



# Ocean Beach MainStreet Association

NOVEMBER 2020 NEWSLETTER

*We are thankful for each of our members!*

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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 Salon Spa, 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

C&S Investments, Inc.

#### 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, Project 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

## NOVEMBER OBMA MEETING SCHEDULE

### Zoom Meetings

Tue. November 3 at 8:30 am

#### Design Meeting

Fri. November 6 at 8:30am

#### Promotion Meeting

Wed. November 11 at 8:30am

#### Finance Task Force

Wed. November 11 at 12:00pm

#### Economic Vitality Meeting

Thu. November 12 at 12:00pm

#### OBMA Board Meeting

Tue. November 17 at 8:30am

#### Clean & Safe Meeting

If you would like to attend a meeting, please contact Kristen Keltner at [Kristen@OceanBeachSanDiego.com](mailto: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!

## Local shares his award winning pumpkin!



John Berndes showed us his award winning pumpkin!

Amazing- glad we got a picture because John said the pumpkin just split so it won't last for long!

# Member Updates



## Welcome to OB Novo Brazil Brewing Co.

4845 Newport Avenue.  
novakombucha.com



## La Doña OB Cantina is Open!

1852 Bacon Street  
ladonaob.com



## Welcome New Member

Fun at the Beach LLC ~ Andy Taubman

# Member Updates

## **New owners for Apple Tree Supermarket**

Apple Tree Supermarket in Ocean Beach is changing hands, giving way to Krisp Beverages + Natural Foods. The business is staying in the Hirmez family, which owns the building at 4976 Newport Ave. and has operated the market for many years since its previous location at 4949 Santa Monica Ave., now a CVS Pharmacy.



[Click on the photo to read the entire article in the Peninsula Beacon](#)

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## **OB Says Goodbye to Two Roots**

The OBMA is sad to say goodbye to Two Roots. The space located at 4896 Newport Avenue is available for lease. More information will be available through our website soon.



[View available lease opportunities by clicking here!](#)

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**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](http://OceanBeachSanDiego.com)

# Holiday Season

## Annual OB Holiday Ornament



\$25.00/each

The OBMA 2020 Ocean Beach Ornament will be available the first week in December. This bright & colorful ornament will be a great addition to your OB ornament collection.

Haven't been collecting the OB ornaments? Start the tradition in 2020!

PREORDER your ornament by calling the OBMA office on or after November 16th.

We sell out every year!!!

## 1000 Piece OB Puzzle

We can hardly wait for the newest OB Puzzle to arrive. It will be available in early November at the OBMA office, online at [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com), and at select Farmers Markets at the OBMA Information Booth located in Mallory's parking lot.

PREORDER your puzzle by calling the OBMA office on or after November 2nd.



\$29.95/each

[Shop all our merchandise by clicking here!](#)

# OBMA Clean & Safe Program



[www.friendsofob.org](http://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**

**\$1950**

[View FOB Supporters](#)

### **STREET POWER-WASHING**

**Maintenance Assessment District**

4900 Block of Newport Ave.

Power-washed on October 16th and 19th

# 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.

**OB Holidays**  
[www.obholidays.com](http://www.obholidays.com)

### Restaurant Walk Take-Out Edition



From November 9th-12th, [Restaurant Walk Take-Out Edition](#) will be spread over 4 nights with each evening featuring select restaurants/ breweries. This year's Restaurant Walk will follow safety guidelines provided by the State, County, and City to bring the community a unique curated experience highlighting OB establishments.

Proceeds directly support OBTC initiatives like the [OB Food and Toy Drive](#), which brings the magic of the holidays to over 150 local families and seniors in need, as well as other OBTC events such as the beloved OB Holiday Tree and Parade.

[Purchase Tickets Online!](#)

# Shop Small Saturday

# SHOP SMALL

## OCEAN BEACH

Ocean Beach Has Been Shopping Small for Decades!



**Save the Date**  
**Saturday, November 28, 2020**  
**10AM TO 4PM**

Just like everything else this year Shop Small will look different. However, the Ocean Beach MainStreet Association has teamed up with Shop Small Saturday to be a neighborhood champion and we will be spreading the word through social media and print ad that Ocean Beach is open for business.

We invite the community to #ShopSmall on Saturday, November 28th and show their love for all our merchants. The Ocean Beach MainStreet Association will have an information booth located in front of our office from 10:00am to 4:15pm.

### **OB Gift Basket Drawing**

Customers who spend \$50 or more before 4pm may show their receipts at the information booth and enter a drawing for a gift basket filled with local merchandise and gift cards valued at \$100. The winner will be drawn at 4:15pm and notified that afternoon via phone & email.

**#ShopSmall #ShopSmallOB**

### **Shop Small Swag**

OBMA will distribute Shop Small swag the week of November 23rd.

Look for an email with more information—soon!

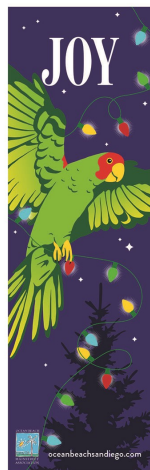


# Holiday Decorations in OB



## Cross Street Holiday Swag

The cross street holiday swags will be installed thanksgiving week.



## Holiday Banners

The holidays banners will go up in mid-November through the first week of January. We hope you enjoy them as much as we do.

## Garland & Bows

The Ocean Beach MainStreet Association, along with our amazing team of volunteers will be putting up holiday garland and bows around town on November 21st bright and early!



*This year our volunteers will be bring their masks along with their holiday cheer!*

*Images from 2019.*



# Ocean Beach Certified Farmers Market



## November & December Market Schedule

### Wednesday

4pm-8pm

- ◇ November 4th
- ◇ November 11th
- ◇ November 18th
- ◇ November 25th
- ◇ December 2nd
- ◇ December 9th
- ◇ December 16th
- ◇ December 23rd
- ◇ December 30th

**#OBFarmersMarket**

# 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**

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### **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
- 

### **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
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### **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



**OCEAN BEACH  
MAINSTREET  
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