together.”

“We’re a community. All Souls’ Episcopal Church, as a faith community, is dedicated to serving you and caring for our wider community,” he said.

Brown said that there are already plans to do a live version of the home tour next year. But she does believe that the committee will incorporate some of the safety and health considerations of 2020 as they go forward. In future years, very likely the technology innovations developed this year will be implemented.

“While it is our signature fund-raiser to support our mission and ministries, All Souls’ considers the home tour as a gift to our community with a festive way to start the Christmas season,” Dirbas said.

To find out more about this year’s virtual home tour — which has been dubbed the Christmas Home Un-Tour — and to make donations, check in regularly as the website adds more details to ptlomahometour.com.
Ocean Beach holidays to be similar yet different this year

There will be a Christmas tree, commemorative ornaments, Crooked Tree Ale, the food and toy drive, and a modified parade

By DAVE SCHWAB | The Beacon

With Thanksgiving nearly upon us and Yuletide not far behind, Ocean Beach is ramping up for its year-end charity fundraisers, Christmas parade, community brew, and other holiday highlights. Like everything else with COVID, things will be handled a little differently this year.

Though fear not, the “crooked” Christmas tree will be firmly planted in the oceanfront sand. And people can still buy and decorate ornaments, especially Ocean Beach MainStreet Association’s annual themed ornaments, to decorate that tilted tree.

There will be a parade. Though social distancing will require parade floats to be stationary in the Dog Beach parking lot. Families can drive through the lot to check them out, like a drive-through light show.

Don’t fret, Crooked Tree Holiday Ale will also be available at OB Brewery and some will be canned as well. And of course, the community’s food and toy drive will transpire as usual in 2020.

“We are taking pre-orders for our commemorative ornaments for 2020,” said Denny Knox, OBMA executive director. “We expect our shipment in early December and we always sell out. Each ornament is $25 and comes in a box with the logo on it. It’s a very colorful and fun, metal alloy with 15 colors of enamel that creates the design. 2.75-inches round. There is a loop on the top and a ribbon for hanging.”

For more information, visit oceanbeachsandiego.com/obmastore/ob-holiday-ornaments.

Knox said the puzzle was designed by local artist AJ Knox for OBMA. “It’s a 1,000 piece puzzle, a very whimsical look at OB,” she said adding, “The finished puzzle size is approx 19 inches by 26 inches.”

For those looking forward to the release of the second annual Crooked Tree Holiday Ale, you won’t be disappointed.

“The OB hamlet is really fortunate to have a strong brewer community thriving within,” said Jon Carr, Ocean Beach Town Council vice president. “Last year OBTC gathered together some top San Diego brewers who happen to live in OB to create a special holiday brew just for our town. The name Crooked Tree Holiday Ale comes from the infamous OB holiday tree that we place at the foot of the pier every season. The tree notoriously leans to one side or the other, some years more than others.”

Added Carr, “Some proceeds from the sale of the brew and commemorative T-shirts will come back to the Town Council to help fund our suite of holiday events, which include getting the tree in place. This year we have a number of well-known and respected local brewers involved.”

Collaborating brewers include OB Brewery, Pizza Port OB, Thorn Brewing, Amplified Ale Works, Killowatt, California Wild Ales, Ketch Brewing, Hodad’s Brewing, Coronado Brewery, Chula Vista Brewery, BSG Craft Brewery, and White Labs.

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“Our government is going to be canning a limited amount of the beers at Thorn Street Brewery in Barrio Logan. Another batch will be brewed at OB Brewery and distributed to local bars for pints or take-home growlers.”

Canning will take place Nov. 20. Crooked Tree cans will be available at the Olive Tree Market and other local OB retailers, as well as available for home delivery in the 92107 zip code by going directly through Thorn Street Brewery.

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BY SCOTT HOPKINS | The Beacon

Since 1946 only three men have been head coach of Point Loma High School's football teams. Now they have hired number four.

Joel Allen, 36, accepted the job Nov. 7 from PLHS principal Kelly Lowry. Allen brings a championship background to lead the Pointers for what he hopes will be a lengthy tenure.

Allen spent 12 years as head coach at The Bishop's School from 2009-2020 where he compiled a record of 100-35-1, a .739 winning percentage. His teams went undefeated in four of those seasons and won six Coastal League titles. Six of his teams went to the CIF Finals, winning three times. He coached a California state championship team in 2010 and was named state Coach of the Year by prep athletic site MaxPreps. He also guided a Southern California championship team and a state runner-up in 2016.

Also at The Bishop's School, he was named CIF Athletic Director of the Year in 2014-2015.

And coincidentally, Allen already has some connections to PLHS.

His nephew is a freshman at the school and his own children attend High Tech High in Liberty Station and he has been working with his brother's company less than a mile from the PLHS campus. He will be an off-campus coach but always nearby.

"I already feel a part of the Point Loma community," Allen said. And the timing of the opening at PLHS couldn't have been better for Allen, who left his post at Bishop's to go into business with his brother.

"It was a matter of where and not when I was going to return to coaching," Allen said. "I thought in the back of my mind I would be coaching at Point Loma one day as an assistant and had no idea coach Hastings would be stepping down. I thought, 'If not now, when?'

He has high hopes to bring the same level of success to future Pointer teams.

"We'll teach our kids the game of football and the game of life and build a program that is going to be tough," he said.

Allen looks to bring many new looks to the Pointer offense and defense after evaluating the talent of his players.

"I believe (on offense) you put the ball in the hands of your great players and do whatever it takes to be successful," Allen said. "We have used many different formations depending on the players’ skills including the Wing T, what I call a Stanford offense, the spread offense, and the fly offense used at Point Loma. My philosophy is to use whatever fits our personnel." On defense, Allen uses a similar philosophy.

"You don't get to choose your kids, so we've run a 4-1, a 3-5, and other defenses that help us get the ball back," Allen said.

Allen understands that each player is unique.

"My job is to get to know each of them on a personal level and how to best motivate them. I call myself a 'communicator of football.' You get much more out of a confident player." Allen is grateful to be a part of the Point Loma community.

"Thank you for placing your trust in me," he said. "I understand the impact of this job, which is not all about putting W's in the win column although there is value in a successful program. You are trusting me with your kids at a time when they may be looking for somebody else to connect with and I don't take that lightly. My job is to model the type of young men we want."

Allen plans to keep the PLHS staff intact for the upcoming season, a time when he will get to know the assistants.

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**REGRESSION**

**PETITIONS**

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**MEDICAL LEG 300**

**STATEMENT OF AMENDMENT OF USE OF FITS BUSINESS NAME**

 Filed 9/10/20 (file # 2020-9017321) (Fictitious Business Name) 1. The name of the business is: HIBERNIA SALON LTD. 2. The location of the business is: 3072キ NAHIA, SUITE 1, LA JOLLA, CA 92037. The business is engaged in: Hair Stylists, Hairdressers, Hair Salons. 3. The principal place of business is: 3072キ NAHIA, SUITE 1, LA JOLLA, CA 92037. 4. The start date of use of the business name was: 09/01/20 5. The name and address of the registrant is: HIBERNIA SALON LTD, 3072キ NAHIA, SUITE 1, LA JOLLA, CA 92037. 6. The statement was filed with Ernest J. Dronen - Koshgerian, President 7. The statement was filed with: Ernest J. Dronen - Koshgerian, President 8. The statement was filed with the Secretary of State, California Secretary of State. 9. The statement was filed with the Secretary of State, California Secretary of State. 10. The statement was filed with the Secretary of State, California Secretary of State.

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**HELP WANTED 250**

**General Help Wanted**

Food prep/ small kitchen tasks. Must be able to shop for and pack an average day’s worth of ingredients. Semi-casual to very professional, flexible. 

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**ITEMS FOR SALE 300**

**SAIL**

Tagumino 926 & Solaire 625. Shift on an account cancelled, easy to hire for strong. On urgent. Refer to: 634-0409 634-0400

**ITEMS WANTED 325**

**Wanted**

100% Handcrafted Pendants Beads, other gemstones. Contact phone # 63-1209 63-1209

**BUSINESS OPPS. 550**

**Innovative Ideas**

**Call: 63-3289**

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A total of 18 influenza cases have been reported in the county this season compared to 400 at the same time last year. County health officials believe this is the result of the preventive measures San Diegoans are taking to fight the spread of COVID-19.

“The county is currently in a COVID-19 pandemic,” said County Health Officer Dr. Williams. “We are seeing COVID-19 cases increase with community spread, and we are working with partners to promote vaccination campaigns and other strategies to prevent the spread of influenza.”

This year, the county has seen a decrease in the number of influenza cases compared to previous years. The county health department is aware of a total of 18 cases of influenza A and B, compared to 400 cases reported last year at the same time.

The department is also recommending that people continue to wear masks, practice social distancing, wash their hands经常, and avoid close contact with people who are sick. These measures are effective in reducing the spread of COVID-19 and helping to keep people safe from influenza.

Influenza is a contagious respiratory illness caused by the influenza virus. It can cause mild to severe illness and is more serious for some people. The most common symptoms of influenza are fever, cough, and sore throat. Other symptoms may include: body aches, cold-like symptoms, headache, and fatigue.

The county health department encourages people to get vaccinated against influenza. Vaccination is the best way to prevent influenza and its complications. People who are at high risk for complications from influenza should get vaccinated, including older adults, young children, people with certain medical conditions, and pregnant women.

People who have influenza or are at risk of spreading it should practice healthy habits to prevent the spread of infection, including: washing their hands often, covering their mouth and nose when they cough or sneeze, and avoiding close contact with sick people.

For more information on influenza and how to prevent its spread, visit the county health department website at www.sandiego.gov/publichealth or call 2-1-1 for the free, confidential health and human services hotline.

If you have symptoms of influenza, contact your healthcare provider for guidance. If you have a life-threatening emergency, call 9-1-1 immediately.

The county health department is monitoring influenza cases closely and continues to work with partners to protect the community from the spread of this serious illness.
FOOD
CONTINUED FROM PAGE 12

While reducing food waste. Their guest-imator helps create a menu based on how many people are attending the holiday feast.

Once the home chef knows roughly how much food is needed, tending the holiday feast.

**1.** Embrace all foods.

When shopping, most people select the best looking produce, meaning the “ugly” fruits and vegetables are often left on the shelves. If these items are not sold in time, they may be destined for the landfill. This wasted produce has the same vitamins and nutrients as their “prettier” counterparts, but is not chosen simply because of looks. Give all produce a chance when at markets in San Diego County and one of the 36 certified farmers’ markets. If these items are not sold in time, tables are often left on the shelves. Select the best looking produce, especially if the chosen produce is part of a larger dish.

2. Shop at local farmers’ markets.

Farmers markets are back. Visit one of the 36 certified farmers’ markets in San Diego County and buy local, unpackaged produce directly from regional farmers. You’re welcome!!

3. Shop at local farmers’ markets.

When shopping, most people select the best looking produce, meaning the “ugly” fruits and vegetables are often left on the shelves. If these items are not sold in time, they may be destined for the landfill. This wasted produce has the same vitamins and nutrients as their “prettier” counterparts, but is not chosen simply because of looks. Give all produce a chance when at the grocery store or farmers’ markets, especially if the chosen produce is part of a larger dish.

4. Embrace all foods.

During the meal, reduce portion sizes by using smaller dishes and smaller serving spoons – seriously, it works! People can always come back for seconds.

5. Go for plant-based meals.

Incorporating more plant-based foods into holiday celebrations, such as green bean casserole, lentil shepherd’s pie, and stuffed peppers, can cut the environmental cost of almost eight times more water per calorie than most vegetables?

6. Shrink serving sizes.

Incorporating more plant-based foods into holiday celebrations, such as green bean casserole, lentil shepherd’s pie, and stuffed peppers, can cut the environmental cost of almost eight times more water per calorie than most vegetables?

7. Anticipate yummy leftovers.

Having a plan for leftovers is another way to ensure that the food prepared is eaten. After all, half the goodness of holiday food is in the delicious leftovers the next day. Provide containers for guests to take remaining food home, freeze leftovers for a later date, or use those leftovers in creative ways.

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*read more online at sdnews.com*
The Vortex Of Happiness

Lanz Correia not only specializes in the Ocean Beach and Point Loma area, he also specializes in selling unique properties like The Desert View Tower. This property boasts over 90 acres of stunning desert views. The Desert View Tower was originally built between 1922-1928. Includes three quaint homes, and a covered Balinese yoga and activity platform. The included adjacent rock caves, aptly named Boulder Park, feature large stones sculpted by an out-of-work engineer, Merle Ratcliff, during The Great Depression.

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Another Family Home for the Holidays!

Welcome to Ocean Beach! Welcome Home, Keleher Family!
As always, I am grateful for the opportunity to work, live, and give back in this beautiful community. Have a safe and Happy Thanksgiving!

Your Neighbor & Realtor, Rosamaria

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