

Ocean Beach MainStreet Association

August 2022 Newsletter



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Ocean Beach MainStreet Association
1868 Bacon Street, Suite A • San Diego, CA 92107
(619) 224-4906 • OceanBeachSanDiego.com

OBMA Mission Statement & Board of Directors



OCEAN BEACH MAINSTREET ASSOCIATION

Mission Statement

To promote and support local business and economic vitality in the Ocean Beach Community.

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President

Details SalonSpa, Executive Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate, Design Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Promotion Chair

Kyle Jaworski, Secretary

Raglan Public House

Mike Stifano, Treasurer

Winstons, Finance Chair

Gary Gilmore

Gilmore Family Jewelers

Craig Gerwig

4864 Newport Avenue LLC

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Chair

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Joella Peregoy

OB Business Center

Daisy Santana

Social Syndicate

Shawnn Silverman

Dirty Birds OB

Beth Wright

OB Barbershop, Economic Vitality Chair

OBMA STAFF

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Christine Bush, Office & Project Coordinator

Dayna Cornell, Office & Event Coordinator

FARMERS MARKET MGMT & STAFF

Community Crops

David Klaman, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc. • EcoClean Services

Brown Marketing - PR Services

**Intrepid Network, Inc. - Multimedia Services
& Business Solutions**



**OB Certified
Farmers Market**

**Every Wednesday
4900 Block Newport
4pm - 8pm**



BID ALLIANCE



**MAIN STREET
AMERICA**



Friends of OB

OBMA Meeting Schedule & Member News

OBMA MEETING SCHEDULE

Design Committee Meeting
No Meeting in August

Friday, 8/5/22 at 8:30am

Promotion Committee Meeting
No Meeting in July

Tuesday, 8/9/22 at 8:30am

Clean & Safe Committee Meeting
Zoom

Wednesday, 8/10/22 at noon

Economic Vitality Meeting
Zoom

Wednesday, 8/10/22 at 1:00pm

Finance Task Force Meeting
Zoom

Thursday, 8/11/22 at noon

OBMA Board of Directors Meeting
OBMA Office or Zoom

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

Member Resources Blog

Reminder OBMA's website has a member resources

Sundowners!

NEXT SUNDOWNER

Thursday, September 22nd at 5:30pm.

Sponsored by Sand & Sea Reality.

More details will be sent out soon.

OBMA Board & Team members participated in **Brown Act training** provided by the Economic Development Department of the City of San Diego. Working in conjunction with the City to keep our board and team updated with the latest information and further their non-profit knowledge.

Ocean Beach MainStreet Association's BOD Election.

OBMA's general election took place. Thank you to everyone who voted.

The membership voted to re-elect the following board members:

Beth Wright • Daisy Santana • Ken Moss • Mike Stifano

The FY23 budget will be discussed at the next board meeting on August 11th.

Also the board will vote on who will serve as officers for next year.

OBMA Members



The Hidden Day Spa has new owners & services!

4969 Santa Monica Street • San Diego, CA 92107

(619) 224-2160 • OBHiddenSpa.com

Welcome Hulu and Andrea (aka Draya Love)



Congratulations to Aliro Marketing for celebrating their 10th Anniversary!

Learn more about this member at

<https://aliromarketing.com/>



Yelp's Top 50 Places to Eat in San Diego 2022 and guess what OBMA members Mad Munch Grilled Cheezer and It's Raw Poke are on the list!

Congratulations!

Check out the full list here:

<https://bit.ly/yelpsdtopeats>



Olive Tree Market Celebrates 35 years!

There is a great article about Olive Tree Market in the Peninsula Beacon.

[Read Here](#)

Save the Dates—OB Oktoberfest



**Friday, October 7th
& Saturday, October 8th 2022**

**Vendor applications for Saturday, October 8th now available!
OBMA members receive priority and discounted booth rates.**

Vendor Booth Application

Event details will be available on our website very soon.

Don't hesitate to call the office at (619) 224-4906 if you have questions or would like to reserve your booth space.

Upcoming Events Around Town

OBMA Community Clean-Up

Sponsored by



Saturday, August 6th • 8am to 10am

*Meet at the Ocean Beach MainStreet Association
1868 Bacon Street*



OCEAN BEACH
TOWN COUNCIL

Save the Date
Pancake Breakfast

OBTownCouncil.org

The poster features a blue background with the Ocean Beach Town Council logo at the top, which includes a sun and a bridge. Below the logo, the text 'Save the Date Pancake Breakfast' is written in a white, elegant script and sans-serif font. At the bottom, the website 'OBTownCouncil.org' is displayed in white, flanked by two illustrations of a stack of pancakes with blueberries and syrup.

The OBTC's Pancake Breakfast will be on Saturday, September 17, 2022.

More to come to come from the OB Town Council.

Friends of OB • Sidewalk Cleaning • Holiday Decorations



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.

[DONATE TODAY](#)

MAD Sidewalk Cleaning

Power Cleaning the sidewalks in the Maintenance Assessment District.

The sidewalks in the Maintenance Assessment District 4800-5000 blocks of Newport Avenue have been power cleaned two times in July. The OBMA plans to continue cleaning on a more frequent basis using funds raised from our events.

Holiday Decorations

OBMA is refurbishing the holiday swags.

The "Happy OB Holiday" swag in the 4900 block and the two accompanying swags on the 4800 and 5000 block are getting spruced up for the holidays with bright new bows and shiny bright lights.

City of San Diego's Get It Done App



We reported through the [Get It Done App](#) a huge mess in the alley and within 24 hours it was removed. Thank you City of San Diego! Please use the Get It Done App because you might be pleasantly surprised at how quickly it gets remedied. Speaking of the opposite of that, the gutter at the corner of Newport and Bacon (by Starbucks) has finally been repaired by the city. That took longer to fix but we are thankful it was repaired this past July .

Tile Project • Mural Project



Ocean Beach Tile Project

Phase 36 of the Ocean Beach Tile Project was installed in July. Phase 37 will be installed in August. Check out our new tile etching. We are so impressed with this technology. Thankfully we have a new company we are working with and their work is awesome. We are grateful we found them.

[Tile Project Information & Order](#)

Ocean Beach Mural Project

The two murals from the OB Street Fair are almost ready to install. Janis Ambrosiani has been touching up and sealing the murals. You will see them in August. Rubio's & Think Blue San Diego mural appropriately named "Blue Ocean" and the "Peace in OB" murals will be installed by Zed Electric. The "Blue Ocean" mural will be installed on the east facing wall of US Bank. Many thanks to branch manager Jaime Egan for getting permission. The square "Peace in OB" mural will be installed on the back wall of the OB Mall at 4967 Newport Ave. Many thanks to Joella Peregoy, OB Business Center for helping us get this location. By the way OBBC is moving this month into that location. Be on the lookout for an updated mural map!



[Additional Community Mural Photos taken by Josh Utley available here!](#)

Marketing Ocean Beach

MARKETING OCEAN BEACH

Did you know the Ocean Beach MainStreet Association markets to the community and visitors alike in several publications and online through SD News, Passport to San Diego and the Point Loma-OB Monthly? We do!

Look for monthly ads, along with yearly ads promoting Ocean Beach and all the great things our eclectic town has to offer.

Reach out to the OBMA team for information on advertising opportunities.



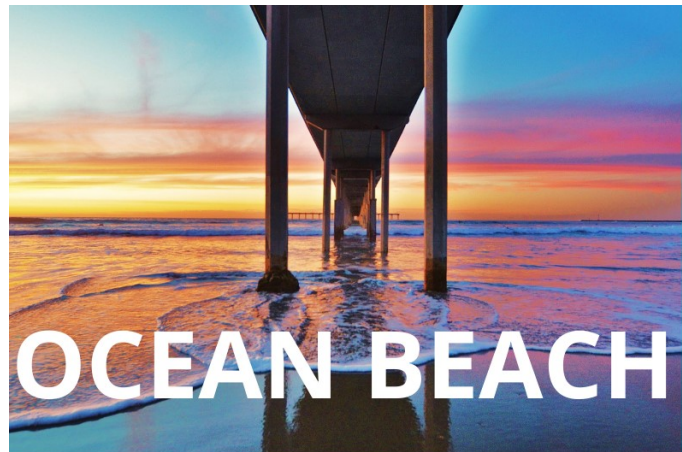
OCEAN BEACH
MAINSTREET
ASSOCIATION

Happy Spring!



New!
Double Insulated Tumbler

ORDER NOW!
OceanBeachSanDiego.com
(619) 224-4906



OCEAN BEACH

California's most eclectic beach town.

SHOP



DINE



PLAY



STAY



Ocean Beach MainStreet Association

619-224-4906

OCEANBEACHSANDIEGO.COM



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MAINSTREET
ASSOCIATION



OBMA Committee Goals & Updates

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community. *We'll be updating goals in July!*

Committee Goals for Fiscal Year 2023 (July 2022—June 2023)



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 2023
- Complete phase 36, 37 and 38 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
- **Shop Small Saturday Event**
- Redesign Online Member Directory
- Holiday Ornament for 2023
- OB Holiday Gift Guide with the Beacon
- Street Fair Logo 2023

Economic Vitality Committee

- Update the Online Business Directory is an ongoing project
- Outreach to current OBMA member to receive feedback and get involved
- New member onboarding procedures and outreach
- Complete “Who We Are and What We Do “ project
- Find a resolution for closing the public parking lots in Ocean Beach
- Send out survey in March 2023 to our membership regarding their outlook for the New Year, and what they would like OBMA to focus on in 2023

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 Avenue and Voltaire Street-completed
- Keep good working relationship with SDPD and local communities
- Clarify Sidewalk Vending Ordinance