

Hello.  
Spring

# OCEAN BEACH MAINSTREET ASSOCIATION

## APRIL 2023 NEWSLETTER



*Exciting OB Pier Info.*  
See page 10

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# 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 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



Every Wednesday • 4 PM to 8 PM  
4900 Block Newport Avenue



# OBMA Meeting Schedule & Member News

## OBMA MEETING SCHEDULE

*Hybrid meetings are available at the OBMA office or zoom unless otherwise noted.*

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Tuesday, 4/4/2023 at 9:00am

**Design Committee Meeting**

Friday, 4/7/2023 at 9:00am

**Promotion Committee Meeting**

Tuesday, 4/11/2023 at noon

**Clean & Safe Committee Meeting**

Wednesday, 4/12/2023 at noon

**Economic Vitality Meeting**

Wednesday, 4/12/2023 at 1:00pm

**Finance Task Force Meeting**

Thursday, 4/13/2023 at noon

**OBMA Board of Directors Meeting**

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**OB Street Fair & Chili Cook-Off  
Committee Meeting**

**Monday, April 10th 2023 @ 6:00pm**

*Join us at the OBMA office or via zoom.*



*See this year's logo on page 5!*

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## April Sundowner

Join us on Thursday, April 27, 2023

5:30 pm



# New Members

## Burger Mate

(619) 693-4066

BurgerMate.net

Eats & Drinks

Specialty Services



## Call Glenn Again Handyman Services

(619) 786-5662

CallGlennAgain.com

Handyman & Remodeling

## The Paint Genie

(619) 672-8031

@ThePaintGenie

Auto, Motorcycles & Boat Painting

Arts, Culture & Entertainment

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# Happy Easter

Sunday, April 9th

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## Let's be social

- **Facebook:** @OBMA92107
- **Instagram:** @OceanBeachCA
- **Twitter:** @OceanBeachCA
- **YouTube:** @SanDiegoOceanBeach



# CEAN BEACH

## COMMUNITY CLEAN UP & COLLABORATIVE BREW

April 22nd @ 10 AM



Clean Up Details  
[Sign Up to Volunteer!](#)

# Ocean Beach Street Fair & Chili Cook-Off



**Saturday, June 24, 2023**  
**10am to 8pm**

**OBMA Members**

**Reserve your booth space!**

If you are interested in a booth, contact Tracy Wagner [Tracy@oceanbeachsandiego.com](mailto:Tracy@oceanbeachsandiego.com). The earlier you reserve the better able we are to accommodate placement requests.

Don't wait!

Reserve your space.

Call us today at (619) 224-4906.

## Sponsorship Opportunities

We have Sponsorship opportunities available. Please reach out to Kristen Keltner at [Kristen@oceanbeachsandiego.com](mailto:Kristen@oceanbeachsandiego.com) if you are interested in sponsoring an area of the fair.

**A huge thank you to our returning sponsors!**

Catrina Russell • Gallagher, Bolander, Smedley, LLP • Newbreak Church • Think Blue

**Thank you new sponsors!**

Krisp Natural Food & Beverages • Submerge Church

## Seeking the Face Painters & Caricaturists Seaside Family Fun Zone

We're looking for Face Painters and Caricaturists to enhance the family fun zone.

If you know a talented artist, please have them contact the OBMA.



# St. Paddy's O'Beach Party



We heard from a lot of our merchants that St. Patrick's Day weekend was busy. There certainly were a lot of people out and about enjoying St. Patrick's Day and the sunshine.

The Ocean Beach MainStreet Association partners with the producers of St. Paddy's O'Beach Party. A portion of the entrance fee goes towards OBMA programs and projects. A huge thank you to everyone who came out and supported the festival.



**Congrats Mike's Taco Shop for winning the Guac Off competition!**  
We'll send out more pictures when they are available.



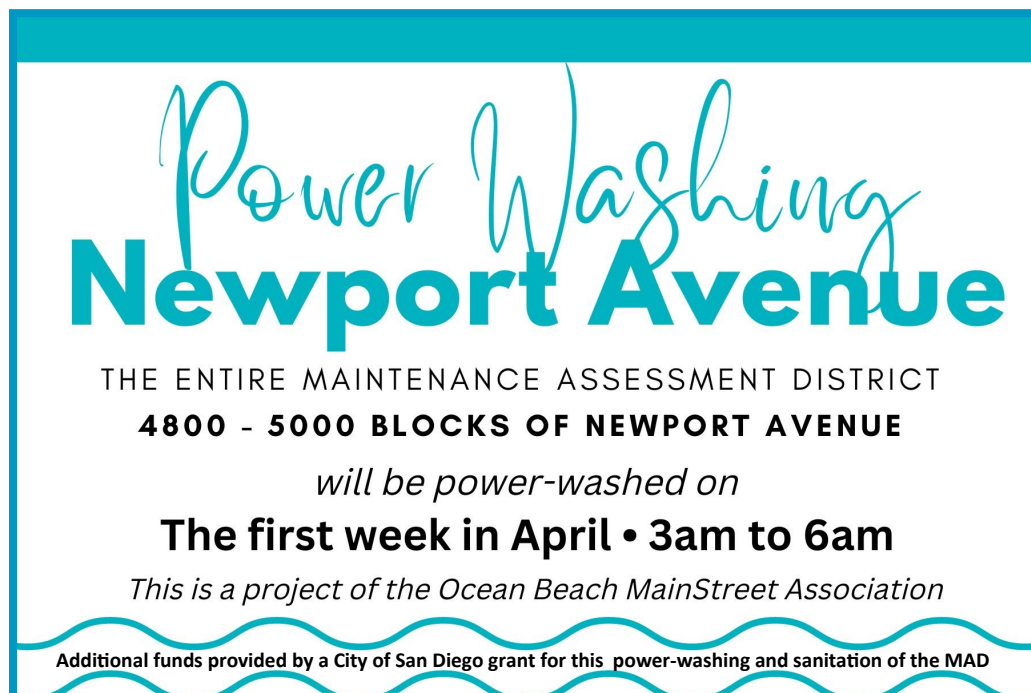
# Power Washing Newport Avenue

## OBMA Sidewalk Beautification Initiative Beginning Monday, April 17th

The Ocean Beach MainStreet Association's Board of Directors has allocated seed funding for a **Sidewalk Beautification Initiative**. This initiative will begin on April 17, 2023.

EcoClean services will be powering-washing and sanitizing either the North or South side of Newport Avenue weekly as part of the Sidewalk Beautification Initiative. The exact schedule will be hand delivered to businesses within the MAD in early April, along with updated via e-news.

The Ocean Beach MainStreet Association is happy to be able to provide the initiative funding from events managed by our organization.



*Power Washing*  
**Newport Avenue**

THE ENTIRE MAINTENANCE ASSESSMENT DISTRICT  
**4800 - 5000 BLOCKS OF NEWPORT AVENUE**  
*will be power-washed on*  
**The first week in April • 3am to 6am**  
*This is a project of the Ocean Beach MainStreet Association*

Additional funds provided by a City of San Diego grant for this power-washing and sanitation of the MAD



**DONATE TODAY**

**Become a Friend of OB and support our eclectic beach town!**

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.



## March Sundowner

# March Sundowner



A huge thank you to Pizzeria Luigi's for hosting the March Sundowner.  
*It was great evening mingling, enjoying pizza, sandwiches,  
and brew out on the patio under the bistro lights.*

*If you haven't yet we highly recommend trying their sandwiches  
with house made bread-delicious!*



**Join us on Thursday, April 27th at 5:30 pm at The Holding Company  
for our next Sundowner event.**



# April Sundowner



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



**THURSDAY**  
**APRIL 27, 2023**  
**5:30PM**

# SUNDOWNER

*Hosted by*

**The Holding Company**  
**Rest & Relax Real Estate**  
**Service Kings Home Services**

**Open to OBMA Members and key employees.**  
**Bring your business card for the 50/50 drawing**



**Service Kings**  
Tile & Carpet Cleaning

# Ocean Beach Pier Renewal Project

## OB Pier Update

PIER DAMAGE - as you all know, the pier has sustained a lot of damage during all these storms and king tides. As soon as the storms blow through, the City will start assessing the type and severity of the damage to the pilings and to the surface/railings. We are hoping that minor repairs can be completed before summer and that the pier will be once again accessible.

Speaking of the pier . . .

THE OB PIER RENEWAL PROJECT - is getting underway. We're very excited that the first public outreach meeting will be on April 1st starting at noon at Liberty Station. Please review all the material provided to us - the event announcement, the Press Release, and fact sheet.



[Press Release](#)

[Photos of Pier by Jim Grant](#)

## Ocean Beach Pier Renewal Community Workshop

The City of San Diego invites you to attend an upcoming community workshop to learn about the condition of the Ocean Beach Pier and to provide input on its potential renewal. This workshop will be the first in a series of public meetings about the Ocean Beach Pier and options for the structure.

The City of  
**SAN DIEGO**

**Saturday, April 1 from noon to 4 p.m.**

Liberty Station Conference Center  
2600 Laning Rd.

San Diego, CA 92106

Presentations will be given at noon and 2 p.m.  
followed by self-paced interactive workshops.

For more information,  
scan the QR code or visit  
[www.OBPierRenewal.com](http://www.OBPierRenewal.com)



[www.OBPierRenewal.com](http://www.OBPierRenewal.com)

Reach out to the OBMA office if you have questions. We can be reached at (619) 224-4906.

*More information on next page...*



# Ocean Beach Pier Renewal Project



## *Ocean Beach Pier* Renewal Project

### Overview

For more than 50 years, the Ocean Beach (OB) Pier has provided both locals and tourists with free access to fishing and other recreational activities. But recent storms and high surf have damaged the pier forcing it to close several times. A 2018 study of the pier analyzed three options for the future of the pier: repair, rehabilitate or replace. The study documented various structural problems with the pier and determined that it has reached the end of its service life. Based on this study, the City of San Diego determined that pursuing a potential replacement of the pier is the best option when considering return on capital investment, facility modernization, functional and operational improvements and design in anticipation of future sea level rise.

### Ocean Beach Pier Renewal Project

The Ocean Beach Pier Renewal project aims to provide a preferred design alternative for the potential replacement of the OB Pier. The City contracted consultant Moffatt & Nichol to create the preferred design alternative, which will consider public input, community impact, environmental permitting, sustainability, operational usage, cost, historical significance and numerous other factors. The goal is for the potential replacement pier to have a service life of 75 to 100 years. An estimated cost for the project has not yet been determined, but a combination of federal and state grants is expected to help fund the project.

A task force was created to represent the community's interest in the project. The Ocean Beach Pier Task Force includes volunteer community members who were nominated by local advisory groups and representatives from Mayor Todd Gloria's office, Council District 2 and the City's Strategic Capital Projects Department.

### Seeking Public Input

The City will be holding a series of community workshops to gather public input about the project. More information regarding these workshops can be found online by visiting [www.OBPierRenewal.com](http://www.OBPierRenewal.com) or scanning the QR code. Updates will also be posted on the City's social media accounts using #OBPierRenewal.



### Quick Facts on the OB Pier

- Official name: The San Diego Fishing Pier.
- Location: End of Niagara Street in Ocean Beach, CA.
- Opened in 1966.
- Took 14 months to build.
- 1,971 feet long.
- Longest concrete pier on the West Coast.
- Includes a café and bait-and-tackle shop.
- Junior Lifeguards jump off the pier annually to raise funds for the Prevent Drowning Foundation of San Diego.

## Around Town

**THE WEATHER** The rain and wind has been relentless. I think we are all ready for a few sunny days and calm breezes. The inclement weather has had a definite impact on local sales for almost all of our businesses. If you need a boost in your social media or help with promoting a sale or something special, please let us know. We can help brainstorm how to best promote your business. Reach out to our office at (619) 224-4906 to schedule an appt.

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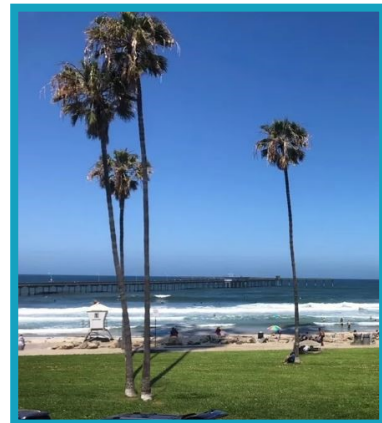
**COASTAL COALITION** This group of coastal organizations has been working diligently to understand enforcement efforts by the City of the Sidewalk Vending Ordinance that was passed last June but wasn't enforced until Feb.2023 in the coastal zones.

We are all noticing "vendor creep" coming back a little at a time and we believe many of those vendors are using a free speech argument to remain in the grassy area (which is all sand at this point). The conversations continue. We're really hoping the City will stand firm and return our beaches, boardwalks and parks to recreational use.

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### *Veterans Plaza Update*

And speaking of the GRASSY AREA/VETERANS PLAZA, Manny Reyes from Jen Campbell's office informed us that Parks and Rec department has plans to re-sod the grassy area after the storms. It will take 8 weeks to take root. We're excited that we could actually have our park looking green and open to all in the near future.

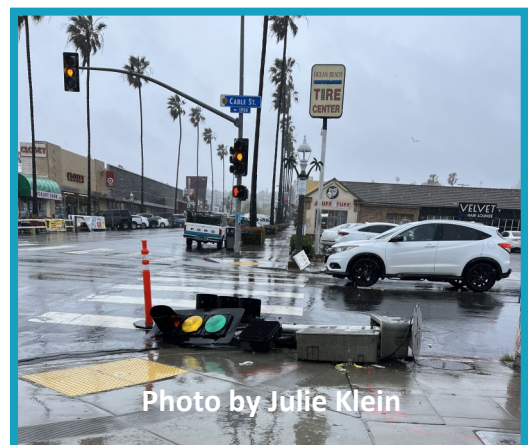


*Image provided by OBVeteransPlaza.org project showing the park restored with grass.*

### TRAFFIC SIGNAL BLOWS OVER

Traffic signal blows over at Cable & Newport Ave.

Many thanks to all of you who used Get It Done or called directly after the storm on Tuesday, March 21st. It was just laying in the street. So happy that the City rescued it. We'd still like to see the permanent traffic signal installed. There's always hope!





## Community Partner Updates



As many of you know, OBMA is a member of California Main Street/National Main Street. They are working on AB1669 which is working its way through the State Assembly. This would provide needed funding for local main streets and their individual businesses.

### **CAMS Calls for Your Support for AB 1669**

*California Historically Significant Commercial District Act*

AB 1669, introduced by Assemblywoman Sharon Quirk-Silva and Co-Author Senator Benjamin Allen, would create the California Historically Significant Commercial District Initiative. The bill will create a new state program for commercial corridor organizations like California Main Street to expand technical assistance services, conduct place-specific outreach, and connect your district's businesses to resources.

[Take Action by March 31st>](#)



**Main Street America is pleased to announce that the application period for the [Backing Small Businesses grant program](#) is now open.** In 2021, American Express and Main Street America created the Backing Small Businesses grant program\* to help economically vulnerable U.S. small business owners recover from the COVID-19 pandemic and grow their businesses. To date, the program has provided \$1.65 million in grants to 330 small business owners across the country.

[Grant Info>](#)



### **CITY PUBLIC ENGAGEMENT**

Manny Reyes, OB rep from Jen Campbell's office sent us this link.

[City Public Engagement Link >](#)



## Ocean Beach Online Business Directory



**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 we have 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 or just want to say hello, please reach out to Tracy Wagner at (619) 224-4906 or [Tracy@OceanBeachSanDiego.com](mailto:Tracy@OceanBeachSanDiego.com).

[Update your profile by clicking here!](#)

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## **LETTER OF AGENCY**

We continue to urge our merchants and property owners to fill out their LOAs so that SDPD has some ability to move campers off your private property. With all the recent crimes in the area, we need to all do our part to get our community back to normal. As a reminder, the Clean & Safe Committee meets at noon on the 2nd Tuesday of each month.

If you would like to join in, please contact [Tracy@oceanbeachsandiego.com](mailto:Tracy@oceanbeachsandiego.com) or [Kristen@oceanbeachsandiego.com](mailto:Kristen@oceanbeachsandiego.com) and they will send you the link to the meeting.

We also meet in person as well at our office at 1868 Bacon Street.

[Click here to apply for an LOA through City of San Diego Police Department](#)

## PUBLIC RIGHT OF WAY PERMITS

### Public Right of Way Enhancement/Use Program (PROW)

The requirement of a PROW is now necessary after three-year non enforcement period 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 City of San Diego 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](#)

# 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

## Sidewalk Beautification Initiative

The Ocean Beach MainStreet Association's Board of Directors has allocated seed funding for a **Sidewalk Beautification Initiative**. This initiative will begin on April 17, 2023.

Power-washing services provided by EcoClean and funded by the Ocean Beach MainStreet Association.



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



## Trash Cans in MAD

### New Trash Cans in MAD

We've completed purchasing and installing new types of trash cans. Some worked others did not. OBMA installed 2 new trash cans which are located at the corner of Newport & Bacon and Newport and Cable. Two additional "test" trash cans were installed on adjacent corners. Any feedback is great. We are going to replace numerous trash cans in 2023.

Committee meetings is the 1st Tuesday of each month @ 9:00am | 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 send 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 Newport Avenue Maintenance Assessment District

## OB Online Business Directory Update

### OB Online Business Directory

We've heard from a lot of our members, 62 to be exact. Please reach out to the OBMA team and provide us with any updates to your business. This will ensure we have the most up-to-date information posted at [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com).



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  
(619) 224-4906 .



## OBMA Website Fun Facts

OBMA's Website receives over 500K plus view each year!



Committee meetings are the 1st Friday of each month @ 9:00 am | Chairperson: CC Summerfield