



OCEAN BEACH
MAINSTREET
ASSOCIATION



DECEMBER 2023 NEWSLETTER



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Newsletter sponsored by



Ocean Beach MainStreet Association
1868 Bacon Street, Suite A • San Diego, CA 92107 • OceanBeachSanDiego.com

OBMA Mission Statement & Board of Directors



OCEAN BEACH
MAIN STREET
ASSOCIATION



Our Mission

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

Carter Moss
Submerge Church

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Ron Marcotte
Consultant

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, Operation Manager

Kristen Keltner, Event & Program Manager

Dayna Cornell, Office & Farmers Market Coordinator

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, 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

[Board Agenda & Meeting Minutes>](#)

Lets be social & friends!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

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

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Friday, 12/1/2023 at 9:00 am
Promotion Committee Meeting

Tuesday, 12/5/2023 at 9:00 am
Design Committee Meeting

Tuesday, 12/12/2023 at noon
Clean & Safe Committee Meeting

No meeting in December
Economic Vitality Meeting

Wednesday, 12/13/2023 at 1:00 pm
Finance Task Force Meeting

Thursday, 12/14/2023 at noon
OBMA Board of Directors Meeting

.....

Reach out to OB MainStreet Association Office if you would like to join a committee.

(619) 224-4906

UPDATED

MEMBERSHIP PACKETS

The OBMA team will be out and about in the New Year stopping by with updated membership packets.

These packets are full of information including contact information for our team, City and County contact information, advertising opportunities, committee goals and updates, and much more. We look forward to seeing you in 2024!

OB LOCAL ONLINE DIRECTORY

[OB Local Online Directory>](#)

For a list of all members, checkout the OBMA's OB Local Online Directory.

Minimum Wage Increase

MINIMUM WAGE INCREASE JAN. 1, 2024

Many San Diegans will soon see an increase in their pay when the City's minimum wage goes up. Effective Jan. 1, 2024, employees who perform at least two hours of work in one or more calendar weeks of the year within the geographic boundaries of the City of San Diego will receive a minimum wage increase from \$16.30 to \$16.85 an hour. The change is per the City's Earned Sick Leave and Minimum Wage Ordinance, approved in 2016.



[CLICK HERE to print the notice.](#)



OBMA Holiday Sundowner

CENTRIC

 **OCEAN BEACH**
MAINSTREET ASSOCIATION


Holiday Sundowner

December 14, 2023 | 5pm - 8pm
2845 Nimitz Blvd. Suite C, 92106

 Live music from Elizabeth Bowersox

 Ugly Christmas sweaters encouraged,
fun prizes for the winners!

Thank you to our sponsors:



Look for reminder emails in December!



'TIS THE SEASON



OB Holidays

OceanBeachSanDiego.com



HOLIDAY DECORATIONS



Volunteers spread holiday cheer throughout downtown Ocean Beach on November 18th. A huge thank you to everyone who came out to hang garland and bows (and clean the lights too).



HOLIDAY CALENDAR OF EVENTS



Ocean Beach HOLIDAY CALENDAR

OB MainStreet Association
O'Beachy Business Bingo
November 25 - December 22

OB Town Council
OB Holiday Parade
December 2

OB Town Council
Santa Experience
December 2 • 9 • 16

OB Town Council
Holiday Food & Toy Drive
December 11-16



2023 OB Holiday Ornament
Surfing OB Parrot
On Sale Now at OBMA • \$25



The holidays banners are up throughout downtown
Ocean Beach & Sunset Cliffs Blvd.

OBEACHY BINGO



O Beachy BINGO



OceanBeachSanDiego.com

O Beachy
BINGO

2	6	11	20	28
4	8	14	19	20
5	10	FREE	17	24
1	9	15	18	21
3	7	12	16	25

OCEAN BEACH
MAINSTREET
ASSOCIATION

Name: _____ Phone: _____
Email: _____ #: _____

Community members and visitors alike are searching for the flock of parrots throughout Ocean Beach!

There are 48 parrots perched in businesses throughout OB. We hope these businesses are seeing lots excited children stopping by to find your parrot. If you didn't sign up to get a parrot this year, make sure to sign up for next year's bingo.

Once participants complete their bingo card, they turn their card in to the OB MainStreet Association office to enter an opportunity drawing. Winners receive local OB gift cards and merchandise.

If you have questions, reach out to the OBMA team at (619) 224-4906.

SHOP SMALL SATURDAY



Ocean Beach MainStreet Association's Shop Small Saturday

**Our Welcome Booth was a huge success!
Thank you to all the businesses that participated!**

OBMA encouraged everyone to shop, dine & play locally this season.

Small Business Saturday is a day dated to supporting the independent businesses that make our community unique and provide invaluable contributions to our economy.

To celebrate Small Business Saturday, shoppers who provided the OBMA Welcome Booth with \$50 or more in receipts (from purchases made that day at Ocean Beach businesses) had the chance to win various OB gift cards. The Welcome Booth was open from 10 a.m. to 3 p.m. on November 25 and was located on the 4900 block of Newport Avenue in front of the OB Mall under a colorful balloon arch.



Community Clean Up

Thank you to Supervisor Terra Lawson-Remer and her team for partnering with the OBMA for a Community Clean Up on November 4th.

We had a great turn out!



2024 Ocean Beach Banners • Voltaire Banner District

2024 Ocean Beach Banners

The 2024 Ocean Beach Banners celebrating High Tides & Good Vibes in Ocean Beach will go up throughout downtown OB and Sunset Cliffs Blvd. in late January.

Thank you to all the artist who submitted artwork.

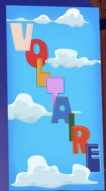


VOLTAIRE STREET BANNER FUNDRAISER

Show your dedication to the beautification of Voltaire Street and Ocean Beach!

Donations support the \$5,200 cost to print and install new street banners for Voltaire Street between Bacon and Froude.

We currently have **\$3,500** of the **\$5,200** we need...help us get over the line!



OBMA has generously donated \$2500 already!

Call or email Aaron Null to arrange donations:
484-883-9476
aaron@vervor.com

Voltaire Street Banner District

The Voltaire area businesses are looking to expand the existing banner district.

The OBMA has contributed funds towards new banners and hardware supporting their efforts. We're hoping to have new banners printed and installed in early 2024.

Please reach out to Aaron Null for more information.

Aaron@Vervor.com

Pier Renewal Project • Veterans Plaza • County Grant

OB Pier Renewal Project



The City closed the pier on the weekend on October 21st due to some damage from high surf. It's officially closed by the City of San Diego.

Officials say it could possibly open in spring 2024. We are hoping to get it opened sooner than that.



Checkout the design options and keep up-to-date with the OB Pier Renewal Project.

OBPierRenewal.com

Veterans Plaza

On September 28th the City of San Diego began the re-sodding project of Veterans Plaza. They have told us the project will take several months and they are making good progress. The new irrigation system is in and the grass is green.

Thank you to City Park & Rec staff!



A message from Supervisor Terra Lawson-Remer Small Business Stimulus

Our District 3 office has grant money available for local small businesses!

Local small businesses and nonprofit entities that suffered economic losses due to COVID-19 [may be eligible for grant funding](#) from the County.

In 2021 I joined with Supervisor Anderson to propose [The Small Business Stimulus Grant Program](#) to help our region's businesses navigate the uncertainty of the pandemic. The grant funding has already helped over 4,000 businesses keep their doors open, lights on, rents paid, and workers employed, and yours can be next! Apply today!

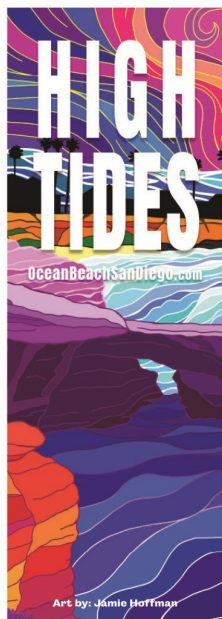
By the way, nonprofits may qualify for additional funding through the Community Enhancement Program. [Check it out here!](#)

OBMA Annual Awards Celebration

OBMA ANNUAL AWARDS CELEBRATION

Save the Date

Thursday, January 25, 2024



You are invited to an evening of fun & camaraderie at the
**Ocean Beach MainStreet Association
Annual Awards Celebration**

Thursday, January 25, 2024

from 6pm to 8pm-ish
St. Peters by the Sea
1371 Sunset Cliffs Blvd.

Light dinner, beverages, and desserts from our local businesses!

Please join us!

This free event is open to all our members and their key employees.
We will be selling raffle tickets to win one of five baskets.
Raffle tickets at the door – \$5 each or an arm's length for \$20!



Major sponsor



OCEAN BEACH
MAINSTREET
ASSOCIATION

RSVP to 619-224-4906
(but if you forget, come anyway!)

DRESS: Wear your favorite OB garb!



NEW LOCATION @ ST. PETER'S BY THE SEA

The OB Era's Contest!

Wear your favorite or oldest (aka Vintage) OB gear,
such as t-shirts & hats for the OB Era's contest!

In my Ocean Beach Era

More information will be sent out in early January!

A message from our sponsor Edward Jones

Edward Jones®

> [edwardjones.com](https://www.edwardjones.com) | Member SIPC

Current Edward Jones CD rates

- Bank-issued
- FDIC-insured
- Estate feature
- IRA-eligible

Edward Jones CD rates for the week of November 30, 2023

Maturity date	Rate
3-Month	5.35%
6-Month	5.35%
9-Month	5.30%
1-Year	5.20%
2-Year	4.80%

Other rates and maturities are available.

To discuss whether CDs make sense for your portfolio, please call today.

*Annual Percentage Yield (APY) effective 11/30/23. CDs offered by Edward Jones are bank-issued and FDIC-insured up to \$250,000 (principal and interest accrued but not yet paid) per depositor, per insured depository institution, for each account ownership category. Please visit www.fdic.gov or contact your financial advisor for additional information. Subject to availability and price change. CD values are subject to interest rate risk such that when interest rates rise, the prices of CDs can decrease. If CDs are sold prior to maturity, the investor can lose principal value. FDIC insurance does not cover losses in market value. Early withdrawal may not be permitted. Yields quoted are net of all commissions. CDs require the distribution of interest and do not allow interest to compound. CDs offered through Edward Jones are issued by banks and thrifts nationwide. All CDs sold by Edward Jones are registered with the Depository Trust Corp. (DTC).



Joshua Lightcap, CFP®, CEPA®, AAMS™

Financial Advisor

5083 Santa Monica Ave
Suite 1 A
San Diego, CA 92107
619-223-8357

OBMA Committee Goals

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 2024 (July 2023—June 2024)

Clean & Safe Committee

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Define Ambassador Program goals and increase number of volunteers
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance

Design Committee

- ◆ Purchase, paint, and install ten new trash receptacles in MAD
- ◆ Provide the City of SD with needed information to replace dated parking signage on Newport Ave.
- ◆ Install updated wayfinding signage throughout Ocean Beach
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2024
- ◆ Paint five electrical boxes and maintain currently painted electrical boxes
- ◆ Create a plot map of the BID denoting the location of light poles and trash receptacles

Economic Vitality Committee

- ◆ Complete Who We Are & What We Do project
- ◆ Update OB Online Business Directory
- ◆ Establish membership goals
- ◆ Create SOP for new member onboarding
- ◆ Create SOP to engage current OBMA members
- ◆ Set-up auto renewal through credit card processing company for membership dues
- ◆ Send out annual survey

Promotion Committee

- ◆ Promote Who We Are & What We Do
- ◆ Promote updated OB Online Business Directory
- ◆ Create Shop Local OB event on Shop Small Saturday
- ◆ Create OB Holiday Gift Guide with Peninsula Beacon
- ◆ Design & market OBMA merchandise
- ◆ Design & market holiday ornament
- ◆ Create Street Fair & Chili Cook-Off logo
- ◆ Design & market new board game

[Click here for detailed committee information>](#)

OceanBeachSanDiego.com