



OCEAN BEACH MAINSTREET ASSOCIATION

JANUARY 2024 NEWSLETTER

SAVE THE DATE!

Annual Award Celebration

Thursday, January 25th

New Location @ St. Peter's By the Sea

Details on page 4

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Happy New Year!

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

Newsletter sponsored by

Edward Jones
MAKING SENSE OF INVESTING

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 & friends!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

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

.....
No Meeting

Design Committee Meeting

Friday, 1/5/2024 at 9:00 am

Promotion Committee Meeting

Tuesday, 1/9/2024 at noon

Clean & Safe Committee Meeting

Wednesday, 1/10/2024 at noon

Economic Vitality Meeting

County Grant Workshop

Wednesday, 1/10/2024 at 1:00 pm

Finance Task Force Meeting

Thursday, 1/11/2024 at noon

OBMA Board of Directors Meeting

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

OBMA Holiday Decoration Take Down Volunteers Needed!

The OBMA holiday decorations must come down! Tear down is Saturday, January 13th at 8 am. Email Hello@OceanBeachSanDiego.com or Click Here to Volunteer

COUNTY GRANTS WORKSHOP

**January 10th
Noon to 12:45 PM**

Hybrid Workshop
OBMA Office @ 1868 Bacon Street
OR

Join Zoom Meeting

<https://us02web.zoom.us/j/87433643946>



MESSAGE FROM OBMA PRESIDENT

Happy New Year! We hope you have enjoyed all the promotions we've done this year to encourage the community and visitors alike to shop, dine, play and stay in Ocean Beach. Our committees worked on numerous programs and projects in 2023. The Design Committee installed 10 new trash cans along Newport Avenue and painted the existing trash cans with a new coat of paint and updated lids. The Economic Vitality Committee updated the OB Local Online Business Directory with the help of the Promotions committee who oversaw a photo shoot of OB. Our Clean & Safe Committee launched the Downtown OB Ambassador Program which ran throughout the summer months. A huge thank you to our hundreds of volunteers who gave their time throughout the year. We could not do all we do without volunteers who help with OBMA Community Cleanups, festivals, OB Street Fair & Chili Cook-Off, holiday decoration installation and takedown and more. We hope to see you and/or one of your key team members at a Sundowner event in 2024. These events are a fun way to network with other OBMA businesses. Did I mention there is complimentary food and drinks, along with raffle prizes! On behalf of the OBMA board and team I hope you and your business thrive in the coming year.
-Barbara Iacometti



OB LOCAL ONLINE DIRECTORY

[OB Local Online Directory>](#)

OB E-Bikes is moving to a new location!

1926 Bacon Street

<https://shop.electricbikesupershop.com/>

Minimum Wage Increase

Minimum Wage Increase • Jan. 1, 2024

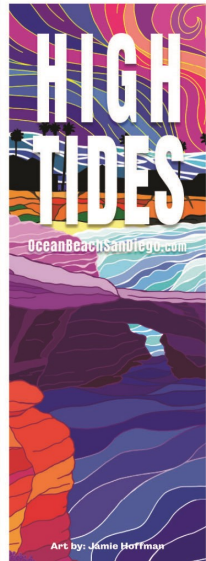
[CLICK HERE to print the notice.](#)

OBMA Annual Awards Celebration

OBMA ANNUAL AWARDS CELEBRATION

Save the Date

Thursday, January 25, 2024



OCEAN BEACH
MAINSTREET
ASSOCIATION

You are invited to an evening of fun & camaraderie at the
**Ocean Beach MainStreet Association
Annual Awards Celebration**

Thursday, January 25, 2024
from 6pm to 8pm-ish
St. Peters by the Sea
1371 Sunset Cliffs Blvd.

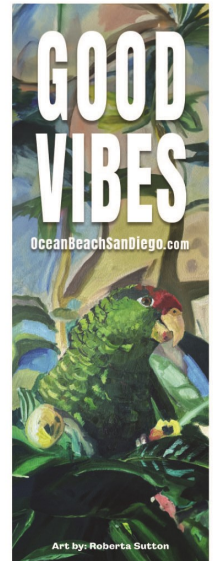
Light dinner, beverages, and desserts from our local businesses!

Please join us!

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

RSVP to 619-224-4906
(but if you forget, come anyway!)

DRESS: Wear your favorite OB garb!



Major sponsor



NEW LOCATION @ ST. PETER'S BY THE SEA

The OB Era's Contest!

Wear your favorite or oldest (aka Vintage) OB gear, such as t-shirts & hats for the OB Era's contest!

Thank you to our Presenting Sponsor 

Thank you to our Program Sponsors



We still have a handful of Table Sponsorship Opportunities available.
Reach out to Denny Knox at Info@OceanBeachSanDiego.com to secure a table.



CENTRIC

OBMA Holiday Sundowner

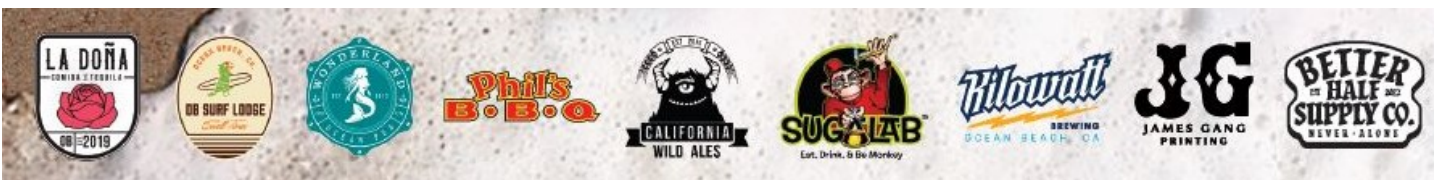
Such a fun & festival networking party at Centric. A huge thank you to Shannon Brown and her team for a fun evening of mingling, raffle prizes, great food, and drinks!



*Our very own crooked trees!
Joella (OB Business Center) won the ugly sweater contest, beating Travis (James Gang) by a smidge.*



THANK YOU TO OUR PARTY SPONSORS!



OBeachy BINGO



These two enthusiastic OBecian's completed card #1 and got black out!

Which means they stopped by 24 businesses!



Community members and visitors alike searched for the flock of OB parrots throughout Ocean Beach this past holiday season.

Hopefully your business participated in OBeachy Bingo this past holiday season which kicked off on Shop Small Saturday and encouraged community members and visitors alike to shop in Ocean Beach.

48 parrots were perched in businesses throughout OB. The Ocean Beach MainStreet Association received hundreds of completed bingo cards and 22 cards which were "black out" meaning they stopped by all 24 businesses on their bingo card.

Once participants completed their bingo card, they turn their card in to the OB MainStreet Association office and they were entered to win an opportunity drawing. Winners received local OB gift cards. There were 20 lucky winners this year.

Our elves are already preparing for next year. The OBMA will distribute 96 OB parrots and have four bingo cards. If your business would like to participate next year, please let us know by [clicking here](#).

OB Holiday & Shop Small information is sent out via email beginning in late October and continues throughout the holidays. Please check your email for important and FUN INFORMATION!

If you have questions, reach out to the OBMA team at (619) 224-4906.



OBeachy

BINGO

OceanBeachSanDiego.com

2	6	11	20	23
4	8	14	19	20
5	10	FREE	17	24
1	9	15	18	21
3	7	12	16	25



OCEAN BEACH
MAINSTREET
ASSOCIATION

Name: _____ Phone: _____

Email: _____ #: _____

2024 Ocean Beach Banners • Voltaire Banner District

2024 Ocean Beach Banners

The 2024 Ocean Beach Banners celebrating High Tides & Good Vibes in Ocean Beach will go up throughout downtown OB and Sunset Cliffs Blvd. in late January.



Selected Artists: Aaron Adams, Darlene Bebrin, Jamie Hoffman, Jenn David Connolly, Jeremy Evans, and Roberta Sutton, Tessa Elisabeth. Thank you to all the artist who submitted artwork.

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

Voltaire Street Banner District

The Voltaire area businesses secured funding for the Voltaire Banner District. A huge thank you to the 13 businesses, along with the OBMA who contributed.

Look for banners along Voltaire Street in early 2024. If you'd like more information reach out to Aaron Null for more information. He can be reached at Aaron@Vervor.com

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



Pier Renewal Project • Veterans Plaza • County Grant

OB Pier Renewal Project



The City closed the pier on the weekend on October 21st due to some damage from high surf. It's officially closed by the City of San Diego.

Officials say it could possibly open in spring 2024. We are hoping to get it opened sooner than that.



Checkout the design options and keep up-to-date with the OB Pier Renewal Project.

OBPierRenewal.com

Veterans Plaza

On September 28th the City of San Diego began the re-sodding project of Veterans Plaza. Hopefully we'll get to use the space in the new year.

Thank you to City Park & Rec staff!



A message from Supervisor Terra Lawson-Remer Small Business Stimulus

Our District 3 office has grant money available for local small businesses!

Local small businesses and nonprofit entities that suffered economic losses due to COVID-19 [may be eligible for grant funding](#) from the County.

In 2021 I joined with Supervisor Anderson to propose [The Small Business Stimulus Grant Program](#) to help our region's businesses navigate the uncertainty of the pandemic. The grant funding has already helped over 4,000 businesses keep their doors open, lights on, rents paid, and workers employed, and yours can be next! Apply today!

By the way, nonprofits may qualify for additional funding through the Community Enhancement Program. [Check it out here!](#)

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](#)

Donating your IRA distributions to a charity

A qualified charitable distribution (QCD) is a distribution from a traditional or Roth IRA made directly by the IRA trustee to a qualified charitable organization when the IRA owner is age 70½ or older. A QCD may satisfy the client's required minimum distribution (RMD) and, for 2024, up to \$105,000 of QCDs may be excluded annually from an individual's taxable income. Also for 2024, distributions are limited to a one-time \$53,000 donation. These limits are adjusted annually for inflation

Eligibility

A qualified charitable distribution may be made:

- When the IRA holder is age 70½ or older
- Directly from the IRA to a qualified charity
- From a traditional or Roth IRA

Qualified charities

Generally, a qualified charity includes most public charities that are eligible to receive tax-deductible contributions — including religious institutions, certain veterans' organizations, fraternal societies and community foundations that provide scholarships.

Limitations

Restrictions set on QCDs include the following:

- Distributions must be transferred to the charity no later than Dec. 31 of the current tax year.
- Deductible contributions made during or after the year an individual reaches age 70½ will reduce the amount that may be excluded.
- QCD must be a direct IRA distribution from the IRA custodian or trustee to a qualified charity.

- Not all charitable organizations qualify.
- QCDs are applicable only for traditional and Roth IRA distributions (excludes SEP and SIMPLE IRAs).

Making a QCD provides an opportunity to make a charitable contribution that you might otherwise not have been able to make and/or receive potential tax benefits for charitable contributions that you are already making. You should consult your tax advisor and estate-planning attorney about your situation. Edward Jones, its financial advisors and employees do not provide tax or legal advice.

Key benefits

- **For those who give larger gifts** — Deductibility limits do not apply to QCDs, which means the QCD can be made in addition to other charitable contributions that may be limited by the annual maximum deductible percentage of income or phaseouts of itemized deductions.

A message from our sponsor Edward Jones

Edward Jones

> edwardjones.com | Member SIPC

- For those who don't itemize deductions — If QCDs are used as the funding source for charitable donations, the donor will receive tax benefits when there otherwise would have been none due to the use of the standard deduction.
- For those who pay taxes on a portion of their Social Security benefits — Income for determining the taxation of Social Security benefits is lower than if the IRA holder had taken the RMD, potentially reducing this taxation.
- For those whose income level subjects them to tax on net investment income, or phaseout of personal exemptions or itemized deductions — A QCD made in lieu of an RMD will result in lower adjusted gross income for the IRA holder, which may lessen the effect of this tax or applicable phaseouts.



Joshua Lightcap, CFP®, CEPA®, AAMS™
Financial Advisor
5083 Santa Monica Ave
Suite 1 A
San Diego, CA 92107
619-223-8357

[**Reach out to Edward Jones>**](#)

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