

# LA JOLLA LIGHT

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Filner makes La Jolla one of his first stops as new mayor, **A7**



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## City touts shared use; seal rope up Saturday

BY PAT SHERMAN

As city employees prepare to reinstall a rope barrier at La Jolla's Children's Pool on Dec. 15, San Diego City Attorney Jan Goldsmith is touting what he is calling the success of "shared use" between humans and seals at the Children's Pool (also known as Casa Beach).

Presently, the 152 linear-foot rope barrier is only up during the seal's pupping season, through May 15. It provides a three-foot path for divers to access the water — while serving as a psychological buffer suggesting that humans should stay away from pregnant seals.

SEE SEALS, A18

## Who's on the hook for busted payphones?

### THE LIGHT INVESTIGATES

BY PAT SHERMAN

Though cellular communications and Skype have rendered public payphones obsolete, three of these archaic curiosities still gracing the Village remain in place, albeit dented, weathered and worn.

The holdouts are two near the corner of Fay Avenue and Pearl Street (one owned by Orion Payphones in San Diego) and another in front of the historic Wall Street post office.

While two of the phones still produce dial

tones, one at 7521 Fay Avenue (in front of Home Care Assistance) has sat busted, vandalized and inoperable for at least a year.

A *La Jolla Light* investigation found the company listed as owner/operator of the payphone, as required by the California Public Utilities Communication (CPUC), San Marcos-based Waterville Communications, has gone out of business.

A representative for La Jolla resident and former

SEE PAYPHONES, A4



Vandals smashed the hand receiver of this payphone on Fay Avenue. PAT SHERMAN

## Copley Press still seeks to develop land near estate

BY PAT SHERMAN

Following the death of David Copley — the final heir to San Diego's Copley Publishing dynasty — Copley Press is forging ahead in liquidation mode, with plans to develop 25 ocean-view acres near the family's "Fox Hill" estate.

Ironically, the plans were presented to the La Jolla Development Permit Review Committee (DPR) on Nov. 20, less than two hours before Copley crashed his car a couple of blocks from La Jolla Rec Center, where DPR meetings are held.

Copley died hours later at a nearby hospital, of apparent heart failure.

Dean Dwyer, chief financial officer of Copley Press, confirmed

SEE COPLEY, A6

## Bird Rock council appoints new leadership



Bird Rock Community Council President Jacqueline Bell addresses attendees at the group's holiday party Dec. 4. Immediate past president Joe Parker looks on. COURTESY

BY PAT SHERMAN

The Bird Rock Community Council (BRCC) has found its new president in Jacqueline Bell, a Certified Financial Planner and investment manager who previously served as BRCC's vice president.

"Joe Parker talked me into it — that's my excuse," joked the Harvard graduate of her decision to assume leadership of the 350-member organization.

The BRCC is charged with overseeing a small tax collected from business owners and residents within Bird Rock's maintenance assessment district (MAD) via their property tax bill.

MAD funds are spent on items such as decorative benches, streetlights and

other community beautification, as well as dog litter bags and minor infrastructure projects not covered by the city.

"We have so far never had to increase the tax rate at which people pay (into) the MAD and our goal would be to try and keep that at the same level for as long as we possibly can," Bell said.

BRCC membership dues are \$35 per year for business owners and residents and include: monthly meetings at Bird Rock Elementary or a local restaurant; a neighborhood watch program; a monthly newsletter; a summer picnic and other community and promotional

SEE BIRD ROCK, A6

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# Customize your fragrance at new La Jolla perfume shop

BY ASHLEY MACKIN

At the opening of its first store in the United States on Dec. 5, the Parfumerie, 7853 Herschel Ave., hosted a party to find La Jolla's signature fragrance.

Voters sampled different fragrances – and sniffed coffee beans in between to clear their noses and prevent the smells from blending together. The results of their choices will be announced in January. Those interested can still cast a vote through December by visiting the store.

The only other Parfumerie location is in St. Martin in the Caribbean.

Managing director Rachelle Crumrine said when coming up with La Jolla's signature scent, "I was looking for something that represented La Jolla's 'sunshiny' days and basically the fresh coast that's right down the street; just a kind of whiff of the coastal ocean breeze along with the sunshine — something light and refreshing."

Addressing the stereotype that beach fragrances smell



Rachelle Crumrine, managing director for the Parfumerie, stands in front of the more than 300 oils to choose from when making a custom perfume. PHOTOS BY ASHLEY MACKIN

like the ocean, she said, "there are certain notes in it, it's not all ocean."

She explained that when sampling different scents (a process that is more psychological than physical), the testor needs to clear his or her nose in between the different scents to get an accurate "reading."

Crumrine said that smelling something new creates a memory, and so by smelling something familiar, this resets the brain by referring it to another memory.

Crumrine's father, John, owns the St. Martin location and was on hand to help her with the La Jolla opening. On how a signa-

ture La Jolla fragrance would be chosen, he explained that Tijon, which makes the fragrances for the Parfumerie, created 20 that were narrowed down to eight before Rachelle and her friends narrowed it down to three.

When it comes to the rights to produce La Jolla's scent, John Crumrine jokingly said, "We're just going to do it. If we get in trouble, we'll change the name."

In addition to voting for the scent, which will be called, "La Jolla," grand-



Trish Getch and Maryann Nicoletti sniff the custom fragrances as they develop.

opening guests got to experiment with making their own perfumes by combining oils and working with perfume specialists.

The Perfume Lab is in the back of the store, where Rachelle Crumrine said, "the magic happens."

In the French tradition, the Parfumerie offers classes in making-your-own fragrances, in addition to selling pre-mixed perfumes and body products.

There are more than 300 oils to choose from — ranging from traditional perfume scents, such as flower fragrances, to more thematic scents, like Amber Rain.

One of the more popular oils, Rachelle said, is tomato. She said it adds fresh-

ness to the perfume.

Trish Getch, who participated in the voting, said the Parfumerie is a "great addition to the town."

John Crumrine agreed. "We always loved La Jolla and my daughter has been living and working in San Diego ... so we thought if we'd expand, we'd want our daughter to run it. La Jolla was obviously the first choice. It's an incredible village (and) we love the people ..."

The Parfumerie is closed Mondays, open 10 a.m. to 6 p.m. Tuesdays and Wednesdays, noon to 8 p.m. Thursdays-Saturdays, and noon to 6 p.m. Sundays.

For classes and pricing, visit [tijon.com](http://tijon.com)

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