



Ocean Beach MainStreet Association 2023 February Newsletter



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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 Klamann, 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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Design Committee Meeting

No Meeting in February

Friday, 2/3/2023 at 9:00am

Promotion Committee Meeting

Wednesday, 2/8/2023 at noon

Economic Vitality Meeting

Wednesday, 2/8/2023 at 1:00pm

Finance Task Force Meeting

Monday, 2/9/2023 at noon

OBMA Board of Directors Meeting

Tuesday, 2/14/2023 at noon

Clean & Safe Committee Meeting

OB Street Fair & Chili Cook-Off Committee Meeting

Monday, February 6, 2023 @ 6:00pm

Join us at the OBMA office or via zoom.

OBMA Annual Marketing Breakfast

Tuesday, February 7th at 7:30am

Invitation on page 4



New Members

Holistic Healing

4967 Newport Avenue #6

[@SanDiegoHolisticHealing](https://www.instagram.com/SanDiegoHolisticHealing)

(412) 303-0043

Health • Beauty • Fitness • Specialty Services



Ocean Beach & Point Loma

Knife & Tool Sharpening

(760) 814-0037

donaldparberii@gmail.com

Knife Sharpening • Tool Sharpening



Pump X Fitness LLC

www.pumpx.app

[@pumpxfitness](https://www.instagram.com/pumpxfitness)

Fitness • Specialty Services



Top Jolt Cycle

5040 Santa Monica Avenue

(909) 241-7183

www.TopJoltCycle.com

Bicycle Rental • Recreational



Submerge Church

www.submergechurch.org

[@submergechurchob](https://www.instagram.com/submergechurchob)

Meeting Sundays at 10am at 1711 Sunset Cliffs



OB Planning Board Elections

OB Planning Board is seeking a new Board Member

- ◆ You can go to the OB Planning Board website <http://oceanbeachplanning.org/>
- ◆ For information on specifically the elections you can go to <http://oceanbeachplanning.org/elections/>
- ◆ To represent District 4, you must live or run a business within the District 4 boundaries and here is the map <http://oceanbeachplanning.org/map/>

Annual Marketing Breakfast



Join Us!



*The Ocean Beach MainStreet Association
invites you to the 2023 Business Development Series event.*



Annual Marketing Breakfast

"Falling In Love With Your Content"

How to create a Love Affair with your customers!

Tuesday, February 7, 2023 • 7:30am - 10:00am
Rincon Reservation Road Brewery • 4836 Newport Ave

*Registration & light breakfast will be served at 7:30am,
followed by our interactive presentation and Q&A.*

*All OBMA members and their key employees are welcome to attend this free event.
Breakfast from Nico's Taco Shop & OB Smoothie provided by OBMA.*



RSVP to Info@OceanBeachSanDiego.com
or call (619) 224-4906.
If you forget to RSVP, come anyway!



[RSVP HERE!](#)



Come & Win!

Be the closest to guessing the number of heart candies in the jar and win a fun prize.

Annual Awards Celebration

OBMA Annual Awards Celebration • January 26, 2023!

What a fun night celebrating OBMA members who shined bright in 2022.

[Click here to view the OBMA Annual Awards Presentation & a list of ALL AWARD RECIPIENTS.](#)



The OB Pledge of Allegiance

Thank you some our sponsors!

It takes a village, in this case our amazing OB business community to put on this fun free event for our members.



Ocean Beach
Community
Development Corporation

[Click here for a complete list of the food, production & raffle sponsors.](#)

Sundowner

February Sundowner
Thursday, February 23, 2023
5:30pm

Hosted by

Edward Jones[®]

MAKING SENSE OF INVESTING

Joshua Lightcap



Open to all OBMA members and their key employees.
Bring your business card for a free drawing
\$5 for the 50/50 drawing!

Join us on the patio at Blue Water
5083 Santa Monica Ave

Ocean Beach Street Fair & Chili Cook-Off



It's time to start thinking about the Street Fair in June! Really? Yes, as many of you know we offer discounts to our members to have a booth and we would love to have lots of participation this summer. We were really happy with the participation last year.

If you are interested in a booth, contact Tracy Wagner 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 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

Thank you new sponsors!

Submerge Church

Ocean Beach Online Business Directory



Ocean Beach Online Business Directory



The Ocean Beach MainStreet Association is reminding you to update your profile in the **Ocean Beach Online Business Directory!**

Thank you if you have already completed the online form or stopped by our office to update your information. If we haven't heard from you, our team will be stopping by to say hello in January. 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 with 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.

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

Friends of OB • Power Washing Newport Avenue



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](#)

Power Washing Newport Avenue

THE 5000 **BLOCK OF NEWPORT AVENUE**

will be power-washed on

Monday, February 6th • 3am to 6am

This is a project of the Ocean Beach MainStreet Association

Newport Avenue Maintenance Assessment District managed by the OB MainStreet Association.
Date may change due to weather.

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](#)

Letter of Agency • Sidewalk Vending Ordinance

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 or 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](#)

Letter of Agency (Trespass Arrest Authorization)

A Letter of Agency (Trespass Arrest Authorization) allows SDPD to enforce against anyone found on a property without the owner's consent or without lawful purpose.

Recommended for vacant properties, vacant lots, businesses or any properties upon which public nuisance activity or crimes, including littering, defecating, drinking, drug activity, prostitution, graffiti or general trespass are occurring.

The authorization expires 12 months from when the premises or property is closed to the public and is posted as being closed. Authorization also expires upon transfer of ownership of the property or upon a change in the person in lawful possession.

Once you have completed your LOA, please bring a copy to the OBMA. If you have questions or need help completing the form, reach out to the OBMA team at (619) 224-4906.

SIDEWALK VENDING UPDATE

The Sidewalk Vending Ordinance as it relates to the Coastal Zones.

We have been updated by the Mayor's office in conjunction with the Park Rangers and SDPD will begin full enforcement starting February 1st, 2023. February 1st is a Wednesday and our OB Farmers Market day so we have been assured that the Ordinance will be enforced beginning on that day. If you want additional information about the Sidewalk Vending Ordinance, you can check it out <https://www.sandiego.gov/sites/default/files/guide-to-sidewalk-vending.pdf>

You can always contact the City through the Get It Done App, choose "other" and put in "Sidewalk Vending Ordinance violation" or if the infraction is within the park space, you can email: askparks@sandiego.gov



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

MAD Sidewalk Power-Washing

Power-washing services provided by Eco Clean and funded by the Newport Avenue Maintenance Assessment District thru Ocean Beach MainStreet Association.

The next cleaning will be the 5000 block of Newport Avenue on Monday, February 6, 2023 between 3am and 6am. Date may change due to rain.



Committee meetings are the 2nd Tuesday of each month @ noon | Chairperson: Matt Kalla

OBMA Committee Goals & Updates

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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

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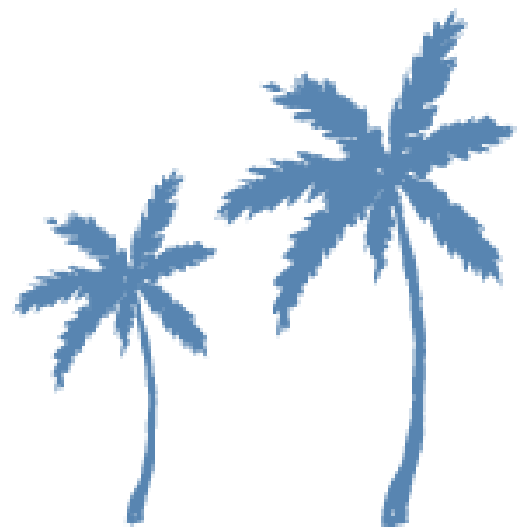


Economic Vitality Committee

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 sent 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 Maintenance Assessment District



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