

OCEAN BEACH



MAINSTREET
ASSOCIATION

Ocean Beach MainStreet Association

April 2021 NEWSLETTER

Happy Easter

OCEAN BEACH

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Ocean Beach MainStreet Association
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 (619) 224-4906
 OceanBeachSanDiego.com

Board of Directors & OBMA Committee Meetings

OCEAN BEACH



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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

APRIL OBMA MEETING SCHEDULE

Zoom Meetings

Friday, April 2 at 8:30am

Promotion Meeting

Tuesday, April 6 at 8:30am

Design Meeting

Wednesday, April 7 at 1:00pm

Finance Task Force

Thursday, April 8 at 12:00pm

OBMA Board Meeting

Wednesday, April 14 at 12:00pm

Economic Vitality Meeting

Tuesday, April 20 at 8:30am

Clean & Safe Meeting

If you would like to attend a meeting, please contact Kristen Keltner at Kristen@OceanBeachSanDiego.com to register.

OBMA Economic Vitality Series



Many thanks to Jere Batten from Batten Accountancy for her 2nd Zoom presentation on PPP Loans, Employee Retention Credits, and taxes in general. It was so helpful and we urge you all to watch this zoom meeting. If you haven't investigated the Employee Retention Credit, you really should. You can [Click Here](#) to view the Batten Accountancy Zoom Presentation.

Street Fair & Chili Cook-Off and Fireworks Update

March 25, 2021

Dear OBMA Members,

We just wanted to let you all know that the OBMA Board of Directors has cancelled the 2021 OB Street Fair & Chili Cook-Off once again due to the pandemic. Although things are opening up again, it just doesn't leave enough time for us to organize and pay for something as large as our traditional OB Street Fair. We have also cancelled the Fireworks. We waited until the last minute to make these difficult decisions.

INSTEAD OF HAVING OUR TRADITIONAL EVENT, we have opted to have a series of events to "Celebrate the OB Vibe" on Saturday, June 26, 2021. The effort will be very ob-centric to drive business to local merchants and activities while ensuring the health and safety of our community.

The main elements of this concept are:

- ◇ Launching an OB Collaborative Brew
- ◇ Artisans and Makers by the Pier vendor area (pier parking lot)
- ◇ Artisans and Makers in the Park vendor area (grassy area)
- ◇ Community Art – in private parking lot
- ◇ Children's Creative Corner – in private parking lot
- ◇ Dancing District – in private parking lot – learn many different dances.
- ◇ 5K Community Walk or Run – possibly over multiple days and will be an online sign up.
- ◇ Merchant Sidewalk Sale/displays on Saturday

No streets will be closed down and the event will run from 10am to 6pm. We won't be having outside food booths or a designated beer garden because we want to drive business to our local restaurants and bars. We also won't be having stages and music as we normally would due to the many restrictions. We hope that any venues that normally have music would participate by letting us know who is playing and when.

We also won't be raising money for the 2021 fireworks because we have no idea if we would even have access to the pier and/or if the City would allow large gatherings.

If you would like to be involved in this year's Celebrating the OB Vibe event, please let us know how you would like to participate – a special feature at your business, sidewalk sale, food and drink specials, etc. We also have lots of volunteer positions available if you would like to help out.

Again, we believe this is our best opportunity to have something uniquely OB on our regular event day and we think we can have a fun day for people to enjoy our community and patronize all our businesses.

All our best,

Barbara Iacometti

Chair of Celebrate the OB Vibe

OB MainStreet Association

619-224-4906

Celebrate the OB Vibe



Saturday, June 26, 2021 -

10:00am To 6:00pm

The Ocean Beach MainStreet Association will **'Celebrate the OB Vibe'** on Saturday, June 26, 2021 with a community event featuring local artisans & crafters and **spotlighting Ocean Beach's local bars, breweries, restaurants, and retailers.**

This community event will be held in the downtown Ocean Beach Business Districts from 10am to 6pm. The Ocean Beach MainStreet Association anticipates this event will encourage locals to shop local and support OB businesses, while enjoying an array of activities throughout the day including:

- ◇ Virtual 5K Community Run & Walk
- ◇ Artisans & Makers Fair – Pier Parking Lot & Veteran's Plaza Park
- ◇ Children's Creative Corner - US Bank Parking Lot
- ◇ Dancing District – Mallorys Parking Lot
- ◇ Merchant Sidewalk Sale & Specials featuring our local businesses!

Enjoy a Celebrate OB Collaborative Pale Ale at OB Brewery and select breweries & restaurants throughout Ocean Beach beginning June 26, 2021. The Ocean Beach MainStreet Association invites the community to come support local businesses and spread good vibes.

Lots more information coming soon!!!

[Email Kristen Keltner for more information!](mailto:Kristen@OceanBeachSanDiego.com)
Kristen@OceanBeachSanDiego.com

OBMA Community Clean Up

Volunteers Needed



OCEAN BEACH
MAINSTREET
ASSOCIATION

COMMUNITY CLEAN UP

SATURDAY, APRIL 17TH

8AM - 10AM

Be a part of the change you want to see in Ocean Beach!

Sponsored by



Service **Kings**
Tile & Carpet Cleaning

Join the Ocean Beach MainStreet Association, along with two of our members Rest & Relax Real Estate and Service Kings for a community clean up which will focus on the OBMA business districts. Meet at the OBMA office at 8am on Saturday, April 17th. Coffee, Orange Juice & Donuts will be provided, plus lots trash bags, gloves and pickers. Thank you in advance for being a part of the change you want to see in OB!

[Sign Up Here to Volunteer](#)

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 inform our merchants and community members to 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

\$9,133

DONATE TODAY

March 2021 Accomplishments

Friends of OB & Maintenance Assessment District Funds were used to:

- ◆ Power-washed the 4900 Block of Newport Avenue.
- ◆ Three trash can lids replaced on Newport Avenue.
- ◆ Approximately 30 incidents of graffiti painted over on Newport Avenue.
- ◆ Scheduled a walk through with Naturescape to establish planter trimming and curb curb painting timeline.

OBMA Clean & Safe Program

Spring Cleaning

As a local business, please help us!

Now that it is spring again, let's all do some spring cleaning in the commercial district. Work to eradicate graffiti in the commercial areas. Many of the trash receptacles in the alleys are covered in graffiti. Please call your trash removal operator and ask them to replace your dumpster if it has become unsightly. It is their responsibility.

- ◇ Remove weeds growing out of the cracks in the sidewalk or alley which are often messy looking and attract litter. Cleaning those weeds up would really help the neighborhood.
- ◇ Keep your front windows and doors clean. It's good hygiene and helps put your best foot forward.
- ◇ Change out your window displays as frequently as you can. Good lighting is invaluable when displaying your wares.
- ◇ Scrub/clean your awning (if you have one) so it looks fresh and inviting.
- ◇ Sweep the entrance to your business daily so that customers don't track dirt into your business.

Letter of Agency

LOA's – SDPD needs you to fill out your LOA so they can walk onto your property to address any situation that might be happening. A Letter of Agency (LOA) is a form property owners can fill out that allows the San Diego Police Department to enforce all laws on private property without the owner having to be present to press charges. LOA's must be renewed annually. A copy of an LOA can be accessed at: www.sandiego.gov/police/forms . OBMA will be happy to help you complete this form submit it to SDPD.

Ocean Beach Farmers Market



Farmers Market every Wednesday from 4pm—8pm.

April 7 • April 14 • April 21 • April 28

**Reach out to OB Farmers Market visitors
and tell them about your Wednesday specials!**

Let the OBMA promote your specials for you through our
social media channels and website.

Send your information to:

MemberNews@OceanBeachSanDiego.com

Subject: Wednesday Special

Thank You

TO ALL OUR VOLUNTEERS



Craig Gerwig , Michele Amsterdam & Mike Akey volunteering at the Ocean Beach Farmers Market.

Around Town

Is there anything new with the proposed Sidewalk Vending Ordinance?

We are hopeful that the San Diego City Council will follow through and finally pass a reasonable Sidewalk Vending Ordinance that can preserve our park at the foot of Newport for the enjoyment and use of our residents and visitors so that they can access the beach area. We will continue to monitor the situation and participate in finding a solution. The OB Town Council and OB Planning Board are in complete agreement with the OBMA that the San Diego City Council must pass a fair and reasonable Sidewalk Vending Ordinance that doesn't cause our community to lose its park at the foot of Newport Ave. Parks and their grassy areas were never meant to have constant and often daily overuse by a handful of vendors.

We know that this has been a huge issue for so many of our members and we join you in that frustration. If you would like to comment on this issue or have information or photos you would like to share, please provide it to Denny Knox at info@oceanbeachsandiego.com. You can also provide that information directly to the City by emailing Monique Tello from City Councilperson Campbell's office at MoniqueT@sandiego.gov.

Ocean Beach Business Center is recognized by the California MainStreet Association

Congratulations Ocean Beach Business Center for being recognized by the California Main Street Alliance in their recent quarterly newsletter.

Joella Peregoy stated "We're so humbled and excited to be featured in the California Main Street Alliance's recent quarterly newsletter. If you've been with us during this journey over the last 3 1/2 years, you have seen tons of changes to our business, but one thing has always been the same, our sincere commitment to this amazing community!"

[Read full article here!](#)

ADA Lawsuits

ADA lawsuit threats are happening again at a rapid pace. If you receive one of these, please let us know so that we have some idea of how many local businesses have been threatened. Ocean Beach MainStreet Association has advocated for twenty years for a 60 day fix-it period with no assessment of monetary damages. Hopefully that would eliminate some of these frivolous lawsuits that feel more like extortion.

Member News

NOW OPEN FOR BUSINESS

FINEXUS

Finexus Insurance Agency, LLC

Katie Zugsay

(800) 831-6018 | finexusins.com

kzugsay@finexusins.com



Starfish Filipino Eatery

1830 Sunset Cliffs Blvd, Suite E
(619) 230-5346 | starfisheatery.com



Ocean Beach Meat Company

4853 Newport Ave
(619) 405-8678 | obmeatco.com

OB Hardware seeking new local owners

OB Hardware at 4871 Newport Ave. is for sale! Co-owner Michael DeEmidio, who bought the business from the previous owners in 2018, is looking for a new local owner.



Ocean Beach says “Goodbye to Dottie Veal” who worked at OB Hardware for many years after she retired from her career in education. She was a beloved OB community member and will be missed.

OBMA Member Resources



PRESS OFFICE/SAN DIEGO

WASHINGTON – President Joe Biden signed the PPP Extension Act of 2021 into law, extending the [Paycheck Protection Program](#) an additional two months to May 31, 2021, and then providing an additional 30-day period for the SBA to process applications that are still pending.

To learn more, visit www.sba.gov.

Contact Information

FOR YOUR ELECTED OFFICIALS

District 2 City Councilmember Dr. Jen Campbell

Policy Advisor :Teddy Martinez
619-236-6622 | tmartinez@saniego.gov
Jennifercampbell@saniego.gov

Mayor Todd Gloria

Community Representative: Kohta Zaiser
619-236-6630 | zaiserk@saniego.gov

County Supervisor Nathan Fletcher

Community Representative: Aaron Burgess
619-531-5544 | aaron.burgess@sdcounty.ca.gov
Nathan.fletcher@sdcounty.ca.gov

Assemblymember Chris Ward

Community Representative: Rachel Granadino
619-645-3090 | rachel.granadino@asm.ca.gov

State Senator Toni Atkins

District Representative: Jason Wiesz
District Representative: Miller Saltzman
619-645-3133
Jason.Weisz@sen.ca.gov | miller.saltzman@sen.ca.gov
Senator.atkins@sen.ca.gov

52nd District US Representative Scott Peters

Field Representative: Cesar Solis
858-455-5550 | Cesar.solis@mail.house.gov

City Attorney Mara W. Elliott

619-236-6220 | Cityattorney@saniego.gov

SD District Attorney

619-531-4040 | PublicAffairs@sd.cda.org

Member Resources

Member Resources including Grant opportunities are available on the OBMA Website

www.OceanBeachSanDiego.com

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 (July 2020—June 2021)



Design Committee

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

Promotion Committee

- Design, promote and sell new OB puzzle—Completed
- Design, promote and sell holiday ornament –Completed
- 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

Economic Vitality 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 after the holidays regarding their outlook for 2021

Clean & Safe Committee

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

www.OceanBeachSanDiego.com