

OCEAN BEACH



MAINSTREET
ASSOCIATION

Ocean Beach MainStreet Association

FEBRUARY 2021 NEWSLETTER



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SHOW SMALL BUSINESSES SOME *love*



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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

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

FEBRUARY OBMA MEETING SCHEDULE

Zoom Meetings

No Design Meeting in February

Design Meeting

Friday, February 5 at 8:30am

Promotion Meeting

Wednesday, February 10 at 8:30am

Finance Task Force

Wednesday, February 10 at 12:00pm

Economic Vitality Meeting

Thursday, February 11 at 12:00pm

OBMA Board Meeting

Tuesday, February 16 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.

Save the Date!

OBMA Annual Marketing Breakfast Webinar

Tuesday, February 23rd @ 8:30am

Ocean Beach MainStreet Association
Annual Marketing Breakfast Webinar
"Riding the Wave"
MARKING WEBINAR
TUESDAY, FEB. 23 @ 8:30AM
TOOLS TO HELP
OBMA MEMBERS NAVIGATE
THE TREACHEROUS WAVES OF COVID-10.

Register Now!

OBMA Annual Awards Celebration



Just like everything else this year our awards celebration looks much different. But in the spirit of making Lemonade out of Lemons we decided the show must go on. We are presenting awards to some of the businesses in Ocean Beach who made Lemonade out of Lemons in 2020 and showcased their OB Spirit.

[Click here to view video & complete list of all recipients.](#)

Thank you to our Sponsors!



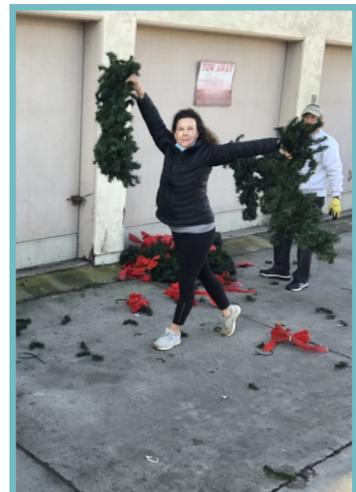
Thank you to CC Summerfield, Matt Kalla, and Joella Peregoy our video production team.

OBMA Holiday Decorations

OBMA Holiday Decoration Tear Down

The OBMA holiday decorations came down on Saturday, January 9th. A huge thank you to all the Board of Directors who came out to help, along with numerous community members. In addition to taking down the garland and bows, volunteers cleaned the lamp post tops. So they are now shiny and the lights are much brighter.

Thank you to
ALL OUR VOLUNTEERS



Updating the Garland & Bows for 2021 Holidays!

The OBMA will be updating the garland and bows for 2021. If you would like to be a part of the change you want to see in Ocean Beach and contribute to the holiday decorations, more information will be sent out soon.

Member News

Music As You Like Celebrates 45 years in business



Music As you Like It celebrates it's 48th anniversary. Keith has been a long time member of the OBMA and greatly values all it does our community. Check out their website for 100s of great new entertainment ideas, both live and virtual. Their website is www.musicasyoulikeit.com or give Keith a call at 619-223-5732.



Elka Yoga & Wellness Center collaborates with Opaka Method

I'm excited to announce that I am collaborating with my Soul Sister's Center, Elka Yoga & Wellness Center to offer something new & fun to our wellness community: Beginner Pilates Mat Series - 4 week series!

This is not just another workshop series...this is an experience! Each workshop builds upon the other. You will lengthen and strengthen your core as we fuse the principles of myofascial release to lift, redefine, and strengthen your mid section. Training ALL areas of your core with emphasis on the deep local muscles that support your spine. We have 2 different schedule and location options to accommodate everyone! Both have outdoor & socially distanced or online options!

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Intrepid Network Inc. was named Among Best Web Design Firms in San Diego by Digital.com. The company was ranked among the most trusted agencies to design and build professional websites San Diego, CA – Digital.com.

Intrepid Network Inc. | Multimedia Services & Business Solutions (619) 929-0762 | josh@intrepidnetworkinc.com | www.intrepidnetworkinc.com

Farmers Market



Every Wednesday ~ 4pm-8pm

Feb. 3rd ~ Feb. 10th ~ Feb. 17th ~ Feb. 24th

OBFarmersMarket.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 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

\$6,250

DONATE TODAY

January 2021 Accomplishments

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

- ◆ **Power-wash** the 5000 Block of Newport Ave. in January.
- ◆ The **trash receptacles** along Newport Ave. were cleaned and painted in January.
- ◆ **Doggie poop bags** were replenished throughout the downtown district.
- ◆ Took down the holiday banners and **installed the new banners for 2021**.
- ◆ Took down the **holiday decorations and cleaned lamp post**.

OBMA Member Resources & Updates

Update on Outdoor Dining

A message from the City of San Diego

On December 15, the City of San Diego received guidance from the State Fire Marshal re-affirming the statewide fire prevention regulations relating to outdoor dining. Our records indicate that you may have interest in permitting, rules, regulations, and enforcement of temporary outdoor business operations including the use of heater(s), tent(s), deck(s) and/or structure(s) outside of a business to facilitate safely doing business during the COVID-19 pandemic. **Beginning February 8**, Deputy Fire Marshals will be visiting all businesses in Ocean Beach using tents, awnings and temporary structures for outside dining to provide informational handouts (linked below).

[City of San Diego Temporary Outdoor Dining Website](#)

Mayor Gloria's Executive Order regarding Delivery Fee Caps and Curbside Parking

Mayor Gloria's executive order released last week on delivery fee caps and curbside parking. Please distribute to your networks. This order places a 15% cap on fees charged to restaurants for delivery service through third party platforms, with an additional 3% limit on any other commissions or charges. While we anticipate it will take a few days for platforms to update to reflect this new order, they will be required to apply the pricing retroactively to the effective date. Noncompliance may be reported to the City Attorney's office.

[Executive Order](#)

Member Resources

GRANT OPPORTUNITIES

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
- 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 OBMA Marketing Breakfast Webinar !

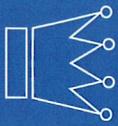
E.V. Committee

- 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

www.OceanBeachSanDiego.com



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Listen to what our customers are saying...

"Thank you so much for making my carpets spotless after our big party. It has never looked so good. I couldn't believe how quickly you had everything clean! And you lived up to your promise, it was dry within an hour Amazing.. I will definitely be using your services again." - Jessica C.

"Great Job - we got a puppy 9 months ago - need I say more? Tony saved my carpet! It looks great - no more pet odors, no more stains. I highly recommend." - Lora

"As a property manager I often call on the services of Services Kings, Inc. I'm pleased to refer them whenever I can. They provide excellent service and I never have to worry that the job won't be done right." Carol G.

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- Tile & Grout Cleaning & Sealing
- Commercial Floor Cleaning
- Granite Counter Top Cleaning & Sealing
- Expert Carpet Repairs & Re-Stretching
- Natural Stone Care
- VCT Floor Cleaning
- Pet Odor Removal
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- Area Rug / Oriental Rug Cleaning
- 24hr Water Damage Extraction & DRYOUT



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www.service-kings.com

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Technicians can only move sofas. Expires 02/09/2020



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