



# OCEAN BEACH MAINSTREET ASSOCIATION



## 2022 DECEMBER NEWSLETTER



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**Happy Holidays to all our OBMA Members & Partners!**

Ocean Beach MainStreet Association

1868 Bacon Street, Suite A • San Diego, CA 92107 • [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

# OBMA Mission Statement & Board of Directors



OCEAN BEACH  
MAIN STREET  
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

**CC Summerfield, 2nd Vice President**

CC Summerfield Realtor

**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

**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

### OBMA TEAM

**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**

**Centric Marketing** - PR Services

**Intrepid Network, Inc.**—Multimedia Services



**Every Wednesday • 4 PM to 8 PM**  
**4900 Block Newport Avenue**



# OBMA Meeting Schedule & Member News

## OBMA MEETING SCHEDULE

Friday, 12/2/2022 at 9:00am  
**Promotion Committee Meeting**

**New Time!**

Tuesday, 12/6/2022 at 8:30am  
**Design Committee Meeting**

Wednesday, 12/7/2022 at 1:00pm  
**Finance Task Force Meeting**

**New Time!**

Tuesday, 12/13/2022 at noon  
**Clean & Safe Committee Meeting**

Wednesday, 12/14/2022 at noon  
**Economic Vitality Meeting**

Monday, 12/12/2022 at noon  
**OBMA Board of Directors Meeting**

**One Time  
Date  
Change!**

*All meetings are on zoom except for the BOD Meeting, which is available via zoom or at the OBMA office.*

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

## Member News

### Storefront Improvement Program

Funds are still available through the City's SIP. Up to \$8K threshold for 50/50 reimbursement. Also, there are free design services available.

[Storefront Improve Program Website](#)

## Office Space for Lease

A great office to get away from home and work quietly. Located on Santa Monica Avenue near the post office this 460 square foot office (27' x 17') is available for immediate occupancy. The office is upstairs and is secluded inside a gated courtyard. It is available for month to month rental, but we are hoping for a long-term tenant.

Tenant pays for electricity, no parking available, \$1,000.00 per month.

Contact Eric at 760-774-4677 or Kirk at 858-488-1666

## Welcome New Members!



### Brew Wave Coffee

4967 Newport Avenue, Suite 2  
(619) 268-5590  
Coffee • Pastries • Teas



### The Fry Fix

(619) 807-4355  
[www.TheFryFix.com](http://www.TheFryFix.com)  
Gourmet Belgian Fries, Waffles  
& More + Catering



### Zapara & Sons LLC

(619) 537-9766  
[www.ZaparaSons.com](http://www.ZaparaSons.com)  
Construction • Maintenance  
Repairs

## Minimum Wage Increase on January 1, 2023

[Click here for information on wage increase.](#)  
[7 Steps to Compliance](#)

# OB Online Business Directory



## OB Online Business Directory

Update your online business directory information, social media handles, and add a logo or image of your business.



Click here to update your business profile!



The Ocean Beach MainStreet Association is delighted to announce we are **updating the OB Online Business Directory** and we need your help to ensure we have the most up-to-date information for your business.

Maximize this great marketing tool to grow your business! Refresh your listing with new features and tools including the ability to include an image of your business or logo, along with a description and social media links.

Please take five minutes to complete the OBMA Business Member Information form, which will be used to update your OB Online Business Directory profile.

A few fun facts about the OBMA Website & OB Online Business Directory:

In 2021 OceanBeachSanDiego.com had over 500K page views

- 82% were New Site Visitors
- 18% were Returning Visitors
- People living throughout California, Arizona, Texas, Washington and Nevada were the top visitor's to the directory

New OB Online Business Directory features include:

- 300 character description
- Social media handles and a photo of your business

We'll be updating the OB Online Business Directory with professional photos of the business districts including Downtown, North OB and South OB.

Need help completing the form, please reach out to

Tracy Wagner at (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

# December Sundowner

YOU ARE INVITED TO



OCEAN BEACH  
MAINSTREET ASSOCIATION

# Holiday SUNDOWNER

December 15, 2022 | 5 PM - 8 PM

2845 Nimitz Blvd. Suite C, 92106

HOSTED BY  CENTRIC

Featuring Live Music from Karlos Paez & Emmanuel Alarcon from B-Side Players



*Please bring a wrapped children's toy for our holiday gift drive and to be entered into a raffle with great prizes*



*Ugly Xmas Sweaters Encouraged*

THANK YOU TO OUR SPONSORS



Open to all OBMA members and their key employees

If your business is interested in hosting or participating in a Sundowner event in 2023, please reach out to the OBMA office at 619-224-14906.

Our 2023 Sundowner calendar is almost full!

# Annual Awards Celebration • Annual Marketing Breakfast



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

## Annual Awards Celebration

Celebrate our amazing businesses that shined in 2022!

Thursday, January 27, 2023 • 5:30pm  
Masonic Center

*Ocean Beach Where the Sun Sets in San Diego*

*More details will be sent out soon.*

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Save the Date

OBMA Annual Marketing Breakfast  
Tuesday • February 6, 2023

*More details will be sent out in January.*

## Shop Small Saturday

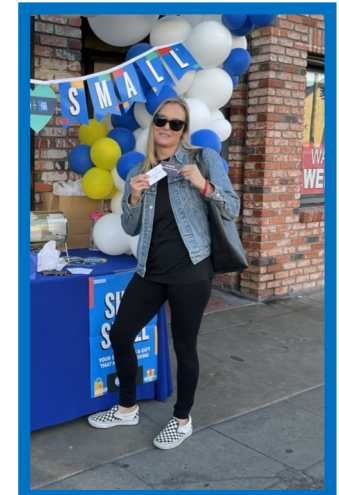
# SHOP SMALL<sup>®</sup> OCEAN BEACH



Hundreds of people from throughout San Diego and visiting for the holiday came out and Shopped Small in Ocean Beach on Saturday, November 26th. 50 lucky raffle winners won gift cards from local businesses. One lucky winner, Mike from Ocean Beach guessed the closest number of candies in the jar, which was 3,356.



[Check-out more Shop Small info at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)



# OBMA Holiday Decorations

The Ocean Beach MainStreet Association installed holiday decorations throughout the downtown district and banner district.



Checkout the Refurbished Happy OB Holidays with new bright lights.  
The swags on the 4800 and 5000 block received some love with  
new bright lights & shiny red bows.

*Photo by Josh Utley*



Look for the holiday banners as you come into Ocean Beach on Sunset Cliffs  
and throughout the downtown district on Newport Avenue.



# OBMA Garland & Bows in Downtown OB

A huge thank you to the fifty plus volunteers who came out on Saturday, November 19th to put up garland and bows throughout downtown Ocean Beach. Then we all had breakfast at Margarita's hosted by the OBMA.



[To sign up to volunteer with the OBMA click here.](#)

[We have a lot of fun!](#)



# OBMA Holiday Merchandise



*2022 OB Holiday Tree Ornament*

*\$25.00 + tax*



*OB Holiday Tree Tote Bag*

*\$16.50 + tax*



*Double Insulated Tumbler*

*\$16.95 + tax*



*OB Playing Cards*

*\$17.95 + tax*

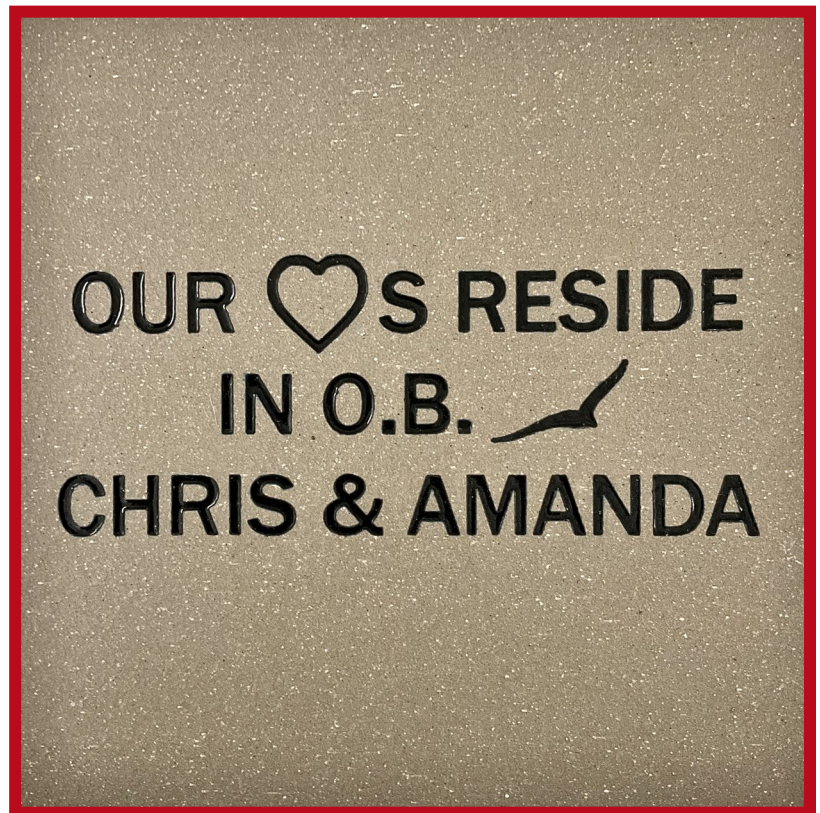
# Ocean Beach Tile Project

## Ocean Beach Tile Project



Tiles make a great gift and will be installed this winter.

Duplicate Commemorative Tiles now available too!



[Tile Project Information & Order Form](#)

# OB Town Council Holiday Calendar



## *Schedule of Events*

- ◆ Crooked Tree IPA Brewing Begins: November 5th
- ◆ Holiday Tree Goes In: November 29th
- ◆ Santa at the Tree: December 3, 10, 17th
- ◆ Holiday Parade and VIP Deck: December 3rd
- ◆ Holiday Auction and Party: December 8th
- ◆ Food and Toy Drive: December 12-16
- ◆ Food and Toy Drive Delivery: December 17th



[OBTownCouncil.org](http://OBTownCouncil.org)



**Advertise in the Peninsula Beacon's Gift Guide this holiday season and reach 20K plus community members in print and online.** Plus the OBMA Promotion Committee will feature your business on OBMA's Facebook page during the month of December. Did you know our Facebook posts reach on average 500 to 2500 potential customers!

Email Mike Fahey at [MFahey@SDNews.com](mailto:MFahey@SDNews.com).



## Friends of OB • Power Washing Newport Avenue



**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](#)

# Power Washing Newport Avenue

THE **5000 BLOCK OF NEWPORT AVENUE**

*will be power-washed on*

**Monday, December 5th • 3am to 6am**

*This is a project of the Ocean Beach MainStreet Association*

## PUBLIC RIGHT OF WAY PERMITS

### Public Right of Way Enhancement/Use Program (PROW)

The requirement of a PROW is now necessary after three-year absence due to COVID. Signage can only be in front of your business establishment and cannot be in front of a neighboring business or on the corner of an intersection.

### What Is The PROW?

The PROW is a program that allows merchants more leeway and enlivens the pedestrian experience in our district by allowing merchants to use the sidewalks in front of their businesses for outdoor displays of merchandise, placement of A-frame signs, and outdoor cafés without railings without getting cited by the City's Code Compliance department.

### Why Do We Need The PROW?

Signs, including A-frames, portables, and temporaries, are not permitted within the public right of way – except under the PROW Program. In other words, without this program businesses would not be allowed to place anything on the sidewalks. That is why your compliance is necessary for Ocean Beach businesses to continue to participate in this program. It is important to note that this does not give merchants a carte blanche to overtake their sidewalk. There are regulations which must be strictly enforced for this program to succeed. The good part about this is that the City is not involved in licensing merchants to use the sidewalk and charging costly fees. Before this program, outdoor dining required a permit and the placement of a metal barricade to separate tables and chairs from the sidewalk. The permits and the railings were costly. Thus, Merchants were effectively prohibited from placing chairs and tables outside their businesses. Also prohibited were the placement of signs on the sidewalk and display of goods and products outside their businesses.

### Who Administers The PROW?

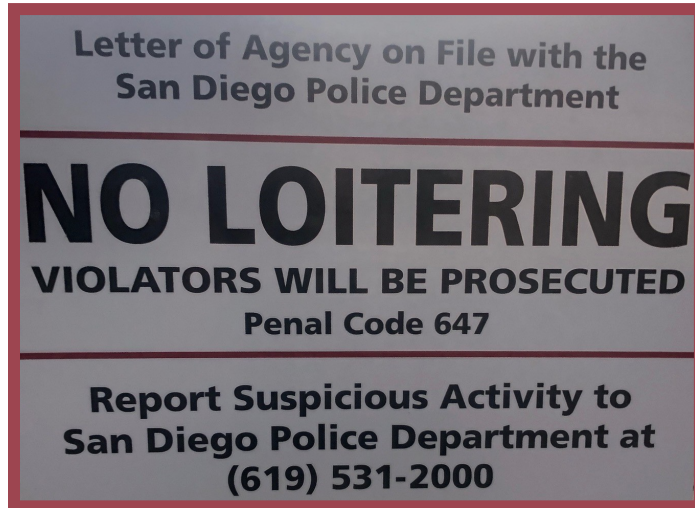
The PROW program is administered by the Ocean Beach MainStreet Association for a modest fee (\$78 per year) and is enforced by the City's Code Compliance Department. An annual permit is issued for display.

Contract Tracy Wagner at the OBMA office with any questions or concerns. She can be reached at (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

[CLICK HERE  
Download PROW Packet](#)

# Letter of Agency

## LETTER OF AGENCY



*Example NO Loitering signage in the LAZ parking*

### **Letter of Agency (Trespass Arrest Authorization)**

A Letter of Agency (Trespass Arrest Authorization) allows SDPD to enforce against anyone found on a property without the owner's consent or without lawful purpose.

Recommended for vacant properties, vacant lots, businesses or any properties upon which public nuisance activity or crimes, including littering, defecating, drinking, drug activity, prostitution, graffiti or general trespass are occurring.

The authorization expires 12 months from when the premises or property is closed to the public and is posted as being closed. Authorization also expires upon transfer of ownership of the property or upon a change in the person in lawful possession.

Once you have completed your LOA, please bring a copy to the OBMA. If you have questions or need help completing the form, reach out to the OBMA team at (619) 224-4906.

**Apply for Letter of Agency**

## SIDEWALK VENDING ORDINANCE

### THE CITY TO AMEND THE COASTAL COMMISSION REQUEST FOR REVIEW

On Monday November 14th the city council voted unanimously to remove the requirement for Coastal Commission approval of the Street Vending Ordinance which has held up enforcement in our community and the other communities in the coastal zone.

Many local groups up and down the coast supported the City Council's action to approve the existing Street Vending Ordinance by removing the requirement for Coastal Commission approval. That was the first reading of the ordinance. The 2nd reading will take place on December 6th. It then becomes law in the coastal areas and hopefully enforcement will begin as soon as possible.

All of our local OB groups have worked on this issue when it first came to light in 2019. It's been a long and arduous trip to come up with this resolution. Thank you to the OBMA Board and Staff, OBTC board and President, OBCDC board, and OB Planning Board. We've all been on the same page for almost 4 years. Here's hoping we all get a chance to use the foot of Newport Ave. at Veterans Park and the boardwalk for locals to enjoy and watch the sunsets.

Thank you to the San Diego City Council for supporting the community voices in their districts.



Reminder! Use the City of San Diego's Get It Done App to report graffiti, encampments, broken curbs, and more that are on City property.

Please let's all be part of the solution.

**[Get It Done link.](#)**



# 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 2023 (July 2022—June 2023)



## Clean & Safe Committee

The Clean & Safe Committee's purpose is to educate merchants and promote a safe and clean environment throughout the Ocean Beach Business District

### Goals & Projects

- Increase Friends of OB program support
- Establish an OBMA Ambassador Program for the BID area
- Quarterly OBMA Community Clean Up
- Decrease graffiti in Ocean Beach
- Full compliance in filling out LOAs
- Communicate with City of San Diego's Park and Rec regarding sanitizing the beach parking lots on a regular basis.
- Report items which need to be addressed by the City of San Diego through Get It Done App
- Keep good working relationships with SDPD and local community groups.
- Clarify Sidewalk Vending Ordinance

## MAD Sidewalk Power-Washing

**Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association.**

The 4800-5000 blocks of Newport Avenue were power-washed and sanitized in November. This was a special cleaning that was extra earmarked funds thru the MAD.

The next cleaning will be the 5000 block of Newport Avenue will on Monday, December 7, 2022 between 3am and 6am.



Committee meetings are the 2nd Tuesday of each month @ noon | Chairperson: Matt Kalla

# 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 2023 (July 2022—June 2023)



## Design Committee

To identify and develop design programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

### Goals & Projects

- Purchase and install new trash receptacles in the MAD
- Refurbish Happy OB Holiday Swags
- Put up holiday decorations in November & take them down in January
- Design and install new banners in January 2023
- Maintain market lights along Newport Avenue
- Complete phase 37, 38 and 39 of the Ocean Beach Tile Project
- Paint five electrical boxes and maintain currently painted boxes
- Replace dated parking signage on Newport Avenue



## Holiday Decorations

**OBMA is refurbishing the holiday swags!**

The “Happy OB Holiday” swag in the 4900 block was completely refurbished and the and the two accompanying swags on the 4800 and 5000 blocks were replaced for with the holidays with bright new bows and shiny bright lights. We’ve seen a lot of fun photos of decorations around town.

## Trash Cans in MAD

### New Trash Cans in MAD

OBMA has installed 2 new trash cans which are located at the corner of Newport & Bacon and Newport and Cable. Two additional “test” trash cans will be installed in December. Any feedback is great.

Committee meetings is the 1st Tuesday of each month @ 8:30am | Chairperson: Mike Akey

# 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 2023 (July 2022—June 2023)



## Economic Vitality Committee

To promote the best use of existing building, natural, and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment, and cost analysis studies.

### Goals & Projects

- Complete Who We Are & What We Do project
- Update the Online Business Directory
- New member onboarding procedures and outreach
- Outreach to current OBMA members to get them more involved in our organization
- Find a resolution for closing the parking lots in Ocean Beach
- Create and sent out survey in March 2023 to our membership regarding their outlook for the New Year and what they would like from the OBMA organization
- Manage the Maintenance Assessment District



## OBMA Online Business Directory

### OBMA Online Business Directory

Maximize OBMA tools to grow your business. Refresh your listing with new features and tools including the ability to include an image of your business or logo, along a description and social media links.

Update your online business directory information, social media handles and add a logo or image of your business. [Click here!](#)

Committee meetings are the 2nd Wednesday of each month @ noon | Chairperson: Beth Wright

# 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 2023 (July 2022—June 2023)



## Promotion Committee

To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events, and promoting the business districts.

### Goals & Projects

- Complete Who We Are & What We Do project
- Redesign Online Member Directory
- OBMA merchandise—design and market
- Create Shop Local/Shop OB event (formerly Small Business Saturday)
- Create OB Holiday Gift Guide with Peninsula Beacon
- Holiday ornament—design and market
- Street Fair & Chili Cook-Off Logo for 2023
- Provide space for local non-profits to participate in Farmers Market.



## Farmers Market Booth for Non-Profits

OBMA now has space for local non profits and OBMA partners at the Farmers Market each Wednesday. Reach out to Dayna (619) 224-4906 .



## OBMA Website Fun Facts

OBMA's Website receives over 500K plus view each year!



Committee meetings are the 1st Friday of each month @ 8:30 am | Chairperson: CC Summerfield