

# OCEAN BEACH MAINSTREET ASSOCIATION

## 2023 JANUARY NEWSLETTER



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*Here is to a bright New Year!*

# 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.*

Tuesday, 1/3/2023 at 8:30am

**Design Committee Meeting**  
**Zoom Only**

Friday, 1/6/2023 at 9:00am

**Promotion Committee Meeting**

Tuesday, 1/10/2023 at noon

**Clean & Safe Committee Meeting**

Wednesday, 1/11/2023 at noon

**Economic Vitality Meeting**

Wednesday, 1/11/2023 at 1:00pm

**Finance Task Force Meeting**

Monday, 12/12/2022 at noon

**OBMA Board of Directors Meeting**

**SAVE THE DATE**

**2023 Business Development Series**

**Annual Marketing Breakfast**

**Presented by the OBMA & Centric**

**February 7, 2023**

**7:30am to 10am**

*Location TBD*

You'll want to hold the date for this informative interactive marketing breakfast.

All OBMA members & their employees are welcome to this FREE event.

More information will be sent out via email.



## Message from OBMA President

As we enter a new year, it's nice to reflect on how we want to spend the year ahead. 2023 will bring continued support for our local businesses and finding ways to drive customers to Ocean Beach. We would love for all our business owners, managers, and employees to get involved by joining a committee, attending our Sundowner events, or volunteering at special events. When we work together, we can achieve so much more.

We are very thankful for our robust membership and the participation of all our volunteers and our volunteer board of directors. Happy New Year!

See you soon.

Barb Iacometti,  
OBMA President  
Details SalonSpa



## Welcome New Members!

**Café Bella Express**  
4905 Newport Avenue  
(619) 642-2759  
Coffee • Smoothies • Breakfast

**San Diego Crystals & Jewelry**  
4925 Newport Avenue  
(813) 609-9200  
Sdcryystalsandjewelry.com  
Crystals • Jewelry • Gifts

## Minimum Wage Increase on January 1, 2023

[Click here for information](#)

[7 Steps to Compliance](#)

# Annual Awards Celebration

You are invited to an evening of fun & comradery at the OB MainStreet Association's Annual Awards Celebration Thursday, January 26, 2023 from 6 pm to 8 pm-ish.

- ◆ Light dinner, beverages and desserts from our local businesses!
- ◆ This free event is open to all our members and their 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!

*Please join us!*

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

Thursday, January 26, 2023

from 6pm to 8pm-ish

Point Loma Masonic Center

1711 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 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!*



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

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



Where the Sun Sets in San Diego

Major Sponsor



**Thank you to our table sponsors!**

**Centric • Dirty Birds • Inn at Sunset Cliffs • Intrepid Network  
OB Business Center • Raglan Public House • SD Community News • Sign Diego**

.....

We have a few more table sponsorships available. Reach out to the OBMA team if you would like to sponsor a table a highlight your business at this fun event!

# 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](mailto:Tracy@OceanBeachSanDiego.com).

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

# December Sundowner

Such a fun holiday Sundowner! Thank you Centric for hosting!

It was so nice to see lots of OBMA members celebrate the holidays and check out Centric's new office, which is amazing by the way. Another thankyou to Shawnn Silverman who won the 50/50 drawing and graciously donated his dough back to the OBMA.



If your business is interested in hosting or participating in a Sundowner event in 2023, please reach out to the OBMA office at 619-224-14906.

Our 2023 Sundowner calendar is almost full!

# 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](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

# 2023 Ocean Beach Banners

## Ocean Beach

### Where the Sun Sets in San Diego

Many thanks to those who contributed photos for this year this years banners which highlight sunset in Ocean Beach. We received so many great photographs. Our promotions committee had a hard time narrowing down the photos but ultimately selected photographs submitted by the following:

#### *Amateur photographers:*

- Jacqueline Corey
- Lynn Freeman
- Patrick Dolphin
- Stephanie Hess

#### *Professional photographers:*

- Chris Mannerino
- Joe Ewing
- Josh Utley



A special thanks to Josh Utley for designing the look of the banners! We hope you enjoy the banners this year! We will be putting up 30 total banners in two areas: Sunset Cliffs Blvd. entering OB and Newport Ave from Sunset Cliffs to Abbott St.

We are hoping to work with the businesses in North OB to design and install new banners throughout the Voltaire business district. Many thanks to Aaron Null from Vervor for working with OBMA to get this started.





**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 **4900 BLOCK OF NEWPORT AVENUE**

*will be power-washed on*

**Monday, January 9th • 3am to 6am**

Newport Avenue Maintenance Assessment District  
managed by the Ocean Beach MainStreet Association.

## Around Town



**I Never Leave OB Skate Decks** now available at OB Hardware.

Read the full story at [SDNews.com](https://www.sdnnews.com).

[SDNEWS.COM](https://www.sdnnews.com)



### The Philosopher's Stone

Fun holiday display in the OB Mall.  
Great job Wendy with The Philosopher's Stone Crystal Shop.



Western Police Department received some holiday cheer from numerous OB businesses.

Rest & Relax Real Estate and Service Kings Home Services delivered food from La Dona, OB Noodle House Bar 1502, Luigi's Pizza, BBQ House and Wonderland.

## 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.

Contract 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](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](#)

### **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

You probably don't want to hear any more about the City of San Diego's Vending Ordinance but here we go! According to the Mayor's office, the vending ordinance will be going into effect on January 13, 2023. The Coastal Coalition (communities in San Diego that are located on the coast) will be working with all involved to ensure that all parties involved with enforcement are working from the same playbook. As a reminder, the summer moratorium will prevent any vending at the beachfront from June through August. After we meet with the Mayor's office, we will have more information for you.

# 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 4900 block of Newport Avenue on Monday, January 9, 2023 between 3am and 6am.



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



## Holiday Decorations

### OBMA is refurbished the holiday swags!

The “Happy OB Holiday” swag in the 4900 block was completely refurbished and the two accompanying swags on the 4800 and 5000 blocks were replaced with bright new bows and shiny bright lights. We’ve seen a lot of fun photos of decorations around town.

## 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 @ 8:30am | 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 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



## OBMA Online Business Directory

### OBMA Online Business Directory

Maximize OBMA tools 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 a description and social media links.

Update your online business directory information, social media handles and add a logo or image of your business. [Click here!](#)

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 @ 8:30 am | Chairperson: CC Summerfield