



OCEAN BEACH MAIN STREET ASSOCIATION

December 2020 Newsletter

May the holidays be bright & merry
for all our merchants and their employees!



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Ocean Beach MainStreet Association

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Board of Directors & OBMA Committee Meetings

OCEAN BEACH



MAINSTREET
ASSOCIATION

OBMA MISSION STATEMENT:

To promote and support local business and economic vitality in the Ocean Beach Community.

BOARD OF DIRECTORS:

Barbara Iacometti, President

Details SalonSpa, Exec. Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate, Design Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Clean & Safe Co-Chair

Mike Stifano, Treasurer

Winstons, Finance Chair

Kyle Jaworski, Secretary

Raglan Public House, Clean & Safe Co-Chair

Gary Gilmore

Gilmore Family Jewelers, EV Chair

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Co-Chair

Craig Gerwig

4864 Newport Avenue LLC

Carol Ladiges

Lighthouse Ice Cream

Ron Marcotte

Sign Diego

Dave Martin

Clever San Diego, Inc.

Ken Moss

Power Logic USA

Beth Wright

OB Barbershop

Joella Peregoy

OB Business Center

STAFF:

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamann, Farmers Market Manager

Farmers Market Team - Marna, Tony, Richee & Chris

MAD CONTRACTORS:

Naturescape, Inc.

Ecoclean Services

OTHER TEAM MEMBERS:

Brown Marketing Strategies, PR Firm

Josh Utley, Intrepid Network

DECEMBER OBMA MEETING SCHEDULE

Zoom Meetings

Tue. December 1 at 8:30 am

Design Meeting

Fri. December 4 at 8:30am

Promotion Meeting

Wed. December 9 at 8:30am

Finance Task Force

Wed. December 9 at 12:00pm

Economic Vitality Meeting

Thu. December 10 at 12:00pm

OBMA Board Meeting

Tue. December 15 at 8:30am

Clean & Safe Meeting

If you would like to attend a meeting, please contact Kristen Keltner at Kristen@OceanBeachSanDiego.com for the Zoom meeting link.

Sundowner Events

Sundowner Events are postponed for the time being. We will keep you posted. We look forward to seeing everyone soon!



December Dates

Every Wednesday ~ 4pm-8pm

December 2nd ~ December 9th

December 16th ~ December 23rd ~ December 30th

OBFarmersMarket.com

OB HOLIDAY GIFT GUIDE



OB *Holiday Gift Guide*

Beautiful full-color section published in the Peninsula Beacon and sent to over 20,000 homes



Truffles in a Candy Cane Shaped Box \$22



Old-Fashioned Candy Shop
5022 Newport Ave San Diego, CA 92107
619-222-3322 • OceanBeachSweets.com



3/20 H Actual Size **Includes gift photo, logo and gift description**

BEACON HOLIDAY GIFT GUIDE RATES

SIZE	1X	15% OFF FOR EACH ADDITIONAL PAPER
1/4 (10.5" w x 3.625" h)	\$325	
3/20H (6.2" w x 3.625" h)	\$250	
1/10 (4.05" w x 3.625" h)	\$150	

Have your gift featured on the OB Gift Guide Front Page for only \$50 more!

Runs in the December 6th issue
10% Discount for the Dec. 20th issue

DEADLINE 1 WEEK PRIOR TO PUBLICATION

Added Value

Beacon's (sdnews.com) Website + Daily Update
Web ad + an ad in the Daily Update email newsletter sent to 15,000 subscribers will link to Gift Guide.

OBMA Website Ad
Rotating ad on the OBMA website Dec. 4th thru Dec. 24th. Web ad plus Daily Update sent to 15,000 subscribers will link to Gift Guide.

Social Media
Two dedicated Facebook & Instagram posts on OBMA's pages in the month of December.

Facebook Live
Facebook Live video produced by the OBMA featuring your gift item(s) and holiday promotions.

Gift Guide E-Newsletter
Gift guide e-newsletter sent to 4K community members



CALL MIKE TO BOOK YOUR AD TODAY!

858.270.3103 X117 • 858.337.8546 CELL • MIKEFAHEY@SDNEWS.COM



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WWW.SDNEWS.COM



OB Holiday Guide Flyer v2 2020 MIKE F

Questions? Email Kristen Keltner by clicking here!

Member Updates

Welcome California Wild Ales to Ocean Beach

A message from Bill DeWitt, Co-Founder and Owner of California Wild Ales

I recently took over the location on Newport Ave that was formerly occupied by Helms and Two Roots. I want to introduce myself and let you know a bit about me, my nano-brewery, and why we chose Ocean Beach. I have lived in OB for the past 12 years. I currently live here with my wife and two young daughters. We love this close-knit and vibrant community. Ocean Beach is a part of who we are.

I started California Wild Ales five years ago, and we are San Diego's only all barrel-aged sour brewery. The idea of California Wild Ales was born in Ocean Beach. Both Zack (my business partner) and I were living in Ocean Beach at the time and couldn't find any barrel-aged sours or wild ales, so we set out to make our own.



Bill with his business partner, Zack.

Fast forward five years, and we are ready to bring our concept home. We are beyond excited to bring our funky brews to this fabulous neighborhood. Our beer style is wildly different from the typical SD beer style of IPAs. Our adventurous wild ales are the perfect beverage for those who want to send their taste buds on an epic journey. We hope to follow in the footsteps of other iconic OB locations such as OB Noodle House, Hodads, Nicos, OB Hardware, among others.

Californian Wild Ales will be located at 4896 Newport Ave

Brown Marketing has a new logo!



Many thanks to Brown Marketing for helping the OBMA get the word out throughout the past 8 months.

www.BrownCanDo.com

If you have a space for lease , let the OBMA know.

We post real estate information on our website under resources.

We also receive inquires about available space in Ocean Beach.

OceanBeachSanDiego.com

Shop Small Saturday

SHOP SMALL

OCEAN BEACH



Ocean Beach has been Shopping Small for Decades!

Shop Small Ocean Beach was a huge success! OB received lots of media coverage from NBC, KPBS and KUSI. Ocean Beach Surf & Skate, OB Hardware, The Opaka Method, Synergy and Closet encouraged shoppers to come to OB and Shop Small! The OBMA distributed 1,250 shop small bags to our merchants, along with 25 boxes full of swag.

OB Gift Basket Drawing

The Shop Small OB gift basket winner was Alexia from Ocean Beach.



Thank you to **Diamond Parking & LAZ Parking** for offering discounted parking at four select parking lots throughout OB for Shop Small Saturday.

#ShopSmall #ShopSmallOB

Shop Small Swag

The OBMA distributed over 1,250 shop small bags to our merchants, along with lots of swag.

OB Town Council Holiday Events



OB Holidays 41st Year

Each year, the Ocean Beach Town Council proudly presents a series of holiday events and initiatives aimed at bringing joy to the holiday season in our little beach town. The OB Holiday Tree, Auction, Parade, and Food & Toy Drive are steeped in a rich history that began over 40 years ago.

Check out all the Ocean Beach Town Council events on their website.

OB Holidays
www.obholidays.com

Thank you Restaurants — Restaurant Walk Take-Out Edition



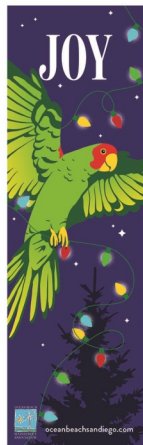
Thank you to all the restaurants that made the re-imagined Ocean Beach Restaurant a huge success. Proceeds from the Restaurant Walk support the OBTC's food & toy drive.

Holiday Decorations in OB



OBMA Cross Street Holiday Swag

The cross street holiday swags went up Thanksgiving week. We hope you enjoy the festive atmosphere.



OBMA Holiday Banners

The holidays banners went up on Saturday, November 21st. So fun and festive!

The banners designed by Ashley Lewis.

Garland & Bows

The Ocean Beach MainStreet Association, along with our amazing team of volunteers put up holiday garland and bows around town on November 21st bright and early! A big thank you to the Sunset Cliffs Surfing Association and Newbreak Church.



A small group of volunteers assembled the decorations on November 14th and got all the décor presentable for the big install. Volunteers make the season brighter!

OBMA Clean & Safe Program



www.friendsofob.org

Become a Friend of OB and support our eclectic beach community!

Friends of OB is a collaboration of the Ocean Beach MainStreet Association and The Peninsula Alliance. Contributions made to Friends of OB will support the OBMA's Clean & Safe Program with the mission to educate merchants and community members and promote a safe and clean environment throughout the Ocean Beach business districts.

Goals of Friends of OB

- ◆ Security Team seven days a week
- ◆ Additional Sidewalk Power Washing
- ◆ Replace Trash Receptacles on Newport Avenue
- ◆ 2021 Banners in the Newport & Sunset Cliffs Banner Districts

Donations To Date

\$2,650

[View FOB Supporters](#)

STREET POWER-WASHING
Maintenance Assessment District
5000 Block of Newport Ave.
Power-washed in mid-November

Around Town

A message from OB Elementary about their weekly broadcast **Catch the Wave**

We wanted to make sure our little broadcast is on your member's radar because it's a feel-good story that has gotten an amazing response from kids and families at our school. We actually get pretty good exposure – last week's episode received more than 2,000 views! You can watch it live on Friday mornings at 7:45 a.m. on [Facebook](#), [YouTube](#) and [Twitter](#), and the videos are all archived so you can watch them later if you miss the live stream.

Each episode is sponsored by a local business, and each month we do a segment on our Family Dining Night partner – Bluewater and Raglan have both participated so far.

Palm Tree Trimming along Newport Avenue

The OBMA has been in contact with the City of San Diego and West Coast Arborists. They will be finishing up the palm pruning along Newport before the end of the December. They will inform the merchants in advance.

Minimum Wage Increase

A message from the City of San Diego

Beginning January 1, 2021, employees who perform at least two (2) hours of work in one work week within the geographic boundaries of the City of San Diego must be paid wages of not less than \$14.00 per hour for all hours worked.

[Click here for more information and a checklist from the City of San Diego.](#)

OBMA Annual Awards Celebration

Let's Celebrate—Virtual OBMA Annual Awards January 28, 2021

Just like everything else the OBMA Annual Awards Celebration will look different this year, but we will be celebrating merchants in numerous categories including but not limited to Clean & Safe, Design, Economic Vitality, and Promotion. Look for an email to VOTE for your favorite merchant in each category. Voting will take place from Monday, 12/21 thru Friday, 1/1 at midnight. We will keep you updated on the "virtual" awards.

OBMA Committee Goals & Updates

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.



Committee Goals for Fiscal Year 2021

Design Committee

- Trim palm trees on Newport Avenue
 - New trash can lids
 - Put up holiday decorations in November
 - Complete phase 34 and 35 of tile project
 - Maintain market lights along Newport Avenue
 - Design and install new banners in January 2021
-

Promotion Committee

- Design, promote and sell new OB puzzle
- Design, promote and sell holiday ornament
- Outdoor dining & retail holiday decorating contest
- Support Friends of OB Campaign
- Add merchandise/products on our online shop
- Contact merchants to carry some of their bestsellers on our online shop
- Design 2021 Street Fair logo
- Design and roll Out OB parrot mascot

**The Promotion Committee is currently working on the OB Shopping Guide in the Beacon.
Call the OBMA for more details!**

E.V. Committee

- Replace trash receptacles along Newport Avenue in Maintenance Assessment District
 - Explore grant opportunities which will help enhance Ocean Beach
 - Send our members a survey our after the holidays regarding their outlook for 2021
-

Clean & Safe Committee

- Establish Friends of OB Campaign
 - Fund cleaning and beautification projects
 - Fund private security seven days per week for 8 hours a day in the business districts

Have a safe & happy holiday!