



OCEAN BEACH
MAINSTREET
ASSOCIATION

AUGUST 2024 NEWSLETTER



Saturday, September 7, 2024

10AM—2 PM

Point Loma Avenue • South Ocean Beach

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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
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
K & S Worldwide, LLC

Mike Stifano, Treasurer
Winstons, Finance Chair

Travis Doroski
James Gang Printing

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Carter Moss
Submerge Church

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 & 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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Friday, 8/2/2024 at 9:00am
Promotion Committee Meeting

Tuesday, 8/6/2024 at 9:00am
Design Committee Meeting

Wednesday, 8/7/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 8/8/2024 at noon
OBMA Board of Directors Meeting

Tuesday, 8/13/2024 at noon
Clean & Safe Committee Meeting

Wednesday, 8/14/2024 at noon
Economic Vitality Committee Meeting

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

WELCOME NEW MEMBERS

Cosmic Monkey

@CosmicMonkeySnacks
CosmicMonkeySnacks@gmail.com
Freeze Dried Snacks

Love Thy Neighborhood

LoveThyNeighborhood.world
Community Resources

[OB Local Online Directory>](#)



SAVE THE DATE

OBMA Economic Vitality Committee Workshop

Using AI to create marketing content!

OCEAN BEACH



MAINSTREET
ASSOCIATION

Wednesday, September 11, 2024 @ noon

Hybrid Meeting OBMA Office or Online
1868 Bacon Street • [Zoom Link](#)

OBMA Board of Directors Election

Thank you to all OBMA members who voted the OBMA Board of Directors election in early July. The board certified the results during our July board meeting. Returning board members are Mike Akey, Kyle Jaworski, Shawnn Silverman & Carter Moss.

Welcome to our newest board member Travis Doroski with James Gang Printing.

Meet Travis Doroski



Born and raised in San Diego and spent 2 years playing college football at Montana State University. After leaving Montana State University, he received his degree in Organizational Leadership from Azusa Pacific University. In September 2017, he married Nicole Leavitt and her amazing beautiful daughter, Kylie. From there, Nicole started her own small business, bookkeeping firm, Travis was the Operations Manager and in November 2022 they bought James Gang Printing. Since purchasing James Gang Printing, they have turned it into a Green Certified business, added embroidery in house, and bought another screen printing company in Miramar that has screen printing automation. In Travis' free time, he loves taking his dog on long walks/hikes, playing golf, and paddle boarding with his family.

Many thanks to Ron Marcotte (previously with Sign Diego) who served on OBMA's Board for decades. He will continue to provide our organization with his expertise and be a member of OBMA's Design and Promotion Committees.

Executive Board

The full board will select members for the executive committee during our August 9th Board of Directions meeting. The executive committee consists of five of the 14 board members.

OBMA Website

Learn more about the OBMA's Board of Directors and see what the Ocean Beach Main-Street Association is currently working on.

Sundowner



OCEAN BEACH
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ASSOCIATION



THURSDAY
AUGUST 22, 2024
5:30PM

SUNDOWNER

Hosted by

Gallagher, Bolander, Smedley, LLP
1951 Cable Street

Open to OBMA Members and key employees.

Bring your business card for the raffle!

Sunset Cliffs Auto Show



Saturday, September 7, 2024

10AM—2 PM

Point Loma Avenue • South Ocean Beach

Presented By Hodad's Ocean Beach! Cash Prize for Best Vehicle in Show!! All Show Vehicles are welcome! Cars, Trucks, and Motorcycles. Hosted at the corner of Sunset Cliffs Blvd and Pt. Loma Ave. in the church parking lot and along Point Loma Ave. There will be food, live music, free giveaways, raffles, and more.

A family-friendly event for everyone to enjoy!



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[Event Website](#)



The Peninsula Alliance

Over the past year a team of volunteers organized by Tony Cohen have planted over 1000 plants donated by community members. The Peninsula Alliance has supported the efforts with tools and supplies. On June 15 a group cleared out enough dead and over-grown vegetation to fill a 20 foot roll off dumpster and part of a dump truck provided by Junk MD just in time for all of the visitors coming to OB for the Annual Street Fair.



The Peninsula Alliance · AED for the Community



The Peninsula Alliance donated an AED machine to the Peninsula Youth Softball Association.

Around Town



Dirty Birds Voted Best Wings!

Welcome to the Best Wings in San Diego voted by San Diegans. You will never need to wing it again.



[YouTube Video](#)



Electrical Box Painting

Melanie Kutscher painted this in July 2024 on corner of Sunset Cliffs and Del Monte



Water's Edge Methodist Church

A group of interested parties had a preliminary meeting regarding the Methodist Church buildings on July 25th at Water's Edge. If you would like more information about what was discussed, please contact Mike James

Connect@OBhub.org

Community Murals



Many thanks to Jonathan Abing and his helper Bob who volunteered to help haul two murals so Janis Ambrosiani can put on the finishing touches on the two murals. We anticipate that the murals will be installed some time in mid to late August.

The mural celebrating the Woman's Club will be installed at US Bank and the High Tides and Good Vibes mural will be at Mal-lory's on the corner of Cable & Newport.

Jonathan with Good Neighbor Trusted Home Services (619) 867-2528 · Jonathon@goodneighborsd.com

A message from the City of San Diego · Measure B



Measure B was approved by voters in 2022 and allows the City of San Diego to potentially introduce a fee for trash collection for single-family homeowners who previously did not pay for the service. The City of San Diego is beginning a process to study options for a fee for trash collection and enhanced services. As part of this study, the City will hold a series of public open houses to collect community input.

We are reaching out to you today to ask if you can inform your constituents about the study and the corresponding open houses, project website, and questionnaire.

Please respond to this email to let us know if you are able to support this effort, and if so, how you will spread this information to your communities (i.e. social media, email, newsletter, other).

It is vital that residents fill out the following questionnaire so that the City of San Diego can better understand what trash and recycling collection services residents are most likely to use: [City of San Diego Trash Study | Contact Us \(cleangreensd.org\)](#)

Open house meetings will be held in each council district across San Diego, with the first one being on August 5th in Logan Heights (Council District 8). The Open Houses will serve as a place where residents can learn about the project, provide input, and ask questions. We've included a complete list of open houses below for your convenience.

For more information on the project, visit this website: [cleangreensd.org](#)

In-person Community Meetings by Council District (CD); 5:30 to 7 p.m.

CD8 Monday, Aug. 5 Logan Heights Library, 567 S. 28th St., 92113

CD4 Tuesday, Aug. 6 Valencia Park/Malcolm X Library, 5148 Market St., 92114

CD6 Monday, Aug. 12 Mira Mesa Library, 8405 New Salem St., 92126

CD9 Tuesday, Aug. 13 Mission Valley Library, 2123 Fenton Parkway, 92108

CD3 Monday, Aug. 19 Mission Hills-Hillcrest/Knox Library, 215 W. Washington St., 92103

CD2 Monday, Aug. 26 Point Loma/Hervey Library, 3701 Voltaire St., 92107

CD7 Tuesday, Aug. 27 Serra Mesa-Kearny Mesa Library, 9005 Aero Drive, 92123

CD5 Tuesday, Sept. 3 Scripps Miramar Ranch Library, 10301 Scripps Lake Drive, 92131

CD1 Monday, Sept. 9 La Jolla/Riford Library, 7555 Draper Ave., 92037

City of San Diego Press Release: [We Want to Hear from You! The City of San Diego Seeks Community Input on Trash and Recycling Services | City of San Diego Official Website](#)

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 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.

[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's are establishing goals for FY25. Updated goals will be available soon.



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>](#)

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