

OCEAN BEACH MAINSTREET ASSOCIATION MAY 2022 NEWSLETTER



Saturday, June 25 • 10am—4pm

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Enjoy

Mother Day on Sunday, May 8th | Memorial Day on May 30th

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 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 Blk Newport
4pm - 8pm



BID ALLIANCE



MAIN STREET
AMERICA



Friends of OB

Board & Committee Meeting Schedule

OBMA COMMITTEE & BOARD MEETING SCHEDULE

Tuesday, 5/3/22 at 8:30am
Design Committee Meeting
Zoom

Friday, 5/6/22 at 8:30am
Promotion Committee Meeting
Zoom

Tuesday, 5/10/22 at 8:30am
Clean & Safe Committee Meeting
Zoom

Wednesday, 5/11/22 at noon
MAD Annual Meeting
No Economic Vitality Meeting
Zoom

No meeting this month
Finance Task Force Meeting
Zoom

Thursday, 5/12/22 at noon
OBMA Board of Directors Meeting
OBMA Office or Zoom

**MAD Meeting
May 11th at noon**

**The Annual Maintenance Assessment District
meeting will be
Wednesday, May 11th at noon.**

Join us via zoom or at the OBMA office.

Zoom

<https://us02web.zoom.us/j/9355888147>

Meeting ID: 935 588 8147

Passcode: OBMA2022

OBMA Office

1868 Bacon Street
Suite A



If you would like to attend a meeting, please contact Kristen Keltner at Kristen@OceanBeachSanDiego.com.

May Sundowner Event

Join us for OBMA's May Sundowner

Thursday, May 26th at 5:30pm at Dirty Birds



Dirty Birds Ocean Beach

1929 Cable Street • www.dirtybirdsbarandgrill.com

OBMA Members

California Wild Ales

May the Fourth Be With You!

California Wild Ales will be celebrating all things Star Wars at our Ocean Beach location on both May the Fourth (5/4) and The Revenge of the Sixth (5/6).



The Template

Improv at The Template

A colorful poster for an improv event. The top left says "OCEAN BEACH IMPROV presents" with a parrot and swan illustration. Below that is a large red mouth with teeth and the text "IMPROV AT THE TEMPLATE". The bottom left shows a small photo of the venue and the text "The Template 5032 Niagara Ave Ocean Beach, 92107 Near the OB Pier". The top right says "featuring..." and lists "Basic Catches" (with a coffee cup icon), "DungAroos" (with a yellow character icon), and "existential crisis really deep improv" (with a sad face emoji icon). The bottom right says "FRIDAY • 5/13 7-9PM • \$15".

Welcome New OBMA Members

Emma Grey Rose

EmmaGreyRose.com

Art • Writing

OB Mindful Goods

4967 Newport Avenue, Suite #4

Arts • Art Lessons • Crafts

Member Resources Blog

Reminder OBMA's website has a member resource blog.

Congratulations!



HAPPY 10TH BIRTHDAY

RAGLAN PUBLIC HOUSE

CELEBRATED THEIR BIRTHDAY

ON

APRIL 21, 2022



April Sundowner

Thank you for hosting!



TECOLOTE CANYON
"Music that inspired a generation..."



Thank you OB Brewery for the delicious food.

Hummus, wings and tacos were the perfect spring time spread.



Thank you Tecolote Canyon band for the fun throwback tunes!

More photos will be available online soon.

The next Sundowner will be Thursday, May 26th at Dirty Birds.

OB Certified Farmers Market



*Check out the new Farmers Market logo designed
by AJ Knox.*

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

The Ocean Beach MainStreet Association will celebrate with our new Farmers Market logo,
Farmers Market Canvas Tote Bags,
a raffle and more on May 11, 2022 from 4pm to 8pm.

OBMA Members

Do you have branded bags, swag or information you would like the OBMA to distribute for
your business at the Information Booth.

Contact us

Hello@OceanBeachSanDiego.com
(619) 224-4906

New Farmers Market Tote Bag for sale now!

\$16.00 + Tax



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

Farmers Market Peninsula Beacon Special Edition

FARMER'S MARKET 30TH ANNIVERSARY CELEBRATION!



Dont miss this opportunity to be a part of Ocean Beach History!

The Peninsula Beacon, in cooperation with Ocean Beach MainStreet Association and Ocean Beach Historical Society is excited to present a special edition celebrating the 30th Anniversary of Ocean Beach Farmer's Market. This special souvenir edition will publish in the May 6th edition of the Beacon. Additional copies will also be printed to help commemorate the anniversary.

PUBLISHES: May 6th, 2022

DEADLINE: May 3rd, 2022

Please reserve your space as soon as possible!



Farmers Market Anniversary Edition Advertising Rates

1 Run (Anniversary Edition)

(Special OBMA Rate)

Full (10.5" x 15.25")	\$1,258	
1/2 (10.5" x 7.375")	\$697	Add \$150 for Color
3/10 (4.25" x 7.375")	\$468	
1/5 (4.125" x 7.375")	\$374	
3/20 (4.125" x 5.5" or 6.25" x 3.625")	\$315	
1/10 (4.125" x 3.625")	\$230	Add \$75 for Color
1/20 (4.125" x 1.75")	\$123	

Ask about discounted rates for ad agreements

Call Mike Fahey (858) 270-3103 x117 (858) 337-8546 (cell)
or email mikefahey@sdnews.com to reserve your ad space today!



OB Farmers Market Anniversary Flyer 2k22

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

Sponsorship Opportunities

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!

OBMA Member Survey

OBMA Member Survey

Hello OBMA member!

We are excited to be looking to a future in which our business community is growing and flourishing and want to understand how we can best provide service to you and your business in 2022. Please complete the following survey to have your voice heard and help us better understand your challenges and opportunities for the future.

We would love to hear from you!

[Click here to take the survey](#)

Intent to run for OBMA Board of Directors Form

Intent to run for OBMA Board of Directors Form

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:

- Must be a member in good standing of Ocean Beach MainStreet Association
- 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.

Sidewalk Vending Ordinance



UPDATE

We wish we had more information for you. We are waiting to receive a list of rules on the new Sidewalk Vending Ordinance that will be enforced by June 17, 2022 while we also wait to have the Coastal Commission review specific sections of the ordinance and make recommendations.

Storefront Improvement Program



**Great news that the
Storefront Improvement Program (SIP)
is now accepting applications!**

Direct link to the [application](#)

Economic Development

Storefront Improvement Program

Backlit Metal Signage - Logo Design Pending

Wood Cladding

Wood Clad "L" Configuration Shade Structure At Outdoor Dining - Horizontal Wood Lattice With Optional Vines Installed Between Wood "L"s

New Exterior Wall Scones

Painted Logo Signage

Drought Tolerant Landscaping Along Sidewalk

Developing Your Business

- [Start, Expand & Finance Your Business Home](#)
- [Small Business Advisory Board](#)
- [Storefront Improvement Program](#)
- [Financing Your Business](#)
- [Seeking to Do Business With the City](#)

Contact Information

Economic Development
619-236-6700
sdbusiness@sandiego.gov

[Storefront Improvement Program](#)

[City of San Diego Website](#)

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.

New Veterans Plaza Project



**HELP
SUPPORT**
Ocean Beach
Veterans Plaza

LEARN MORE AT
OBVETERANSPLAZA.ORG

The Peninsula Alliance
OCEAN BEACH PLANNING BOARD

New Merchandise



OB 92107
Double Insulated Tumbler
\$16.95 + Tax



Dog Beach Sticker
New Dog Beach Logo
\$4.50 + Tax

Street Fair & Chili Cook-Off

T-Shirts
Coming Soon



A message from Edward Jones

Edward Jones

> edwardjones.com | Member SIPC

State-run retirement savings programs: CalSavers

To address concerns about the millions of Americans who don't have access to a retirement plan through their workplaces, certain state governments have developed state-run retirement savings programs designed to give employees in their state a way to save for retirement.

CalSavers is California's retirement savings program mandated for employers who have five or more employees and don't offer an employer-sponsored retirement plan. Eligible employers are required to register by the following deadlines or they may be subject to state-imposed penalties:

- More than 100 employees - Sept. 30, 2020
- More than 50 employees - June 30, 2021
- Five or more employees - June 30, 2022

You have choices

While the state-run retirement program is an option, you do have other choices. A conversation with your Edward Jones financial advisor might lead to a better option—a workplace retirement plan that benefits you and your employees.

This chart illustrates features of California's mandated program along with a couple of alternative workplace retirement plans available to you.

Feature	CalSavers	SIMPLE IRA	401(k)
Automatic enrollment	Mandatory	Optional	Optional
Deferral types	Roth	Pre-tax	Pre-tax and Roth
Deferral limit ¹	\$6,000	\$14,000	\$20,500
Catch-up (age 50+) deferral limit ¹	\$1,000	\$3,000	\$6,500
Employer contribution	Not available	Mandatory - 2 options	Multiple options
Vesting schedule	Immediately vested	Immediately vested	Multiple options
Investment choices	State-selected	Participant-selected	Employer-selected
Start-up plan tax credit	Not available	Available	Available
Financial advisor support	No	Yes	Yes

Your local Edward Jones Financial Advisor

Joshua Lightcap

5083 Santa Monica Ave, Suite A • (619) 223-8357

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

Economic Vitality Committee

- Update the Online Business Directory
- 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

Clean & Safe Committee

- 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.