

DECEMBER 2024 NEWSLETTER



OCEAN BEACH
MAINSTREET
ASSOCIATION

OB HOLIDAYS & TIS THE SEASON • Page 5

IN THIS EDITION

Board of Directors & Team Members	2
Meeting Schedule, New Members & Workshop	3
E-Waste Recycling • Coffee with a Cop	4
OB Holidays Special Insert	5
Calendar of Events	6
OB Holiday Social Media	7
Shop Small & OBeachy Bingo	8-9
OBMA Holiday Sundowner	10
OB Holiday Decorating	11
Santa Experience	12
Peninsula Singers	13
OB Holiday Ornament • Holiday Banners	14
OB Local Online Business Directory	15
Letter of Agency • PROW Permit	16



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
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
Closed on December 25th & January 1st

[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.

No Meeting in December
Design Committee Meeting

No Meeting in December
Clean & Safe Committee Meeting

Wednesday, 12/4/2024 at noon
Economic Vitality Committee Meeting

Friday, 12/6/2024 at 9:00am
Promotion Committee Meeting

Wednesday, 12/11/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 12/12/2024 at noon
OBMA Board of Directors Meeting

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

WELCOME NEW MEMBERS

Official Ocean Beach

[@OfficialOceanBeach](#)

OfficialOceanBeach.com

Community, Promotion & Social Media

Resurrection Church OB

(619) 481-5471

2083 Sunset Cliffs Blvd.

ResurrectionOB.org

Religious & Spiritual & Rental Space

Tacos Tortas & More

(619) 230-5444

Restaurant

[OB Local Online Directory>](#)



You are invited to an evening of fun & comradery at the
Ocean Beach MainStreet Association
Annual Awards Celebration
Thursday, January 23, 2025
from 6pm to 8pm-ish
Light dinner, beverages and desserts from our local businesses!

Save the Date & Please Join Us!

St. Peter's by the Sea
1370 Sunset Cliffs Blvd.

This free event is open to all our members and their employees.
We will be selling raffle tickets to win gift baskets.
Raffle tickets at the door- \$5 each or an arm's length for \$20!

 OCEAN BEACH
MAINSTREET
ASSOCIATION

 **usbank**

DISCOVER OCEAN BEACH

E-Waste Recycling • Coffee with a Cop



Dave, Tracy & Clemencia



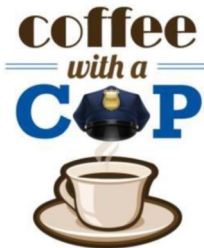
A huge thank you to our sponsor and OBMA Member, Junk MD for donating their time and fees to make this event free event possible.

OB MainStreet Association's Economic Vitality Committee's E-Waste Recycling Event

It was great to see many of our OBMA members utilize this free opportunity to recycle e-waste on November 19th. We'll be hosting a shredding event this spring. More details coming soon!



*Come join your neighbors,
Councilmember Campillo, Captain Dobbs and your
neighborhood police officers for*



San Diego Police Department's Western Division is holding a

Holiday Coffee with a Cop

So please join SDPD's Western Division police officers on

December 5th from 9:30 – 11:00am

@ The Linda Vista Library

2160 Ulric Street

No agendas or speeches, just a chance to ask questions, voice concerns and get to know the officers who patrol your community. This event is open to all Western Division's neighborhoods so come, grab a coffee and donut, and join us for some casual conversation.



San Diego Police Department Western Division

San Diego Police Department's Western Division

December 5th • 9:30 – 11:00am

The Linda Vista Library

2160 Ulric Street

No agendas or speeches, just a chance to ask questions, voice concerns and get to know the officers who patrol your community. This event is open to all Western Division's neighborhoods so come, grab a coffee and donut, and join us for some casual conversation.

OB HOLIDAYS SPECIAL INSERT



www.OceanBeachSanDiego.com

OB HOLIDAYS SPECIAL INSERT



OBeachy Holiday Season

CALENDAR OF EVENTS



OB Holiday Parade
December 7th @ 5:05pm

Santa Experience
Veterans Plaza
December 7th, 14th & 21st

Sundowner Holiday Party
Ocean Beach MainStreet Association
December 12th @ 5:00pm

OB Auction & Holiday Party
OB Community Foundation
December 12th @ 6:00pm

Food & Toy Drive
OB Community Foundation
December 16th—21st

OceanBeachSanDiego.com • OBCommunityFoundation.org

OB HOLIDAYS SPECIAL INSERT

Collaborate with OB MainStreet Association on Social Media

The Ocean Beach MainStreet Association is encouraging the community and visitors alike to Shop Local this holiday season. Checkout the OB Gift Guide & Social Media!

SHOP • DINE • PLAY • STAY • LIVE in Ocean Beach!



Let's Collaborate

@oceanbeachca
@sdnewsgroup
@officialoceanbeach

Let's Be Social

Tag us in your social posts or invite us to collaborate with you!



OceanBeachCA



OBMA92107



Hashtags galore

#oceanbeachsandiego • #obsd • #sandiego • #california • #sandiegoliving • #shopsmall
#shoplocal • #lifesabeach • #92107 • #hellofrom • #sea • #roamtheplanet • #visitsandiego

OB Shop Small



On November 30th, shoppers who **spent \$50 or more** in Ocean Beach stopped by the **OBMA Welcome Booth** in Veterans Plaza and spun the wheel to win local OB swag and gift cards. To add to the fun shoppers took a photo with friends and family at the **“I (heart) OB”** photo booth.



OB Shop Small

OBeachy Bingo launched on Shop Small Saturday

Hundreds of shoppers picked up an OBeachy Bingo card at either the Veterans Plaza Welcome Booth or the OB Information Booth on the 4900 block of Newport Avenue. The community and visitors alike with search for 96 'OB' Parrots throughout businesses in OB.

Turn in completed bingo cards at the OB MainStreet Association office for a chance to win prizes throughout the holiday season.



Nicolette & Desi from Creations Boutique show off their OBeachy Bingo Parrot, Sparkle!



Dayna Cornell, OBMA and Joella Peregoy, OB Business Center passed out hundreds of OBeachy Bingo Cards at the OB MainStreet Association's Information Booth on the 4900 Block of Newport Avenue.



Jared & Devin with Eze Ryders OB eBikes show off their OBeachy Bingo Parrot, Cruiser!



Sterling is perched at Blondstone Jewelry Studio.

OB HOLIDAYS SPECIAL INSERT






CENTRIC



OCEAN BEACH
MAINSTREET ASSOCIATION

Holiday Sundowner

December 12, 2024 | 5pm - 8pm
2845 Nimitz Blvd. Suite C, 92106

-  Live music: Dj set from Jenny Pocket
-  Ugly Christmas sweaters encouraged
-  Join our Toy Drive!
Donate an unwrapped toy for local kids!

Fun prizes for the winners!
Thank you to our sponsors:



OB Holiday Decorating

The OBMA installed the **OB Holiday Decorations** throughout downtown OB on **November 16th**.
A huge thank you to all the volunteers who came out to help spread holiday cheer.



OB HOLIDAYS SPECIAL INSERT

Iconic Crooked Tree & Santa Experience

The tree hit the sand on Tuesday, December 3rd. A lighting ceremony before the parade on December 7. Enjoy the tree all month long, but be sure to visit before January 3rd.



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SANTA

Experience

LTN

Warm up with a cup of hot cocoa during your visit to the Santa Experience! Every purchase helps support the LTN Joy Drive and spread holiday cheer to those in need.



LOVE THY NEIGHBORHOOD
Joy Drive



FOR MORE INFORMATION VISIT
LOVETHYNEIGHBORHOOD.WORLD/HOLIDAY



*Newport Avenue & Abbott Street
December 7th, 14th & 21st*

Holiday Parade Road Closure & No Parking

The parade route will be closed to traffic & parking on December 7th beginning at 4PM.

Please remind your customers & team members to avoid being towed.



OB HOLIDAYS SPECIAL INSERT



Presents

Home for the Holidays

All the comforts of home in an evening of holiday choral classics

Friday, December 13th 7PM

All Souls' Church, off Chatsworth Blvd.

1475 Catalina Blvd., 92107

Artistic Director: Sarah Suhonen – Accompanist: Stewart Simon

General Admission \$15, Student \$12, Senior \$12, Military \$12, Child \$0

Tickets available at the door and on our website.



PeninsulaSingersCA.org

Peninsula Singers is a community choir based in Point Loma
A committee of the non-profit 501(c)3 Ocean Beach Community Foundation

OB HOLIDAYS SPECIAL INSERT

OB HOLIDAY ORNAMANT

The OBMA's OB Holiday Ornament is available now while they last.

Visit OceanBeachSanDiego.com or stop by the OBMA store at 1868 Bacon Street to get your limited edition ornament.



HAPPY OB HOLIDAYS • NEWPORT AVE

The timeless Happy OB Holiday swags went up in mid-November!

The "OB" always make a great backdrop for the Holiday Parade photos.

OB HOLIDAY BANNERS

These iconic holiday banners were installed throughout the Ocean Beach banner district before the holiday crowds descended on Ocean Beach for the thanksgiving holiday week.



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 1st 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](#)