



OCEAN BEACH
MAINSTREET
ASSOCIATION

MAY 2024 NEWSLETTER

Maintenance Assessment District Meeting

May 8, 2024 @ noon

Details on page 3

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Calling All Chili Cookers!
See page 5



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

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, Operations Manager

Kristen Keltner, Event & Program Manager

Dayna Cornell, Office & Farmers Market Coordinator

FARMERS MARKET MGMT & STAFF

Community Crops

David Klanan, 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, 5/3/2024 at 9:00am
Promotion Committee Meeting

Tuesday, 5/7/2024 at 9:00am
Design Committee Meeting

Wednesday, 5/8/2024 at noon
MAD Meeting
No Economic Vitality Committee Meeting

Wednesday, 5/8/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 5/9/2024 at noon
OBMA Board of Directors Meeting

Tuesday, 5/14/2024 at noon
Clean & Safe Committee Meeting

**OB Street Fair & Chili Cook-Off
Committee Meeting**

Tuesday, 5/7/2024 at 6:00PM

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

WELCOME NEW MEMBERS

Mission Real Estate, Inc.

(619) 255-5245

MissionRealEstateSD.com

Real Estate & Investments

Prism Potion

PrsmPotion.com

(760) 214-1983

Mushroom Coffee & Wellness

Skyhawks San Diego

(858) 519-8397

SkyHawks.com

Fitness & Sports

[OB Local Online Directory>](#)



OCEAN BEACH
MAINSTREET
ASSOCIATION

Annual Maintenance Assessment District Meeting

Wednesday, May 8, 2024 at noon

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

OBMA Board of Directors Election

OBMA Board Election Intent to Run

BOD Intent to Run Forms are available if you would like to consider running for a Board position at the Ocean Beach MainStreet Association.

The requirements necessary to run for the Board of Directors are as follows:

- Must be a member in good standing
- Must have served on one of OBMA's committees for at least one year
- Will have the time to devote to monthly board meetings, committees, and special events

Intent to Run forms are due in the OBMA office no later than noon on June 7, 2024. Official election ballots go out on Monday, June 24, 2024, and must be returned to the OBMA Office no later than noon on July 8, 2024.

[Click here to download the Intent to Run Form>](#)

Learn more about the OBMA's Board of Directors and see what the Ocean Beach MainStreet Association is currently working on. The footer of our website OceanBeachSanDiego.com is full of valuable information.

OCEAN BEACH MAINSTREET ASSOCIATION			
ABOUT OBMA	MEMBER INFO	CONTACT OBMA	MEDIA & PRESS
Mission Statement	Advertising Opportunities	1868 Bacon St., #A	Press Coverage
Business Improvement District	Become a Member	San Diego, CA 92107	History of OB
Maintenance Assessment District	Member Benefits & Resources	(619) 224-4906	Local News
Board of Directors	Member Blog	Regular Hours - M-F 10am -	Photos of OB
Committees	Member Directory	4pm	Videos of OB
Staff	Newsletters	Wednesday Hours - 10am - 6pm	Brand Guidelines
Timeline	P.R.O.W. Program	Email Us	Elected Officials
Annual Reports	Renew Membership	Get Directions	Newsletters
Volunteer	Storefront Improvement Program	Farmers Market Vendor Application	
	Submit Event or News		

April OBMA Sundowner

A really fun evening at the BBQ House mingling, raffle prizes and delicious food & drinks!



May Sundowner @ Dirty Birds

Thursday, May 23rd @ 5:30pm • 1929 Cable St

OB Street Fair & Chili Cook-Off



SATURDAY, JUNE 22
10 AM—8 PM

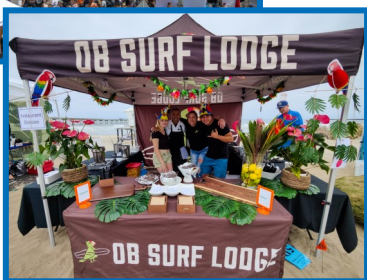


VENDOR BOOTHS AVAILABLE

OBMA members receive a discounted rate for vendor booth space and priority placement.

If you are interested in a booth, contact Tracy Wagner Tracy@oceanbeachsandiego.com • (619) 224-4906.

The earlier you reserve the better able we are to accommodate placement requests.



CHILI COOK-OFF CONTESTANTS SIGN UP NOW!

The famous chili cook-off is celebrating 40 years of chili cooking by the sea!

Amateur & Restaurant Division

Compete for the bragging rights to the People's Choice Award for the Best & Hottest Chili!

[Chili Cook-Off Application](#)



EATING CONTEST INFORMATION
COMING SOON!

OceanBeachSanDiego.com



Sponsorship Opportunities



Sponsorship Opportunities



We have a few sponsorship opportunities still available!

Reach tens-of-thousands of people on Saturday, June 22nd along with thousands of locals and visitors alike leading up to the fair.

Sponsors collaborate with [Centric's](#) award winning advertising and marketing team.

- ◆ Logo inclusion on all marketing materials
- ◆ Logo, website and social links on event website page which historically receives 50k view leading up to the fair
- ◆ Inclusion in community e-blasts to 4.5K community members
- ◆ Numerous social media mentions from April-July (pre and post event)
- ◆ Premium booth space at the fair
- ◆ And much more depending on your sponsorship level!

[Request Sponsorship Info>](#)



VOLUNTEER

The Annual OB Street Fair & Chili Cook-Off takes more than 150 volunteers to set-up, vendor check-in, block captains, information booths, chili cook-off tickets, and more.

[Sign up to volunteer-click here to have our Volunteer Coordinator reach out to you.](#)

THANK YOU TO THE FOLLOWING SPONSORS



BUZZ
CANNABIS

GALLAGHER | BOLANDER | SMEDLEY | LLP



The Peninsula
Alliance 
YOUR COMMUNITY CONNECTION



OB Earth Day Clean Up

Thank you to everyone who came out to help make Ocean Beach a beautiful place to work and live. A huge thank you to our sponsors Dirty Birds, Submerge, Rest & Relax Real Estate, and Service Kings Home Services. Also, thank you to County Supervisor Terra-Lawson-Remer's office for supporting the OBMA's OB Earth Day Cleanup.



SPONSORS



We Are Your Concierge Real Estate Company



REST & RELAX
REAL ESTATE



Service Kings
Home Services

Upcoming Meet & Greet • County Grants



**Join the OBMA and other community groups for the Ocean Beach/
Point Loma Meet & Greet with Supervisor Terra Lawson-Remer.**

May 28th @ 6:15pm

Ocean Beach Elementary School



Community Enhancement & Neighborhood Reinvestment Grant

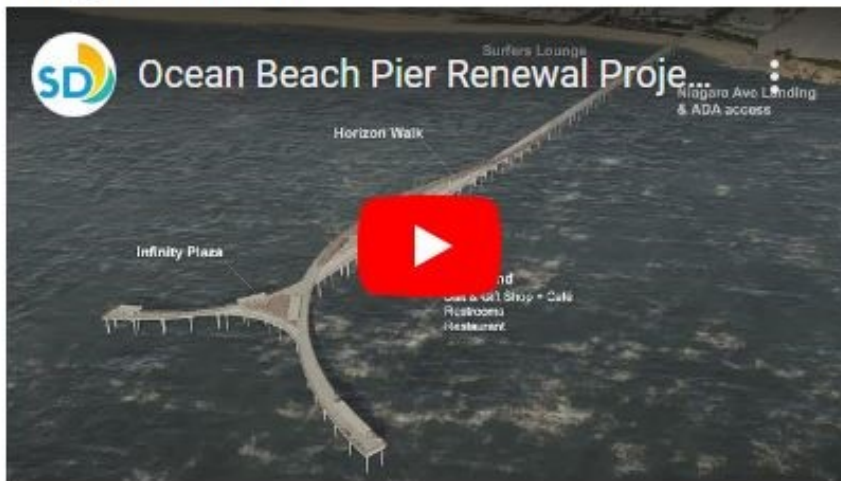
A huge thank you to the County of San Diego Board of Supervisors for supporting Ocean Beach MainStreet Association's programs, projects, and initiatives. We are very appreciative of the funding provided by the Community Enhancement and Neighborhood Reinvestment Program grants.

Ocean Beach Pier Renewal Project

Ocean Beach Pier Renewal Project Survey open through May 6, 2024

The survey to gather input regarding the specific pier amenities, like lighting and shading options for a potential Ocean Beach Pier replacement, is open through May 6, 2024. The City's consultants will take input gathered from that survey to create a final design concept, which will be presented to the public in late 2024.

Full presentation



Preferred design concept flythrough



[Full Presentation & Preferred Design Flythrough>](#)

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](#)

DesBorder

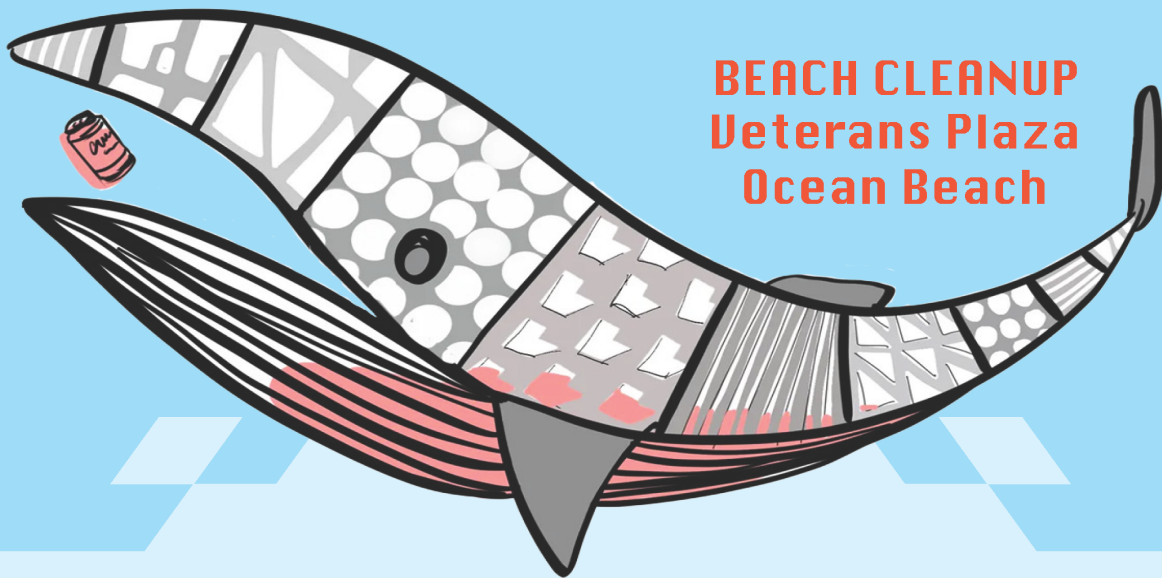


WORLD DESIGN CAPITAL
SAN DIEGO TIJUANA 2024

July 5
2024

DesBorder

Together for a Cleaner Environment



BEACH CLEANUP
Veterans Plaza
Ocean Beach

DesBorder is a community cleanup in Ocean Beach on July 5th.

Leading up to July 5th **DesBorder** will encourage our youth groups and schools to participate in art-making and educational activities promoting environmental awareness. A sculpture in the shape of a whale (*become a whale sponsor for a chance to name it*) and created from repurposed materials, will be at the heart of the first cleanup in OB and will be the start of our whale's migration to neighboring coastal community cleanup events throughout the year. **DesBorder** brings communities together to tackle our waterway pollution.

All CRV collected in the whale and at the event will be donated to Cans4Books to provide free and accessible children's books to San Diego communities.

**SEEKING
DONATIONS
& SPONSORS**

Become a whale sponsor to get 2 entries into the "name the whale" contest!

Other sponsorships levels are available. Do you have an idea for a give-away, prize, or have something in mind? We're open to discuss all opportunities.

Scan the QR code to learn more sponsor, donate or learn more about [DesBorder.org](https://desborder.org) or email info@desborder.org



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