

# NOVEMBER 2024 NEWSLETTER



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



***OB HOLIDAYS & TIS THE SEASON • Page 12***

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**Enjoy Thanksgiving on Thursday, November 28th**

*We are super thankful for each of our businesses & members!*



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**  
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

[Board Agenda & Meeting Minutes>](#)

### 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*

**Lets be social!**



# OBMA Meeting Schedule & Member News

## MEETING SCHEDULE

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

.....

Friday, 11/1/2024 at 9:00am  
**Promotion Committee Meeting**

Tuesday, 11/5/2024 at 9:00am  
**Design Committee Meeting**

Tuesday, 11/5/2024 at noon  
**Clean & Safe Committee Meeting**

Wednesday, 11/6/2024 at noon  
**Economic Vitality Committee Meeting**

Wednesday, 11/13/2024 at 1:00 pm  
**Finance Task Force Meeting**

Thursday, 11/14/2024 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

**Learning Curve Educational Therapy, LLC**  
(310) 749-8495  
[LearningCurveEdTherapy.com](http://LearningCurveEdTherapy.com)

**Miracle Berries Happen, LLC**  
(702) 354-6930  
[MiracleBerriesHappen.com](http://MiracleBerriesHappen.com)

**Wakefield Properties**  
(619) 742-6777  
Rental Properties

[OB Local Online Directory>](#)



## MSA Wants To Hear From Small Business Owners

Main Street America is excited to release this year's [Small Business Success and Support Survey](#).

The insights of our small business owners are critical for Main Street America's efforts to develop new and improved resources for entrepreneurs.

**Survey Deadline: Thursday, November 7.**

# OB Oktoberfest

Thousands of people visited Ocean Beach on October 11th & 12th. We heard from a lot of businesses that it was a busy weekend in downtown OB.

If you have any feedback for us, please reach out.



*Local photographer, Jim Grant captures a world record attempt at most people toasting at the Oktoberfest in Ocean Beach.*

*The results aren't in yet, but it's a great photo.*

**Thank you to all our amazing ambassadors & volunteers!**



[OBOktoberfest.com](http://OBOktoberfest.com)

# AED Initiative & AED Training for OBMA Team



Recently The Peninsula Alliance donated a much needed Automated External Defibrillator (AED) to the Peninsula Youth Softball Association (PYSA). We realized the need to expand the program for multiple AEDs in each of our local youth sports parks. AEDs are crucial for ensuring the safety of young athletes, families, and spectators. AEDs can be life-saving in cases of sudden cardiac arrest, especially in settings where medical help may not be immediately available. By providing AEDs in our local sports facilities and training staff and volunteers on their use, The Peninsula Alliance is not only promoting safety but also increasing awareness about cardiac health among youth athletes and their families. This proactive approach can potentially save lives and create a safer environment for everyone involved in youth sports.

The Peninsula Alliance is taking the initiative to provide more AEDs to our local youth sports parks, and you can help! The cost for one AED is approximately \$2,200. Please donate to help purchase more AEDs for our youth sports parks.

We are your community connection.



Scan the QR code to donate



Helping provide AEDs to our local youth sports parks in the 92106, 92107, and 92110 zip codes.



>Click to watch how an AED saved a young athlete's life

[https://www.youtube.com/watch?v=ab2Q\\_pseRyc](https://www.youtube.com/watch?v=ab2Q_pseRyc)

Post Office Box 60534 | San Diego, California 92166 | (619) 788-4208

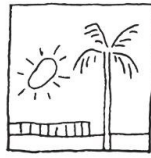
[ThePeninsulaAlliance.org](http://ThePeninsulaAlliance.org) | [info@thepeninsulaalliance.org](mailto:info@thepeninsulaalliance.org)



## AED Training

Ian with The Peninsula Alliance (also a paramedic, along with an AED and CPR trainer) showed the OBMA team some tips and tricks for using our AED machine and we brushed up on current CRP recommendations. Safety first!

# FREE E-WASTE RECYCLING EVENT



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



## FREE E-WASTE DROP OFF

**OB MainStreet Association Members  
Dispose of your E-Waste at no cost!**

**Tuesday, November 19th  
8AM - 12PM**

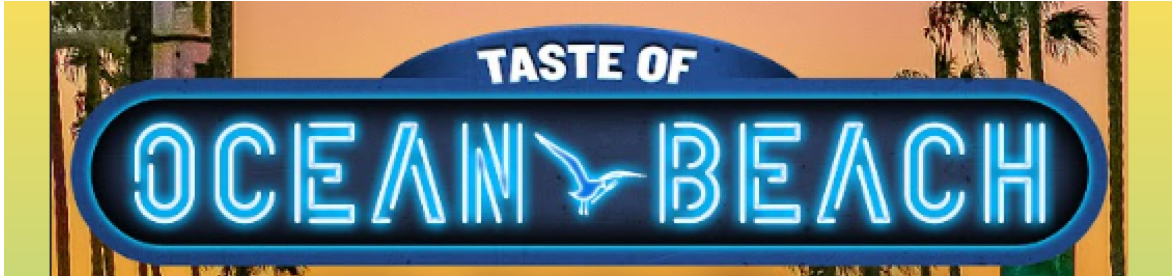
**Drop Off Location**  
*Air Garage Parking Lot*  
1858 Cable Street

**Powered by JUNKMD+**  
JUNK REMOVAL & HAULING

A huge thank you to our sponsor, Junk MD who is donating their time, truck, and fees associated with recycling the e-waste.

[JunkMD.com](http://JunkMD.com)

# Taste of OB Restaurant Walk



The Ocean Beach Community Foundation's Taste of OB Restaurant Walk was a fun evening for locals to stroll and enjoy tastes and drinks from 38 participants. A joint effort by the Ocean Beach MainStreet Association and Ocean Beach Community Foundation.

A huge thank you to the 38 participants who make this event possible and raise funds for the OBCF's holiday initiatives which includes the beloved OB Food & Toy Drive.

## Participants

3rd Corner Wine Shop & Bistro  
BBQ House  
Beach Sweets  
Bowl, The  
Brew Wave  
Café Bella on Newport  
California Wild Ales\*  
Cass Street Bar & Grill  
City Tacos OB  
Dirty Birds  
D'lish  
The Harp  
Hugo's Cocina  
Johnny Manaña  
Joint, The  
Kilowatt Brewing Co  
Kustom Kulture  
La Doña  
Lucy's Tavern  
Mad Munch Grilled Cheezer Co.  
Mike Hess Brewing Co.  
Mike's Taco Club  
Newport Ave Quik Stop  
OB Beans Coffee Roasters  
OB Noodle House BAR 1502  
OB Surf Lodge  
Ocean Beach Brewery  
Pacific Shores Cocktail Lounge  
Pizza Port Brewing Co.  
Pizzeria Luigi  
Raglan Public House  
Soi Ocean Beach  
Sourdough & Moore  
Spinners  
The Template  
Vinum Locus  
Winston's



[Checkout a great video on IG>](#)

# October Sundowner

Another fun networking Sundowner!

Thank you to our host Sunset Clippings, Homes by CC, California Wild Ales & La Dona.

*Sunset Clippings*



Join us for the *Holiday Sundowner* at Centric  
Thursday, December 12th • 5PM-8PM



# Ocean Beach Pier Renewal Project

## OB Pier Update!

### The City of San Diego unveils refined design for Ocean Beach Pier!

San Diego officials unveiled details of amenities they hope to include on a new Ocean Beach Pier. The City hopes to put out bids by late 2026 and begin construction by early 2028. A full timeline is available on the project's website at [OB Pier Renewal.com](http://OB Pier Renewal.com). City officials said this timeline could change, as it is dependent upon acquiring permits and funding. The renewal project has been fully funded by an \$8.4 million grant from the state thus far. City staff said they are seeking to secure funding to continue the projects, which will include other state and federal grants, plus researching public-private partnership opportunities. The OBMA is looking forward to the next step which is the environmental impact report being completed. If you have any questions about the OB Pier Renewal Project, please reach out to Denny Knox at (619)224-4906 or [Info@OceanBeachSanDiego.com](mailto:Info@OceanBeachSanDiego.com).



[OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

[OB Pier Design Fly Through](#)

# 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](mailto:Tracy@oceanbeachsandiego.com) for hybrid meeting information.

[Apply for LOA](#)

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## 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](#)

# OB HOLIDAYS SPECIAL INSERT



**SHOP LOCAL**  
OCEAN BEACH



## SPECIAL HOLIDAY INSERT

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[www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)

# OB HOLIDAYS SPECIAL INSERT



## OBeachy Holiday Season

### CALENDAR OF EVENTS

#### **Holiday Decorations**

***Ocean Beach MainStreet Association***

Saturday, November 16th @ 8:00am

#### **Shop Small Saturday**

**Veterans Plaza**

***Ocean Beach MainStreet Association***

Saturday, November 30th

#### **OBeachy Bingo**

***Ocean Beach MainStreet Association***

Saturday, November 30th

thru

Friday, December 20th

#### **Holiday Parade**

***Ocean Beach Community Foundation***

Saturday, December 7th @ 5:05pm

*Continued on page 14*

# OB HOLIDAYS SPECIAL INSERT

## O Beachy Holiday Season

### CALENDAR OF EVENTS

**Sundowner**

**Centric Marketing**

***Ocean Beach MainStreet Association***

Thursday, December 12th @ 5:00pm

**Holiday Auction**

**The Harp**

***Ocean Beach Community Foundation***

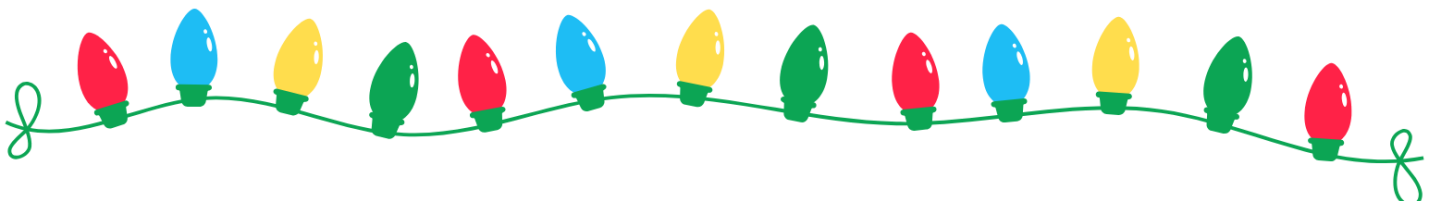
Thursday, December 12th @ 8:00pm

**Holiday Food & Toy Drive**

**Masonic Hall**

***Ocean Beach Community Foundation***

December 16th - 21st



# OB HOLIDAYS SPECIAL INSERT



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

## OB Holiday Decorating

*Save the Date*

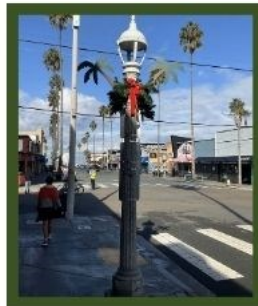
**VOLUNTEERS NEEDED!**

Holiday Garland & Bow

*placed on light poles throughout downtown*

**Saturday, November 16th**

**8AM-10AM**



**Volunteers please contact the OBMA Team**

Dayna Cornell

[Hello@OceanBeachSanDiego.com](mailto:Hello@OceanBeachSanDiego.com)

(619) 224-4906

# OB HOLIDAYS SPECIAL INSERT



## SHOP SMALL OCEAN BEACH SATURDAY, NOVEMBER 30TH

Ocean Beach MainStreet Association will celebrate Shop Small Ocean Beach and kick off our 'Tis the Season to Shop Local OB campaign on Saturday, November 30, 2024 from 10AM-4PM.

On November 30th, shoppers who **spend \$50 or more** in Ocean Beach can stop by the **OBMA Welcome Booth** in Veterans Plaza Park (1900 Ocean Front Way) to spin the wheel for a chance to win local swag, gift cards, and other prizes. The booth will also offer information on upcoming holiday events and activities—a great stop to learn how to stay engaged with the OB community throughout the season.

To add to the fun, visitors are encouraged to take a photo with friends and family at the “**I (heart) OB**” photo booth, located next to the OBMA Welcome Booth in Veterans Plaza Park. It’s the perfect way to capture the moment and show support for local businesses by sharing on social media.

The OBMA team will be stopping by businesses the week of Thanksgiving to drop off Shop Small swag and say hello. To ensure we have swag for you please email [MemberNews@OceanBeachSanDiego.com](mailto:MemberNews@OceanBeachSanDiego.com) and let us know.





# OB HOLIDAYS SPECIAL INSERT

## OBEACHY BINGO

NOVEMBER 30th *thru* DECEMBER 20th

Landing in shops & restaurants in Ocean Beach businesses  
for the holiday season.

Don't miss out on this FREE Marketing Opportunity!

*The flock of holiday parrots is growing from 48 to 96  
parrots throughout businesses in Ocean Beach.*



OceanBeachSanDiego.com

**OBeachy**  
**B I N G O**

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: \_\_\_\_\_ #: \_\_\_\_\_

### Sign Up for OBeachy Bingo

Make sure your business is part of the flock and receive the benefits of  
hundreds of people visiting your location.

Email [MemberNews@OceanBeachSanDiego.com](mailto:MemberNews@OceanBeachSanDiego.com) to reserve you parrot by November 11th.

# OB HOLIDAYS SPECIAL INSERT



## OB HOLIDAY GIFT GUIDE

A Collaboration Of The Beacon and Ocean Beach MainStreet Association

**DON'T MISS THIS CHANCE TO PROMOTE YOUR GIFT IDEAS**

Festive full-color section published in the Peninsula Beacon  
Distributed to 20,000 residents





**Old-Fashioned Candy Shop**  
5022 Newport Ave San Diego, CA 92107  
619-222-3322 • OceanBeachSweets.com

**Truffles in a Candy Cane Shaped Box \$22**



3/20 H Actual Size (6.2 x 3.625)

**Includes gift photo, logo and gift description**



BEACON HOLIDAY GIFT GUIDE RATES	SIZE	1X
	1/4 (10.5" w x 3.625" h)	\$395
	3/20H (6.2" w x 3.625" h)	\$315
	1/10 (4.05" w x 3.625" h)	\$215

**Have your gift featured on the OB Gift Guide Cover for only \$50 more! Includes these value added benefits!**

• A link to the gift guide will be featured in the Beacon's daily update newsletter (12,000 subscribers)



**OCEAN BEACH MAINSTREET ASSOCIATION EXTRAS:**

Each participant will receive 2 mentions in a Facebook and Instagram post linking to the guide on our website.

A link to the gift guide will be featured on the Ocean Beach MainStreet Association website Banner

Eblast Link to OB Gift Guide to Subscriber List

Runs in the Nov. 29th & Dec. 13th issues **Copy Deadline: 1 week prior to publication. Reserve your space today!**



**CALL MIKE TO BOOK YOUR AD TODAY!**

858.270.3103 x117 • 858.337.8546 CELL • MIKEFAHEY@SDNEWS.COM

1621 GRAND AVE, STE C, SAN DIEGO, CA 92109  
PHONE 858.270.3103 • FAX 858.713.0095 • SDNEWS.COM



OB Holiday Guide Flyer 2024 MNE F

# OB HOLIDAYS SPECIAL INSERT

## OB HOLIDAY ORNAMANT

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

Visit [OceanBeachSanDiego.com](http://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 swag will go up in mid-November on Newport Avenue and be lit up for the holiday season.

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

## OB HOLIDAY BANNERS

These iconic holiday banners will be installed throughout the Ocean Beach banner district in November for the community and visitors to enjoy throughout the holiday season.



## HOLIDAY DECORATING

Join the Ocean Beach MainStreet Association along with our volunteer elves will install garland & bows throughout downtown Ocean Beach in mid-November.

