



Ocean Beach MainStreet Association

2022 November Newsletter

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Happy Thanksgiving!
November 24th



We are very thankful for our 500 plus OBMA members.

Ocean Beach MainStreet Association
1868 Bacon Street, Suite A • San Diego, CA 92107 • 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 Klamann, 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 • 4900 Block Newport
4pm - 8pm



OBMA Meeting Schedule & Member News

OBMA MEETING SCHEDULE

Thursday, 11/3/2022 at 8:30am

Design Committee Meeting

Friday, 11/4/2022 at 8:30am

Promotion Committee Meeting

Tuesday, 11/8/2022 at noon

Clean & Safe Committee Meeting

Wednesday, 11/9/2022 at noon

Economic Vitality Meeting

Wednesday, 11/9/2022 at 1:00pm

Finance Task Force Meeting

Thursday, 11/10/2022 at noon

OBMA Board of Directors Meeting

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



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](#)

New Time!

Webinar

Friday, November 4 at noon

Hosted by CC Summerfield

Employee Retention Tax Credit (ERC)

The Employee Retention tax credit (ERC) is part of the CARES Act passed in 2020 and is a federal government program that could get you up to \$26,000 per W2 employee if your business qualifies. The best part is that you can use the funds however you want and the money is tax free.

[Zoom Webinar Link](#)

Welcome New Members!



Eros Beauty & Wellness

3689 Midway Drive, Space E
(619) 481-4651

ErosBeautyandWellness.com

Health • Beauty • Fitness



Lady Luck Print Co.

4856 Voltaire Street
(619) 820-5743

[@LadyLuckPrintCo](#)

Graphic Design • Retail



Val's Coffee Corner

1869 Cable Street

[@ValsCoffeeCornerOB](#)

Coffee • Tea • Restaurant



Vervor Shop & Design

4689 Voltaire Street
(484) 883-9476

Vervor.com

Graphic Design • Retail

October's OBMA Sundowner Rincon Reservation Road Brewery

Thank you to Rincon Reservation Road Brewery, Dirty Birds, Luigi's Pizzeria, and Carter Moss & Crew!



No Sundowner in November due to Thanksgiving.

Holiday Sundowner at Centric on Thursday, December 15, 2022 at 5:30pm.

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.



Shop Small Saturday • OB Holiday Gift Guide



Save the Date

Shop Small Saturday • November 26th

The Ocean Beach MainStreet Association will kick off the holiday season with Shop Small Saturday.

Customers who spend \$50 or more in Ocean Beach on Saturday, November 26th between 10am—4pm can enter to win an eclectic Ocean Beach inspired basket full of local gift cards and goodies. Encourage your customers to come out and shop local and enter for a chance to win fun prizes.

Window posters and Shop Small bags will be distributed by mid-November.



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!

[For more information reach out to Kristen Keltner](#)
[@ Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com)

OBMA Sundowner

Street Banner District

Sunset Photos needed for OBMA Street Banners!

We need your Ocean Beach sunset photos for the Ocean Beach Banner District's 2023 banners.

Our theme this year is:

Ocean Beach, Where the Sun Sets in San Diego

Submissions will be reviewed and considered for being included in this year's banners which are hung along the entrance to Ocean Beach and down Newport Avenue.

[Submit Photos Here!](#)

The size of the banners is 30" wide and 96" tall - vertical format.



Once the holiday banners come down in early January, the 2023 holiday banners will go up.

OBMA Holiday Merchandise



2022 OB Holiday Tree Ornament
\$25.00 + tax



OB Holiday Tree Tote Bag
\$16.50 + tax



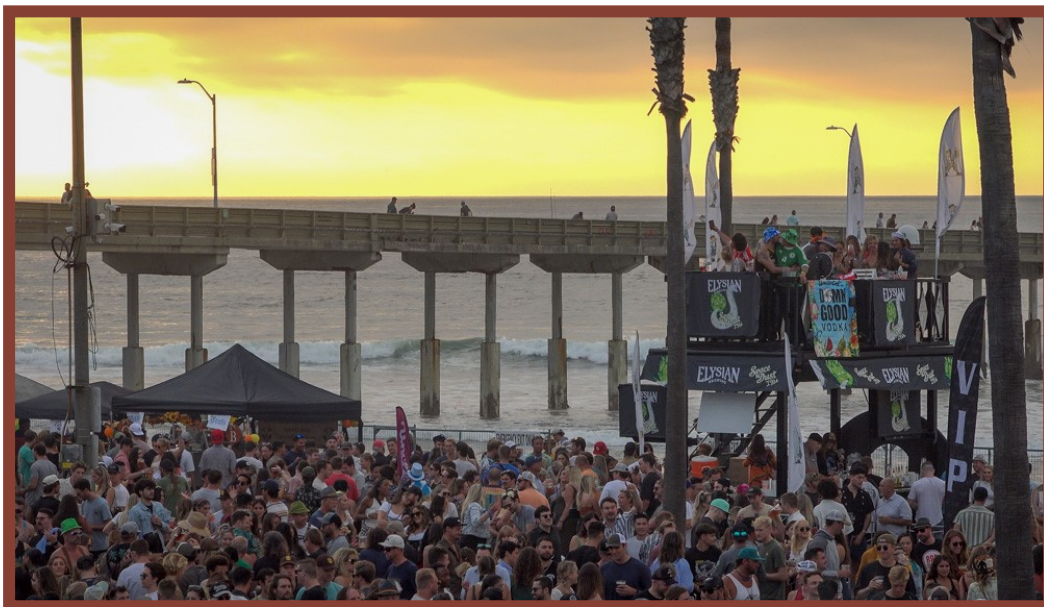
Double Insulated Tumbler
\$16.95 + tax



OB Playing Cards
\$17.95 + tax

Ocean Beach Oktoberfest

The 20th Annual OB Oktoberfest was a fun event and brought thousands of people into Ocean Beach to shop, dine, play & stay. We heard from many businesses that they saw lots of customers over the weekend.



[View additional photos by Josh Utley at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

Thank you to all our merchants who shared their Oktoberfest specials and happenings with us. Posts about local businesses such as Chicken Heads, La Dona, and Creations Boutique had over 10,000 views.

Please ensure you're signed up to receive our free promotional opportunities.

OBMA Holiday Decorations

Holiday decorations will be going up the week before Thanksgiving.
The OBMA is refurbishing the Happy OB Holiday swags with bright new lights!



OB Holiday Decorations

VOLUNTEERS NEEDED!!!

GARLAND & BOWS

go up on

SATURDAY

NOVEMBER 19TH @ 7AM

**Sign up here to volunteer
& spread holiday cheer!**



Sign-Up Genius Link

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 ENTIRE **MAINTENANCE ASSESSMENT DISTRICT**
4800 - 5000 BLOCKS OF NEWPORT AVENUE

will be power-washed and sanitized on

Monday, November 7th • 3am to 6am

This is a project of the Ocean Beach MainStreet Association

Additional funds provided by a City of San Diego grant for November's power-washing and sanitation of the MAD.

Things to Know



A message from Aliro Marketing to help keep your social media accounts secure.

It's important to turn on 2 Factor Authentication because it puts an added layer of security on your accounts to prevent hackers from taking over your accounts.

That's why I wrote out step-by-step instructions - with screenshots so you know where to click - for Facebook & Instagram on how to turn on 2 factor authentication for your accounts. I want you to be protected!

If you have any questions, please reach out. And please send this to anyone you know so they can be protected too.

[Learn more information from Aliro Marketing](#)



Polystyrene Foam and Single Use Plastics Ordinance

INFORMATION: The City stayed enforcement of Ordinance No. 0-21030 N.S. prohibiting the distribution or use of polystyrene (also known by the trademarked name Styrofoam) within the City of San Diego pending the preparation of an Environmental Impact Report (EIR) under the California Environmental Quality Act. During this time, using, selling, and distributing polystyrene foam is not prohibited under Ordinance No. 0-21030 N.S. within the City of San Diego. **UPDATE:** The City of San Diego Environmental Services Department presented the proposed Single Use Plastic Reduction Ordinance last Thursday, October 27th to the City Council's Environment Committee. Here is what the ordinance will put into effect.

Here is what the ordinance will put into effect.

OB Town Council Holiday Calendar

Taste of OB Save the Date Tuesday, November 15, 2022



The Ocean Beach Town Council in partnership with the Ocean Beach MainStreet Association will host the Annual Taste of Ocean Beach on Tuesday, November 15, 2022.

There will be a free trolley with multiple stops to the restaurants and breweries from Newport Avenue to Voltaire Street to Sunset Cliffs Blvd. and more. Proceeds support the OB Food and Toy Drive. OBMA has reached out to restaurants but if you still need to sign up, please contact Tracy Wagner at (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

TasteOfOceanBeach.org

OB Town Council's Holiday Event Schedule

Jingle All the Waves

- ◆ 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



New Veterans Plaza . Ocean Beach Tile Project



FUN EVENT!

All the major organizations in Ocean Beach are helping.

You can help too!

We're looking for gift certificates from local businesses for the silent auction as part of the fundraising efforts for the new Veterans Plaza! Give Tracy Wagner or Denny Knox a call at (619) 224-4906 or email Tracy@OceanBeachSanDiego.com

OR

Purchase tickets for November 19th & enjoy the show!

Join in the fun! Help raise lots of \$\$\$ for the New Veterans Plaza.

OBVeteransPlaza.org



Ocean Beach Tile Project

We are now offering tiles for phase 38 which will be installed this winter.

Tiles make a great holiday gift!

Tile Project Information & Order Form

PROW Permits

PROW Permit Info

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?

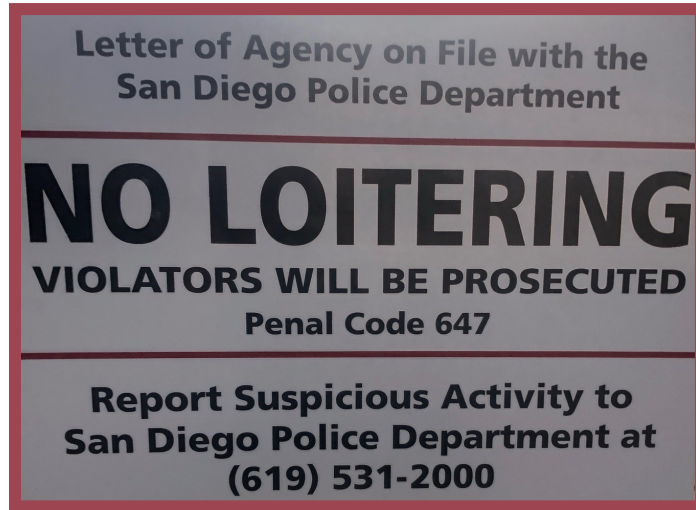
The PROW program is administered by the Ocean Beach MainStreet Association for a modest fee (\$78 per year) and is enforced by the City's Code Compliance Department. An annual permit is issued for display.

Contact 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 LOA](#)

Sidewalk Vending Update

THE CITY TO AMEND THE COASTAL COMMISSION REQUEST FOR REVIEW

San Diego – Councilmember Jennifer Campbell has met with the Coastal Commission to help the Sidewalk Vendor Ordinance move forward so it can be implemented citywide. As a result, the Coastal Commission has asked the City of San Diego to withdraw the pending request for review to avoid confusion on the ordinance’s implementation timeline. By withdrawing the request for review, the ordinance can take effect citywide.

Councilmember Campbell said:

“From the start, I worked closely and negotiated the terms of the Sidewalk Vendor Ordinance with community members, and I met with the Coastal Commission to ensure the ordinance went through the due process. I want to thank the Coastal Commission for helping the Sidewalk Vendor Ordinance move forward so that it can be implemented citywide, including in the beach areas.”

The OBMA has been informed that the ordinance goes to San Diego City Council on November 14th to have the 1st reading of the original ordinance. Then in early December, there will be a second reading. At that point it should become enforceable. Hope springs eternal!



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.

[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 5000 block of Newport Avenue was power-washed in October.

The 4800, 4900 and 5000 block of Newport Avenue will be power-washed on Monday, November 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 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. They will be ready just in the nick of time for the Ocean Beach Town Council Holiday Parade.

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. We’re testing out these new trash cans and looking into other options too.

Committee meetings is the 1st Thursday this 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 Cornell

(619) 224-4906 or

Hel-



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