



OCEAN BEACH
MAINSTREET
ASSOCIATION

JULY 2021 NEWSLETTER

HAPPY FOURTH OF JULY

OBMA MEMBERS

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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

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

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

JULY OBMA MEETING SCHEDULE

Friday, July 2 at 8:30am

No Meeting in July

Promotion Meeting

Tuesday, July 6 at 8:30am

No Meeting in July

Design Meeting

Thursday, July 8 at 12:00pm

OBMA Board Meeting

Wednesday, July 14 at 1:00pm

Economic Vitality Committee

Wednesday, July 14 at 1:00pm

Finance Task Force

Tuesday, July 20 at 8:30am

Clean & Safe Meeting

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

Member Resources are available on the OBMA Website

www.OceanBeachSanDiego.com

Celebrate the OB Vibe



Ocean Beach Celebrated the OB Vibe on Saturday, June 26th.



The Ocean Beach MainStreet Association Celebrated the OB Vibe on June 26th which featured lots of free fun for the community to enjoy while they were in the business district shopping local:

Some highlights:

- ◆ Eight local bands jammed out at Veterans Plaza with a view of the Pacific Ocean as their backdrop.
- ◆ The Children's Creative Corner and Newbreak Church's Family Fun Zone was a huge hit with families. Over 1,800 Rad Hatter hats were made and worn proudly around town, and over 1K kites were made through the Kiwanis's Club.
- ◆ Ocean Beach received lots of great media coverage encouraging the community to Shop Local!



[View](#) more images @
OceanBeachSanDiego.com

OB Vibe Collaborative Brew & Shop Local

Enjoy a cold collaborative brew on tap NOW!



A poster for OB Vibe Collaborative Pale Ale. At the top is the Ocean Beach Mainstreet Association logo. The main title is 'OB Vibe COLLABORATIVE PALE ALE' in large, bold letters. Below the title is the text 'LIGHTLY HOPPED PALE ALE WITH CITRUS & TROPICAL NOTES' and 'ON TAP BEGINNING JUNE 26TH BREWED WITH GOOD VIBES BY'. The poster features logos for six collaborating breweries: Novo, OB Brewery, Pizza Port Brewing Co., Kilowatt Brewing, Hodad's Brewing Company, and California Wild Ales. At the bottom, it says '16OZ 6-PACKS AVAILABLE AT OB BREWERY WHILE SUPPLIES LAST.' and provides the website 'OceanBeachSanDiego.com' and phone number '619-224-4906'.



OB Brewery & Hodad's Brewing Company—Scott, Josh, Jim and Marlow enjoying the fruits of their labor!



Shop Small OB was a huge success!

300 plus community members submitted their receipts to the OBMA information booth this past Saturday showing they shopped local in Ocean Beach.

Three lucky winners won three baskets filled with lots of OB goodies.



BID Alliance & Main Street

Reminder OBMA Members!

You are members of the Business Improvement District Alliance
& the Main Street Association.

Both are great resources for business owners.



Business Improvement District Alliance

Ocean Beach businesses can now get connected with the San Diego Small Business Alliance. This alliance is a broad coalition of hundreds of other small businesses and neighborhood organizations from across the city. Over ninety percent of San Diego's businesses are small and yet there aren't many organizations looking out for us.

The San Diego Small Business Alliance advocated for expansion of patio dining and obtained CARES Act funding for small businesses and small business organizations from the county and the city. Get connected today!"



Facebook @BIDAlliance



Small businesses and entrepreneurs are the lifeblood of our local economies. Now more than ever before, Main Street programs play a critical role in ensuring that they are supported and thriving.

To assist local leaders in this important work, we recently launched [a new resource center](#) dedicated to helping revitalization professionals foster innovative entrepreneurship and bolster small business communities. From a self-guided training manual to a tool that helps small businesses grow and boost their online presence, this one-stop-shop provides you with what you need to build a vibrant commercial district

[Main Street America Blog & Website](#)

Thank you for supporting Dave Martin Tribute Day

A huge thank you to all the restaurants who supported Dave Martin Tribute Day on June 17, 2021.

Although all the funds have not been received yet, we just passed \$8K which will help make Dave's dream come true by completing a newly redesigned Veteran's Plaza.



June 17 Dave Martin Tribute Day at Dirty Birds OB. Michelle, Jennifer, Shawnn Silverman (Dirty Birds), and Jeff – an homage to Shades Oceanfront Bistro!

Dave Martin Tribute: June 17, 2021

JOIN US IN SUPPORT OF THE NEW
OCEAN BEACH VETERANS PLAZA

In remembrance of Peninsula Community Leader Dave Martin

On June 17th, please join us in honoring Dave Martin, whose thoughtful and outspoken volunteerism accomplished so much to benefit the Peninsula community.

Dave participated in a great many projects throughout his life, but sadly passed away before being able to shepherd one of his most personally meaningful projects to fruition - The Ocean Beach Veterans Plaza.

In memory and appreciation of Dave, local businesses have come together to support his vision for a beautiful oceanfront monument to those who have served their country.

Visit any of these local businesses on Thursday, June 17th, and a portion of your bill will be donated to the Ocean Beach Veterans Plaza Fund.

DONATE TODAY!

Many thanks to these participating businesses:

South Beach Bar & Grille	Dirty Birds OB
Black Sands Hula Lounge	OB Surf Lodge
Raglan Public House	Blue Water Seafood
Beach Sweets	La Doña
WeBeOB	Wonderland OB
Mad Munch	Walking on Water Café
Voltaire Beach House	The Wine Pub
Newbreak Coffee & Cafe	Pacific Shores
Old Venice	Coffee Hub & Cafe

For businesses that want to participate, call Denny Knox at 619-224-4906

Find more info at obvets.org



A rendering of the New Veterans Plaza.

[Donate Here!](#)

If you would like more information about this project, please contact the OBMA

(619) 224-4906 • Info@OceanBeachSanDiego.com

Community Mural Project

Community Mural Project History

Rich James, an Ocean Beach artist and business owner, created the Ocean Beach Community Mural Project for the 20th Annual OB Street Fair & Chili CookOff Festival in 1999 as a way to instill a sense of community pride through the use of art. He came up with a design & separated it into individual squares which were then sold at the annual Street Fair along with paints mixed to match the square design.

The OBMA plans to have bring the community mural project back to the Street Fair in 2022, after a two year break due to the pandemic.

Ocean Beach's first Community Mural is coming down

The mural created in 1999 which is located on the side wall of 1874 Bacon Street is being taken down due to termite damage. This was our first mural created by Rich James. We are sad to see it go, but unfortunately it's not repairable.

One of Ocean Beach's iconic murals finds a new home

The mural previously located in the Bravos parking lot has found a new home located on the back of Closet Signature's building located at 4878 Newport Avenue. The mural is behind their store in the alley between Newport Avenue and Santa Monica Avenue.



New location—Closet Signature located on the 4800 block of Newport Avenue.

[View the mural brochure @OceanBeachSanDiego.com](http://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 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

\$11,250

We reached our goal of \$10K!

Our new goal is \$20,000 by September 2021.

[DONATE TODAY](#)

June 2021 Accomplishments

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

- ◆ Power-washed the 4900 & 5000 Block of Newport Avenue.
- ◆ Approximately 75 + incidents of graffiti painted over on Newport Avenue.

Around Town



Farmers Market every Wednesday from 4pm—8pm.

July 7 • July 14 • July 21 • July 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

WELCOME NEW MEMBER

Spicer's Nicer Massage Therapy

(619) 971-0686

Www.facebook.com/spicersnicermasagetherapy

.....
Massage • Spa • Health

OBMA Board of Directors Official Ballot



Ocean Beach MainStreet Association **Official Ballot** **for Board of Directors** **July 2021**

OBMA MEMBERS: Please **VOTE** for **UP TO Five (5)** seats on the OBMA Board of Directors. To use this paper ballot, indicate your choice by placing a check mark or X in the box by the name. Return the completed ballot to the OBMA office by 5pm July 7, 2021 at 1868 Bacon St, Suite A, San Diego, CA 92107; or email info@oceanbeachsandiego.com; or fax to 619-224-4976.

Alternatively, you may vote online at <https://www.surveymonkey.com/r/BODBALLOT2021> . Only **1 BALLOT** per **OBMA BID MEMBER** or **ASSOCIATE MEMBER**. You must be a member in good standing to vote. **All ballots must be received by 5:00 p.m. on Wednesday, July 07, 2021.**

Please fill out this information (REQUIRED; all ballots are confidential):

MEMBER BUSINESS NAME: _____

MEMBER BUSINESS ADDRESS: _____

MEMBER EMAIL ADDRESS: _____

Check the boxes (up to 5):

<input type="checkbox"/>	Nominee incumbent	Kyle Jaworski <i>Raglan Public House</i>	<i>Current Secretary, serves on executive board, volunteers for events and programs</i>
<input type="checkbox"/>	Nominee incumbent	Mike Akey <i>Pacific View Real Estate</i>	<i>Current 1st VP, Serves on OB Street Fair Committee and Chairs Design Committee, volunteers for events and programs</i>
<input type="checkbox"/>	Nominee incumbent	Gary Gilmore <i>Gilmore Family Jewelers</i>	<i>Current board member, Chairs Economic Vitality Committee, volunteers for events and programs</i>
<input type="checkbox"/>	Nominee incumbent	Ron Marcotte <i>SignDiego</i>	<i>Current board member, serves on Promotion Committee, and Design Committee, volunteers for events and programs</i>
<input type="checkbox"/>	Nominee	Shawnn Silverman <i>Dirty Birds OB</i>	<i>Running for the board. Manages Dirty Birds OB and has been involved in past Street Fair raising money for OBMA and Dave Martin Tribute fundraising effort.</i>

Thank you for voting for your OBMA Board of Directors.

Questions? Contact Ocean Beach MainStreet Association at 619-224-4906 or info@oceanbeachsandiego.com.

VOTE HERE

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)

Our committees will establish new goals for FY22 in upcoming committee meetings.



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 - Completed for Celebrate the OB Vibe
- Design and roll Out OB parrot mascot

Economic Vitality Committee

- 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
- 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