

OCEAN BEACH MAINSTREET ASSOCIATION

JUNE 2023 NEWSLETTER



43rd Annual OB Street Fair is around the corner!

June 24, 2023

IN THIS EDITION

OBMA Board of Directors & Team	2
OBMA Meeting Schedule, New Members & Intent to Run	3
OB Street Fair & Chili Cook-Off	4-5
May Sundowner	6
San Diego Surfing Hall of Fame	7
Around Town	8-9
Sidewalk Beautification Initiative	10-11
Ocean Beach Pier Renewal Project	12
Unsafe Camping Ordinance	13-14
Point Loma Concerts	15-16
TOBO Permits, LOA & Sidewalk Vending Ordinance	17
Committee Goals & Updates	18-21

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

Consultant The Branding Machine

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.

.....

Friday, 6/2/2023 at 9:00am

Promotion Committee Meeting

Tuesday, 6/6/2023 at 9:00am

Design Committee Meeting

Wednesday, 6/7/2023 at 1:00pm

Finance Task Force Meeting

Thursday, 6/8/2023 at noon

OBMA Board of Directors Meeting

Tuesday, 6/13/2023 at noon

Clean & Safe Committee Meeting

Wednesday, 6/14/2023 at noon

Economic Vitality Meeting

New Members

SugaLab

2163 Abbott Street

(619) 228-9255

@SugaLabSweets

Bakery • Coffee • Desserts

Let's be social

Facebook: @OBMA92107

Instagram: @OceanBeachCA

Twitter: @OceanBeachCA

YouTube: @SanDiegoOceanBeach

OBMA Board Election Intent to Run

BOD Intent to Run Forms are available if you would like to consider running for a Board position at the Ocean Beach MainStreet Association.

The requirements necessary to run for the Board of Directors are as follows:

- Must be a member in good standing
- Must have served on one of OBMA's committees for at least one year
- Will have the time to devote to monthly board meetings, committees, and special events

Form is available online. Intent to Run forms are due in the OBMA office no later than noon on June 7, 2023. Official election ballots go out before July 1, 2023, and must be returned to our office no later than noon on July 12, 2023.

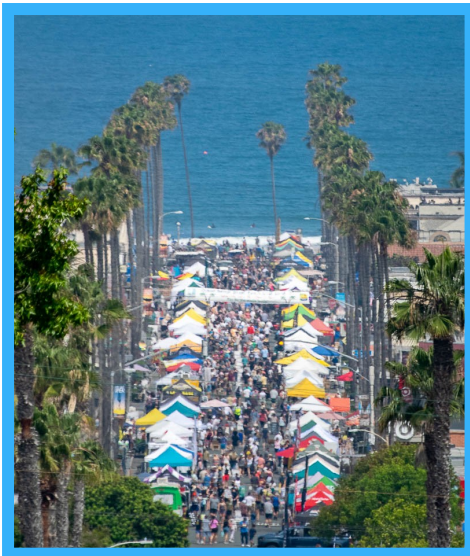
[Intent to Run Form>](#)

Ocean Beach Street Fair & Chili Cook-Off



Saturday, June 24, 2023
10 am to 8 pm

OceanBeachSanDiego.com



VENDOR BOOTH SPACE

Last Call to reserve your booth space!

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. Call us today at (619) 224-4906



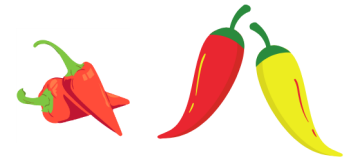
COMMUNITY MURAL PROJECT

We'll have two community murals. We can't wait to see what concept Janis with Walls with a View comes up with. A huge thank you to our mural sponsorship Submerge Church and Think Blue San Diego.

Ocean Beach Street Fair & Chili Cook-Off



CHILI COOK-OFF CONTESTANTS SIGN UP NOW!



Amateur & Restaurant Division

Compete for the bragging rights to the People's Choice Award for the Best & Hottest Chili!

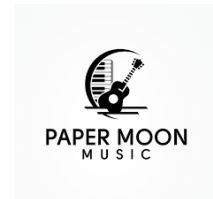
[Click here to sign up to be a contestant!](#)

[Chili Cook-Off Tasting Tickets available now!](#)



SEASIDE FAMILY FUN ZONE

Thanks to all our sponsors and member support for helping making this area an amazing place for the community to gather and enjoy The Rad Hatter, music lessons with Paper Moon Music, arts and crafts with Artist Outpost, along with Face Painting and of course the large inflatables. It wouldn't be Street Fair without the large extra large slide—now with a view of the pacific ocean.



VOLUNTEER

The Annual OB Street Fair & Chili Cook-Off takes more than 150 volunteers to set-up, vendor check-in, block captains, information booths, chili cook-off tickets and more.

[Click here to sign up to volunteer!](#)

May Sundowner

Thank you to Dirty Birds, Submerge Church, Catrina Russell & Tami Fuller.

Such a fun evening networking and learning about all the wonderful programs and projects happening in downtown Ocean Beach.



San Diego Surfing Hall of Fame

SAN DIEGO SURFING HALL OF FAME INDUCTION CEREMONY



Our very own OBecian Julie Klein with **Julie Designs** will be inducted into the San Diego Surfing Hall of Fame on June 7th.

Julie Designs is more than just a board bag, it's the heart and soul of Ocean Beach. JD has been pumping out American made socks and denim bags using recycled acrylic and other environmentally conscious materials long before going green became the new black.



Julie has been the backbone of many projects in Ocean Beach and a long time member and former board member of the Ocean Beach MainStreet Association.

A huge congratulations to Julie!

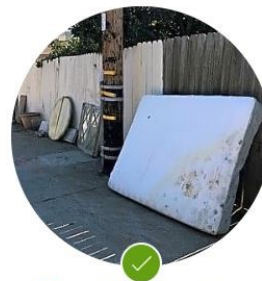
[Checkout Julie Designs >](#)



[Get it Done App>](#)



Parking Issues



Illegal Dumping



Graffiti

Around Town



OB PEOPLE'S FOOD CO-OP BOARD POSITION

People's is searching for new voices from community organizations they believe in.

Any interest or questions can be directed to Kerry McKay @ kerry92107@gmail.com

MUSIC AS YOU LIKE Celebrates 50th Anniversary!



[Music As You Like It >](#)

Music As You Like It is celebrating its 50th anniversary! Keith Danon has been interested in music and entertainment since he was a youth and a magician growing up in Pasadena, California. He was intrigued by the old "Sock Hops" which started in the early 40's providing funds for World War 2. In the late 40's, they discarded their socks in the gymnasiums scuffing up the wooden floors. In the 50's "Sock Hops" evolved with 2 turntables, larger speakers, lighting, and a disc jockey making announcements to the kids. In 1957, the nationwide hit "At the Hop" by Danny and the Juniors further created interest in this new fad. Keith graduated from SDSU with honors in the 1970's and became youth director for Admiral Hartman, a naval housing facility. After booking Shotgun Tom Kelly from B100FM for a dance, Shotgun bowed out with an illness leaving Keith with the microphone and records to play. At that time, he started his entertainment career. In 1983 he decided to start his own talent agency booking 100's of different types of acts for corporate events, weddings, the military, and a host of other clients. These days Music As you Like It has produced over 27,000 events around the country. Using his creativity, he strives to make each event special. A member of the Ocean Beach Community for 51 years, he has seen the changes in both Ocean Beach and the entertainment world. A member of the OBMA for years, he continues "Selling Fun" around the country.

Around Town

ARTIST OUTPOST

Fun summer classes, workshops or host a party in their fun studio on Voltaire Street.

We are an Adult & Youth art studio with one-off workshops and ongoing classes in fine arts, pottery and ceramics, mixed media, and all creative pursuits. Make Friends, Make Art!



Welcome to our artistic community. [Subscribe](#) to our newsletter, [give the gift of art](#) with a gift card, or [host a party](#) at the studio!

[Kids Classes](#)

[Adult Classes](#)

PAPER MOON MUSIC



Paper Moon Music is dedicated to teaching you the music you want to learn! We offer private lessons for all ages in piano, guitar ukulele, banjo, bass and more. Our university trained teachers are professional, friendly and qualified and teach a range of styles from rock, jazz, pop folk, and classical to blues, bluegrass, and flamenco - from beginner to advanced! Serving San Diego since 2003, we offer the widest range of available lesson times from morning until night, with a comfortable waiting area and bi-annual student recitals or [host a party](#) at the studio!

[Paper Moon Music](#)

[Checkout the Ocean Beach Online Business Directory for a complete list of local OBMA businesses.](#)

Sidewalk Beautification Initiative

Sidewalk Beautification Initiative



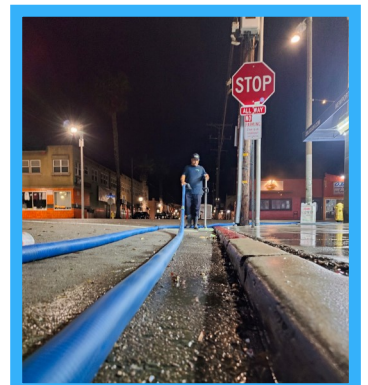
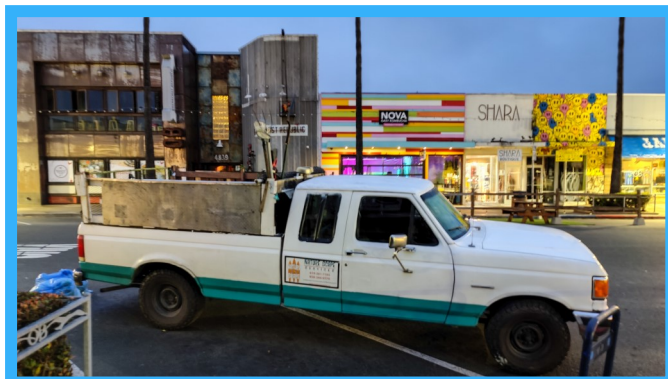
The Ocean Beach MainStreet Association's Board of Directors has allocated seed funding for a **Sidewalk Beautification Initiative**.

We're thrilled to be able to provide this initiative with funds raised through events managed by the OBMA. 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**.

See full schedule on the next page.

The Sidewalk Beautification Project began on April 17, 2023 with the steam cleaning of the 4800-5000 blocks of Newport Avenue on the north side.

A huge thank you to Josh Utley for taking pictures at 5am.



Sidewalk Beautification Initiative

Sidewalk Beautification Initiative

Hard copies of the schedule were distributed to businesses in the 4800-5000 blocks of Newport.

Sidewalk Beautification Initiative



OCEAN BEACH
MAINSTREET
ASSOCIATION
www.OceanBeachSanDiego.com

This is an initiative of the OBMA.

POWER WASHING SCHEDULE

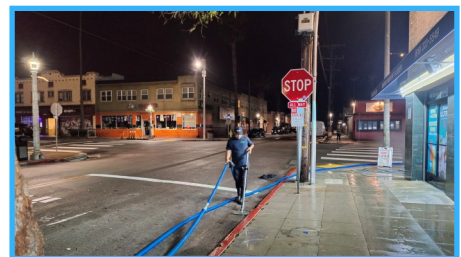
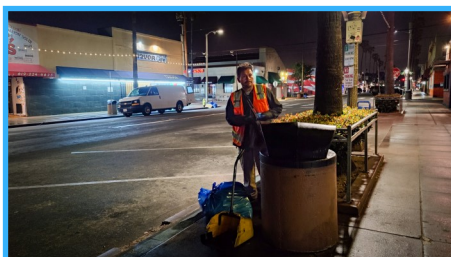
Newport Ave.	North	4/17/2023
Newport Ave.	South	4/24/2023
Newport Ave.	North	5/01/2023
Newport Ave.	South	5/08/2023
Newport Ave.	North	5/15/2023
Newport Ave.	South	5/22/2023
Newport Ave.	North	5/29/2023
Newport Ave.	South	6/05/2023
Newport Ave.	North	6/12/2023
Newport Ave.	South	6/19/2023
Newport Ave.	North	6/26/2023
Newport Ave.	South	7/03/2023*
Newport Ave.	North	7/10/2023
Newport Ave.	South	7/17/2023
Newport Ave.	North	7/24/2023
Newport Ave.	South	7/31/2023
Newport Ave.	North	8/07/2023
Newport Ave.	South	8/14/2023
Newport Ave.	North	8/21/2023
Newport Ave.	South	8/28/2023
Newport Ave.	North	9/04/2023
Newport Ave.	South	9/11/2023
Newport Ave.	North	9/18/2023
Newport Ave.	South	9/25/2023

*Schedule may be altered due to July 4th

Power Washing services provided by EcoClean.

Their team will be out each Monday between 3am—6am.

Reach out to the OBMA if you did not receive a hard copy and we'll drop one by.



Ocean Beach Pier Renewal Project

OB Pier Update

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. OBMA is also posting at least weekly to our OB Pier page on our website www.OceanBeachSanDiego.com.

Here's hoping that we will have some good news soon! We completed the first large public outreach meeting on April 1st and had a wonderful response to this presentation and the interactive workshop stations at the venue. We are planning the June 10th Public Outreach event as we speak.

At the OB Farmers Market on Wednesday from 4pm to about 7pm, the OB Pier Renewal Project team will be doing outreach and amassing all your comments and questions. We're excited to hear from each and every one of you. As we get more handouts from the consultants, we will make them available as soon as possible. We are hearing that the OB Pier will most likely get the railings fixed during June and hopefully reopen by July 4th. We've heard from many of you that having the OB Pier closed has not been good for your businesses. We have been keeping the Council office and Mayor's office informed about your concerns.

The next OB Pier Renewal meeting is Saturday, June 10, 2023.

[Click here for details.](#)



The City of San Diego signage informing people of the OB Pier Renewal Project

[**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.

Unsafe Camping Ordinance

A message from San Diego Mayor



www.sandiego.gov/mayor

Hello,

wanted to provide an update in regards to our office's efforts to address homelessness. The City has been using every tool and resource currently at its disposal to address and prevent homelessness. To date, the City has expanded street outreach, shelter capacity, and Safe Parking programs. All this is in addition to our continued efforts to create more permanent housing opportunities.

As you may know, the Mayor has partnered with City Councilmember Stephen Whitburn to propose the **Unsafe Camping Ordinance which will be presented to the full City Council on Tuesday, June 13**. This will provide for stronger enforcement and the protection of health and safety for all residents in the city of San Diego.

Specifically, the Unsafe Camping Ordinance will make amendments and additions to the San Diego Municipal Code to prohibit tent encampments citywide. Additionally, it will prohibit unauthorized tent encampments (regardless of shelter availability) at locations considered to be high risk to public health and safety, including:

- within two blocks of K-12 schools;
- within two blocks of a shelter;
- along trolley tracks and transportation hubs;
- City parks;
- canyons;
- and waterways like the San Diego river.

[Continue on next page>](#)

Unsafe Camping Ordinance Cont.

It is important to note: This ordinance is only one piece of our latest efforts to address the homelessness crisis. Along with the Unsafe Camping Ordinance, Mayor Gloria's administration has developed a comprehensive shelter plan, including new Safe Sleeping proposal with multiple locations identified. This will provide places for individuals to safely be while they are being connected to supportive services, resources, and permanent housing options. Lastly, Mayor Gloria is proposing a ballot measure for 2024 to further address homelessness in the city. This will help us cut red tape to build shelters more quickly and untie our hands from many of the challenges that hold us back from addressing homelessness more expeditiously. It is important to share your stories, experiences, and why you support this effort to protect public health and safety.

We ask that you share this proposal with your networks and voice your support for the ordinance by emailing our office and members of the City Council.

Mayor Gloria MayorToddGloria@sandiego.gov

Council President Elo-Rivera SeanEloRivera@sandiego.gov

Council President pro Tem Montgomery Steppe MMontgomerySteppe@sandiego.gov

Councilmember LaCava JoeLaCava@sandiego.gov

Councilmember Campbell JenniferCampbell@sandiego.gov

Councilmember Whitburn StephenWhitburn@sandiego.gov

Councilmember von Wilpert MarnivonWilpert@sandiego.gov

Councilmember Lee KentLee@sandiego.gov

Councilmember Campillo RaulCampillo@sandiego.gov

Councilmember Moreno VivianMoreno@sandiego.gov

For frequent updates on Mayor Gloria's administration's actions to address homelessness, sign up for the weekly [Homelessness Newsletter](#). In addition, please visit the Homelessness Strategies and Solutions Department [website](#) for a comprehensive overview of the City's continued work to address homelessness in San Diego. Please let me know if you have any questions and thank you for helping get this information out to the community.

Sincerely,

Kohta Zaiser (*he/him*)

Deputy Director of Community Engagement

Office of Mayor Todd Gloria

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



Silver Sponsors



Chris Mannerino
CL 08285143202 - 619-820-8800



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™



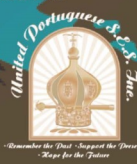
21
JUL

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



SIDEWALK VENDING ORDINANCE

The ordinance which actually went into effect on Feb. 1, 2023 has had a few glitches with enforcement. Please continue to report on Get It Done or AskParks@sandiego.gov any illegal use of the beach front area by vendors. We'd appreciate it if you would also copy info@oceanbeachsandiego.com so that we can continue to advocate for you and follow up with the City.

TEMPORAY OUTDOOR BUSINESS PERMITS

Ocean Beach MainStreet Association received an email from The City of San Diego with the following update:

This email is intended to inform you of new communications from the City to expired Temporary Outdoor Business Operations (TOBO) permit holders. Businesses that had TOBO permits received two letters in May and June of 2022, advising them that their TOBO permit would expire on July 13, 2022. Those that are not actively pursuing a Spaces as Places permit will be receiving communications that provide one week to remove the now unpermitted TOBOs. If you know of businesses in your area that may be impacted, you may want to reach out and let them know to look for that communication.

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.

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

STRO Enforcement Program

Short-Term Residential Occupancy Enforcement Program Update

[Q&A from the City of San Diego](#)

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

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
- 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 in MAD

New Trash Cans in MAD

The design committee is working to identify the best trash can receptacles for the MAD. OBMA will be replacing numerous trash cans this August. Look for Naturescape Services to be out and about replacing and adding trash cans on Newport Avenue later this summer.

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 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