



OCEAN BEACH MAINSTREET ASSOCIATION

SEPTEMBER 2023 NEWSLETTER



Save the Dates
October 6th & 7th

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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 MAINSTREET 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

[Board Agenda & Meeting Minutes>](#)

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

Lets be social!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

Hybrid meetings are available at the OBMA office or zoom unless otherwise noted.

Friday, 9/1/23 at 9:00 am

Promotion Committee Meeting

Tuesday, 9/5/2023 at 9:00 am

Design Committee Meeting

Tuesday, 9/12/2023 at noon

Clean & Safe Committee Meeting

No Meeting due to Maestro Workshop
Economic Vitality Meeting

Wednesday, 9/13/2023 at 1:00 pm

Finance Task Force Meeting

Thursday, 9/14/2023 at noon

OBMA Board of Directors Meeting

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

(619) 224-4906

Tracy@OceanBeachSanDiego.com

NEW MEMBERS

I9 Sports San Diego West

4967 Newport Avenue

(619) 928-7746

i9sports.com

Education • Youth Sports

Kook Farms

(619) 808-1441

@KookFarms

Retail & Shopping

Motive Energy

(858) 220-0238

MotiveEnergy.com

Commercial Renewal Energy

The Dance House

2180 Chatsworth Blvd

(877) 307-3287

Dance Lessons • Event Venue

[OB Online Member Directory>](#)

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

FY24 OBMA EXECUTIVE BOARD POSITIONS

During our August 10, 2023 Board of Directors meeting the board unanimously accepted the following board members to continue their roles on the Executive Board for the next fiscal year.

Barbara Iacometti, Details SalonSpa

President

Mike Akey, Pacific View Real Estate

1st Vice President

CC Summerfield, Homes by CC

2nd Vice President

Kyle Jaworski, Raglan Public House

Secretary

Mike Stifano, Winstons

Treasurer

Friends of OB



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 educate merchants and community members and promote a safe and clean environment throughout the **Ocean Beach business districts**. Help keep Ocean Beach Clean, Beautiful & Safe.

New Trash Cans in MAD



The Maintenance Assessment District painted the trash cans along Newport Avenue in the MAD.

Ten additional trash cans will be installed by OBMA this fall.

Say hello to Naturescape Services who empties the trash cans and picks up each morning before the sun rises.

OB Ambassador Program



A huge thank you to our Ambassador volunteers who helped highlight all the great things about Ocean Beach to our community and visitors alike.

Look for the OB Ambassador Booth at the Sunsets Cliffs Car show on Saturday, 9/9/2023.

Get It Done App



[Get it Done App>](#)

Sidewalk Beautification Initiative



Marc Cortazzo with EcoClean Power Washing Newport Ave

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](#) and parts of [Abbott](#), [Bacon & Cable](#) weekly as part of the [Sidewalk Beautification Initiative](#).

Survey takes approximately one minute to complete.

[Survey>](#)

Assembly Bill 1757

Assembly Bill 1757

We are happy to report that this bill that was making its way through the appropriations process at the State level, has been shelved or suspended for the time being. AB 1757 would have allowed and encouraged ADA lawsuits against those businesses who had websites in California. Literally, from the content providers to the owners of the websites, they all could have been sued if their websites didn't meet 100% of the current ADA best practices. This would apply to every page of a website. Many of us who represent small businesses jumped into action and started contacting elected officials, many of whom had no idea this was happening. Fortunately, AB1757 wasn't funded. We'll keep following it because the intention is to bring it back next year.

Sidewalk Vending Ordinance

Sidewalk Vending Ordinance saga continues . . .

On August 23rd two months after requesting a meeting with the Mayor and City Council Districts One and Two to discuss enforcement of the street vending ordinance the Coastal Coalition of community leaders from Ocean Beach, Mission Beach, Pacific Beach and La Jolla were granted a meeting. We met with Kohta Zaiser from the Mayor's office along with representatives from SDPD, Park Rangers, Parks & Rec personnel. It was a short meeting and we were told that the Sidewalk Vending Ordinance is being partially rewritten to close certain loopholes in the actual language. After that happens and is passed by the City Council, hopefully enforcement will be more robust. The Coastal Coalition is asking for expedited changes to the ordinance and immediate enforcement. The original ordinance does not include enforcement by SDPD which is a really important change that needs to be made.

We were made aware recently that Santa Monica has an ordinance that they are enforcing and have been enforcing for years. They also have day and night enforcement. We are urging the City and County (Environmental Health Dept.) to make sure that enforcement isn't just from 9 to 5pm. Most of our problems at the beaches happen after 5pm.

Upcoming Events



Saturday 9/9/23 • 10 am - 5 pm

\$1000 Cash Prize for Best Vehicle in Show!!

Hosted at the corner of Sunset Cliffs Blvd and Pt. Loma in the church parking lot, Trinidad Motors parking lot, and Inn at Sunset Cliffs parking

There will be food trucks, live music, free giveaways, raffles, ride alongs in exotic vehicles. Family Friendly Event with a balloon artist and airbrush tattoos for the kids to enjoy!

Call [\(619\) 222-7901](tel:6192227901) with questions or email kruz@innatsunsetcliffs.com

Visit OceanBeachSanDiego.com for event info>

OBMA SUNDOWNER NETWORKING EVENTS

Great networking opportunity!

September 28th

OB Brewery

5041 Newport Avenue

October 26th

Homes by CC Summerfield

4314 Voltaire Street

No Sundowner in November

December 14th

Centric

2845 Nimitz Blvd.

Sundowners begin at 5:30 pm

Invitations are sent out via email.

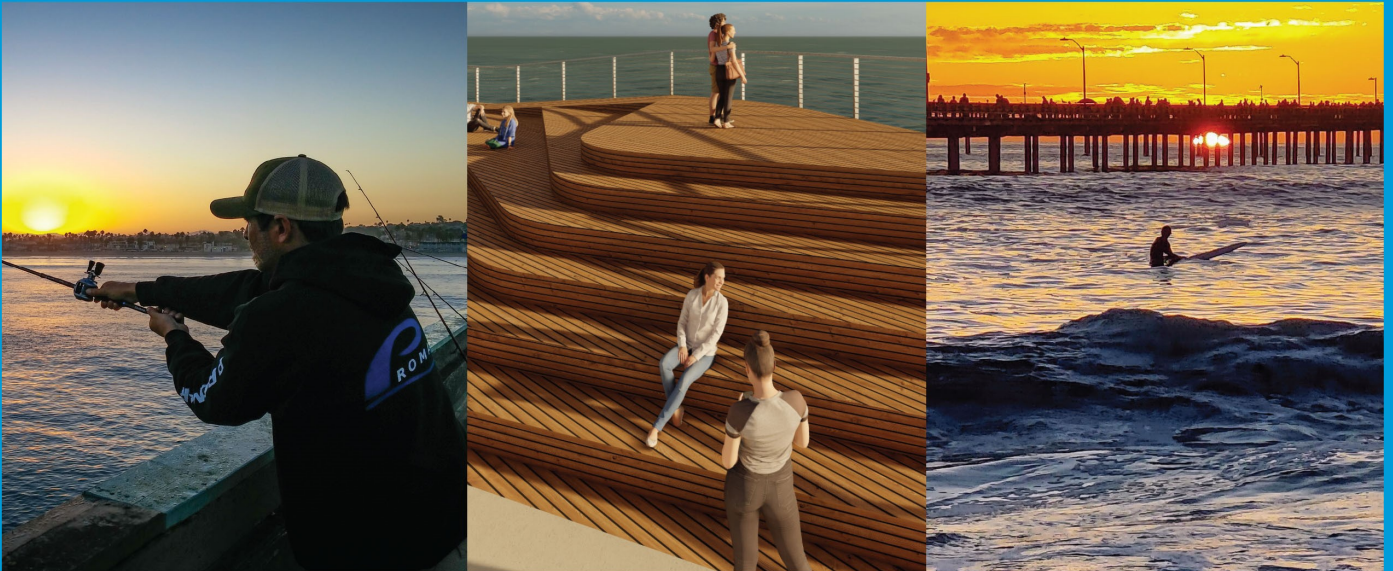


OB Pier Renewal Project Workshop

Free ice cream while it lasts!

Ocean Beach Pier Renewal Community Workshop #3

Preliminary design concepts for a potential replacement Ocean Beach Pier will be unveiled



During this workshop, the City of San Diego and its consultants will present the three preliminary design concepts for a potential replacement Ocean Beach Pier. We need your feedback on what you like or what you would like changed about each concept to help shape the final design concept.

Saturday, Sept. 9, from 2 p.m. to 5 p.m.

The presentation will begin at 2:15 p.m., followed by interactive workshops.

Liberty Station Conference Center
2600 Laning Road, San Diego, CA 92106



To learn more, scan the QR code to the left or visit **OBPierRenewal.com**.

Ocean Beach Pier
Renewal Project

The City of
SAN DIEGO

Readers Choice Awards

SPECIAL SUPPLEMENT TO THE PENINSULA BEACON • AUGUST 25, 2023



OCEAN BEACH

READERS CHOICE AWARDS 2022



Readers weigh in on OB's choice food venues and favorite businesses and service providers



Welcome to the highly anticipated Readers Choice special section, where the essence of Ocean Beach takes center stage. From its quirky charm to its distinct 60s and 70s vibe, Ocean Beach has long been a cherished gem nestled along the sun-blessed shores. Here, the community thrives on a belief in unity, volunteerism, and support, forming the backbone of an extraordinary neighborhood where local businesses take on a whole new meaning.

Through the winds of change and the challenges of the past two years, the Ocean Beach community has stood strong, supported by its residents and visitors alike. Now, as the Peninsula Beacon presents the Readers Choice Awards, a celebration of Ocean Beach's vibrant businesses and services, we invite you to relish in the nostalgia and the remarkable spirit of a community that understands the true value of coming together.



Readers' voices resonate as they reveal their top picks for Ocean Beach's finest food venues, beloved businesses, and exceptional service providers. The culinary experience in Ocean Beach is a sensory delight, with outdoor dining against the backdrop of setting suns on the local pier, accompanied by the soothing sound of waves.

Amidst the countless choices we make daily, remember the power of each purchase. When you Shop Local, Support Local, and Live Local, you're doing more than just buying a product or service - you're investing in the heartbeat of Ocean Beach. Your support not only nurtures local livelihoods but also contributes to the very essence that makes this community thrive. So let this special edition serve as a reminder of the profound impact we can collectively make by embracing the unique, the independent, and the local.



It's a tale that dates back to 1887 when visionaries Billy Carlson and Albert Higgins transformed Mussel Beach into the now-iconic Ocean Beach, fostering a business district founded on principles of fairness and top-notch customer service. Today, these tenets still thrive among the local merchants who form the lifeblood of this unique San Diego neighborhood.

Join us as we unveil the winners that embody the heart and soul of Ocean Beach, as chosen by you, the readers. Your selections not only honor excellence but also reflect the unwavering bond between this community and the businesses that make it shine.



[Readers Choice Awards >](#)

Ocean Beach
Oktoberfest



MARK YOUR CALENDARS!

**Friday & Saturday,
Oct 6-7th**

FOOD | BEER | LIVE MUSIC | CONTESTS

VIP TIX AVAILABLE NOW! WWW.OBOKTOBERFEST.COM

OB will be lively with thousands of people visiting our town to celebrate OB Oktoberfest.

Please let the OBMA know if you have any fun things going on that weekend, so we can include them our marketing campaign.

AUGUST SUNDOWNER

Such a fun evening networking at Raglan Public House for the August Sundowner event.
Many thanks for Kyle & team for hosting the event!



A special moment for Gary Gilmore to thank him for serving on the board for so many years.!



Next Sundowner at OB Brewery | September 24, 2023 at 5:30 PM

Grow with Google Digital Coaches



Virtual Workshops for Small Business Owners and Entrepreneurs

Main Street America and Grow with Google have teamed up to help business owners gain new skills through local Digital Coaches. Through the [Grow with Google Digital Coaches program](#), 10 coaches in small towns across America are offering live trainings and hands-on coaching on topics like how to connect with customers, sell more products online, and improve business productivity – all for free.

Starting in September and continuing through November, Grow with Google Digital Coaches will host a series of both live and on-demand virtual workshops for small business owners. These workshops are free and open to all small business owners and entrepreneurs across the network, beyond the 10 states hosting in-person trainings.

[Learn More from Main Street America](#)

Holiday shoppers are beginning their shopping earlier and earlier.

Learn tools to increase your holiday sales for free, even if you don't have an e-commerce website or a website at all. We'll show how local brick-and-mortar businesses can list products on a Google Business Profile. We'll also cover Google Merchant Center, a no-cost tool that allows both e-commerce and brick-and-mortar businesses to create free Product Listings on Google.

Workshop led by:

[Courtney Stringer](#), Grow with Google Virginia Coach

[Teresa Heger](#), Grow with Google Michigan Coach

[Chelsea Brosterhous](#), Grow with Google Oregon Coach

Register to attend the live virtual workshops on Thursday, September 14 at 5 p.m. ET or 5 p.m. PT using the buttons below. If you are not able to make the live events, please note that the workshops will be recorded and made available on-demand on [Main Street America's YouTube channel](#) and on the [Grow with Google Digital Coaches program webpage](#).

[Register for 5pm PT](#)

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>](#)