



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

## MARCH 2024 NEWSLETTER

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**HAPPY  
ST. PATRICK'S  
DAY**



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 March  
**Promotion Committee Meeting**

Tuesday, 3/5/2024 at noon  
**Design Committee Meeting**

Tuesday, 3/12/2024 at noon  
**Clean & Safe Committee Meeting**

Wednesday, 3/13/2024 at noon  
**Economic Vitality Workshop**  
*See details below*

Wednesday, 3/13/2024 at 1:00 pm  
**Finance Task Force Meeting**

Thursday, 3/14//2024 at noon  
**OBMA Board of Directors Meeting**

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

## WELCOME NEW MEMBERS

**Chronic Buddha Clothing**

ChronicBuddhaClothing.com  
(619) 888-3321

**Team Logic IT**

TeamLogicIT.com  
(619) 382-3100

[OB Local Online Directory>](#)

## March Sundowner Event

**STRONGHOLD**  
**Thursday, March 28 @ 5:30pm**  
**2176 Chatsworth Blvd.**

## Storefront Improvement Program OBMA Member Workshop

**Wednesday · March 13, 2024**

**12:00PM—12:45PM**

**OBMA Office or Zoom**

City of San Diego Economic Development Department

<https://www.sandiego.gov/economic-development/business/starting/improvement>

The Storefront Improvement Program (SIP) revitalizes building facades visible to customers, neighboring merchants and residents. The City of San Diego provides free professional design assistance and financial incentives to small business owners who wish to make a creative change to and improve the curb appeal of their storefronts.

[Click here to join workshop via Zoom](#)

1868 Bacon Street, Suite A • San Diego, CA 92107

# February Sundowner

Such as fun evening hosted by Ravive Health & Vitality on Shelter Island.  
Thank you to The Wine Pub, Supanee Thai Restaurant and Tunaville Seafood Market  
for sponsoring the event.



A central event poster with a green border. At the top left is the logo for the Ocean Beach Mainstreet Association, featuring a sun and palm trees. To the right is a large yellow palm tree graphic. The text reads: "OCEAN BEACH MAINSTREET ASSOCIATION", "THURSDAY FEB. 22, 2024 5:30PM", "SUNDOWNER", "Hosted by" (in cursive), "RAVIVE HEALTH &amp; VITALITY", and "SPONSORS The Wine Pub, Supanee Thai Restaurant, and Tunaville Seafood Market." at the bottom.



Next Sundowner @ **STRONGHOLD**  
Thursday, March 28 @ 5:30pm  
2176 Chatsworth Blvd.

# OBMA Annual Awards Celebration



## OBMA ANNUAL MARKETING BREAKFAST



We hopped to it and discussed taking customer service and engagement to the next level!  
A huge thank you to Joon Han for talking to our membership about how to 'Actually Win Word of Mouth', be engaged with your customers in an authentic way and explained the Net Promoter Score in an easy way to understand.



Held at St. Peter's by the Sea, our early morning breakfast was informational and was a terrific way to share ideas.

Congratulations to Bill McKinney, Carter Moss and J. Han who each won a 3-month OBMA Website Ad for guessing the closest # of candies in the jar. Which was 111 by the way!

For those who couldn't make the Annual Marketing Breakfast, we have copies of the handouts at the OBMA office.

**Thank you to our Sponsors**



# Voltaire Street Banners

Voltaire Street Banners were installed between Bacon and Froude.

Great job by Aaron Null with Vervor Shop for spearheading the efforts to create a more vibrant experience for the business district on Voltaire Street. OBMA contributed \$2,600 to the banner program along with donations from area merchants.



*Images provided by Aaron Null.*

# 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](mailto: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](mailto:Kristen@oceanbeachsandiego.com) if you are interested in sponsoring an area of the fair.



### THANK YOU TO THE FOLLOWING SPONSORS

GALLAGHER | BOLANDER | SMEDLEY | LLP

Ocean Beach Women's Club

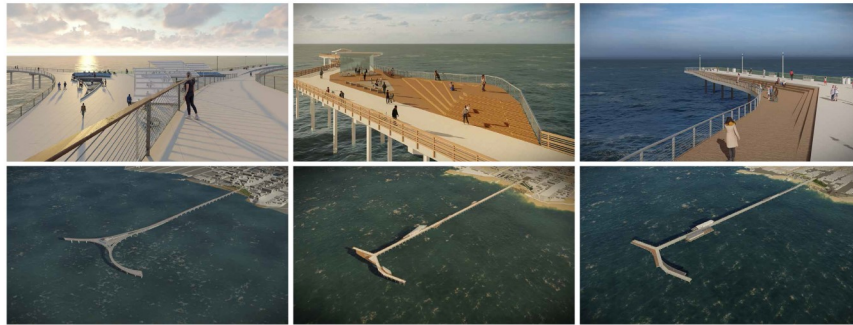


# Ocean Beach Pier Renewal Project

There will be another Community Outreach Workshop on Saturday April 6<sup>th</sup> at 2pm at Liberty Station at the Conference Center (near Oggi's) off Harbor Drive. We urge all of you to attend the culmination of almost two years of work by some very talented people under the direction of Moffat & Nichol. We will all have the opportunity to see the preferred alternative for the OB Pier in the form of schematic drawings. For those of you who attended the other workshops and/or filled out the online questionnaires, you will get to see the results of all that community input. The OB Pier Renewal Project had a very large turnout for the workshops. We are excited to get rolling on the next phase of the OB Pier Renewal Project. For more information you can check here <https://www.sandiego.gov/cip/ocean-beach-pier-renewal> .

## 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)



# 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](http://OceanBeachSanDiego.com)



# Sidewalk Vending Ordinance

## **Stricter regulations for sidewalk vendors a positive step**

**San Diego Community Newspaper Group**

Julie Main

Publisher

As the publisher of a community newspaper, I am deeply invested in the success and vitality of our local businesses. It is our responsibility to advocate for policies that support the growth and prosperity of brick-and-mortar establishments, which play a crucial role in shaping the character and economy of our neighborhoods.

In recent years, the proliferation of street vendors on our boardwalks and tourist areas has presented a significant challenge to traditional businesses. While street vending can add vibrancy to our streets and provide entrepreneurial opportunities, it also creates unfair competition for businesses that comply with all the required fees and regulations.

The introduction of newly revised San Diego street vendor rules by the City Council is a positive step towards addressing this issue. By unanimously approving a new enforcement framework, officials aim to strike a balance between preserving the unique character of our communities and supporting lawful economic activities.

The revised rules aim to clarify the boundaries of free speech protections, closing loopholes that allowed vendors to bypass regulations. While certain activities, such as distributing political brochures or engaging in street performances, will still be protected, the sale of hand-crafted goods, personal care products, and mass-produced items will be subject to stricter regulations. These measures are essential to ensure fairness and uphold the integrity of our local business environment. By distinguishing between protected and non-protected activities, the new rules provide clarity and guidance for both vendors and business owners.

However, it is important to note that the effectiveness of these regulations will ultimately depend on their enforcement. Local officials must be vigilant in monitoring compliance and taking appropriate action against violators to ensure a level playing field for all businesses.

As the proposed ordinance awaits approval from Mayor Todd Gloria, I urge him to recognize the importance of supporting our local businesses and sign the legislation into law. Together, we can work towards creating a thriving and equitable business environment that benefits our entire community.

# 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**