

OCEAN BEACH MAINSTREET ASSOCIATION

JULY 2023 NEWSLETTER



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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



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

Gary Gilmore

Gilmore Family Jewelers

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, Operations Manager

Kristen Keltner, Event & Program Manager

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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No Meeting in July

Design Committee Meeting

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

Promotion Committee Meeting

Tuesday, 7/11/2023 at noon

Clean & Safe Committee Meeting

Wednesday, 7/12/2023 at noon

Economic Vitality Meeting

Wednesday, 7/12/2023 at 1:00pm

Finance Task Force Meeting

Thursday, 7/13/2023 at noon

OBMA Board of Directors Meeting

Watch for upcoming committee goals!

Committees will be establishing goals for July 1-June 30, 2024. Join a committee and help make a difference.

Reach out to Kristen@OceanBeachSanDiego.com

New Members

Adventures in Montessori Ocean Beach

4735 Santa Cruz Avenue

(619) 850-0533

AdventuresInMontessoriSD.com

Child Services

The Shop Pizza & Wine

1929 Cable Street

TheShopPizza.com

Restaurant & Wine Shop



Let's Be Social



Facebook: @OBMA92107

Instagram: @OceanBeachCA

Twitter: @OceanBeachCA

YouTube: @SanDiegoOceanBeach



OBMA Board Election • Spaces As Places

OBMA Members please vote for up to six (6) seats for the Ocean Beach MainStreet Association Board of Directors.

Members you may complete 1 ballot per OBMA BID Member or Associate Member.

We ask that you are a member in good standing to vote.

All ballots must be received by **Wednesday, July 12, 2023 at noon.**

[VOTE HERE>](#)

About our Board of Directors

Our Board is comprised of 14 volunteer business owners, who meet once a month on the second Thursday at noon. Checkout what our board has been discussing and working on.

[Click here for Board Meeting Minutes.](#)

SPACES AS PLACES

The OBMA received the following information from the City of San Diego's Economic Development Department regarding the Spaces As Places Program.

Business that needs assistance with Spaces as Places, can get an individual consultation with Development Services Department at this link—[click here](#)

More information about the program can be found here-[click here](#)



www.sandiego.gov

Ocean Beach Street Fair & Chili Cook-Off

The 43rd Annual OB Street Fair & Chili Cook-Off was a great day with fantastic San Diego weather!

We received tons of feedback from merchants that they were very busy with the ten-of-thousands of people who enjoyed our eclectic beach town on Saturday, June 24th.

A huge thank you to our business owners, volunteers, and community members who make this time-honored event a success.



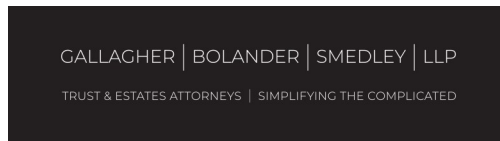
Continue on next page...

Ocean Beach Street Fair & Chili Cook-Off

[View photo album at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)



Thank you to our Presenting & Area Sponsors!



Ocean Beach Street Fair & Chili Cook-Off

DIRTY BIRDS WING EATING CONTEST



1st PLACE

19 Wings!

Emily McGovern • 1947 Krav Maga

RUNNERS UP

3 way tie with 17 wings!

Stephen King • Dirty Birds

Travis Ferreira • Sandbox Pizza

Adam Preda • Paddle

Thank you to the following who raised the most money for the OBMA 's Friends of OB!

Carter Moss • Submerge Church

Michael Feldman • Dirty Birds

Alison Lyons • Ocean Beach Woman's Club



A huge thank you to Dirty Birds for spearheading the wing eating contest. They raised approximately \$8K for the OBMA's Friends of OB program.

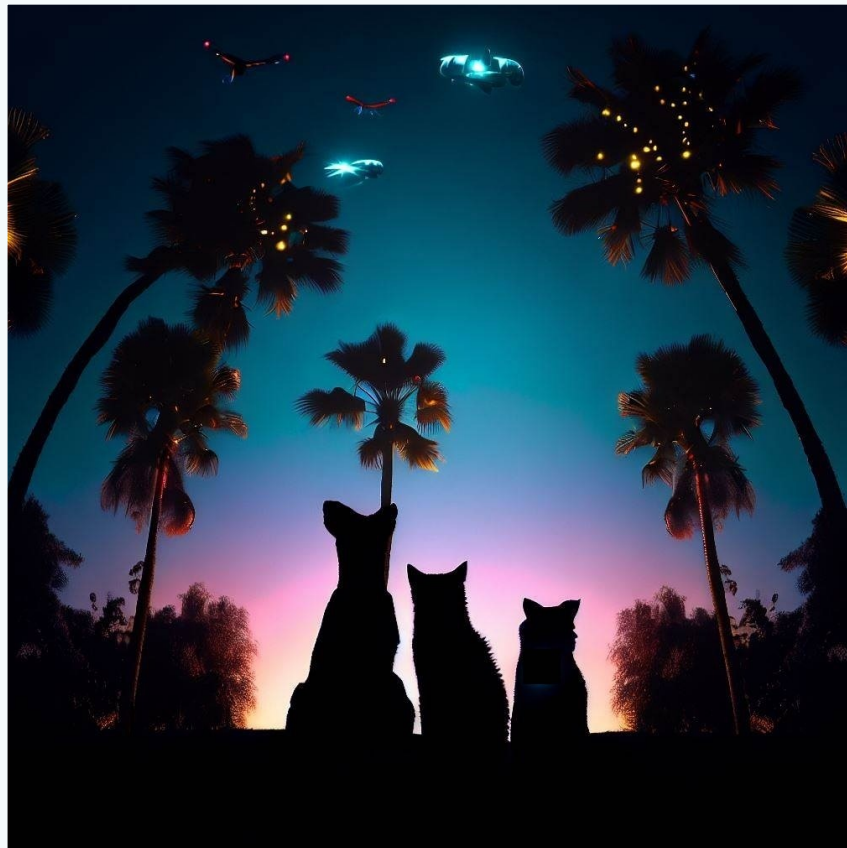
[Learn more about Friends of OB.org](https://www.friendsofb.org)

LUMINOSITY Forth of July Celebration



LUMINOSITY

LUMINOSITY in partnership with Peninsula Alliance, a 501(c) non-profit, has reimagined the Fourth of July celebration with a pet-friendly and environmentally-friendly 300 drone light show. While we believe the drone show will draw thousands to our community this July 4th, the exposure Ocean Beach will receive from the local and national media for the innovative use of new technology will be felt for years to come.



[Contact Luminosity Team>](#)

www.obluminosity.com

Sidewalk Beautification Initiative

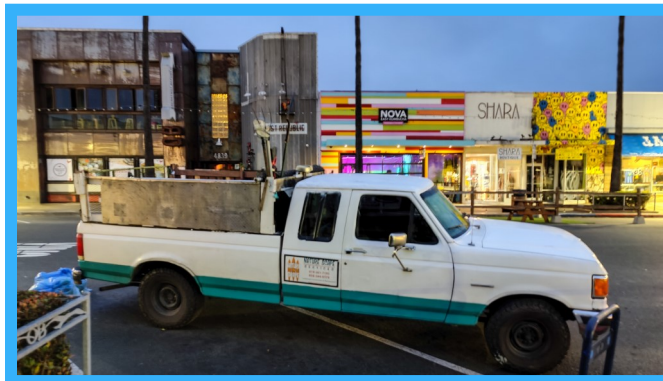
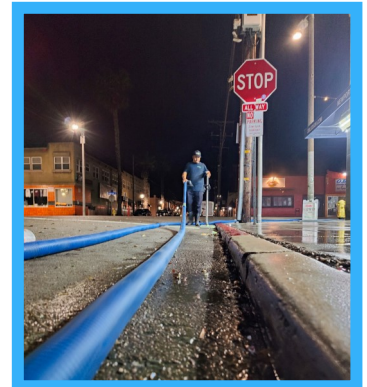
Sidewalk Beautification Initiative



The OBMA would like to hear your feedback regarding the Sidewalk Beautification Initiative! We're thrilled to be able to provide this initiative with funds raised through events managed by the OBMA. EcoClean services has been power-washing and sanitizing either the north or south side of Newport Avenue weekly as part of the **Sidewalk Beautification Initiative**.



[Click here to see the full schedule>](#)



Say hello to EcoClean & Naturescape if you happen to be cruising Newport for dawn patrol. Their crews are out on Newport bright and early.

Around Town



MAD TRASH CANS

The trash cans along Newport Avenue got a fresh coat of paint and an updated color. Naturescape Services have begun to paint the cribs around the planters and will be finishing up this project by mid-July.

The OBMA has ordered 10 additional trash cans for Newport Avenue which will be installed in August.

OB PIER RENEWAL PROJECT

There was a great turnout for the Community Outreach Workshop on June 10, 2023. Lots of participation from community members, which is great. We can't wait to see what is next!

The OB Pier Renewal Project is ongoing. The City hired consultants to continue investigating what the preferred alternative will be for the OB Pier. You can go to www.OBPierRenewal.com for the latest information.

If you have any questions, please don't hesitate to reach out to the OBMA at (619) 224-4906.



CITY OF SAN DIEGO—GET IT DONE APP

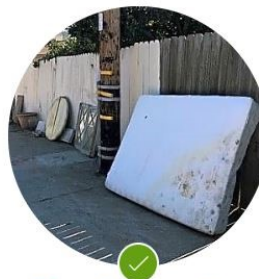
Help be part of the solution. Please report illegal dumping, graffiti on city property, and more on the app.



[Get it Done App>](#)



Parking Issues



Illegal Dumping



Graffiti

Point Loma Concerts



COLDWELL BANKER WEST

presents

f i y t @pointlomasummerconcerts

2023



POINT LOMA SUMMER CONCERTS

LIVE MUSIC
DANCING
FAMILY FUN

POINT LOMA PARK 5:30-8:30 PM
1049 Catalina Blvd., San Diego, CA 92106

Platinum Sponsors

DorotheaLaub

Celebrating 45 Years!
ANDERSON
PLUMBING
HEATING & AIR
Nobody wows clients like we do!



Gold Sponsors



David P. De Rosier D.D.S. Inc.
Patient-Centered Dentistry

GALLAGHER | BOLANDER | SMEDLEY | LLP



POINT LOMA
NAZARENE UNIVERSITY

BAYVIEW
SENIOR ASSISTED LIVING

Silver Sponsors

eZE RYDERS
Electric Bikes / Electric Boards / OneWheel

GIANNI
BUONOMO
VINTNERS



Chris
Mannerino
CL 32629143202 - 619-820-4800

10th Annual
RIDE POINT
Jim Krause Memorial Ride

LCOTT
INSURANCE AGENCY

POSTALANNEX+
Your Home Office.

PACIFIC
real estate center

POINT LOMA
FOUNDATION

MOMENT
BICYCLES

K&D
WONDER

Clint & Leslie
BRUCE

www.PointLomaSummerConcerts.com

FREE ADMISSION

Register for a chance to win an EZE Ryders electric bike!



Point Loma Concerts

2023 POINT LOMA SUMMER CONCERTS

f i y t @pointlomasummerconcerts

Music Thru the Decades:

14 JUL

Big Time Operator

1940s / 50s

BTO!



CATERING BY: **Jensen's**
MAKE EVERY DAY AN OCCASION™



21 JUL

Scot Bruce Tribute to Elvis: The Early Years

1950s



CATERING BY:



28 JUL

Beatles vs Stones

1960s

JUMPING JACK FLASH'S
BEATLES
SOLO PERFORMER VS
STONES



CATERING BY:



THE GREATEST SHOW THAT NEVER WAS!



4 AUG

Full Strength

1970s



CATERING BY:



Jr. Stage Sponsor

Karan & Bennet Greenwald



11 AUG

DSB: A Journey Tribute Band

1980s

CATERING BY:

Jensen's
MAKE EVERY DAY AN OCCASION™



SUPPORTED BY



Current Edward Jones CD rates

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

Edward Jones CD rates for the week of June 26, 2023

Maturity date	Rate
3-Month	5.30%
6-Month	5.30%
1-Year	5.30%
2-Year	5.00%
3-Year	4.65%

Other rates and maturities are available.

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

*Annual Percentage Yield (APY) effective 06/26/20. 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®, AAMS™

Financial Advisor

5083 Santa Monica Ave
Suite 1 A
San Diego, CA 92107
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 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 began on April 17, 2023. Our team will be stopping by to say hello in summer and get your feedback on this program.

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

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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
- 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
- Wayfinding signage project
- Refurbish Happy OB Holiday Swags
- Put up holiday decorations in November & take them down in January
- Design and install new banners in January 2023



Trash Cans & Cribs in MAD

MAD Cribs & Trash Cans

The trash cans along Newport Avenue received a fresh coat of paint and an updated color. The cribs around the palms trees are being painted and this project will be complete in mid-July. Look for 10 additional trash cans will be placed along Newport Avenue in August.

Committee meetings is the 1st Tuesday of each month @ 9:00am | Chairperson: Mike Akey

OBMA Committee Goals & Updates

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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 are updating the OB Online Business Directory.

If you have specific information you would like included or important updates regarding your business, please call our team at (619) 224-4906.



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