

# Ocean Beach MainStreet Association

## JULY 2022 NEWSLETTER



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Ocean Beach MainStreet Association  
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# 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

Tricia Sommerville, Farmers Market Coordinator

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

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

Promotion Committee Meeting  
*No Meeting in July*

Design Committee Meeting  
*No Meeting in July*

Tuesday, 7/12/22 at 8:30am  
Clean & Safe Committee Meeting  
*Zoom*

Wednesday, 7/13/22 at noon  
Economic Vitality Meeting  
*Zoom*

Wednesday, 7/13/22 at 1:00pm  
Finance Task Force Meeting  
*Zoom*

Thursday, 7/14/22 at noon  
OBMA Board of Directors Meeting  
*OBMA Office or Zoom*

*If you would like to attend a meeting,  
please contact Kristen Keltner at*

## Member Resources Blog

*Reminder OBMA's website has a member resource blog.*

### OBMA members cast your vote for the OBMA Board of Directors.

You may vote online [by clicking here](#) or a ballot will be arriving in the mail in early July 2022.

Only 1 ballot per OBMA BID MEMBER or ASSO-CAIATE MEMBER. You must be in good standing.

We've extended the deadline. All ballots must be received by noon on Tuesday, July 12, 2022

## Welcome New Members

### Chula Seafood

4904 N. Harbor Drive #101 • San Diego, CA 92107

(619) 820-0455 • ChulaSeafood.com



# 42nd Annual Street Fair & Chili Cook-Off Recap

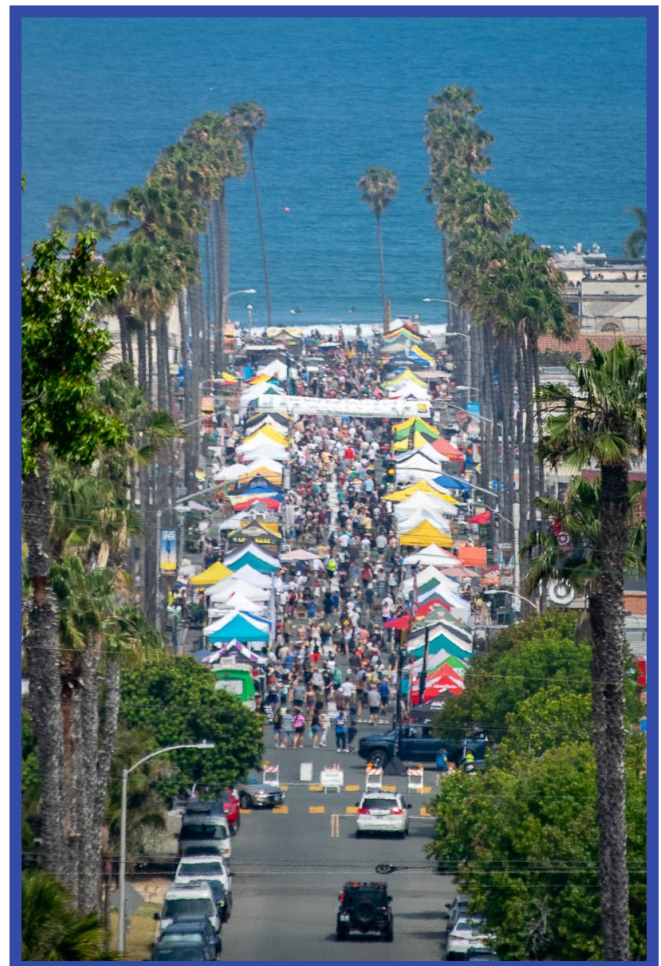
The Ocean Beach MainStreet was thrilled to see the community and visitors alike, fill downtown Ocean Beach for the return of the Annual OB Street & Chili Cook after a two-year hiatus due to the pandemic. It was great to see families enjoying the Seaside Family Fun Zone in its new location in Saratoga Park, the beer garden, live stages of continuous live music and the crowds cheering on the Hodad's and Dirty Bird's eating contest contestants.

The Chili Cook-Off was a huge success and raised funds for the Friends of OB program which supports keeping Ocean Beach clean, safe, and beautiful.

288 people contributed to painting our two murals "Ocean Blue" and "Peace in OB". A huge thank you to Think Blue and Rubio's for sponsoring the "Ocean Blue" mural. This bright ocean themed mural will be proudly displayed in Ocean Beach as part of the OBMA's ongoing community mural project. Look for the murals to go up around town soon.



*Photos courtesy of Josh Utley*



[More photos at OceanBeachSanDiego.com](https://www.OceanBeachSanDiego.com)



# 2022 Chili Cook-Off Winners

## Thank you to all our Chili Cook-Off participants!

The chili cook-off was a huge success and sold out!

80 gallons of chili was consumed by chili cook-off tasters. 18 teams made 10 gallons of chili each.



Photos courtesy of Josh Utley

## Chili Cook-Off Winners & Awards

### AMATEUR DIVISION

#### Judge's Awards

1st Place: Tom Wilber with "The Devil's Ice Cream"

2nd Place: Anthony To "Taste Buds"

#### People's Choice Awards

1st Place: Emmanuel Solis

2nd Place: Sergio Pelayo "Tomasello & Sons"

3rd Place: Bill DeWitt "California Wild Ales"



### RESTAURANT DIVISION

#### Judge's Awards

1st Place: OB Surf Lodge

2nd Place: Krisp

#### People's Choice Awards

1st Place: La Dona



### Amateur or Restaurant Division

#### HOTTEST CHILI

The Holding Company

#### BEST COSTUMES, BOOTH & DECORATIONS

Emmanuel Solis sponsored by Krisp

[View Chili Cook-Off Participants & Photos](#)

## Thank you to our Chili Cook-Off Sponsors!



ERIK PETERSEN  
FINANCE of AMERICA  
- MORTGAGE -



# 2022 Main Stage & Beer Garden



Photos courtesy of Josh Utley

Thank you to Teddy Wigler and Michael Head for booking the bands.



Anthony “Dinky” Vasquez won the **Dirty Birds’ Wing Eating Contest.**

**Most wings eaten:**

Dinky Vasquez (30)

Runner up: Shayne Johnson (26)

3<sup>rd</sup>: Raul Harrison and Casey Evans (20 each)

**Most Money Raised**

1. Michael Feldman (Dirty Birds)
2. Tony Cohen (OBTC)
3. Shannon Duncan (OB Woman’s Club)



Photos courtesy of Shawnn Silverman

A huge thank you to everyone who supported the Wing Eating Contest and Shawnn Silverman for coordinating. **Estimated money raised for the Friends of OB program by the Dirty Birds Wing Eating Contest is \$8632!**

# Seaside Family Fun Zone

The Seaside Family Fun Zone sponsored by Newbreak Church and supported by The Rad Hatter, Rock & Roll San Diego and Paper Moon Music.

Children of all ages and families enjoyed the park and ocean view.



*Photos courtesy of Josh Utley*

**Thank you to our Seaside Family Fun Zone Sponsor!**



**NEWBREAK**  
CHURCH



# Thank you to all our Street Fair Sponsors!

A huge thank you to our 42nd Annual Ocean Beach Street Fair & Chili Cook-Off Sponsors.  
Our community really appreciates your support!

GALLAGHER | BOLANDER | SMEDLEY | LLP



**NEWBREAKCHURCH**





# OBMA Community Clean-Up

## OBMA Community Clean-Up

Sponsored by



**Saturday, August 6th • 8am to 10am**

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



# Temporary Outdoor Business Operation permits expire!



**July 13, 2022 – When the Temporary Outdoor Business Operations permits expire!**

Please make sure you are in compliance. Recently, we talked with Chris Larson from DSD about the TOBO permits (Temporary Outdoor Business Operations.) He told us that all TOBO Permits expire on July 13, 2022. Business owners must meet all applicable requirements under Spaces as Places for outdoor business operations past this date.

Please review the information on the City's site: <https://www.sandiego.gov/development-services/permits/spaces-as-places> You also can go through the design manual which can be found here: <https://www.sandiego.gov/sites/default/files/spaces-as-places-design-manual.pdf>

[Spaces as Places](#)  
[City of San Diego Website](#)

# Sidewalk Vending Ordinance Update



## SIDEWALK VENDING ORDINANCE UPDATES

We wanted to give you an update on what is happening with the Sidewalk Vending Ordinance. It has gone into effect but only some of the ordinance will be in effect in the coastal regions (which Ocean Beach is within). In a recent development, the Mission Beach Town Council filed a formal complaint to the enforcement division of the Coastal Commission this past Monday. In it they asked for the Coastal Commission to issue a cease and desist order to the city to stop retail activity in Mission Beach Park based on the SDMC 63.50 and the Mission Beach Precise Plan. They asked for a response by Friday. If they do not get any response, on Tuesday they will send the complaint to the full commission and make public comment at the July 13th Coastal Commission scheduled meeting. Their complaint only affects Mission Beach Park as it is based on the Mission Bay Park Plan.

### **The MBTC did issue the following information:**

**“About the new ordinance** being reviewed by the Coastal Commission, Alex Linares of the CC said in an email they would not start reviewing the new ordinance until sometime in the fall. So the below information is probably all of our communities best weapon to push the city with for now.

**Of importance to all of our communities,** I received a copy of an email from a community member who was forwarded it by Venus Molina. The email was from Deputy City Attorney Ken So to Venus Molina. The sections of new ordinance pertaining to vendor goods and equipment being left unattended have not been sent to Coastal for review therefore are enforceable now.

While this won't remove vendors from our communities, if it is enforced it will make it more difficult for them to operate and give families a fighting chance to set up close to the beach where they have been pushed out by vendors.

Remember the ordinance can only be enforced by code enforcement or park rangers. We have sent an email blast and made a post on Nextdoor encouraging our community to file GetItDone reports under Illegal Dumping and to contact the Development Services Division of the city who code enforcement falls under as well the Park Rangers office to put pressure on the city to enforce this part of the ordinance.”

We agree that “it will take a lot of squeaky wheels to get the city moving on enforcement and keep enforcing it as we wait on the Coastal Commission.” Below we’ve put some info on where community members can complain about the city not enforcing vendor equipment being left unattended. Please reach out if you have any questions.

# Sidewalk Vending Ordinance Update cont. page 2

According to Larry Webb, President MBTC, “much of the media wants to make this about the "disadvantaged" vendors etc... Instead of what it's really about, the city not enforcing the code.” In any comments you may make to the media or the public or Nextdoor etc... Please be sure to include that our beef isn't with individual vendors, it's with the city for not protecting public access to our beaches and parks.

## **INFO FOR REPORTING VENDOR EQUIPMENT LEFT UNATTENDED**

File a GetItDone complaint under the category of Illegal Dumping every day.

**Report Category:** ESD Complaint/Report

- **Report Type:** Illegal Dumping
- **Description:** Violation of sdmc 36.0105(k) and 36.0105(u) vendors canopies left unattended
- **Location:** 3084–3096 Ocean Front Walk (where in your community) past pictures if possible

## **We encourage you all to contact our elected officials and their staff:**

Jen Campbell's office - Venus Molina [yvmolina@sandiego.gov](mailto:yvmolina@sandiego.gov)

Mayor's office Khota Zaiser [zaiserk@sandiego.gov](mailto:zaiserk@sandiego.gov)

Deputy City Attorney Ken So [Kso@sandiego.gov](mailto:Kso@sandiego.gov) and press for enforcement.

Let's keep their in-boxes full and let them know that we aren't going away.

You can also call code enforcement at 619-236-5500, they don't answer the phone but leave a message stating you are reporting a code violation using the info above.

Also call the Park Ranger's office at 858-581-9982 and repeat the above.

Their email address is [askparks@sandiego.gov](mailto:askparks@sandiego.gov)

Contact [askparks@sandiego.gov](mailto:askparks@sandiego.gov)



# New Ocean Beach Veterans Plaza



# Friends of Ocean Beach



**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](#)

# Lighthouse House Ice Celebrates 25 Years!



**Congratulations!**

Lighthouse Ice Cream celebrates 25 years of serving up delicious ice cream and yogurt in Ocean Beach.

[View Menu Here!](#)

# 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 2022 (July 2021—June 2022)**



## Design Committee

- New trash cans in the MAD
- Purchase new garland and bows for the holidays—completed
- Put up holiday decorations in November, take them down in January - completed
- Design and install new banners in January 2022— completed
- Complete phase 36 and 37 of tile project
- Maintain market lights along Newport Avenue —completed
- 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
- American Express's Shop Small—completed
- Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet —completed
- Redesign Online Member Directory
- Dog Beach Puzzle – design and market —completed
- Holiday Ornament – design and market —completed
- OB Holiday Gift Guide with the Beacon —completed
- Design new Farmers Market Logo-completed
- Street Fair Logo 2022 —completed

## Economic Vitality Committee

- Update the Online Business Directory is an ongoing project
- Find a resolution for closing the public parking lots in Ocean Beach
- Send out survey in Jan. 2022 to our membership regarding their outlook for the New Year, and what they would like OBMA to focus on in 2022-completed

## Clean & Safe Committee

- Create an Ocean Beach MainStreet Association Ambassador program
- Support local graffiti task force efforts throughout Ocean Beach —completed
- Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma