

HAPPY HOLIDAYS

Ocean Beach MainStreet Association 2021 December Newsletter



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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



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 - Tony & Richee

MAD CONTRACTORS:

Naturescape, Inc. • EcoClean Services

OTHER TEAM MEMBERS:

Brown Marketing Strategies, PR Firm

Josh Utley, Intrepid Network

OBMA COMMITTEE & BOARD MEETING SCHEDULE

Friday, 12/3/21 at 8:30am

Promotion Meeting

Zoom

Tuesday, 12/7/21 at 8:30am

Design Meeting

Zoom

Wednesday, 12/8/21 at Noon

Economic Vitality

Zoom

Wednesday, 12/8/21 at 1:00pm

Finance Task Force

Zoom

Thursday, 12/9/21 at Noon

OBMA Board Meeting

OBMA Office or Zoom

No Clean & Safe Meeting

**There is no clean and safe meeting in Dec.
due to the holiday.**

***Please note the clean & safe committee will meet the 2nd
Tuesday of each month in 2022 vs. the 3rd Tuesday.***

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

**OBMA
MEMBER
RESOURCES**

Click here!





SAVE THE DATE!

OBMA
HOLIDAY
SUNDOWNER

December 16, 2021 | 5:30 PM
4851 Newport Avenue

Hosted by

James Gang Company

&

Rosamaria Acuna, Realtor



Welcome New OBMA Members

Lets Doula This Together
(619) 261-1657
www.doulathistgether.com

Baby
Health & Wellness
Alternative Health Care Services

A little about Sandy Blackwood....

Sandy Blackwood is a compassionate and attentive Certified Doula and your new baby's earthside ambassador. She is the owner of Let's doula this together, a private birth and postpartum doula services business serving San Diego County.

As a professional, non-medical support person trained in the needs of family during pregnancy and childbirth, she offers non-judgmental support, guidance, evidence based education, practical hands-on support and comfort measures during childbirth. She recognizes the profound impact of childbirth on the birthing person and their family and is deeply passionate about providing doula services to anyone who wants or needs her support. She lives in Loma Portal with her equally supportive husband Rob, where they are almost annoyingly happily married.



Long Story Irish Pub
4204 Voltaire Street
(619) 269-0690
www.LongStoryIrishPub.com

Bar
Irish Pub
Restaurant

OBMA Annual Awards Celebration



OCEAN BEACH
MAINSTREET
ASSOCIATION

ANNUAL AWARDS CELEBRATION

We are family!

SAVE THE DATE

January 27, 2022

Nominate an OBMA business that went above and beyond in 2021!

Send us your nominations for Clean & Safe, Design, Economic Vitality, Promotion and Community Service awards.

[Click here to email your nomination!](#)

Shop Small Saturday



The OBMA gave away over 2,000 Shop Small bags to our merchants and shoppers.



Eight lucky winners won OB gift bags and one lucky winner, Pat James won a one night stay at the Inn at Sunset Cliffs.

#ShopSmall #OBVibe

OBMA Holiday Decorations

A huge thank you to all the volunteers who came out to spread holiday cheer and put up the OBMA Holiday Garland & Bows on the light posts throughout downtown Ocean Beach.



Specials thanks to the Sunset Cliffs Surfing Association, Newbreak Church, Water's Edge Faith Community Church, OB Business Center, Matt Kalla Insurance, Tony Romano with Service Kings, Kristie Romano with Rest & Relax Real Estate and everyone who came out to spread OB cheer!

OBMA Holiday Decorations



You know it's the holidays when the Happy OB Holiday swag goes up on Newport.



The OBMA purchased new fluffy garland and bright red bows. Check them out throughout the downtown district.



The OBMA holiday banners went up the week before Thanksgiving. Check them out throughout the downtown district, along Sunset Cliffs and as you enter OB.

OBMA Holiday Gifts



Holiday Gifts



Dog Beach Ornament

\$25.00/each



Dog Beach Puzzle

\$29.99/each

[Click here to purchase!](#)

Ocean Beach Town Council Holiday Events

**2021
OCEAN
BEACH
HOLIDAYS**



Calendar of Events

2021 OCEAN BEACH HOLIDAY PARADE

5:05pm • NEWPORT AVE
December 4th

CRAFT FAIRS

Saturday, 12/4 - 12/11 - 12/18

OB HOLIDAY AUCTION & PARTY

Dec. 11th

HOLIDAY FOOD & TOY DRIVE

Now thru Dec. 18th

OBTownCouncil.org

Around Town

Crooked Tree Colab Brew



Brewing the collaborative brew at Pizza Port Brewery in Ocean Beach.

Brewed by

OB Brewery | Hodads Brewing | Thorn Brewing | Pizza Port OB | Kilowatt Brewing
California Wild Ales | Ketch Brewing | Coronado Brewing | Rincón Brewing

On tap at your favorite OB spots beginning December 4th.



Happy Holidays from the Farmers Market!

The market will be open every Wednesday in December.

Dec. 11th • Dec. 8 • Dec. 15 • Dec. 22 • Dec. 29

Community News

Sidewalk Vending Ordinance

We learned this week that the Sidewalk Vending Ordinance will be going to the **City Council on December 14th at 2pm**. None of us have seen the language of this ordinance. It will no doubt be available a little before the City Council meeting. The City of San Diego has been without an ordinance regulating sidewalk vending for almost two years. The OBMA, OBTC, OB Planning Board, The Peninsula Alliance and OBCDC have been working over those two years to bring common sense back and pass a reasonable sidewalk vending ordinance.

It's important for those who have strong opinions on this subject to understand that the State law which nullified the old San Diego vending ordinance does not allow an argument about economic competition as seen in section 2-51038(e): **For purposes of this section, perceived community animus or economic competition does not constitute an objective health, safety, or welfare concern.**

We understand that many of our brick and mortar businesses are having trouble with the idea that some vendors operating private businesses can operate on City land free of charge and seemingly not have to abide by the same regulations that brick and mortar businesses have to. All we can do is read the State Senate bill 946 below and speak to its content when approaching our elected officials.

Here is the entire bill that was passed at the State level.

https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB946

The bill would authorize a local authority to, by ordinance or resolution, adopt additional requirements regulating the time, place, and manner of sidewalk vending, as specified, if the requirements are directly related to objective health, safety, or welfare concerns. The bill would also authorize a local authority to prohibit sidewalk vendors in areas located within the immediate vicinity of a permitted certified farmers' market and a permitted swap meet, as specified, and to restrict or prohibit sidewalk vendors within the immediate vicinity of an area designated for a temporary special permit issued by the local authority, as specified. . .

In a nutshell, our City leaders can regulate sidewalk vendors but they would need to follow the guidelines found in Senate Bill 946 above. If you would like to speak at the City Council meeting on December 14th, please read the state bill. Read the new proposed sidewalk vending ordinance when it comes out. We will make it public asap. Then formulate your comments based on what the City Council has the authority to do within a sidewalk vending ordinance. We will keep you all updated about how to speak before the City Council members or at the very least email your comments to them.

OBMA and other local organizations will be keeping members updated on this important topic. If you have any questions, please feel free to contact us at the OBMA office or contact Jen Campbell's representative Teddy Martinez at Tmartinez@sandiego.gov .

Questions?

Email Council President Jennifer Campbell's Office

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

- New trash cans in the MAD
- Purchase new garland and bows for the holidays
- Put up holiday decorations in November, take them down in January
- Design and install new banners in January 2022
- Complete phase 36 and 37 of tile project
- Maintain market lights along Newport Avenue
- Paint five electrical boxes and maintain currently painted boxes

Promotion Committee

- Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- American Express's Shop Small
- Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet
- Redesign Online Member Directory
- Dog Beach Puzzle – design and market
- Holiday Ornament – design and market
- OB Holiday Gift Guide with the Beacon
- Design new Farmers Market Logo
- Street Fair Logo 2022

Economic Vitality Committee

- Update the Online Business Directory.
- Find a resolution for closing the public parking lots in Ocean Beach.
- Send out survey in Jan. 2022 to our membership regarding their outlook for the New Year, and what they would like the OBMA to focus on in 2022.

Clean & Safe Committee

- 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