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Worship and workouts to be allowed in San Diego parks

A s part of a continued effort to help San Diegans move activities outdoors where experts say the spread of COVID-19 is reduced, Mayor Kevin L. Faulconer on Aug. 18 signed an executive order allowing gyms and religious institutions to operate in city parks where physical distancing is made easier.

The mayor’s order eases permitting for fitness studios and houses of worship that wish to safely operate outside in one of the City of San Diego’s nearly 140 parks. The directive, which goes into effect Monday, Aug. 24, defers park permit fees for 60 days. Faulconer will bring an ordinance to City Council that would make the waiving of fees permanent.

Outdoor religious services and outdoor fitness classes and camps are all eligible under the executive order. Businesses must display their San Diego County Safe Reopening Plan, hold insurance naming the City of San Diego as an additional insured, and have a City business tax certificate prior to Aug. 1. New permits will be available on a first-come, first-served basis for each park depending on the local demand and total space available.

The executive order comes as public health experts continue to promote outdoor settings and physical distancing as two key tools to help slow the spread of COVID-19.

“There is no city better than San Diego to take advantage of the fact that COVID-19 has a harder time spreading outdoors. Using parks as part of our pandemic relief response will help the mental health and physical health of thousands of San Diegans,” Faulconer said.

“Using parks as part of our pandemic relief response will help the mental health and physical health of thousands of San Diegans.”

– Mayoral Kevin Faulconer

Hypnotherapist opens office in La Jolla

Campbell’s STRs proposal explained

Country Day student starts nonprofit
Three years ago, Pacific Beach ranked second behind only East Village out of 125 City communities in violent crimes reported that year with 216. Today, PB retains the exact same ranking, down slightly with 206 total violent crimes reported in the community in 2019 crime statistics compiled by San Diego Police Department. 

Hillcrest was third in this year’s violent crime “top five” with 165 violent crimes followed by North Park with 150 and Core-Columbia with 147. And statistics for PB from 2009 to 2018 reflect that the beach community’s average number of violent crimes has consistently been as much as three to six times the citywide average, which ranged from 41.5 to 48.2 violent crimes per year during that time period.

Violent crimes include murder, rapes, armed robberies, and aggravated assaults, with assaults making up most of the violent crime numbers. In 2019, Pacific Beach had 18 rapes and 152 aggravated assaults.

Reactions to the most recent violent crime stats, community activist Scott Chipman, who has lobbied for years against over saturation of alcohol licenses in PB, said: “Most of the violent crime is alcohol-related and occurs in the bar district. In some areas of PB, there are six times more alcohol licenses than allowed by state guidelines, and every year we get more.”

“In 2008, PB had 128 alcohol licenses (17 bars, 77 restaurants, and 34 stores). As of July 2020, PB has 159 licenses (18 bars, 100 restaurants, and 41 stores).”

“I work in substance abuse prevention, and have spent a lot of time with PB residents who are concerned about alcohol-related crime,” said Rob Hall, media advocacy specialist with SAY San Diego North City Prevention Coalition, which strives to create neighborhood and community change. “In short, the alcohol problems in PB, OB, North Park, Hillcrest, and OB are sucking up a lot of police, fire, and paramedic resources.”

“Our end game is an ordinance aimed at bringing a few less-responsible bars, restaurants, and breweries in line with the good-business policies practiced by the majority of our hospitality industry citywide.”

Brian Curry, former PB Planning Group chair and co-owner of Fitness West, is convinced alcohol is behind the community’s continuing high rate of violent crime.

“It’s really the concentration of alcohol licenses and the concentration of crime in Pacific Beach that we were really concerned about,” Curry said noting the Community Planners Committee, an umbrella organization representing the City’s 40-plus planning groups, has proposed a solution to alcohol-related crime in communities.

“We looked at what was working and what wasn’t working,” Curry said noting the CPC’s answer is “to take back control, locally, of our licensing situation through land use (powers). You start to implement a Conditional Use Permit for licensing. It’s for new licensing that the CUP applies, and/or if a bad operator continues to fall out of line.

“That’s the recommendation, by taking control back from Sacramento and the California Department of Alcoholic Beverage Control, we can implement the changes we need in alcohol policy. Problems wouldn’t end the next day, but it would basically get us to keep people in line on over-serving, the number of licenses, who gets a license, what are the conditions on the license, etc.”

Added Curry: “In defense of our service industry here, most of them are running a good operation. It’s the bad apples... even some of my friends in the bar business don’t like those bad apples either because they give the whole community a bad name, increasing the crime stats.”

“They don’t want that either. They can’t self-police. Everything has to go through the ABC. That’s the problem. It’s just really bringing everybody in line, getting the bad actors to clean up, really.

“No one is trying to shut down anyone. We just want the ability to have new (alcohol) licenses in PB (conditioned) for new restaurants, etc. so that they then do not become bars and nightclubs.”

SDPD’s citywide 2019 crime report can be viewed at sandiego.gov/sites/default/files/2019/cumneighborhood.pdf.
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Opponents of short-term rentals feel blindsided by latest proposal

By DAVE SCHWAB

The stance of Save San Diego Neighborhoods and sympathizers on short-term rentals is simple: They’re illegal in residential neighborhoods and laws on the books prohibiting them should be enforced. Period.

The hot-button issue, which dates back years along the San Diego coast, was like a hurricane picking up steam recently when District 2 Councilmember Dr. Jennifer Campbell surprised most with her compromise proposal on a new set of rules and regulations to govern the short-term rental industry moving forward.

To some, Campbell’s proposal seemed more like a betrayal than a compromise. They are contending the council member reversed her campaign pledge to oppose STRs in neighborhoods. They also argue she wasn’t acting in good faith by negotiating with some — but not all — of the stakeholders behind the scenes.

“The community was left out of the process. We were ignored,” said Brian J. Curry, past chair of Pacific Beach Planning Group.

“We feel that once again we (residents) have no voice when we should be the primary voice they (local government) listen to and address,” says a local government’s job to listen to us, we’re their constitu- ents, not Expedia and the union,” concurred Pacific Beach Town Council member and honorary PB mayor Cathie Jolley. “They should be talking to us, the people.”

“Compromise is what we don’t have a mayor that has the political backbone to actually enforce the code,” said Brian White, Pacific Beach Town Council president. “And we’re three months away from electing a new mayor. We shouldn’t be trying to rush an ordi- nance through in the form of a backroom deal. It’s disingenuous to rush this through now.”

“Short-term vacation rentals today are flatly illegal,” contends attorney Cory Briggs, who is running for City Attorney in November. “There’s no statute of limitations on when a City fails to enforce the law. Laws don’t grow stale due to lack of enforcement.”

“Enforcement needs to actual- ly happen,” argued yoga instruc- tor Nicole Turner, a PB home- owner living near a short-term rental. “Right now there’s no enforcement.”

“This really does affect commu- nities and neighborhood home- owners,” adds Thickstun, a La Jolla attorney and board member of SSDN, a nonprofit with a mailing list of nearly 3,000. “The implication has been that there needs to be something added to the code to solve the problem of short-term rentals in neighborhoods and residen- tial zones. And the fact is, the municipal code states that uses that are not enumerated in the code are prohibited.”

See OPPONENTS, Page 10

Councilmember Campbell’s chief of staff discusses short-term rental plan

By DAVE SCHWAB

San Diego Community Newspaper group caught up with Yema Molina, chief of staff for District 2 Councilmember Dr. Jennifer Campbell, for a Q&A on the recent compromise proposal Campbell has offered on short-term rentals, which has stirred emotions on all sides.

Q. Were you surprised by the ad- verse reaction in some quarters to your office’s short-term rental com-promise proposal?

Molina: Absolutely not. We knew there was going to be strong opposition, that people felt very strongly about the issue, and that they wanted us to wait un- til after the election. People have asked us to step up and take this issue on, as it was daunting.

We have been meeting with folks who came into our office over the last year. Expedia was working on their memorandum of understanding (MOU), and we wanted to hear from our constiu- cents as well as another round of meetings. We met with the Save San Diego Neighborhoods folks, and the OB Town Council to get a temperature check on where they were at and they were in the same place that they had been: they don’t want them.

But it’s the wild west. We knew we had to do some- thing. The majority of folks really want to see something happen.

Q. Tell us how the council member’s compromise proposal arose.

Molina: People don’t know this is not our MOU. The MOU is between two outside parties. These are the terms they agreed to. [Campbell] was a coalition build- er. It’s up to the City Attorney now to work that and to final- ize the (new STR) ordinance. We still want to get as much input as possible from everyone on this new ordinance.

Q. Why didn’t you wait, as some have suggested, until after the November election to unveil this compromise STR proposal?

Molina: In the new year we’re going to have five new council members who will have to start over being educated on this and other very complex issues. The council members that are still there understand the issues. They are very much aware of it and have been living with it for years. We want to get this done now versus waiting for the new council, which would be another year. People want to see this now.

Q. Why is the municipal code pertaining to short-term rentals not being enforced?

Molina: Enforcement right now is not realistic. If we could do that, we would have. You’ve seen the (STR) platforms come after the City and force the City to have a referendum and to re- scind their last policy on (STR re- form). So they’ll (platforms) sue the City, and it will keep us in the courts forever. San Diego is one of the top STR markets. The STR industry would fight this market. Also, you can’t take away from people something they’ve been doing for years, taking away their income. If we (City) said, ‘We’re going to shut you down,’ we would most likely get sued by the platforms and they would probably win. That’s what our attorneys have said to us.”

Q. Some are alleging that the council person was opposed to short-term rentals in residential neighborhoods, but has since re- versed herself. Your reaction?

Molina: [Campbell] didn’t un- derstand at first why the munici- pal code could not be enforced. There is no way you could enforce the code now as it exists and not get sued by the (STR) platforms. We need to better define them (STRs) in the code, then create enforcement around them and regulate them.

Q. What is good about the coun- cil member’s compromise STR proposal?

Molina: The STR platforms and the union usually do not like each other. These two power- houses could sue or renegotiate or take down any proposal we could come up with. Now you have two opponents working together to figure something out and come up with a compromise that works for everybody. Now, this (MOU) gives us something to work with. Now we have to fill in the blanks and lose parts of this structure (new STR ordinance) to come up with a compromise that works for everybody.

Q. Your reaction to the claim that short-term rentals are intrinsically bad and counterproductive because they take away from the housing stock and displace permanent residents in the midst of a housing crisis.

Molina: This new agreement we are proposing would cut the number of STRs by 70%, and re- lease that housing back into the market for rental and for sale, so we would have more housing for permanent residents. Reducing it by 70% is a huge win. We’re trying to run with that before they (platforms) change their mind. This is a pretty good deal down the road. Work would lower the number of STRs estimated at about 16,000 down to 3,750. That is huge. We’re looking at the opportunity for City (to do something with, that and not miss it out on.)
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Pacific Beach Planning Group endorses name change for Community Park

Pacific Beach Planning Group in August unanimously endorsed a proposal by two local social activists to rename PB Community Park as Fannie and William Payne Community Park. The Paynes were both pioneering Black educators in post-World War II PB. San Diego State University administrator Faúde Hernandez, who has done extensive research on the subject, and PB resident Regina Sims-Crosby, have teamed on the project. Their goal was to create a petition drive seeking 1,900 signatures for re-naming the park.

That signature goal would match the number of PB home-owners who, in 1945, signed a petition demanding the removal of William Payne, the community’s first Black teacher on the staff of Pacific Beach Junior High School (now PB Middle) because of his race.

That petition, which ultimately failed, sought to have Payne transferred to “a more suitable assignment,” given the school and its students were nearly all white.

Currently, the (recent) petition has “offered to usher this through the bureaucracy.”

Councilmember Campbell’s office pointed out the city “has a criterion for renaming parks for significant individuals and significant events that goes through the City Council.” He added District 2 Councilmember Campbell’s office has “offered to usher this through the bureaucracy.”

Board member Ed Gallagher pointed out the city “has a criterion for renaming parks for significant individuals and significant events that goes through the City Council.”

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In Other Action

At the request of board member Gallagher, PBPG voted 11-3-0 in favor of extending the Slow Streets initiative now active on Diamond Street to Hornblendor Street. His proposal would create an approximately 1-mile, U-shaped loop that Gallagher noted would “enable PB residents to safely recreate in fresh outdoor air and un congested space.”

The Slow Streets pilot program was introduced by the mayor recently to make it safer for San Diegans to walk and bike by creating more space for physical distancing and reducing congested foot traffic at parks, beaches, and outdoor trails.

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Pacifi c Beach Planning Group

by DAVE SCHWAB

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La Jolla hypnotherapist helping people become a better version of themselves

By DAVE SCHWAB

Elena Mosaner has been a hypnotherapist for over 30 years. She has helped over 1,000 clients break bad habits, like smoking. She now improves their lifestyles. Mosaner said it typically requires two to five therapeutic sessions over an extended period to help clients break bad habits, overcome their fears or build self-confidence. She added the hypnotherapy process involves bypassing a critical faculty and establishing selective thinking. For example, she noted you might implant a suggestion that you’ve lost your desire for sugar or, you feel confident speaking or singing because you realize the audience is on your side.

The hypnotherapist said COVID has presented new challenges. “Many people are really looking into their lives, their values, their beliefs, their behaviors, and their habits,” Mosaner said. “People are coming to me now much more aware and awake about things like their health. They’re changing themselves.”

People want to stop smoking, or cut sugar out of their diets or exercise more.

On Tuesday, Sept. 1, Mosaner is hosting a free remote meeting titled “Discover a Better You Through Accepting the Loss of Your Pre-COVID Life” from 2:30 to 4 p.m.

READ MORE ONLINE AT sdnews.com

Oltre Mare owners expand with Pastiamo in North Pacific Beach

Customers at Oltre Mare tell the owners of the Pacific Beach authentic Italian restaurant that eating there makes them feel like they’re in Italy. Which is high praise to Sara Pedrazzini and Christian Erbiti, who own and operate mostly dine-in/dine-out Oltre Mare (“overseas” in English) located at 4,286 Cass St. across from the library.

The married couple has also expanded their operations into a new satellite location, Pastiamo, at 9415 Turquoise St. in North PB.

Rosamaria Acuña

Rosamaria Acuña has a real passion for real estate and is committed to her clients and the community. As a REALTOR® for over three decades representing buyers and sellers, Rosamaria is one of the greater San Diego area’s most trusted agents for residential real estate. Together with Berkshire Hathaway HomesServices’ team of professional Realtors, Rosamaria is dedicated to offering her clients superior service by providing the latest innovations in marketing and technology to facilitate every transaction. If you are looking for your dream home, purchasing investment property, or thinking of selling your current residence, contact Rosamaria today for a complimentary consultation or to receive up to the minute details about the real estate market. She is happy to address all inquiries so don’t hesitate to call her today at 619-890-2828.

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He also encourages everyone to “try our La Jolla Smack Burgundy Tri-tip.” Lefstein added, “When I first opened, I saw that the butcher shop had gone out of business and thought with the shop already to go, why not give La Jolla a trustworthy niche for gourmet meats. Here we are 2 years later and Business is good.”

Lefstein recently added sustainably raised Black River Caviar Premium Russian Oscietra to LGM’s already stellar line up of gourmet options. Of note, is the fact that La Jolla Gourmet Meats is the FIRST brick and mortar retailer, not only in La Jolla but in all of San Diego, currently, with that unique distinction.

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MEET YOUR LA JOLLA MERCHANTS AND PROFESSIONALS

Your Guide to La Jolla Professionals & Community Businesses
MEET YOUR LA JOLLA MERCHANTS AND PROFESSIONALS
YOUR GUIDE TO LA JOLLA PROFESSIONALS AND COMMUNITY BUSINESSES

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Marco added, “I wouldn’t have been in business for 35 years without the help of my competent and loyal staff!”

Copy Cove Turns 40!

A La Jolla Institution

Copy Cove of La Jolla should be on your speed dial for all things printed. This 3rd generation print shop is owned by Sal Usman who has been at the print house for over 30 years since his sophomore year at La Jolla High School. The shop was opened by Usman’s Grandfather, Mother and Father, Mohammed and Munira back in 1980 and has been a La Jolla establishment for 40 years this April. Copy Cove is now the last of the independent printers in La Jolla. It’s the kind of place where everyone knows your name and all treat each other like locals. Copy Cove has been printing for the community so long that they’ve printed for La Jolla businesses, schools and families through their own generations.

Their professional, courteous and knowledgeable staff, Patricia, Karla and Jeff, strives to assist their customers with all of their print needs from printing documents directly from their iPhones to creating unique business cards and stationery to event invitations and programs to brilliant color copies, flyers, brochures, postcards, directories, manuals, custom greeting cards and color posters and canvas giclee prints as well as helping self publishers print their paperbacks. Copy Cove of La Jolla is the only printer for miles to offer in-house Perfect Binding. They also offer the new ‘triple-thick’ business card printing and custom-printed beverage napkins.

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Short-term rentals in San Diego, Elliott said in a 2017 memo, the San Diego Municipal Code, ‘not a permissible land use under endorsed in San Diego, they are take.

Mara Elliott has had a different code was too vague.

murky because the language in municipal code was somewhat enacted in a clear and comprehensive manner that respects the rights of property owners and protects our neighborhoods.”

Elliott also expressed disappointment that “a 2018 ordinance that had been passed (by the City Council) to define and regulate short-term rentals was then immediately repealed due to the threat of referendum.”

“Regarding Campbell’s STR compromise proposal Elliott said, “Our office will not be commenting on this ordinance, which is still being written.”

‘11 homeowner Turner suggested there ought to be a “three strikes rule” applied by code enforcement toward legal STR operators to keep them honest. “If the property manager gets a complaint and doesn’t handle the situation three times, then they need to lose their permit,” she said. “Make the people (operators) buy the permits, then put that money into the enforcement program.”

“The real issue is why is San Diego not following the rules,” asked attorney Briggs. “City hall has said we’re willing to sell ‘get out of jail free’ cards to people who are willing to send us tax dollars. The ones who are turning a blind eye are violating our oath of office to uphold the law and return all of that money to us.”

“She (Campbell) broke a campaign promise to enforce the existing code,” contends new City Attorney, that the status of residential zones. They’re transients.”

“It was the position of Jan Goldsmith, San Diego’s previous City Attorney, that the status of property owners and protects long-term renters.”

“We've (residents) been working on this (STRs) for 10 years,” pointed out Jolley. “There’s been a disconnect at her (Campbell’s) office, they didn’t reach out to us.”

“In a press release, Campbell’s office, along with Expedia and Unite Here, urged the City Council to straight-docket this STR proposal,” said PBTC president White. “Why fast-track this thing? It should go to committee first, then later come back to the full council. The timing is really suspect.”
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UC San Diego commemorates 50th anniversary of Geisel Library

Beginning September 2020, the UC San Diego Library will observe the 50th anniversary of the university’s intellectual heart of campus, Geisel Library, which first opened its doors to the UC San Diego community and public in September 1970 — then known as the Central Library. To commemorate this momentous occasion, the Library has planned a yearlong celebration aimed at recognizing the remarkable legacy of Geisel Library, UC San Diego’s most iconic architectural masterpiece. Observances will include a series of signature events throughout the 2020-2021 academic year, including talks featuring acclaimed American authors Tara Westover and Kevin Young. In addition, the Library has launched a new website (geisel50.ucsd.edu) that includes a wealth of information on Geisel Library’s architectural design; significance on campus; historical milestones and pop culture appearances; event and exhibit information; and philanthropic opportunities.

For 50 years, the Geisel Library at UC San Diego has provided our campus community access to the materials, tools, information expertise, and idea space required to produce groundbreaking research,” said UC San Diego Chancellor Pradeep K. Khosla. “Throughout its 50th year, we celebrate the iconic structure, its vast holdings and many accomplishments, and the dedicated librarians and staff who work to ensure unfettered access to knowledge. This vital information hub plays a crucial part in UC San Diego’s ability to deliver on our mission to be a student-centered, research-focused, service-oriented public university.”

On June 29, 1970, approximately 750,000 volumes were moved into UC San Diego’s Central Library and at the start of the fall 1970 quarter, the building opened for student use. Since then, the library has amassed more than seven million digital and print volumes, journals, and multimedia materials to meet the knowledge demands of scholars, students, and members of the public.

Designed by the much-admired architect William Pereira, Geisel Library typically welcomes more than 6,600 patrons through its doors daily, generating nearly 2.3 million annual visitors. The building’s world-famous Brutalist architectural design conveys the idea that powerful and permanent hands are holding aloft knowledge itself, which was Pereira’s stated intention.

In 1992, in response to a need for more public space, an underground addition on the east and west sides of the building was designed by Latino-American architect Gunnar Birkerts. Birkert’s design added this addition to extend the foundation of the strong, geometrical form of the existing structure.

“Through this celebration, we seek to honor the history of Geisel Library, which serves as a hub of discovery and innovation for the university, something we intend to continue indefinitely,” said the Audrey Geisel University Librarian Erik Mitchell. “And while our golden anniversary festivities may look a little different than we originally planned due to the pandemic, we are excited to embark on this yearlong commemoration. I encourage our community to take pause and appreciate the beauty and symbolism of the structure itself, while also recalling all of the tremendous work that has been done by our librarians and staff over the past five decades.”

Events planned for the 50th anniversary of Geisel Library include:

- A Conversation with Tara Westover, Wednesday, Sept. 16, 5:30 p.m.

A virtual event featuring Tara Westover, author of her memoir “Educated,” which explores Westover’s struggle to reconcile her desire for education and autonomy with her desire to be loyal to her family, who intentionally kept her out of public education. The book instantly became a critical and commercial success, debuting at No. 1 on “The New York Times” bestseller list and remaining on the list for more than two years. Hear Westover discuss her journey and perspective during this event.

- A virtual event highlighting UC San Diego’s most iconic architectural masterpiece, Geisel Library, Teddy Cruz, UC San Diego professor in the Department of Visual Arts and director of Urban Research for the UC San Diego Center on Global Justice, along with Chicago-based urban designer and native San Diegan Caroline Acheate, will engage in a discussion about the historical importance of the building and explore the architectural principles that make it so iconic.

READ MORE ONLINE AT sdnews.com

La Jolla student starts nonprofit, donates to Black Lives Matter

By DAVE SCHWAB

La Jolla Country Day School student Elinor Amir-Lobel recently won an essay contest with a $2,100 cash prize and has been busy as well this summer founding a nonprofit, selling her original sticker art and donating 100% of the profits to the Black Lives Matter organization.

The theme of this year’s Ninth Circuit High School Civics Essay contest, which Amir-Lobel captured was “The right to Vote: Milestone Anniversaries.”

Amir-Lobel said that theme resonated with her because “I am very politically inclined and have an interest in the workings of politics and government. I researched the history of voting rights in this country, reading Supreme Court cases on the subject and applying my knowledge of U.S. history from school.”

Asked why voting rights and racial disparities are important, Amir-Lobel replied, “I am the daughter of immigrants, have been raised trilingual, and I have a dual identity. I have been sensitive to exclusions and social justice from an early age. This country was founded on the notion that every citizen should have a say in their representation and rights, and the Constitution was created in part to protect minorities even when they are viewed in discriminatory ways.”

Added Amir-Lobel: “If at any time any group of people is not equal to any other, there is a serious problem within our system that should be addressed.”

The depth with which the system is designed to discriminate, however, cannot be fixed with any number of simple solutions. It would take constitutional amendments and the collective agreement of the people to make any meaningful changes.”

Amir-Lobel’s sticker art represents the protests and struggles of minorities and people who have been excluded and marginalized. “All the stickers are drawings of protests that were at Black Lives Matter rallies and symbols of equality and togetherness,” she said. “I drew all the images digitally and I hand cut the stickers out of paper.”

Of the importance of Black Lives Matter, the Country Day student said, “Racial justice is a cause that should be high on everyone’s priority list. Consider that while people of color make up only about 13% of the overall population of the United States, they simultaneously make up over 60% of the people behind bars. In the words of Desmond Tutu, ‘If you are neutral in situations of injustice, you have chosen the side of the oppressor.’”

Discussing her wide-ranging social activism, Amir-Lobel said, “I am one of the co-founders of the Female Empowerment and Education of Leaders (FEEL) club. We felt there was an absence of a direct representation of powerful women in our community. We also felt it was necessary to expand our views from solely what is shown in the media to the reality of women who cannot accomplish. ‘We are a group of capable women who want to make a meaningful impact. This year we are taking on a philanthropic project, specifics to be determined later, that will help women of all backgrounds and abilities to succeed.”

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CANTER BROKERAGE

13
Obituary: John Pernicano – long time Pacific Beach Italian restaurant owner

By DAVE SCHWAB

Well-known and loved Pacific Beach Italian restaurant owner-operator John Pernicano, 92, died in his sleep July 22 from cancer complications.

A native of Detroit, John immigrated from Sicily to the States with his family. He and his brothers moved to San Diego from Detroit in 1946, and John and his late brother Angelo opened a restaurant at 86th and Bay Street. “They needed food, so my brother figured. ‘We’ll put pizza in the place, just a little oven,’” Pernicano said noting that he and his 10 siblings all ended up working there. “Four guys making pizzas, can you imagine?” John asked in an interview with Beach & Bay Press. “Then each brother got their own location and opened up their own place.”

John subsequently built Pernicano’s at 711 Turquoise St. in North Park.

“How many people like me have been here 65 years, and the family with four kids for 50 years?” asked John of his family’s legacy of restaurants, that now number 10.

In a wonderful story that All Hallows Catholic Church in La Jolla held their religious services for a time in Pernicano’s while the Mt. Soledad church was under construction. “The altar was where the pizza counter is now,” said John.

Of Pernicano, La Jolla architect Tim Golba said, “I never heard anyone say a bad word about John and given the length of time he was in business, that says a lot.”

John Pernicano was also a long-time Kiwanian. Mark McDonald, district secretary/executive director for the state of California, Nevada, Hawaii District of Kiwanis, remembers John well.

“John was full of life, he would come to the Downtown Club and every one of those people knew him.” McDonald said. “He would come down often and bring his square box (aardvark) and a tuba player and play music. It was all those little things…you just laughed, just loved it. He was famous for his fundraisers at business. He will sell the beverages at the bar, you can have all the pasta you want.”

Johnson said that his family’s famous for his fundraisers at his restaurant. Everybody’s kids in the family with four kids for 50 years?” asked John of his family’s legacy of restaurants, that now number 10.

It’s a well-told story that All Hallows Catholic Church in La Jolla held their religious services for a time in Pernicano’s while the Mt. Soledad church was under construction. “The altar was where the pizza counter is now,” said John.

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“He was just a terrific guy,” continued McDonald. “He was involved in many things downtown. He came to our club quite often.”

About a year ago, John sold his business to a downtown restaurateur who planned to turn it into a Mexican breakfast place, then retired. But he told Beach & Bay Press it wasn’t by choice.

“Of the reason for his longevity, John said: “This is a family restaurant. Everybody’s kids in La Jolla and PB were raised here. Everybody’s been raised with them. They’ve had their birthday parties here. I played Santa Claus. It was a tradition because I loved these kids. Little kids would play the piano with me and sing. That’s what kept me here 65 years.”

Survivors include John’s wife of 68 years, Lena; his four children, Lisa, Debbie, John Jr., and Marlene; daughter-in-law Kristen Pernicano; son-in-law Carl Parrick, and three grand-children, Laura Pernicano, Lisa Pernicano, and Leanne Parrick.

He is also survived by his only living brother, Angelo, of Las Vegas, who “loved Pacific Beach.”

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Mission Beach architect raising endangered Joshua trees for gardens, landscaping

BY KENDRA SITTON

In Bob Craig’s Mission Beach house, small spiked succulents line his home, garden and porch. During his work as an architect each day, he leaves his computer to water and check on the tiny plants that he describes as “fragile” in their first year.

Looking at the diminutive plants, it is difficult to imagine that in 60 years, they will be the towering trees that make Joshua Tree National Park’s landscape stunning and otherworldly.

Craig’s journey into becoming the largest grower of Joshua trees outside of the shrinking national park was populated by his passion to help more people adopt the Joshua trees.

Craig decided to try to help gardeners add the plants to their landscaping with the hopes of growing the species outside of the shrinking desert. He began to raise the trees to give them to others for a small fee. His seeds have a 75% success rate, and adolescents plants that he describes as “fragile” in their first year.

As he advertised these seedlings grow about eight inches per year. Craig said in the initial years, they can be cared for like other small succulents.

“When I found out about this Joshua tree situation, I saw an opportunity to actually grow them and repurpose them,” Craig said.

Craig realized that the national park was populated with the tall trees, some of them hundreds of years old, but lacked many of the baby and adolescent plants that ensure the species will have a future. The habitat has changed, so the less hardy young plants struggled to survive.

“Human intervention here is definitely worth it,” he said.

Before this, he was an average gardener with many succulents in his home. It was a minor hobby, not a passion that consumes much of his time.

Under his careful hand, the seedlings grow about eight inches per year. Craig said in the initial years, they can be cared for like other small succulents.

“Some people would say that’s very slow. The Joshua tree grows similar to other plants and other trees. I don't necessarily know why it gets that description,” Craig said.

After six months of his care, Craig lets other people adopt the Joshua trees. He does this through the Mission Hills Nursery and his website, where he mails plants across the U.S. So far, the plants are growing successfully in places like Florida and Boston, even with their climate being significantly different than California. Joshua trees can withstand cold and even need to freeze annually in order to flower, although they can be damaged if left in too cold an environment for too long while they are young.

Craig believed that is for other scientists to take care of.

“My focus is in gardens and landscapes, not back into the wild,” he said.

Since the project began, he has raised three-to-four thousand seeds into healthy plants. Craig is now ready for more people to adopt the plants.

“If more people got interested in this and began growing them in their gardens, I think that we would be doing a good thing, in terms of saving the species,” Craig said.

To learn more visit, joshuatreepaintadoptions.com or the Mission Hills Nursery.

Kendra Sitton can be reached at kendra@sdnews.com.
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Holding on or letting go: revisiting our numerous attachments

By Natasha Josefowitz, Ph.D.

As I get closer and closer to departing this planet — being in my mid-nineties is a warning bell — I look around and wonder what will I miss? Actually, this is a stupid question. When I’m dead, I will obviously not miss anything. What is it that makes this so uncomfortable? It is not death itself; it is the leaving of people and things that have mattered. So I started wondering about attachments. There are several categories that I can think of:

Attachments to people: My husband Herman and I were have had and still have strong attachments. When he died, I cried for days and mourned them for a long time. We were one unit. When he died, I am attached to my great-grandsons as teenagers. I am still attached to my daughter and grandchildren and mourn them for a long time. When he died, I was torn away. I am attached to my dwelling in general and to objects in it in particular — lacquer boxes which belonged to my children, my needle-point pillows, books I will never reread, clothes I will never wear again, dishes I will never use, little crystal ball Herman brought me from a trip. These are all an extension of my ego, part of me. I have imbued inanimate things with a life of their own. Children exhibit this attachment to a favorite blanket, a stuffed animal, or doll and are despondent when they lose it.

Attachments to memories and personal history: In trying to downsize, especially getting rid of my files, I am connected to my old Ph.D. thesis or some lovely student evaluations from a class I taught 40 years ago. If I pretend I am my daughter, or my grandchildren, looking at all this stuff, I realize that what is important to me is irrelevant to them. As I look around my home, I recognize that I am attached to my dwelling in general and to objects in it in particular — photos of my grandchildren as well as all my grandchilren, my needle-point pillows, books I will never reread, clothes I will never wear again, dishes I will never use, little crystal ball Herman brought me from a trip. These are all an extension of my ego, part of me. I have imbued inanimate things with a life of their own. Children exhibit this attachment to a favorite blanket, a stuffed animal, or doll and are despondent when they lose it.

Attachments to places: It can be your home where the children were born, your first home where the children were born. We are territorial animals, and we will fight for what we consider our territory and defend it. Attachments to ideas: This is a commitment to one’s way of believing, excluding all other possibilities. It can be religion, politics, or philosophy. Letting go of beliefs is an important task when confronted with new contradictory evidence.

In the time of the pandemic, I find a different kind of attachment. Attachment to our pre-coronavirus life. A time that may never return. We miss our connection to people, the freedom to go anywhere we wanted, eat in restaurants, or go to movies, the gym, beauty salons, or barber shops.

As humans, our attachments help to define us. This time is an opportunity to take a closer look and gain clarity as to what is truly important to us.

So it is time to let go. Time to send off to family and friends some of my cherished treasures. I am giving each of my grandchilren one of my antique Russian lacquer boxes which belonged to my mother. Will her memory continue to live in her descendants? Nostalgia is painful. Giving away or tossing objects is losing the memory of those seemingly important events in our lives. I wonder how I will be remembered after I am gone?

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.

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This is the home you have been waiting for in Pacific Beach!

2169 HARBOUR HEIGHTS RD – NORTH PACIFIC BEACH
5 Bed | 3 Bath | 2,736 Sq Ft
Your dream PB home awaits! Expansive views from both the first and second floors of Mission Bay, Downtown Harbor & Skyline, Coronado Bridge and Ocean views to the west. The backyard is perfect for entertaining family and friends, complete with multiple view decks, covered gazebo, outdoor fire pit, several spots for dining & lush landscaping with numerous fruit trees.

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Community

Friday, August 21, 2020

Beach & Bay Press / La Jolla Village News

La Jolla Student

Cont. From Pg. 12

Looking back at a life well-lived — grandparents who have been like a sister or brother. We are connected to our numerous attachments to animals: Our pets are our constant companions, and when they die, we mourn them for a long time. The very thought of losing them is an important task when considering our territory and defending it.

Attachments to places: It can be our home where the children were born, our first home where the children were born. We are territorial animals, and we will fight for what we consider our territory and defend it.

Attachments to ideas: This is a commitment to one’s way of believing, excluding all other possibilities. It can be religion, politics, or philosophy. Letting go of beliefs is an important task when confronted with new contradictory evidence.

In the time of the pandemic, I find a different kind of attachment. Attachment to our pre-coronavirus life. A time that may never return. We miss our connection to people, the freedom to go anywhere we wanted, eat in restaurants, or go to movies, the gym, beauty salons, or barber shops.

As humans, our attachments help to define us. This time is an opportunity to take a closer look and gain clarity as to what is truly important to us.

So it is time to let go. Time to send off to family and friends some of my cherished treasures. I am giving each of my grandchilren one of my antique Russian lacquer boxes which belonged to my mother. Will her memory continue to live in her descendants? Nostalgia is painful. Giving away or tossing objects is losing the memory of those seemingly important events in our lives. I wonder how I will be remembered after I am gone?

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.

If you would like to receive future columns from Natasha Josefowitz, you may email her at natasha@cs.com.

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3443 OCEAN FRONT WALK UNIT L
2 BD | 2BA | 675 sq.ft.
**Asking Price of $1,149,000**

Enjoy sweeping Ocean views from the living room and master in this 2nd floor unit. Perfect for vacation rentals or a 2nd home with a strong vacation rental history and great common amenities. You will love the golden white quartzite flooring, granite counter tops, stainless appliances, wood cabinets and travertine showers. The Surf Rider complex features a gym for owners in addition to a large, elevated patio with in-ground spa and two large gas grills. This unit lives large and has potential to expand.

SALEM CT.
3 BD | 3 BA | 1,700 sq.ft.

Totally remodeled Ocean Front condo with panoramic views from OB to La Jolla. This home was sold for an amazing price without being listed. I sold this home through our extensive Compass network. If you are looking to sell, give me a call to learn about how I leverage my knowledge to work for you.

Thinking of selling? We have two strong buyers that would like to buy your home:

**Buyer need 1:**
North PB detached home with 3 bed + 2 bath under $1.6M

**Buyer need 2:**
PB detached 3 bed + 2 bath with 3 car garage under $1.8M

JUST SOLD!

3124 HAIDAS AVE.
4 BD | 2 BA | 1,153 SQ. FT. | BAY HO

This adorable Bay Ho home has newer laminate flooring, updated windows, fresh paint and two driveway parking spaces. The dreamy backyard has fruit trees, a spacious grassy area and a large patio with room for outdoor dining, a lounge area and/or a fire pit. This coveted location is just a short drive from the beach, has easy freeway access and is just minutes from coffee shops, Costco and restaurants.

**SOLD for $734,000.**
Represented the buyer

727 SAPPHIRE ST.
2 BD | 2 BA | 997 SQ. FT. | PACIFIC BEACH

Live the salty life in this spacious unit that’s one block away from the famous Tourmaline Surf Park and features cool ocean breezes, ocean and sunset views and is walking distance to shops and restaurants in both PB and Bird Rock. Designer tile, waterproof luxury vinyl plank flooring, in-unit washer/dryer hookups, an open floor plan, two ocean view decks, new sliders and windows and meticulously-chosen finishes give this contemporary coastal themed home all the sophisticated casualness you’ve been searching for!

**Asking Price of $799,000**

PB Fun Fact:
According to recent stats, Pacific Beach has a population of 48,417 people and 22,554 actual “households”. 