

OCEAN BEACH MAINSTREET ASSOCIATION JUNE 2022 NEWSLETTER



Saturday, June 25 • 10am—4pm

Board of Directors & OBMA Team	2
OBMA Meeting Schedule	3
Message from LPL Financial	3
May Sundowner	4
OB Farmers Market	5
Member News & New Members	6
Street Fair & Chili Cook-Off	7-9
TOBO Permit Update	10
Welcome Miki Holmes	10
Sidewalk Vending Ordinance	11
Veterans Plaza Project	11
APA Tours Ocean Beach	11
Friends of OB	12
OB Fireworks & Pier Update	13
OBMA BOD Intent to Run	13
OBMA Committee Goals & Updates	14

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

Tricia Sommerville, Farmers Market Coordinator

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

Friday, 6/3/22 at 8:30am

Promotion Committee Meeting
Zoom

Tuesday, 6/7/22 at 8:30am

Design Committee Meeting
Zoom

NO Meeting in June

Clean & Safe Committee Meeting

Wednesday, 6/8/22 at noon

Economic Vitality Meeting
Zoom

Wednesday, 6/8/22 at 1:00pm

Finance Task Force Meeting
Zoom

Thursday, 6/9/22 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@OceanBeachSanDiego.com.*

Member Resources Blog

Reminder OBMA's website has a member resource blog.

San Diego SBA Announces Local Small Business Week Award Recipients

SAN DIEGO – The SBA San Diego District Office is proud to announce its 2022 Small Business Week Award winners:

Family-Owned Small Business of the Year

Randy Bates, CEO; Sarah Reyes, CFO; Jean Bates, Secretary; and Christopher Bates, President

NatureScape Services, Inc. (San Diego, CA)

Nominator: North San Diego Small Business Development Center.

Congratulations to Randy Bates, Sarah Reyes, Jean Bates, and Christopher Bates from the Ocean Beach MainStreet Association. We're so happy we hired Naturescape and we are proud of their accomplishments.

A message from LPL Financial

Business Owners,

As of June 30th, 2022 all businesses within the state of California with 5 or more employees are required to provide a retirement plan to their employees. There are several options worth considering; 401(k), SIMPLE IRA, SEP IRA, or CalSavers. There are significant differences between each plan. Penalties for non-compliance are up to \$750 per eligible employee.

Securities and advisory services offered through LPL Financial, a registered investment advisor.
Member FINRA/SIPC

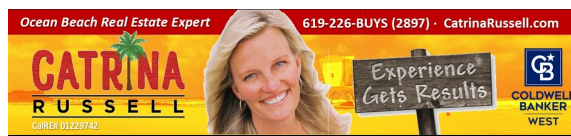
Ben Mallinger
Financial Advisor
LPL Financial
619-741-4200
ben.mallinger@lpl.com

May Sundowner

The May Sundowner at Dirty Birds was a blast.

Thank you to our four sponsors for making this event possible and so much fun.

If you're an OBMA member and haven't experienced a Sundowner event, we encourage you join us in September for our next event. It provides a chance for business owners & managers to network and meet fellow business owners.



The next Sundowner is scheduled for September 22, 2022.

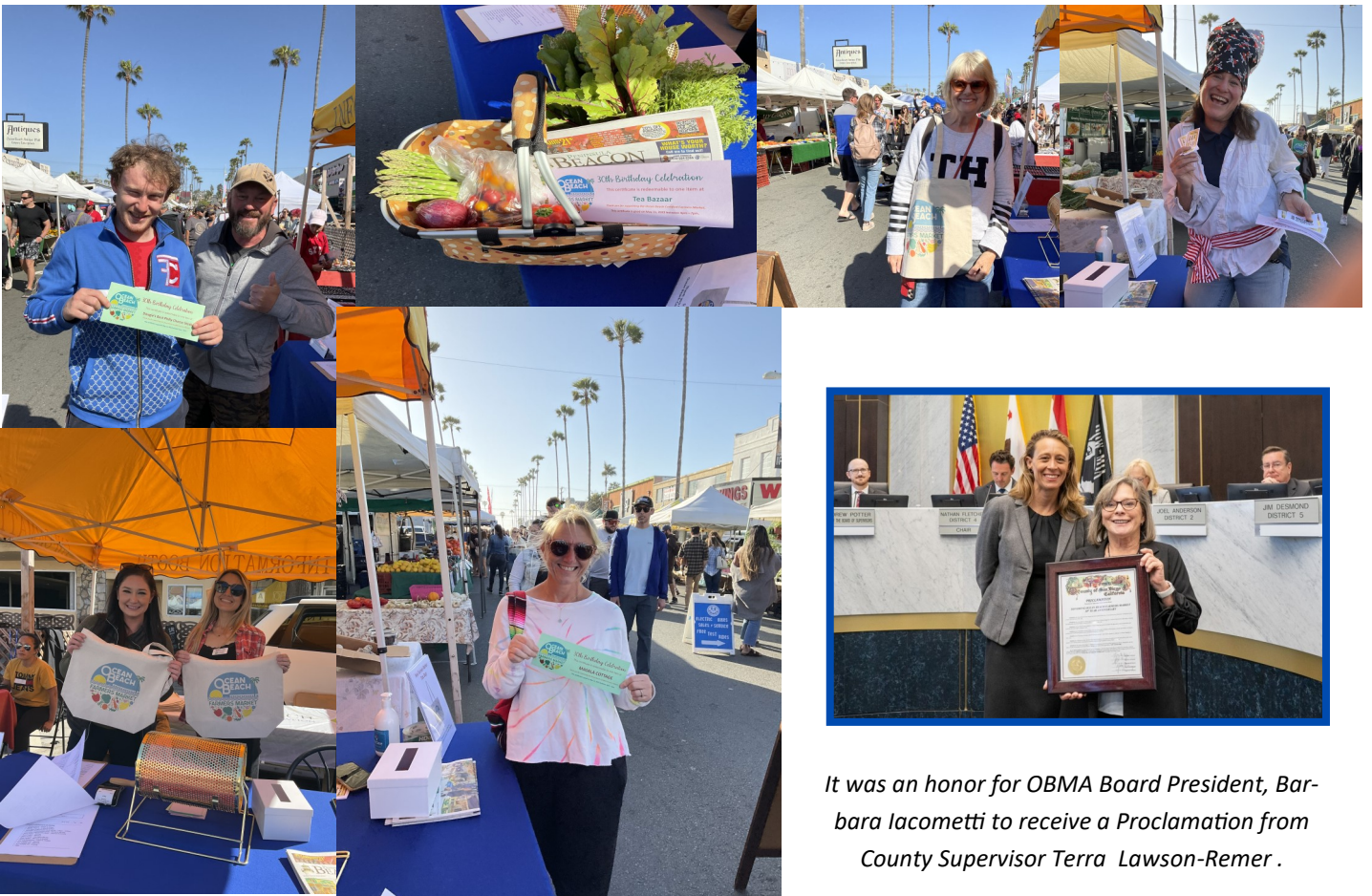
OB Certified Farmers Market



The Ocean Beach Certified Farmers Market celebrated its 30th Birthday on May 11, 2022.

The Ocean Beach MainStreet Association held the an opportunity raffle to celebrate the Farmers Market's 30th Birthday.

50 lucky winners enjoyed a free item from one of our amazing vendors! So fun!



It was an honor for OBMA Board President, Barbara Iacometti to receive a Proclamation from County Supervisor Terra Lawson-Remer .



Wednesdays 4pm to 8pm • 4900 Block Newport Ave.

Member News & New Members

Congratulations!



California Wild Ales celebrated their 1st Anniversary!

4896 Newport Ave
californiawildales.com



Mad Munch celebrated their 3rd Anniversary!

4871-B Newport Ave
madmunchcheezers.com

Welcome New Members

Birdsill Law—Bankruptcy & Tax

(619) 860-0680

SDBankruptcylaw.com

Attorney • Bankruptcy Law • Tax Services

The Template

(619) 939-5683

OBTemplate.com

Event Venue • Café • Art Gallery

eMpulse

(443) 472-2362

Empluseline.com

Accessories • Clothing Retail • Fashion

Pioneer Learning Center

(619) 780-8215

Pioneerprograms.org/plc

Event Venue • Café • Art Gallery

42nd Annual Street Fair & Chili Cook-Off



**Saturday, June 25, 2022
10am to 8pm**

Get ready for the most exciting event of summer in Ocean Beach!

Take advantage of a great opportunity to get out in front of 50,000 plus potential customers by reserving your booth for the 2022 Street Fair.

This year's event will feature hundreds of vendors, 3 stages with continuous music, the famous Hodads hamburger eating contest, Dirty Birds wing eating contest, a beer garden, the seaside family fun zone at Saratoga Park and much more.

OBMA members receive 20% off vendor booth space.

Reserve your booth space by reaching out to Tracy Wagner

Deadline to apply is June 8th by noon.

Tracy@OceanBeachSanDiego.com • (619) 224-4906

Sponsorship Opportunities

A few sponsorship opportunities are still available!

Kristen@OceanBeachSanDiego.com • (619) 224-4906

Street Fair & Chili Cook-Off Info.



Chili Cook-Off Contestants Sign Up Now



Chili Cook-Off Contestants



Seeking Amateur & Restaurants to compete in this summertime tradition!
Compete for bragging rights for the hottest chili and best costumes,
booth and decorations!

Applications Now Open!

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



FINANCE of AMERICA
- MORTGAGE -



REST & RELAX
REAL ESTATE



Service Kings
Home Services



Commission for
Arts and Culture



THE PENINSULA
BEACON

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>

If you haven't already applied for the Spaces as Places permit, please start now. They have a checklist for you to follow. You should have received a 45 day notice to remove your outdoor temporary operation from the City if you have an existing TOBO permit. It is our understanding that the Property Owner will be the one who signs any permits for Streetaries. This will be recorded on the Title of the property.

As a special note, you all are probably familiar with the coastal zones. In Ocean Beach, Sunset Cliffs Blvd. to the west (ocean) is the area designated as the coastal zone. The Coastal Commission has not yet made a decision on whether they will allow Spaces as Places permits in the Coastal Zone.

Outdoor Dining on private property like a parking lot will need to get a building permit from DSD. This can be a lengthy process. Again, the Coastal Commission may have to rule on this allowance to remove existing parking on private property within the coastal zone.

If you are planning on keeping your outdoor space, please make sure you go to the City's website and do your research to make sure you will be in compliance. We found that Chris Larson was very helpful and his email is clarson@sandiego.gov should you have any further questions.

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

Welcome to Miki Holmes

Welcome to Miki Holmes, our District Representative from Assemblymember Chris Ward's office. Miki attends our Board of Directors meetings each month. We understand that Assemblymember Ward will be one of the judges for the June 25th Chili Cook-off! We always appreciate sharing information about our community with our elected officials.

Sidewalk Vending Ordinance

Sidewalk Vending Ordinance

The new ordinance passed through the second reading at San Diego City Council Meeting and was signed by the Mayor on Thursday May 19th. The City will be educating and enforcing the new regulations no later than June 19th. As we found out, some of the provisions must receive additional approval at the Coastal Commission which we hope will be completed in the next couple of months. In the meantime, many parts of the ordinance will be enforced beginning in mid-June.

Many thanks to all of you who helped get this vending ordinance to the City Council by speaking at committee and council meetings and by writing emails and sending photos to our councilperson. We have been working on this issue since June of 2019 so it has taken a very long time to even get to this point. Our City Councilperson, Jen Campbell and her Chief of Staff, Venus Molina brought this ordinance to City Council and we want to thank them for hanging in there and seeing it through to this point.

New Ocean Beach Veterans Plaza



American Planning Association tours Ocean Beach



Juli Hinds led a tour of Urban Planners through Ocean Beach in early May.

Denny Knox speaks to the [American Planning Association](https://www.americanplanning.org/) who thought Ocean Beach was a very cool town.

Friends of OB



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.

Goals of Friends of OB

- ◆ Additional Sidewalk Power Washing each month—in process
- ◆ Replace Trash Receptacles on Newport Avenue
- ◆ 2022 Banners in the Newport & Sunset Cliffs Banner Districts—completed

DONATE TODAY

The Clean & Safe Committee has new goals for FY22!

- ◆ 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.

Ocean Beach Fireworks & Pier Update

Ocean Beach Fireworks won't be happening this year but the pier will be open!

Normally we would be picking out the type of fireworks we are going to have this July 4th but we are sorry to say we won't be hosting the fireworks again this year. We need at least 6-9 months to raise money, get permits and sign contracts with the fireworks company. With all the uncertainty regarding the pier, we won't have enough time. The pier was very recently reopened but there are still structural weaknesses from old age. We need to access the pier with trucks loaded with fireworks and that just isn't prudent or allowed at this point in time.

Many thanks to the City and the Mayor's office for pushing to get the sewer line fixed on the pier and reopen it for summer. The Mayor also announced the beginning of City's effort to redesign the pier with a long term goal of replacing the pier with one that can last 75-100 years. More to come on this!

Intent to run for OBMA Board of Directors Form

It's Election Time Again at the OBMA

Intent to Run for OBMA Board of Directors Forms are available if you would like to consider running for a Board position at the Ocean Beach MainStreet Association.

The requirements necessary to run for the Board of Directors are as follows:

1. Must be a member in good standing of Ocean Beach MainStreet Association,
2. Must have served on one of OBMA's committees for at least one year.

Will have the time to devote to monthly board meetings, committees, and special events.

Intent to Run forms are due in the OBMA office no later than noon on June 7, 2022. Forms are available [online under Board of Directors on our website](#), or can be picked up from the OBMA office.

Election ballots go out on June 28, 2022, and must be returned to our office no later than 5pm on July 12, 2022. Office address: 1868 Bacon Street, Suite A, San Diego, CA 92107.

Ocean Beach MainStreet Association

1868 Bacon Street, Suite A • San Diego, CA 92107

(619) 224-4906 | Info@OceanBEachSanDiego.com

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 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 Avenue and Voltaire Street-completed