



OCEAN BEACH MAINSTREET ASSOCIATION

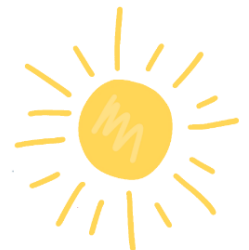


AUGUST 2021 NEWSLETTER



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Ocean Beach MainStreet Association
1868 Bacon Street, Suite A | San Diego, CA 92107
(619) 224-4906
OceanBeachSanDiego.com

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

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Beth Wright

OB Barbershop

Joella Peregoy

OB Business Center

Shawnn Silverman

Dirty Birds OB

STAFF:

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Tricia Sommerville—Coordinator Extraordinaire

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, 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

AUGUST OBMA MEETING SCHEDULE

Design Meeting

No Meeting in August

Friday, August 6 at 8:30am

Promotion Meeting

Zoom

Wednesday, August 11 at 12:00pm

Economic Vitality Committee

Zoom

Wednesday, August at 1:00pm

Finance Task Force

Zoom

Thursday, August 12 at 12:00pm

OBMA Board Meeting

OBMA Office or Zoom

Tuesday, July 20 at 8:30am

Clean & Safe Meeting

Zoom

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

Join a Committee

OBMA members think about joining one of our exciting committees! We are still meeting on Zoom but expect within a few months we can go back to in person meetings.

**Member Resources are available on the
OBMA Website**

www.OceanBeachSanDiego.com

OB Oktoberfest



October 8th
- & -
October 9th



Live Music • Emcee Jose Sinatra • Beer Garden
Contest & Events

[OB Oktoberfest Website](#)

VENDOR BOOTHS

OBMA Members be a part of the fun and have a booth at the OB Oktoberfest.

Booths available at Veteran's Plaza and Saratoga Park starting at \$250.

Upcoming Events in Ocean Beach



The Ocean Beach Town Council will be hosting some fun events in the coming months!



Pet Parade



Saturday, August 21st

2:00pm–5:00pm

We be OB located at 5020 W Point Loma Blvd.

*Join the Ocean Beach Town Council
for a furtastic Pet Parade!*



OBTC Website

Visit their website for a the OB Town Council's full list of events.

Member News

Congratulations to Closet!

CLOSET

4878 NEWPORT AVE.

TURNING SUNDAY
23 8/29/21
12 -6

*Live Music, Gifts, &
Double Rewards!*

FOLLOW US ON INSTAGRAM
@CLOSETSIGNATURE



The Ocean Beach MainStreet Association continues to encourage the community and visitors to SHOP LOCAL in Ocean Beach through social media ads, print ads in the Beacon, Point Loma-OB Monthly, PassPort to San Diego and more!

{Welcome New OBMA Members}

Good Neighbor Trusted Home Services

619-780-5918 | jerry@goodneighborsd.com

GoodNeighborSD.com

Hauling • Home & Garden • Tree Trimming

San Diego Sports Entertainment LLC

comedysurplex@gmail.com

[@OBRassleHouse](#) | [@FirstCombatTV](#)

Arts • Fitness • Theatre

Slothee Wants Coffee

480-231-5582 | slotheewantscoffee@gmail.com

SlotheeWantsCoffee.com

Books • Kids Activities • Retail

Beacon Visitors Guide



OCEAN BEACH

California's most eclectic beach town.

SHOP



DINE



PLAY



STAY



Ocean Beach MainStreet Association

619-224-4906

OCEANBEACHSANDIEGO.COM



OCEAN BEACH
MAINSTREET
ASSOCIATION



OCEAN
BEACH
FARMERS MARKET



The Ocean Beach MainStreet Association continues our long time relationship with San Diego Community News Group.

30,000 copies of the Visitor's Guide will be distributed to visitor center and destinations throughout San Diego such as hotels and ferry landings.



Around Town



Farmers Market every Wednesday from 4pm—8pm.

August 4 • August 11 • August 18 • August 25

**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



Limited Edition Skateboard

Deck

available at

OB SURF & SKATE

4940 NEWPORT AVE

- & -

ONLINE

REVOKEDMOB.COM



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

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

Donations To Date

\$11,236.50

We reached our goal of \$10K!

[DONATE TODAY](#)

The Clean & Safe Committee has new goals for FY22!

- ◆ Create an Ocean Beach MainStreet Association Ambassador program.
- ◆ Support local graffiti task force efforts throughout Ocean Beach .
- ◆ Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma Avenue and Voltaire Street.

Ocean Beach Pier Update



Assemblymember Christopher Ward earmarks \$8.4 million dollars for the Ocean Beach Pier in the FY22 budget. The pier “working group” is meeting this week to discuss next steps. Many thanks to Chris Ward for securing these funds and supporting Ocean Beach.



Assemblymember Chis Ward with Mayor Todd Gloria,
Senator Toni Atkins and Councilmember Jennifer Campbell.
Ocean Beach Pier
Image courtesy of Mike Akey

A message from The City of San Diego



Citizens,

I have received numerous inquiries regarding our Dispatch / Communications Department regarding how many calls they receive and sometimes why the wait may be longer then in the past. I wanted to take a moment of your time and share with you some of recent call statistics and compare them with a few years ago.

In June 2018: 102,000 total calls into our Communication Center

In June 2021: 125,000 total calls into our Communication Center (a 23,000 increase in calls)

SDPD now averages just under 1.4 million calls per year!

The current average wait time on the Non-Emergency line is 270 seconds or 4 ½ minutes. This is the average so when we have many people calling dispatch the wait time will increase during busier times of the day or during a major incident.

For the past 3 months below I have pasted the stats, which are also posted on the Police Website under “911 Reports”:

9-1-1 calls received:

April 2021: 58,245 **May 2021:** 64,613 **June 2021:** 67,518

10-digit emergency line calls received:

April 2021: 1,321 **May 2021:** 1,676 **June 2021:** 1,791

Non-Emergency calls received:

April 2021: 49,680 **May 2021:** 54,469 **June 2021:** 55,189

Below I have pasted a chart which is a snap shot of the 4th of July holiday this year compared to last year.

		Year		Difference	% Change
Data From:		2021	2020		
	Sunday, 07/04				
911 Call Count		3455	2314	+1141	49.3%
10 Digit Emergency Call Count		72	64	+8	12.5%
Admin (Non-Emergency) Call Count		1995	1790	+205	11.5%
Total Calls Received:		5522	4168	+1354	32.5%

If would like to see how SDPD Comm Center works, please see the video link pasted below and remember we are hiring. Our 911 Dispatchers make \$80,000 a year, not including OT and benefits.

<https://www.youtube.com/watch?v=mc9Hui91zzg>

v/r
Officer David Surwilo
San Diego Police Department
Community Relations Officer
Western Division

OBMA Board of Directors

OBMA BOARD OF DIRECTORS ELECTIONS

Congratulations to our newly re-elected and new Board Members!

All OBMA Board of Directors ballots were counted and ratified at the July 8th Board Meeting. Kyle Jaworski, Mike Akey, Gary Gilmore and Ron Marcotte were re-elected to another term and Shawnn Silverman is the newest member of our board. During the August Board meeting, the Board will appoint members of the executive committee to serve for the next year.

Thank you, Carol Ladiges!

A huge thank you to Carol Ladiges for her service on the board.



Although Carol will no longer serve on the OBMA Board, she's busy serving up delicious ice cream at Light House Ice Cream.

Welcome, Shawnn Silverman!

We are excited to welcome Shawnn Silverman with Dirty Birds Ocean Beach to the OBMA Board of Directors.



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 2022 (July 2021—June 2022)



Design Committee - FY22 Goals will be established in September.

- 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—Continuous
- Design and install new banners in January 2021 - Completed

Promotion Committee - FY22 Goals will be established in August.

- Design, promote and sell new OB puzzle—Completed
- Design, promote and sell holiday ornament—Completed
- Support Friends of OB Campaign—Continuous
- Add merchandise/products on our online shop
- Contact merchants to carry some of their bestsellers on our online shop—On going
- Design 2021 Street Fair logo - Completed for Celebrate the OB Vibe

Economic Vitality Committee - FY22 Goals will be established in August.

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

Clean & Safe Committee—FY22 Goals have been established.

- Create an Ocean Beach MainStreet Association Ambassador program.
- Support local graffiti task force efforts throughout Ocean Beach .
- Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma Avenue and Voltaire Street.