

OCEAN BEACH



MAINSTREET  
ASSOCIATION

# Ocean Beach MainStreet Association

## March 2021 NEWSLETTER



# Happy Saint Patrick's Day Ocean Beach



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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

#### 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

## MARCH OBMA MEETING SCHEDULE

### Zoom Meetings

Tuesday, March 2 at 8:30am

#### Design Meeting

Friday, March 5 at 8:30am

#### Promotion Meeting

Wednesday, March 10 at TBD

#### Finance Task Force

Wednesday, March 10 at 12:00pm

#### Special Committee Meeting

#### Economic Vitality Series Webinar

Thursday, March 11 at 12:00pm

#### OBMA Board Meeting

Tuesday, March 16 at 8:30am

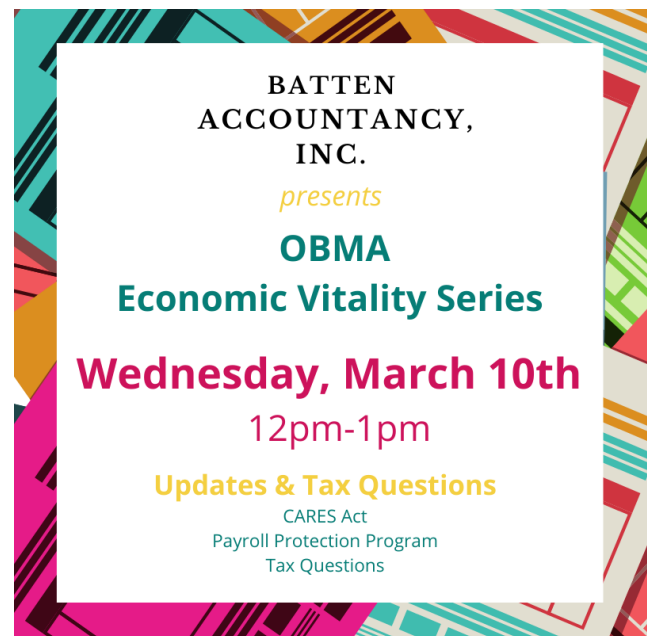
#### Clean & Safe Meeting

If you would like to attend a meeting, please contact Kristen Keltner at [Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com) to register.

## Save the Date!

### OBMA Economic Vitality Series Wednesday, March 10th @ Noon

## CARES Act, PPP & Tax Questions



BATTEN  
ACCOUNTANCY,  
INC.  
*presents*  
**OBMA**  
**Economic Vitality Series**  
**Wednesday, March 10th**  
**12pm-1pm**  
**Updates & Tax Questions**  
CARES Act  
Payroll Protection Program  
Tax Questions

**Register Now!**

# OBMA Annual Marketing Breakfast Recap



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

- AND -

**brown**  
MARKETING

Ocean Beach MainStreet Association  
**Annual Marketing Breakfast Webinar**  
**"Riding the Wave"**

LIVE WEBINAR  
TUESDAY, FEB. 23 @ 8:30 AM

TOOLS TO HELP  
OBMA MEMBERS NAVIGATE  
THE TREACHEROUS WAVES OF COVID

If you missed the OBMA Annual Marketing Breakfast Webinar, you're in luck. You can watch the entire webinar which focused on tips for business owners to effectively communicate changes to their business due to COVID.

**[Click here to view the presentation](#)**

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**Business Check & Marketing Resources**

## Member News

### NOW OPEN FOR BUSINESS



#### **Bol Grains & Greens**

1774 Sunset Cliffs Blvd

View their menu at [toasttab.com/obbol](http://toasttab.com/obbol)



#### **JJ's Sports Bar**

5049 Newport Ave

(619) 255-4081 | [jjssportsbar.com](http://jjssportsbar.com)



#### **Ocean Beach Meat Company**

5049 Newport Ave

(619) 222-2449 | [jjssportsbar.com](http://jjssportsbar.com)



#### **Chicken Headz**

5026 Newport Ave

(619) 222-2449 | [chickenheadzsd.com](http://chickenheadzsd.com)

### **We are sorry to see them go....**

**Union Bank** located on Cable and Niagara has closed its doors permanently. Once we know more, we'll let you know.

# Ocean Beach Farmers Market



Farmers Market every Wednesday from 4pm—8pm.

March 3rd • March 10th • March 17th • March 24th • March 31st

**Reach out to OB Farmer's Market visitors  
and tell them about your Wednesday specials!**

Let the OBMA promote your specials for you through our social channels and website.

**Send your information to:**  
MemberNews@OceanBeachSanDiego.com  
Subject: Wednesday Special

*Thank you to*

ALL OUR VOLUNTEERS



*Christie, Daniel & Dayna volunteering at the Ocean Beach Farmers Market.*

# OBMA Clean & Safe Program



[www.friendsofob.org](http://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**

**\$7,050**

**DONATE TODAY**

### **February 2021 Accomplishments**

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

- ◆ **Power-wash** the 4800 Block of Newport Ave. in February.
- ◆ **Doggie poop bags** were replenished throughout the downtown district.
- ◆ **Installed new cigarette butt receptacles** and took down the old rusted ones
- ◆ Worked with the City to get **palm trees trimmed** throughout the BID.

**The 4900 block of Newport Ave. will be power washed in March 2021.**

# Around Town

## Palm Trees trimmed in the Maintenance Assessment District (MAD) & throughout the Business Improvement District (BID)

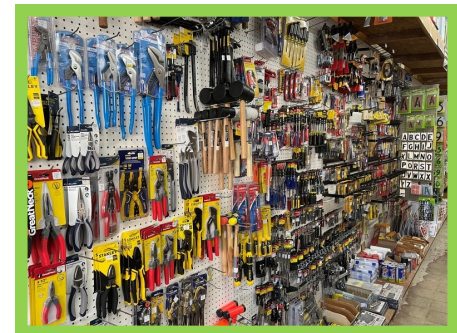
After over a year of the Ocean Beach MainStreet Association, along with Councilperson Campbell's office asking the City to trim the palm trees, they sent a crew out in February to trim the trees. It was quite a challenge with all the outdoor dining structures but the crews got it done. They look great!



## OB Hardware seeking new local owners

SDNews.com reports OB Hardware at 4871 Newport Ave. is on the auction block, and present co-owner Michael DeEmidio, who bought the business from the previous owners in 2018, is moving on.

“After a lot of heavy-hearted consideration, my wife and I have decided to move out of California to be closer to family,” said DeEmidio. “We are reaching out to the community in an effort to find someone to whom we can pass the OB Hardware baton. Ideally, someone invested in the community who wants to care for this legacy and leave their mark. We will be relocating in fall, so it is pressing that any interested parties step up now.”



[Read full article here!](#)

## Thank you, Cameron Reid

Thank you, Cameron Reid with the Ocean Beach Town Council for donating cardboard trash receptacles to the OBMA for Farmers Market. Much appreciated. Once again, OBMA working with the OB Town Council.

# Parking Issues in Commercial Districts

## Parking issues in the commercial districts brought to our attention.

First of all, we agree that the lack of parking has caused a hardship for a number of our local retailers. A lot of attention has been paid to opening up outdoor dining parklets for restaurants and bars. We understand that this eliminates parking in front of that business and it also does impact accessibility to retailers who are located near the parklets. During the months that the two hour parking wasn't enforced, the lack of parking became even more of a problem. Recently with the two hour parking limit again being enforced, it has helped with parking turnover. Also, the OB Planning Board pushed for a four hour parking limit in the pier lot. They will be looking at the results of this change fairly soon to see if this is causing the desired result of more accessibility in the pier lot. We were notified that a number of local businesses used the pier lot for employee parking and now with the four hour limit it has caused some problems for their workers. Clearly, every action causes some intended consequences and certainly some unintended consequences as well.

We have also heard some complaints that a few of the parklets are not used for many hours during the day and others during the evening. We're continuing to work with our members who have parklets to have the best possible outcome for the community. As the COVID restrictions lessen, and more indoor dining will be allowed, we are hopeful that a solution to the underutilization of some parklets can be mitigated.

All of these issues are part of a larger community conversation and the OB Town Council, OB Planning Board and OB MainStreet Association are all committed to working together for a balanced (yet quirky) community. We appreciate it when our members contact us with their concerns so that we can help to find a better answer. These are unprecedented times and there have been a lot of challenges. If we all work together and take a creative approach to problem solving, we'll all be better for it.

If you would like to make a comment or suggestion, please email Denny Knox at [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com). Thank you.



Member Resources including Grant opportunities are available on the OBMA Website

[www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)



# Sidewalk Vending Ordinance

## What's happening with the proposed Sidewalk Vending Ordinance?

In 2018, the State of California passed SB946 which established requirements for the local regulation of sidewalk vendors. The bill's primary intent was to decriminalize sidewalk vending by requiring municipalities to penalize violations with administrative citations rather than criminal citations, in turn promoting entrepreneurship and economic success for sidewalk vendors.

The OBMA worked hard to help develop a new Sidewalk Vending Ordinance that would address the concerns. All our local groups and other groups assisted including ones from Mission Beach and PB. Many cities in the state have passed new Sidewalk Vending Ordinances since 2018 but sadly San Diego has not been one of them.

Consequently, there is no ordinance addressing the problems we are having at the foot of Newport and throughout the commercial districts even apparently during a pandemic. It is a shame that our grassy area between the pier parking lot and the Lifeguard tower has been quite literally used to death and now is mostly a sand/mud lot. City Park & Rec department has attempted to increase trash removal and cleaning however the grassy area needs to be re-sodded and allowed to come back.

We are hopeful that the San Diego City Council will follow through and finally pass a reasonable Sidewalk Vending Ordinance that can preserve our park at the foot of Newport for the enjoyment and use of our residents and visitors so that they can access the beach area. We will continue to monitor the situation and participate in finding a solution. The OB Town Council and OB Planning Board are in complete agreement with the OBMA that the San Diego City Council must pass a fair and reasonable Sidewalk Vending Ordinance that doesn't cause our community to lose its park at the foot of Newport Ave. Parks and their grassy areas were never meant to have this constant and often daily overuse by a handful of vendors.

We know that this has been a huge frustration for so many of our members and we join you in that frustration. If you would like to comment on this issue or have information or photos you would like to share, please provide it to Denny Knox at [info@oceanbeachsaniego.com](mailto:info@oceanbeachsaniego.com). You can also provide that information directly to the City by emailing Monique Tello from City Councilperson Campbell's office at [MoniqueT@sandiego.gov](mailto:MoniqueT@sandiego.gov)



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# 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)**



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## Design Committee

- Trim palm trees on Newport Avenue—Completed
- New trash can lids
- 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

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## Promotion Committee

- Design, promote and sell new OB puzzle—Completed
- Design, promote and sell holiday ornament –Completed
- 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

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## 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

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## 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

[www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)