



OCEAN BEACH
MAINSTREET
ASSOCIATION



FEBRUARY 2024 NEWSLETTER

SAVE THE DATE!

Annual Marketing Breakfast

Hop to It! Take your Customer Engagement & Service to the next level!

Thursday, February 29, 2024

Details on page 3

IN THIS EDITION

| | |
|--|-----|
| OBMA Mission Statement & Board of Directors | 2 |
| OBMA Meeting Schedule & Member News | 3 |
| Annual Marketing Breakfast | 3 |
| OBMA Annual Awards Celebration | 4—6 |
| Ocean Beach Banners • Luminosity | 7 |
| OB Street Fair & Chili Cook-Off | 8 |
| OB Local Online Business Directory | 9 |
| Travel Host Magazine | 10 |
| Good Bye Holiday Decorations | 11 |
| OB Pier Update | 12 |
| Letter of Agency • Public Right of Way Permits | 13 |
| Edward Jones Estate Planning & Finance | 14 |
| OBMA Committee Goals | 15 |

Happy Valentine's Day

Wednesday, February 14th



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
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

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.

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

Tuesday, 2/6/2024 at noon
Design Committee Meeting

Wednesday, 2/7/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 2/8/2024 at noon
OBMA Board of Directors Meeting

Tuesday, 2/13/2024 at noon
Clean & Safe Committee Meeting

Wednesday, 2/14/2024 at noon
Economic Vitality Meeting

Tracy@OceanBeachSanDiego.com if you would like us to add you to a committee.

WELCOME NEW MEMBERS

Peninsula Hearing & Balance

1310 Rosecrans Street, Suite A
(619) 756-7848

www.PeninsulaHearingCenter.com

[OB Local Online Directory>](#)

February Sundowner Event

Ravive Health & Vitality

Thursday, Feb. 22nd @ 5:30pm

2907 Shelter Island Drive



The Ocean Beach MainStreet Association invites you to the 2024 Business Development Series event.



Annual Marketing Breakfast

Leap into 2024

Hop to it! Take your Customer Engagement & Service to the next level!

Tuesday, February 29, 2024 • 7:30am - 10:00am
St. Peter's by the Sea • 1371 Sunset Cliffs Blvd

Registration & light breakfast will be served at 7:30am, followed by a presentation from Joon Han founder of Better San Diego and Q&A.

All OBMA members and their key employees are welcome to attend this free event.



RSVP to Info@OceanBeachSanDiego.com or call (619) 224-4906.
If you forget to RSVP, come anyway!

Coffee & Breakfast provided by the OBMA.
OB Beans • Nico's Taco Shop • OB Smoothie



OBMA Annual Awards Celebration

OBMA ANNUAL AWARDS CELEBRATION

Such a fun evening celebrating our eclectic beach town
and the businesses who make Ocean Beach so fun!

A great time was had by all! We loved having the event at St. Peter's by the Sea.
It's a beautiful facility. A big thank you to everyone who volunteer.
A special shout out to those who stayed and cleaned up after the event.



OB Pledge of Allegiance

Thank you to our Presenting Sponsor



OBMA Annual Awards Celebration

Congratulations to all the winners who exemplified the OB spirit in 2023.



Checkout a complete list of AWARD WINNERS at OceanBeachSanDiego.com

Thank you to our Presenting Sponsor



OBMA Annual Awards Celebration

A huge thank you to our sponsors!

Event Sponsors

US Bank

OB CDC

OB Business Center

Centric Marketing

Inn at Sunset Cliffs

Food & Drink Sponsors

BBQ House

Blue Water Seafood

Chicken over Rice Co

City Tacos OB

Dirty Birds OB

It's Raw Poke

Johnny Manana's

Kilowatt

Krisp Beverages & Natural Foods

La Dona

Mad Munch

Margarita's

Mike's Taco Club

OB Beans

OB Noodle House Bar 1502

OB Smoothie

OB Surf Lodge

Olive Tree Marketplace

Phattie's Bake Shop

Pizzeria Luigi's

Poma's Deli

Raglan Public House

SOI OB

South Beach Bar & Grill

Sugalab

Sunshine Co

THC

The Harp

The Joint

Winstons

Wonderland Ocean Pub

Table Sponsors

Call Glenn Again

Catrina Russell Real Estate, Inc.

Dirty Birds OB

Home Automation

Inn at Sunset Cliffs

Peninsula Beacon/SD News

Pruett Realty

Raglan Public House

Rest & Relax Real Estate

Seaport Realty

Service Kings Home Services

Social Syndicate

Submerge Church

The Peninsula Alliance

The Stronghold

Production Sponsors

Centric

Craig Gerwig

Floral Fantasia

Frame & Style Photography

Inn at Sunset Cliffs

Intrepid Network, Inc.

Michele Amsterdam

Music As You Like It

OB Historical Society

Bev McCalla

Raffle Contributions

Closet

Dirty Birds

Dog Beach Dog Wash

Hodads

Hoppy Beer Gear

Inn at Sunset Cliffs

James Gang

Julie Designs

La Dona

Mad Munch Grilled Cheezers

Newbreak Coffee & Café

OB Gift Shop

OB Hardware

OB Surf Lodge

Ocean Beach Antique Mall

Ocean Gifts & Shells

Peninsula Beacon

Raglan Public House

San Diego Crystals & Jewelry

Seams to Me

South Coast Surf Shops

The Black

Wonderland Ocean Pub

HIGH TIDES & GOOD VIBES

Major Sponsor



Thank you to our Program Sponsors



Thank you Gavin Fleming & Keith Danon for being incredible Masters of Ceremonies.

[Full list of Sponsors at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

Ocean Beach Banners • Luminosity

2024 Ocean Beach Banners

The 2024 Ocean Beach Banners celebrating High Tides & Good Vibes in Ocean Beach were installed in late January.

They look so bright and colorful. Thank you to all the artist who contributed and helped us capture the vibe of OB.



[Click here to learn more about the artists!](#)

Coming soon! Watch for new banners going up **Voltaire Street**.

This joint project with Voltaire merchant, area merchants, and the Ocean Beach MainStreet Association. Many thanks to Aaron Null, The Vervor Shop for making this project a success.



LUMINOSITY

The Luminosity Steering Committee is the process of planning for the 2024 Fourth of July Drone Light Show.

They need your feedback!

Please take a moment and fill-out their online survey.

<https://obluminosity.com/feedback/>

OB Street Fair & Chili Cook-Off



SATURDAY, JUNE 22, 2024
10 AM—8 PM

It's time to start thinking about the Street Fair in June! Really? Yes, as many of you know we offer discounts to our members to have a booth and we would love to have lots of participation this summer. We were really happy with the local participation last year.

If you are interested in a booth, contact Tracy Wagner Tracy@oceanbeachsandiego.com. The earlier you reserve the better able we are to accommodate placement requests.

Don't wait. Reserve your space. Call us today at (619) 224-4906.

Sponsorship Opportunities

We have Sponsorship opportunities available. Please reach out to Kristen Keltner at Kristen@oceanbeachsandiego.com if you are interested in sponsoring an area of the fair.



THANK YOU TO THE FOLLOWING SPONSORS

GALLAGHER | BOLANDER | SMEDLEY | LLP



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





SHOP

DINE

PLAY

STAY



OB Farmers Market • Wednesdays • 4 pm - 8 pm



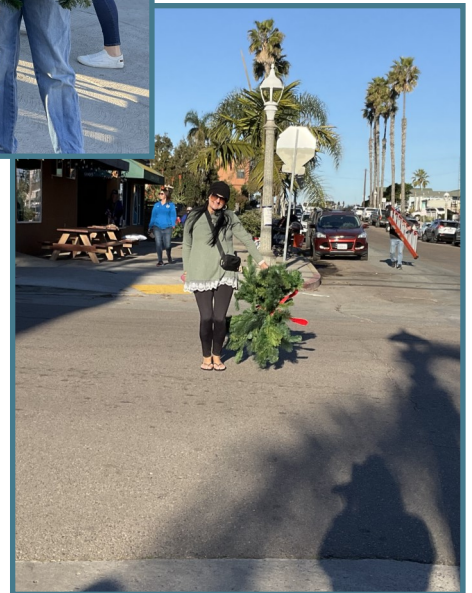
OceanBeachSanDiego.com
(619) 224-4906



Ocean Beach will be featured in Travel Host magazine this spring. The magazine will highlight all the wonderful things our beach town has to offer people traveling to San Diego.

Good Bye Holiday Decorations

The OB Holiday Decorations came down on Saturday, January 13th with the help of over 40 volunteers.



A huge thank you to Submerge Church, Rest & Relax Real Estate and Service Kings for providing lots of volunteers.

Ocean Beach Pier • Winter Storm

The City of San Diego will do a complete assessment of the pier once the high tides and storms have subsided. The purpose of the assessment is to figure out how to shore up the pier for the time being. It is unlikely that the pier will reopen for the general public. The next pier workshop for the [Pier Renewal Project](#) will be this spring.



Photos taken by Josh Utley during the winter storm in late December 2023.

[Post Pier Memories at OceanBeachSanDiego.com](https://www.oceanbeachsandiego.com/post-pier-memories)

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](#)



Estate planning and finance

At Edward Jones, we believe financial education is an important part of achieving your goals. We also realize there is more to life than just financial goals. That's why we're excited to invite you to this special presentation.

Creating Your Estate Plan

LORI BOLANDER

Estate Planning Attorney

Gallagher, Bolander, Smedley, LLP

Retirement: Making your money last

MATT PICKARD, CFP®, CIMA®

Vice President - Senior Advisor Consultant

Franklin Templeton

To reserve space for yourself and a guest, please call JOCELYN at 619-223-8357 no later than 02/23/2024.



Joshua Lightcap, CFP®, CEPA®, AAMS™

Financial Advisor

5083 Santa Monica Ave
Suite 1 A
San Diego, CA 92107
619-223-8357

You're invited

LUNCH & LEARN

FEBRUARY 27, 2024
TUESDAY
12 NOON - 1:00 PM

Hosted by:
JOSHUA LIGHTCAP,
FINANCIAL ADVISOR

OB SURF LODGE
RESTAURANT - PATIO
5083 SANTA MONICA AVE
SUITE 1F
SAN DIEGO CA 92107

Appetizers will be served.

PLEASE SEE IMPORTANT DISCLOSURES ON PAGE 2.

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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>](#)