

# OCEAN BEACH MAINSTREET ASSOCIATION

## SEPTEMBER 2022 NEWSLETTER

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

**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  
& 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

Friday, 9/2/22 at 8:30am

**Promotion Committee Meeting**

Tuesday, 9/6/22 at 8:30am

**Design Committee Meeting**

Wednesday, 9/7/22 at 1:00pm

**Finance Task Force Meeting**

Thursday, 9/8/22 at noon

**OBMA Board of Directors Meeting**

Tuesday, 9/13/22 at 8:30am

**Clean & Safe Committee Meeting**

Wednesday, 9/14/22 at noon

**Economic Vitality 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@OcenaBeachSanDiego.com](mailto:Kristen@OcenaBeachSanDiego.com)*

## BOARD OF DIRECTORS

At the August 11th board meeting the board nominated the sitting members to continue in their positions for another year; Barbara Iacometti continues as President, Mike Akey as 1st VP, CC Summerfield as 2nd VP, Mike Stifano as Treasurer, and Kyle Jaworski as Secretary.

Many thanks to our volunteer board of directors for their hard work.

*Member Resources Blog*

*Reminder OBMA's website has a member resources*

*Sundowners!*

**NEXT SUNDOWNER**

**Thursday, September 22nd  
5:30pm**

...

**4967 Newport Ave**

**Sponsored by the following OBMA members:**

Ocean Beach Business Center

Anamaya Vintage Store

Crest Coffee

OB Mindful Goods

OBMG Art Studio

Ohana On The Go

Seth's Chop Chop

The Healing Collective

The Philosopher's Stone

**FOOD • DRINKS • RAFFLE**

## Around Town

### Ocean Beach Business Center moved to new location!



The Ocean Beach Business Center (OBBC) moved to their new location at 4967 Newport Avenue, Suite 12 (aka the Newport Avenue Mall). OBBC offers the same great services, including but not limited to FedEx Shipping, US Postal Service, Print & Document Services, UPS Authorized Shipper Outlet, Package Drop-Offs, International Shipping, and more.

[Check out their website for contact information and full list of services.](#)

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### Centric 15 Year Anniversary Party



The OBMA team helped Centric (formerly Brown Marketing) celebrate 15 years of helping companies with marketing strategy, media placement, digital marketing & social media, community outreach, event planning, and more. [Learn more about Centric!](#)

Denny Knox, Cheryl Troncellito, Kristen Keltner, Michele Amsterdam & Tracy Wagner

## Around Town

### Krisp Natural Foods & Beverages expands deli and offer smash burgers!



Denny Knox, Tracy Wagner, Christine Bush & Dayna Cornell enjoyed an array of deli sandwiches and smash burgers from Krisp. Checkout their deli sandwiches, smash burgers, and prepared sides such as staples like macaroni and potato salad and kicked up sides featuring ahi poke & octopus ceviche. Stop by 8am to 10pm daily at 4976 Newport Ave.

### Thank you, The Peninsula Alliance for replacing the Dogi Pot covers.



A big thank you to [The Peninsula Alliance](#) for donating new covers to the Dogi Pot dispensers located throughout the MAD.

Fun fact! OBMA refills the Dogi Pot dispensers on an average of every 3 weeks. Thanks for cleaning up after your pups, Ocean Beach.

# OB Oktoberfest



## Friday, October 7th & Saturday, October 8th

### OB Oktoberfest celebrates 20th Anniversary

The OB Oktoberfest is a long standing event in Ocean Beach. Have a favorite memory or throw back picture? We'd love for you to share it with us.

[Oktoberfest Memories & Pictures](#)

### Vendor Booth Applications

Vendor booth applications for Saturday, October 8th at Veterans Plaza are available now through the OBMA.

[Vendor Booth Application](#)

### Band lineup, contests, cornhole tournament schedule, and more!

Checkout the [OBoktoberfest.com](http://OBoktoberfest.com) for all the details.



# OBMA Community Clean Up

**Thank you** to everyone who came out on August 6th from the community, Water's Edge Faith Community, Rest & Relax Real Estate & Service Kings Home Services to help keep the downtown Ocean Beach area clean. It takes a community and we have a great one!



## OBMA COMMUNITY CLEANUP

*Sponsorship Opportunities*

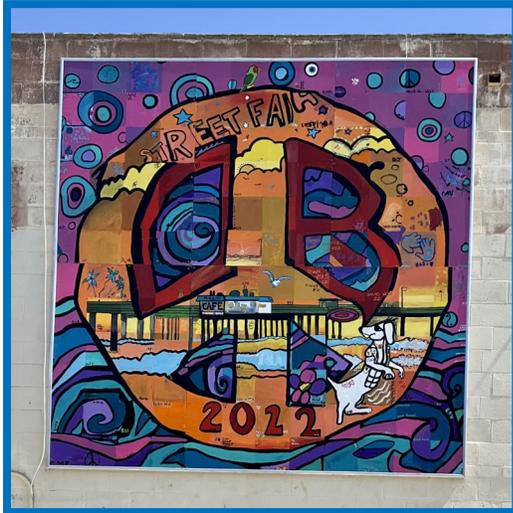
The Ocean Beach MainStreet Association through our Friends of OB program, coordinates a quarterly cleanup with a focus on the business districts including downtown OB, north OB and south OB.

Our next OBMA Community Clean-Up will be in winter. If you're interested in sponsoring a clean-up reach out to [Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com) or call (619) 224-41906

# Ocean Beach Community Mural Project

## “Ocean Blue” and “Peace in OB” Murals

288 people contributed to painting our two murals "Ocean Blue" and "Peace in OB" during the 42nd Annual Street Fair. A huge thank you to Think Blue San Diego and Rubio's for sponsoring the “Ocean Blue” mural. These designs are thanks to Janis Ambrosiani, muralist. Thank you to US Bank & 4967 Newport Ave. for lending your walls to the mural project.



“Peace in OB” mural is located behind 4967 Newport Avenue (aka Newport Avenue Mall) and OBBC’s new location. This mural add some bright fun color to the alley. Check it out next time your cruising around town.



In honor of World Oceans Month, Think Blue San Diego and Rubio's have partnered to sponsor Ocean Beach MainStreet Association's 2022 “Blue Water” community mural. This mural highlights the importance of keeping our oceans clean and protecting wildlife by preventing storm water pollution. [Learn more about Think Blue San Diego.](#)



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



# Friends of OB • Sidewalk Cleaning • Get It Done App



**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**

A light blue rectangular advertisement with a dark blue border. It features several water drop icons at the top and a stylized wave graphic at the bottom. The text is centered and includes the Ocean Beach MainStreet Association logo, the event title "Power-Washing" in a script font, and the event details: "POWER-WASHING", "4900 & 5000 BLOCK NEWPORT AVE", "MONDAY, SEPTEMBER 12TH", and "3AM-6AM". At the bottom, it states "Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association." and provides contact information: "(619) 224-4906 • info@OceanBeachSanDiego.com".

OCEAN BEACH  
MAINSTREET  
ASSOCIATION

*Power-Washing*

**POWER-WASHING**  
4900 & 5000 BLOCK  
NEWPORT AVE

**MONDAY, SEPTEMBER 12TH**  
**3AM-6AM**

Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association.  
(619) 224-4906 • info@OceanBeachSanDiego.com



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.**

# Sidewalk Vending Ordinance • New Veterans Plaza

## Sidewalk Vending Ordinance Update

### Councilmember Campbell's Sidewalk Vendor Ordinance To Move Forward Citywide 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.

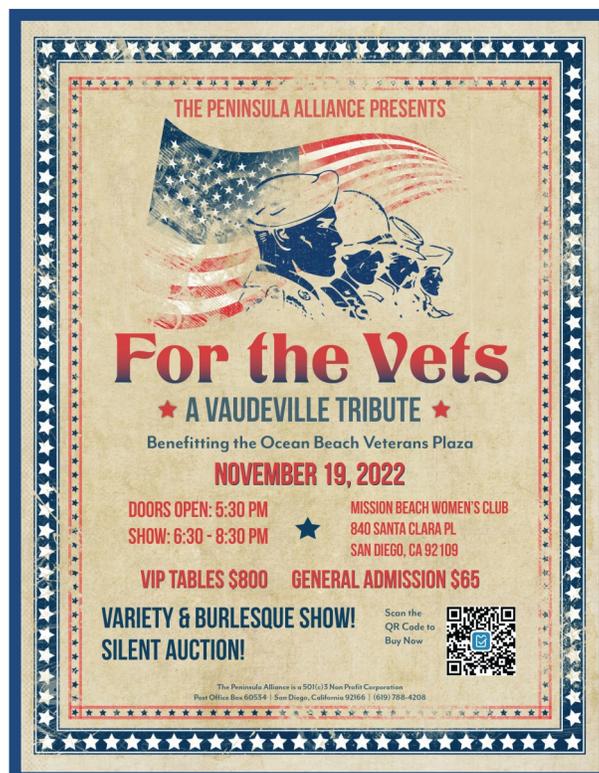
Councilmember Campbell said:

“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.”

## New Veterans Plaza Project

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

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



# Ocean Beach Tile Project • OBTC Pancake Breakfast



## Ocean Beach Tile Project

Phase 36 of the OBMA's Ocean Beach Tile Project was installed in July. Phase 37 will be installed soon.

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

Tiles make a great holiday gift!

[Tile Project Information & Order](#)



**OCEAN BEACH**  
TOWN COUNCIL

*Save the Date*

**Pancake Breakfast**

**OBTownCouncil.org**



The OBTC's Pancake Breakfast

*Saturday, September 17, 2022.*

Visit [OBTownCouncil.org](http://OBTownCouncil.org) for more information.

# 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 block of Newport Avenue was power-washed in August.

The 4900 and 5000 block of Newport Avenue will be power-washed on September 12, 2022 between 3am and 6am.

Committee meetings are the 2nd Tuesday of each month @ 8:30am | Chairperson: Matt Kalla

# OBMA Committee Goals & Updates

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

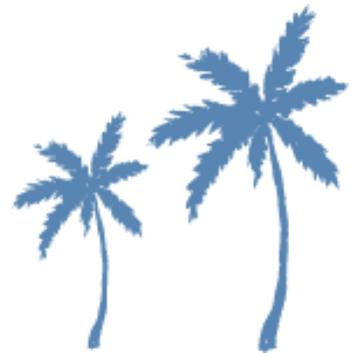


## Design Committee

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.

Committee meetings are 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.

The OBMA team will be sending detailed information in the month of September.

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

# OBMA Committee Goals & Updates

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

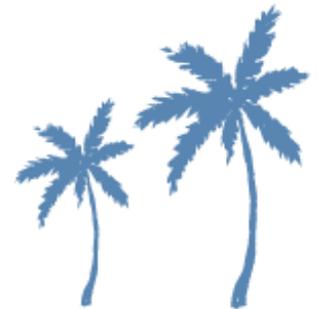


## Promotion Committee

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.

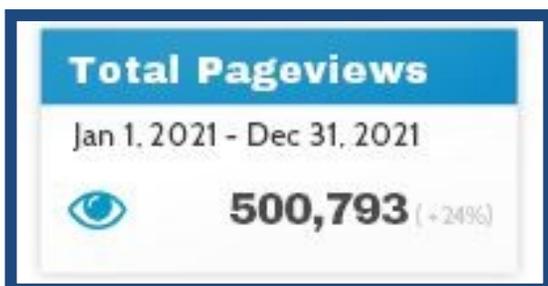
### Goals & Projects

- 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



## OBMA Website Stats

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