

OCEAN BEACH



MAINSTREET
ASSOCIATION

Ocean Beach MainStreet Association

JANUARY 2021 NEWSLETTER

Happy New Year

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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



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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

JANUARY OBMA MEETING SCHEDULE

Zoom Meetings

Tuesday, January 5 at 8:30 am

Design Meeting

Friday, January 8 at 8:30am

Promotion Meeting

Wednesday, January 13 at 8:30am

Finance Task Force

Wednesday, January 13 at 12:00pm

Economic Vitality Meeting

Live Zoom Meeting for OBMA Members

Thursday, January 14 at 12:00pm

OBMA Board Meeting

Tuesday, January 19 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.

You are invited!

Live Zoom Webinar focusing on the

CARES ACT & PPP Loans

OBMA & BATTEN ACCOUNTANCY INC.

ZOOM WEBINAR

No registration required.

<https://us02web.zoom.us/j/85085437377>

Meeting ID: 850 8543 7377

Passcode: 818907

Pre submit your questions to Kristen@OceanBeachSanDiego.com by Monday January 11th at midnight.

A Message from the OBMA

Dear OBMA Members-

Just as the Wonderland rollercoaster came and went in Ocean Beach, this pandemic too shall pass. Although this pandemic will have a lasting effect on our community in many ways, we're reminded of what is really important in life, such as a living and working in such an eclectic community where people care about one another. As we put this rollercoaster of a year in our rearview mirror the Ocean Beach MainStreet Association is reflecting on its highs and lows as we look to the year ahead.

We are grateful for the support of our community who have stepped up for Ocean Beach businesses by ordering takeout and delivery, wearing masks while supporting our antique shops, boutiques, surf shops, home décor retailers, bike shops, barber shops and salons, buying gift cards, and showing up to keep dollars local.

We are so proud of the creativity, innovation, and resilient spirits of our business owners, who quickly adapted to new ways of doing business and perfected the art of showing a smile through your eyes while adorning a mask.

We are grateful for our partnerships including the Ocean Beach Town Council who used their creativity to re-invent the Annual Ocean Beach Restaurant Walk and OB Holiday Parade, and The Peninsula Alliance who partnered with the OBMA to launch the Friends of OB campaign with donations helping to enhance the Ocean Beach MainStreet Association's Clean & Safe program by keep Ocean Beach Clean, Safe & Beautiful. We marvel at the rapid deployment and installation of Pedestrians Plazas as well as volunteers decorating the MainStreet for the holidays. We're amazed how we all pivoted to online Board of Director and OBMA Committee meetings to ensure important decisions for our business community continued to be addressed. These things brought us closer together when it could have been so easy to feel far apart.

Our team at the Ocean Beach MainStreet Association is grateful for the opportunity to work closely with so many of our member businesses to find financial resources, to help guide them and provide helpful information throughout the pandemic.

As we look ahead to the future, we are grateful to be in this together with our amazing business community.

With gratitude,
The OBMA Board of Directors & Staff

Member Updates

Welcome to Ocean Beach

Chicken Heads LLC

5026 Newport Avenue

(619) 222-2449

chickenheadzsd.com | @chickenheadzsd

Food To Go ~ Restaurant

Coming Soon!

Trendz By Trade

(858) 262-0710

trendzbycalifornia.com | @trendzbycalifornia

Branding ~ Fashion ~ Retail

Trendsetters Salon

4956 Newport Avenue

Trendsetters Salon is under new ownership.

We look forward to working with Susy Woodard.



Elka Yoga & Wellness

4166 Voltaire Street

(619) 762-9642

elkayoga.com

Mat & Aerial classes are held on our beautiful, spacious **heated deck**.

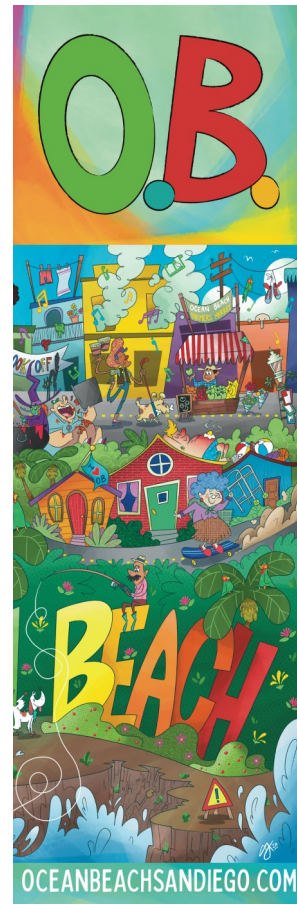
Sunshine Company now has an ETSY Shop!

Their t-shirts, sweatshirts, hoodies, & reusable shopping bag are available online.

<https://www.etsy.com/shop/sunshinecosandiego/>



Our Banner Districts



The bright, new 2021 Banners will be installed mid-January.
Look for them around town.

Holiday Garland & Bows

The Ocean Beach MainStreet Association, along with our amazing team of volunteers will take down the garland and bows on Saturday, January 9, 2021 at 7:30am.



Reach out to the OBMA office if you would like to volunteer.
(619) 224-4906
info@OceanBeachSanDiego.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

\$4,250

DONATE TODAY

STREET POWER-WASHING
Maintenance Assessment District
4900 Block of Newport Ave.
Power-washed in mid-December

Around Town

Palm Tree Trimming along Newport Avenue

The OBMA has been in contact with the City of San Diego and West Coast Arborists. Obviously the City has not gotten to finishing up the palm pruning along Newport Avenue. We are hopeful this will take place in January. Fingers crossed.

Minimum Wage Increase

A message from the City of San Diego

Beginning January 1, 2021, employees who perform at least two (2) hours of work in one work week within the geographic boundaries of the City of San Diego must be paid wages of not less than \$14.00 per hour for all hours worked.

[Click here for more information and a checklist from the City of San Diego.](#)

OBMA Annual Awards Celebration

Join Us!

Let's Celebrate—Virtual OBMA Annual Awards
Making Lemonade Out of Lemons
January 28, 2021

Just like everything else the OBMA Annual Awards Celebration will look different this year, but we will be celebrating merchants in numerous categories including but not limited to Clean & Safe, Design, Economic Vitality, and Promotion. Look for an email to VOTE for your favorite merchant in each category. Voting will take place from Monday, 12/21 thru Friday, 1/4 at midnight. We will keep you updated on the “virtual” awards.

[Click here to VOTE!](#)

Farmers Market



Every Wednesday ~ 4pm-8pm

January 6th ~ January 13th

January 20th ~ January 27th

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 merchandise for 2021 to help support the Friends of OB campaign and other OBMA programs.

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

HAPPY NEW YEAR!