



OCEAN BEACH
MAINSTREET
ASSOCIATION



NOVEMBER 2023 NEWSLETTER



Kicks off November 25th

Sign up to participate • page 10

SHOP LOCAL
OCEAN BEACH

IN THIS EDITION

| | |
|--|----|
| OBMA Board of Directors • Team Members | 2 |
| OBMA Meeting Schedule • Community Cleanup | 3 |
| ‘Tis the Season to Shop Local • Shop Small | 4 |
| Holiday Calendar of Events | 5 |
| October Sundowner Networking Event | 6 |
| OB Oktoberfest | 7 |
| Pier Renewal • Veterans Plaza • Storefront Improvements | 8 |
| Ocean Beach Mural Project | 9 |
| A message from Edward Jones • Member Press Release | 10 |
| Holiday Advertising Opportunitis • OB Holiday Gift Guide | 11 |
| OBMA Committee Goals | 12 |

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.

.....

Friday, 11/3/2023 at 9:00 am
Promotion Committee Meeting

Tuesday, 11/7/2023 at 9:00 am
Design Committee Meeting

Wednesday, 11/8/2023 at noon
Economic Vitality Meeting

Wednesday, 11/8/2023 at 1:00 pm
Finance Task Force Meeting

Thursday, 11/9/2023 at noon
OBMA Board of Directors Meeting

No Meeting in November
Clean & Safe Committee Meeting

.....

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

(619) 224-4906
Tracy@OceanBeachSanDiego.com

NEW MEMBERS

BCreative Content

(858) 220-0238
JustUseBeth@gmail.com
Video Content & Editing

City Tacos

4896 Voltaire Street
@CityTacosSD
Restaurant & Taqueria

OB Suds Car Wash

5000 Voltaire Street
@OBSubs
Car Wash

[OB Local Online Directory>](#)

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

OB COMMUNITY CLEANUP

Community Cleanup: Supervisor Terra Lawson-Remer

Saturday, November 4 - 10:00 a.m.
Ocean Beach Veteran's Plaza
1900 Ocean Front, San Diego, CA 92107

RSVP Today!
linktr.ee/SupLawsonRemer

OCEAN BEACH MAINSTREET ASSOCIATION

TERRA LAWSON-REMER
San Diego County Supervisor

'TIS THE SEASON & SHOP SMALL SATURDAY



**OBMA's 'Tis The Season to Shop Local' campaign
Kicks off with the annual Small Business Saturday Celebration!**

**Shop Small Saturday
Saturday, November 25 • 10 a.m. until 3 p.m.**

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

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

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

OBMA encourages visitors looking to experience OB for the day, rather than shop, to stop by the booth to learn more about what OBMA and local businesses have to offer. While at the booth, visitors can enter to win a festive OBMA Holiday gift basket by guessing the correct number of M&M's, no purchase necessary. The gift basket includes the OB branded puzzle, playing cards, iconic OB parrot hat, farmers market tote bag, this year's signature ornament, and more.

Created by American Express in 2010, [Shop Small Saturday](#) serves as the ceremonial kickoff to the holiday shopping season for small businesses. Small business Saturday celebrates the diversity of small businesses across the U.S. and OBMA recognizes the importance of supporting small business, the jobs they create and the culture they foster in local communities. Ocean Beach's business district has flourished for over 125 years, and we are proud to celebrate decades of neighborhood shopping.

**OBMA Businesses
Click here to participate>**

HOLIDAY CALENDAR OF EVENTS



Ocean Beach HOLIDAY CALENDAR

OB Town Council
Taste of OB / Restaurant Walk
November 14

OB MainStreet Association
Shop Small Saturday
November 25

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



**Shop Small
Participant Interest Form
Now Available**
OceanBeachSanDiego.com

**OB Holiday
Parade Application
Now Available**
OBTownCouncil.org



October Sundowner

We had a great evening networking at Homes by CC and Peoples Mortgage The Wilt Group.
Many thanks to CC and Leah!



Holiday Sundowner at Centric • December 14, 2023 at 5:30 PM
No Sundowner in November—enjoy your Thanksgiving week!

OB Oktoberfest

Oktoberfest on October 6th & 7th was a huge success!

Thank you to everyone who came out to enjoy the beautiful weather and to all the locals who worked the event and volunteered. A portion of the gate sales supports OBMA's programs, projects and initiatives.



Thank you to Josh Utley for the above photos.

OB Pier Renewal Project



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

OBPierRenewal.com

City closes the Pier on the weekend on October 21st due to some damage from high surf.

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 seem to be making progress. It appears a new irrigation system has been installed. We can't wait to see all that pretty green grass available for the community and tourists to enjoy! Thank you to City Park & Rec staff!



These two Storefront Improvements look amazing!



Closet • 4878 Newport Ave
[@CLOSETSIGNATURE](https://www.instagram.com/CLOSETSIGNATURE)



Winstons • 1921 Bacon Street
WinstonsOB.com

Ocean Beach Mural Project

Ocean Beach Mural Project

The two murals created at the 43rd Annual OB Street Fair & Chili Cook-Off are both installed. So bright & colorful!



Submerge Church Mural

Located on the OB Laundry's building on Cable Street

In honor of our eclectic beach town, Submerge Church sponsored this community mural to highlight Ocean Beach Where the Sun Sets in San Diego. This mural was created at the 43rd Annual OB Street Fair on June 24, 2023.



Think Blue Mural

Located on the Target building on Newport Avenue

In honor of World Oceans Month, Think Blue San Diego is working to keep our oceans clean by reducing stormwater pollution. Their partnership contributed to the success of the Ocean Beach MainStreet Association's 2023 Blue Water community mural.

[Learn more about our mural program>](#)

If you're interested in sponsoring a mural for the upcoming 2024 Street Fair, reach out to Kristen Keltner @Kristen@OceanBeachSanDiego.com

A message from our sponsor Edward Jones

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> edwardjones.com | Member SIPC

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*Annual Percentage Yield (APY) effective 10/27/20. 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).

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PRESS RELEASE

OBMA MEMBER PRESS RELEASE

Intrepid Network is pleased to welcome our new client, the **San Diego Community News Group**, whom we've been working with for the last year. SD News is the parent company behind La Jolla Village News, Beach & Bay Press, Peninsula Beacon, San Diego Downtown News, San Diego Uptown News, La Mesa Courier, Mission Times Courier, College Time Courier, and Mission Valley News. The San Diego Community News Group, SDNEWS is locally owned and operated and has been delivering high-quality news, community voice, and storytelling since 1988.

[Read full press release>](#)

Contact Josh Utley at (619) 929-0762 -or- email him at josh@intrepidnetworkinc.com or visit <https://intrepidnetworkinc.com> to learn more about our process.

Advertising Opportunities



The annual Ocean Beach Holiday Gift Guide is distributed to 20K Peninsula residents, available online at SDNews.com, and promoted through OBMA's social media channels.

Reserve your ad space now and ensure you share with the community and visitor's alike know what fun gifts your business has for the OBecian on their list.

Contact

Mike Fahey • MFahey@SDNews.com



Contact

Mark Kodesh

Integrated Account Executive

760.399.7500

mark.kodesh@10news.com

www.ABC10Advertising.com

[Advertising PDF>](#)

This is a unique localized sponsorship to promote the businesses in OB and get our audiences to enter to win prizes.

Key Points –

- ABC10 will Create a News Sponsorship Promo Commercial Distributed on KGTV Channel 10 and METV with your logo and promoting your brand (60 spots)
- We will also provide Digital Video promoting the sweepstakes event on 10news.com
- Display ads will be positioned on our News Website with your Logo during the Event
- Social Media post with Sponsor Logo will be displayed on ABC10 News FB Page (655K+ Followers)
- Bonus Individual Sponsor Ads are also added complimentary to continue to help promote your brand during the holidays up until 12/31/23

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