

OCEAN BEACH
MAINSTREET
ASSOCIATION

SEPTEMBER 2024 NEWSLETTER



Join us this Weekend!

Saturday, September 7, 2024

10AM–2 PM

Point Loma Avenue • South Ocean Beach

Details on page 4

IN THIS EDITION

Board of Directors & Team Members	2
Meeting Schedule, New Members & Workshop	3
Sunset Cliffs Auto Show	4
Claudia Jack’s Celebration of Life	5
Pancake Breakfast & Restaurant Walk	6
Sundowner • Gallagher, Bolander & Smedley LLP	7
You Are Not Alone	8
OB Oktoberfest Save the Date	8
OB Pier & OB Historical Cottage District	9
A few announcements	10
A message from The Peninsula Alliance	11
OB Online Business Directory	12
Letter of Agency • Public Right of Way	13
OBMA Committee Goals	14

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

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

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

[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.

Tuesday, 9/3/2024 at 9:00am
Design Committee Meeting

Tuesday, 9/3/2024 at noon
Clean & Safe Committee Meeting

Friday, 9/6/2024 at 9:00am
Promotion Committee Meeting

Wednesday, 9/11/2024 at noon
No Committee Meeting
OBMA Small Business Workshop

Wednesday, 9/11/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 9/12/2024 at noon
OBMA Board of Directors Meeting

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

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

WELCOME NEW MEMBERS

Accurate Accounting

BookKeeperBrandi.com

(619) 887-4388

Bookkeeping · Accounting · Tax Returns

Biz Boomin Inc.

BizBoomin.com

(619) 500-4699

Marketing · Credit Card Processing

Origin Modern Health and Wellness

2204 Sunset Cliffs Blvd, Suite 202

Origin.Health

Alternative Holistic Health Care Services

Simple Botanicals

Simple-Botanicals.com

Retail & Shopping

OB [Local Online Directory](#)>

JOIN US!

OBMA Economic Vitality Committee Workshop

Using AI for small businesses!

Wednesday, September 11, 2024 @ noon

Hybrid Meeting OBMA Office or Online

1868 Bacon Street • [Zoom Link](#)

OCEAN BEACH



MAINSTREET
ASSOCIATION

Sunset Cliffs Auto Show



Join us this Weekend!

Saturday, September 7, 2024

10AM—2 PM

Point Loma Avenue • South Ocean Beach

Presented By Hodad's Ocean Beach!

Hosted at the corner of Sunset Cliffs Blvd and Pt. Loma Ave. in the church parking lot and along Point Loma Ave. There will be food, live music, free giveaways, raffles, and more.

A family-friendly event for everyone to enjoy!



OCEAN BEACH
MAINSTREET
ASSOCIATION

[Event Website](#)



Claudia Jack's Celebration of Life



*Claudia Jack's
Celebration of Life
Thursday
September 5th, 2024
Bali Hai Restaurant
2230 Shelter Island Dr
4:00pm till 8:00pm
Info at OBREBEL1@YAHOO.COM*

*Ocean Beach Legend
April 30th, 1945- March 30th, 2024*

OBMA Executive Board

Executive Board

The full Board of Directors selected the following members for the executive committee during our August 9th Board of Directions meeting. The executive committee consists of five of the 14 board members. This fiscal year's Executive Board is:

Barbara Iacometti, President

Mike Akey, 1st Vice President

CC Summerfield, 2nd Vice President

Kyle Jaworski, Secretary

Mike Stifano, Treasurer

OBMA Member Shredding & Electronic Haul Away



The OBMA will be hosting a FREE shredding and electronic recycling event for our members this fall.

More details will be available soon!

Pancake Breakfast



OB Pancake Breakfast
26th Annual Near the Pier Pancake Breakfast

Saturday, September 14
7:30 am -12:00 pm
Saratoga Park
(at the west end of Saratoga Avenue)

Scan to BUY your tickets

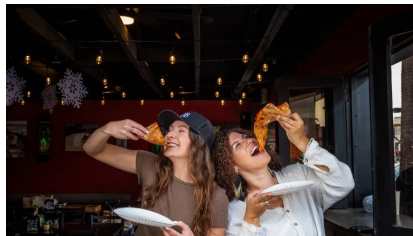
Scan to register as a VOLUNTEER



All proceeds benefit the Ocean Beach Community Foundation (OBCF), bringing community events to OBeacians including: Taste of OB, Holiday Parade & Tree, Holiday Auction & Party, and the Food & Toy Drive.

OB Restaurant Walk—New Date!

Tuesday, October 22nd
5PM-9PM



OBMA members if you have questions, please reach out to Tracy Wagner
(619) 224-4906 or Tracy@OceanBeachSanDiego.com

[Restaurants interested in participating—click here>](#)

Sundowner

GALLAGHER | BOLANDER | SMEDLEY | LLP

TRUST & ESTATES ATTORNEYS

So we had a such a good time that not a single picture was taken. Typically we have several photographers, but this time around everyone was mingling, enjoying the beer and wine which was flowing, nibbling on the vast array of sandwiches from Mad Munch Grilled Cheezer, and noshes from Azucar. So if you were one of the 70 plus people who mingled their way through the evening, then you know. If you weren't we hope to see you at the next Sundowner.

For over 70 years, the continuing partnership of Gallagher Bolander Smedley, LLP has served the **Estate Planning, Trust and Probate** needs of San Diego clients. Nestled in the heart of the one of a kind Ocean Beach community, the attorneys of GBS are uniquely qualified to handle your planning and administration needs.



LORI BOLANDER



LAUREN GALLAGHER

Website

So many raffle prizes!

There were a record breaking number of raffle prizes. 21 to be exact. Craig Gerwig was the lucky winner of the grand raffle prize, a GBS LLP certificate valued at \$2.5-4.5K. Not a bad prize for a networking event.

OB Oktoberfest



Save the Date!

Friday, October 11th & Saturday, October 12th

OBOktoberfest.com

You Are Not Alone

Hodad's | Ryan Bowers Foundation | Diamond Minds

2nd Annual

YOU ARE NOT ALONE

SUICIDE PREVENTION
RUN-WALK

SEPT 15TH, 2024
OCEAN BEACH

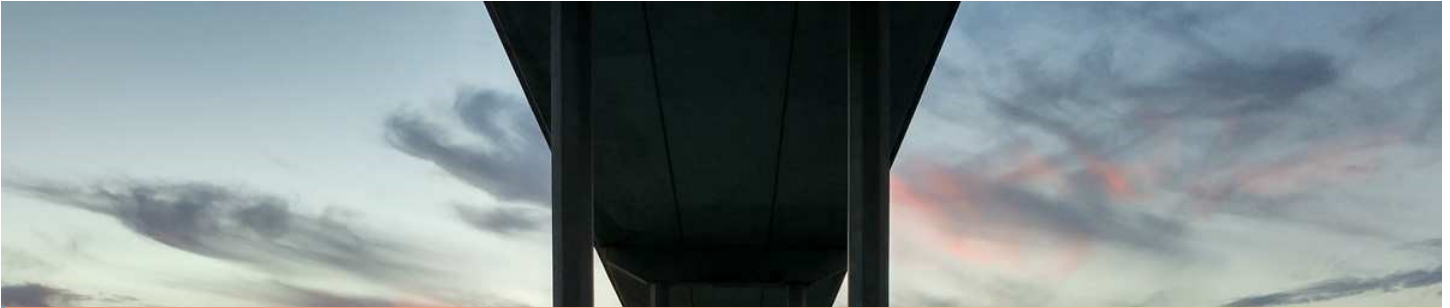


sponsored by: 

Run/Walk/Skate Starts at 8:00AM
Sign-ups are at
www.youarenotaloneob.com

The poster features a background image of a coastal road with people participating in a run-walk. The text is overlaid on a large, stylized graphic that resembles a speech bubble or a drop shape, with a purple-to-teal gradient. The QR code is located in the bottom left corner, and the sponsor information and website are in the bottom right corner.

Ocean Beach Pier Renewal Project



OB Pier Update

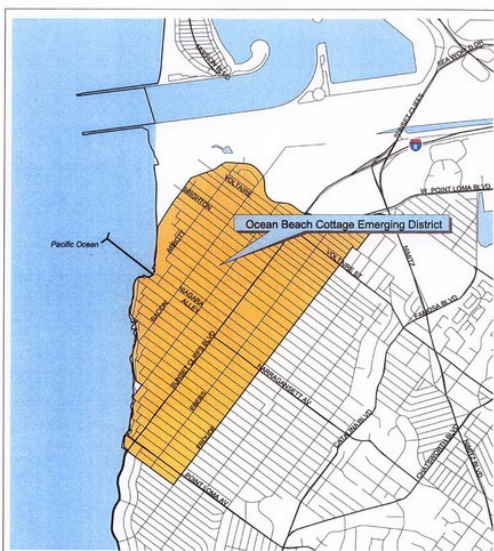


PHOTO: JOSH UTLEY

[OB Pier Renewal Project Update](#)>

Ocean Beach Historical Cottage District

City of San Diego Historical Districts
Ocean Beach



Congratulations to all the locals who went to the housing commission hearing.

Checkout the article from the OB Rag.

[OB Rag Article](#)>

A few announcements

Graffiti on Dumpsters around town

Ever wonder about all those graffiti-covered dumpsters all over town? If you want to address the situation, file a Get It Done report with the City by taking pictures of the dumpsters and then copying the email to our Council office CD2 to forward to Environmental Services Department. Get It Done does not have a graffiti on dumpsters section so it is important to include pictures of the dumpsters. According to Randy Reyes from the Mayor's office, The San Diego Municipal Code does explicitly state the following regarding this topic: SDMC 66.0126(d) states that refuse containers must be in good condition. Graffiti on trashcans/dumpsters means it is not in good condition.

Website Accessibility

Information for Private and Public Businesses and Organizations

[Link to information on OBMA's Member Blog](#)

Rental Available

Beautiful Treatment Room Available for Rent in Ocean Beach!

Santa Monica Ave, San Diego, CA
92107

[More info here>](#)



The Peninsula Alliance



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

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



[>Click to watch how an AED saved a young athlete's life](#)

https://www.youtube.com/watch?v=ab2Q_pseRyc

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](#)

OBMA Committee Goals

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.

Committee's are establishing goals for FY25. Updated goals will be available soon.



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