



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

# APRIL 2024 NEWSLETTER



## SAVE THE DATE!

Ocean Beach Street Fair & Chili Cook-Off  
Lots of fun details on pages 7-8

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**Calling All Chili Cookers!**  
**See page 7**



Ocean Beach MainStreet Association  
1868 Bacon Street, Suite A • San Diego, CA 92107 • [OceanBeachSanDiego.com](http://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**  
Hair Stylist, Executive Committee Chair

**Mike Akey, 1st Vice President**  
Pacific View Real Estate

**CC Summerfield, 2nd Vice President**  
CC Summerfield Realtor

**Kyle Jaworski, Secretary**  
Hospitality Consultant

**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

**Shawn 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!



# OBMA Meeting Schedule & Member News

## MEETING SCHEDULE

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

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No Meeting in April  
**Design Committee Meeting**

Friday, 4/5/2024 at 9:00am  
**Promotion Committee Meeting**

Tuesday, 4/9/2024 at noon  
**Clean & Safe Committee Meeting**

Wednesday, 4/10/2024 at noon  
**Economic Vitality Committee Meeting**

Wednesday, 4/10/2024 at 1:00 pm  
**Finance Task Force Meeting**

Thursday, 4/11/2024 at noon  
**OBMA Board of Directors Meeting**

**OB Street Fair & Chili Cook-Off  
Committee Meeting**

Tuesday, 4/9/2024 at 6:00PM.

Reach out to Tracy Wagner  
Tracy@OceanBeachSanDiego.com for meeting  
information details and zoom links.



**CITY OF SAN DIEGO CRIME INFORMATION  
NOW AVAILABLE IN ONLINE DASHBOARD**

NEAR REAL-TIME NEIGHBORHOOD CRIME  
SNAPSHOT AND MAPPING AVAILABLE FOR  
SAN DIEGANS. The San Diego Police Department  
(SDPD) announced the launch of a new public  
dashboard that offers a snapshot of information  
about crimes committed across the City of San  
Diego in near real-time. [Click here for more  
details and links.](#)

## WELCOME NEW MEMBERS

**Crafts by Zevin**  
@CraftsByZevin  
**Jewelry & Shopping**

**Daniel's Designs**  
@Daniels.Designs.SD  
**Jewelry & Shopping**

**Einhorn Insurance Agency, Inc.**  
(858) 336-4644  
EinhornInsurance.com  
**Personal Lines Insurance**  
**Life Insurance**

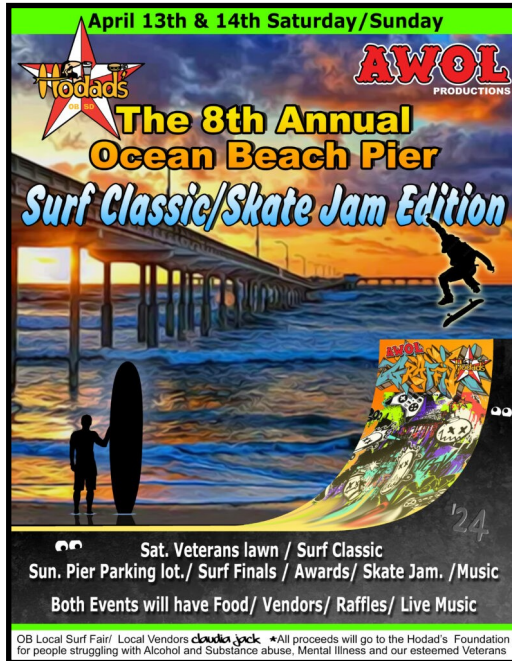
**Phattie's Bake Shop**  
4143 Voltaire Street  
PhattiesBakeShop.com  
**Eats & Drinks • Specialty Services**

**San Diego Surf School**  
5022 Santa Monica Avenue  
(858) 205-7683  
SanDiegoSurfSchool.com  
**Fitness & Sports**

**TravelHost San Diego**  
(310) 936-5219  
Www.TravelHost.com  
@TravelHostUSA  
**Advertising & Marketing**

[OB Local Online Directory>](#)

# Around Town



<https://hodadies.com/events/ob-surf-classic/>



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



## B EARTH DAY CLEAN UP

### SATURDAY • APRIL 20, 2024

### 10 AM | Veterans Plaza Park

#### THANK YOU TO OUR SPONSORS!



Dirty  
Birds  
Ocean Beach, CA



REST & RELAX  
REAL ESTATE



Service Kings  
Home Services



SUBMERGE  
submerge.org

### DETAILS @ OCEANBEACHSANDIEGO.COM

## Banner Districts get some love in the Point Loma-Ocean Beach Monthly.

Great article about the history of the Ocean Beach & Sunset Cliffs Banner Districts and information on the new Voltaire Banner District.

[Point Loma-OB Monthly>](#)

## Around Town



### James Gang

Power100 Champion James Gang Printing Makes Waves as San Diego's Greenest Screen Printer.

Check out San Diego Community Power.org article.

[Read Article Here>](#)



### The Harp

Welcome to the new owners of The Harp.

San Diego magazine has an great article highlighting what the community can look forward to as four locals have big plans for this mainstay on Newport Avenue.

[Read Article Here>](#)



### Cheswicks

As time marches on things change. Cheswicks has been sold and the keys handed over to the new owners. The OBMA has been told there are plans for lots of change, but no details are being released, just yet.

## Rental Space Available

Large space available @ 4993 Niagara Avenue

[Click here to view available spaces at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

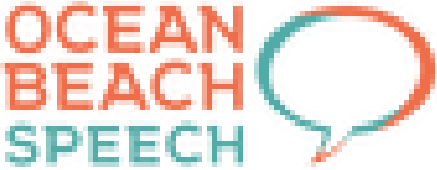
Have available space for rent? Let the OBMA team know.

Email—[Info@OceanBeachSanDiego.com](mailto:Info@OceanBeachSanDiego.com)



# March Sundowner

A fun evening hosted by Raquel CC Summerfield, and Jessica!



April Sundowner @ OB BBQ House  
Thursday, April 25th @ 5:30pm • 5025 Newport Ave .

# OB Street Fair & Chili Cook-Off



**SATURDAY, JUNE 22**  
**10 AM—8 PM**



## VENDOR BOOTHS AVAILABLE

OBMA members receive a discounted rate for vendor booth space and priority placement.

If you are interested in a booth, contact Tracy Wagner [Tracy@oceanbeachsandiego.com](mailto:Tracy@oceanbeachsandiego.com) • (619) 224-4906.

The earlier you reserve the better able we are to accommodate placement requests.



## CHILI COOK-OFF CONTESTANTS SIGN UP NOW!



The famous chili cook-off is celebrating 40 years of chili cooking by the sea!

### Amateur & Restaurant Division

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

[Chili Cook-Off Application](#)



**EATING CONTEST INFORMATION**  
**COMING SOON!**

[OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)





# Sponsorship Opportunities



## Sponsorship Opportunities



### We have a few sponsorship opportunities still available!

Reach tens-of-thousands of people on Saturday, June 22nd along with thousands of locals and visitors alike leading up to the fair.

Sponsors collaborate with [Centric's](#) award winning advertising and marketing team.

- ◆ Logo inclusion on all marketing materials
- ◆ Logo, website and social links on event website page which historically receives 50k view leading up to the fair
- ◆ Inclusion in community e-blasts to 4.5K community members
- ◆ Numerous social media mentions from April-July (pre and post event)
- ◆ Premium booth space at the fair
- ◆ And much more depending on your sponsorship level!

[Request Sponsorship Info>](#)



## 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.

[Sign up to volunteer-click here to have our Volunteer Coordinator reach out to you.](#)

## THANK YOU TO THE FOLLOWING SPONSORS



GALLAGHER | BOLANDER | SMEDLEY | LLP

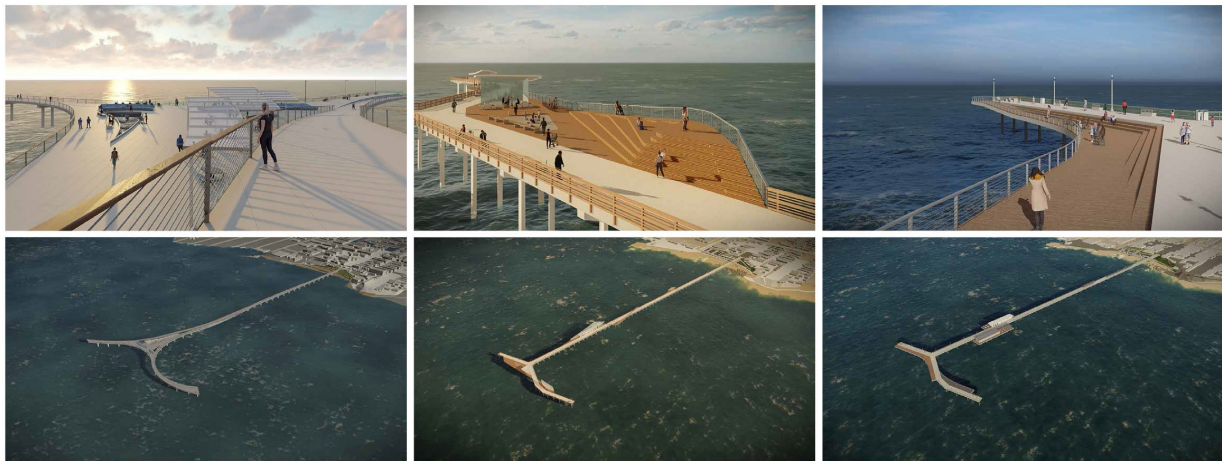




# Ocean Beach Pier Renewal Project

## Ocean Beach Pier Renewal Community Workshop #4

Preferred design concept for a potential  
Ocean Beach Pier replacement will be unveiled



During this workshop, the City of San Diego and its consultants will present the preferred design concept for a potential Ocean Beach Pier replacement.

The preferred design concept was created based on public input of the three preliminary design concepts that were presented in September 2023.

**Saturday, April 6th, from 2pm to 5pm**

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

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



To learn more, or provide public comment, scan the QR code to the left or visit [www.OBPierRenewal.com](http://www.OBPierRenewal.com)



[Post Pier Memories at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

# Veterans Plaza Update

## *Veterans Plaza Update*



The fence came down on March 26, 2024.  
Long live the grass on Veterans Plaza!

City of San Diego Park & Rec



# County of San Diego-Small Business Stimulus Grant



COUNTY OF SAN DIEGO

# SMALL BUSINESS STIMULUS GRANT



- Deadline to apply is **May 1st**
- Eligibility requirements include:
  - Organization in operation prior to **February 14, 2019**
  - Have fewer than **20** full time employees
  - Have been **fiscally impacted** by the COVID-19 pandemic
  - Organization located or operating in **District 3**
- Learn more & apply at: [www.sandiegocounty.gov/stimulusgrant/](http://www.sandiegocounty.gov/stimulusgrant/)



**APPLY NOW**

[Application & Details>](#)

## A message from Luminosity



# LUMINOSITY

## LUMINOSITY presents the Ocean Beach Fourth of July Drone Light Show - July 4 & 5, 2024

For close to 40 years the businesses of Ocean Beach sponsored the Annual Fourth of July Fireworks. With the pier no longer available as a launching site for fireworks, our community went dark on Independence Day for four years. Last year LUMINOSITY reimagined the Fourth of July celebration with a pet-friendly and environmentally-friendly 300 drone light show. Not only did the drone show draw thousands to our community on July 4th, it created positive national and local exposure for Ocean Beach with the community's innovative use of new technology.

This year the Drone Light Show will launch on both July 4th and July 5th, bringing potential customers on both days.

In order to ensure the Fourth of July Drone Light Show becomes a new Ocean Beach tradition, we need your support.

Tax-exempt donations

Merchandise

Gift Certificates

Host Fundraising Event

Please contact Mel Roark if you would like to help: (619) 313-1285

**Donate online:** <https://obluminosity.com/donations/>

If you like to donate by check send it to: The Peninsula Alliance

**Check made out to:** The Peninsula Alliance

PO Box 60534 • 92166-8534

**Memo:** LUMINOSITY

**All Tax-exempt donations are made through our partnership** with Peninsula Alliance, a 501 (c)(3) non-profit.

[WEBSITE >](#)



## Rhythm & Brews • Point Loma Summer Concerts

### Rhythm & Brews, a special fundraiser to benefit Point Loma Summer Concerts

Thursday, September 28th, 5:00 - 7:00 pm

The Thursday Club, 1224 Santa Barbara Street, San Diego

**\$40 per person**

Jensen's is partnering with Point Loma Summer Concerts for this new fundraising event. There will be tastings of dozens of brewed adult beverages (wine, beer, kombucha and cider), representing nearly 20 of San Diego's finest breweries. Your ticket includes a Jensen's homemade bratwurst or a giant pretzel with beer cheese sauce, and other tasty bites to celebrate the beginning of spring. Plus, each participant receives a commemorative 5 oz tasting glass to use and keep.

Great raffle prizes will also be available. Proceeds will be used to support music education in our local schools.

**\*\*DON'T WAIT! The venue can only hold 200 people!\*\***

SPECIAL FUNDRAISING EVENT TO BENEFIT POINT LOMA SUMMER CONCERTS

**\$40**  
**PER PERSON**

Limited participation  
Register today!

**RHYTHM  
& BREWS**

Thursday, April 25th,  
5:00 - 7:00 pm  
Thursday Club,  
1224 Santa Barbara Street, San Diego

[Register Online>](#)

# OB Local Online Business Directory

## Ocean Beach

### Local Online Business Directory

The Ocean Beach MainStreet Association has updated our OB Local Online Business Directory with updated photos. We also added as much information to each members profile as possible, such as links to your website, social handles, images, and a 300 character description.

However, we were unable to locate all this information for every member. We encourage you to checkout the OB Local Online Business Directory and view your profile. If you need to make changes/updates you can do so by completing the OBMA Business Member Information form.

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.

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

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.

[OB Local Online Business Directory](#)

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

OceanBeachSanDiego.com



# Letter of Agency • Public Right of Way Permits

## 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. Letter of Agencies are valid for one calendar year, so make sure to renew every 365 days.

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) for hybrid meeting information.

[Apply for LOA](#)

## 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. Contact Tracy Wagner at the OBMA office with any questions or concerns • (619) 224-4906 or [Tracy@OceanBeachSanDiego.com](mailto:Tracy@OceanBeachSanDiego.com).

[Download PROW Packet](#)

# 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**