



OCEAN BEACH
MAINSTREET
ASSOCIATION



JANUARY 2025 NEWSLETTER

Save the Date!
Annual
Awards Celebration
Details on page 4



IN THIS EDITION

OBMA Mission Statement & Board of Directors	2
Meeting Schedule & Message from OBMA President	3
Annual Awards Celebration	4
Annual Marketing Breakfast	5
OBMA Holiday Sundowner	6
OBeachy Bingo	7
Ocean Beach Banners	8
OB Street Fair & Chili Cook-Off	9
OB Local Online Business Directory	10
Letter of Agency • Public Right of Way Permits	11
OBMA Committee Goals	12



DISCOVER OCEAN BEACH



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

Mike Stifano, Treasurer
Winstons, Finance Chair

Carter Moss
Submerge Church

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

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 in January
Economic Vitality Meeting

Friday, 1/3/2025 at 9:00AM
Promotion Committee Meeting

Tuesday, 1/7/2025 at 9:00AM
Design Committee Meeting

Tuesday, 1/7/2025 at Noon
Clean & Safe Committee Meeting

Wednesday, 1/8/2025 at 1:00PM
Finance Task Force Meeting

Thursday, 1/9/2025 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 holidays in Ocean Beach were swell, but as they say what goes up must come down. Seeking volunteers to take down the bows and garland in the downtown business district. Tear down is Saturday, January 11th at 8 am. Email Hello@OceanBeachSanDiego.com if you'd like to volunteer.



Minimum Wage Increase
Jan. 1, 2025

[City of San Diego Website](#)

Enforcement of New 'Daylighting' Law Begins Jan. 1, 2025

[Click here to learn more](#)

A MESSAGE FROM OBMA PRESIDENT

What a great year 2024 has been. With the pandemic behind us we have managed to have some very successful events. The Street Fair this year was exceptionally good with so many comments about how well it was run and how many people came out to enjoy the day. Oktoberfest was well attended with a lot of people coming from all over to attend. The Sunset Cliffs Auto Show had its second year and helped promote South OB. Day of the Dog, a new event on Voltaire was terrific in North OB. OB Farmers Market is only getting better with many of our merchants having booths and many of the vendors opening their own businesses in our community.

The closing of the pier has had a noticeable impact on most OB businesses during 2024. As the City continues with the OB Pier Renewal Project, we are hopeful that the environmental studies are completed in early 2025 and we can move on to fundraising for the construction of the pier. When the funds are raised it will be an amazing opportunity to watch the new pier being built knowing we all had a hand in it. We are grateful for the many great stories about Ocean Beach this past year. The media coverage of our special events has been outstanding.

We've closed out the year with holiday decorations, our OBeachy Bingo game, and Shop Small marketing efforts. Our promotion committee is working hard to showcase our community to attract people to discover Ocean Beach.

In fact, our theme is Discover OB!

Feel free to share any ideas you may have.

Here's to a busy 2025!!!

Barbara Iacometti
President

Barbara "Barb" at the OBMA Holiday Sundowner Event.



Annual Awards Celebration



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

Thursday, January 23, 2025
from 6pm to 8pm-ish

Light dinner, beverages and desserts from our local businesses!

Save the Date & Please Join Us!

St. Peter's by the Sea
1370 Sunset Cliffs Blvd.

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



DISCOVER OCEAN BEACH

Voting Now Open!

Vote for the People's Choice Awards before Sunday, January 5th at 11:59pm.



[Vote Here](#)



Thank you to our Presenting Sponsor



Thank you to our Program Sponsors



GALLAGHER | BOLANDER | SMEDLEY | LLP

Annual Marketing Breakfast



OCEAN BEACH
MAINSTREET
ASSOCIATION

Annual Marketing Breakfast Discover AI for Small Businesses

Discover Synergistic AI: Balancing Authenticity & Automation

Thursday, February 20, 2025

7:30am - 10:00am

St. Peter's by the Sea • 1371 Sunset Cliffs Blvd

Registration & light breakfast will be served at 7:30am,
followed by a presentation from professional speaker Stephanie Nivinkus
with SizzleForce Marketing.



SizzleForce
MARKETING



The Peninsula
Alliance 
YOUR COMMUNITY CONNECTION



About Our Professional Speaker

Stephanie Nivinkus is a Certified AI Marketing Consultant & the CEO of SizzleForce Marketing. Known for ability to break down complicated marketing concepts and technologies into step-by-step solutions, she delights her audience by sharing attention-grabbing stories and insights. Learn more about Stephanie, SizzleForce Marketing, and all things AI at [SizzleForce.com](https://www.SizzleForce.com).



OBMA Holiday Sundowner

CENTRIC

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



Host a Sundowner in 2025!

If your business would like to host or co-sponsor a Sundowner in 2025, reach out to the OBMA team.

Contact Us

Hello@OceanBeachSanDiego.com

(619) 224-4906

OBeachy Bingo Fun

OBeachy BINGO



These two enthusiastic Obecians, Summer & Aly and their dog Piper completed cards #1 and 4 and got black out on both.

They won gift cards to Apogee & Shore Thing Pet Supply. Lucky for Piper!



Jill completed cards #3 and 4, visiting a total of 46 businesses!

She won custom OB playing cards from the OB MainStreet Association.



Dan Plant with KUSI news featured OBeachy Bingo on the eve of Shop Small Saturday.

OBeachy Bingo received lots of news coverage throughout the holiday season.



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.

90 parrots were perched in businesses throughout OB. The Ocean Beach MainStreet Association received hundreds of completed bingo cards and 40 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 stickers, swag, and gift cards. There were 50 lucky winners this year.

Our elves are already preparing for next year. 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!



[Shop Small Saturday Pictures](#)

Ocean Beach Banners

2025 Ocean Beach Banners

The 2025 Ocean Beach Banners celebrating our whimsical theme for this year, Discover Ocean Beach will go up throughout downtown OB and Sunset Cliffs Blvd. in late January.



Local artist AJ Knox designed the banners.

The OBMA's Promotion Committee compiled the components for the banners based on their vision of Discover Ocean Beach our theme for 2025.

The Ocean Beach Banner District is a project of the Ocean Beach MainStreet Association and is overseen by our Design and Promotion Committees.

OB Street Fair & Chili Cook-Off



**SATURDAY, JUNE 28, 2025
10AM - 8PM**

Vendor Booths

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 vendor booth space now for priority placement!

Call the OBMA team 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
TRUST & ESTATES ATTORNEYS

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.

In 2024 OceanBeachSanDiego.com had over 800 thousand page views!

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!](#)



OB Local Directory Signage Project

The OB MainStreet Association will be installing 100 plus OB Directory Signs throughout downtown Ocean Beach.

Visitors and the community can access our OB Local Online Directory through a QR code. These bright and colorful signs will be installed before summer.

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 Goals for Fiscal Year 2025 (July 1, 2024—June 30, 2025)



Clean & Safe Committee

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Grow Ambassador Program and increase business awareness
- ◆ Highlight and promote businesses who align with keeping OB Clean & Safe
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance and Enforcement

Design Committee

- ◆ Install OB Online Directory signage throughout the BID
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2025
- ◆ Continue to oversee electrical box beautification program: Audit all electric boxes, paint five electrical boxes this fiscal year, and maintain currently painted electrical boxes
- ◆ Update a plot map of the Business Improvement District denoting the location of light poles and trash receptacles
- ◆ Continue to follow up with City of San Diego regarding replacement signage on Newport Avenue.

Economic Vitality Committee

- ◆ Host a free shredding event in October 2024 for our members
- ◆ Host one Business Development Sessions per quarter
- ◆ 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
- ◆ Complete Who We Are & What We Do project utilizing Aliro Marketing

Promotion Committee

- ◆ Promote Who We Are & What We Do
- ◆ Video content with team members, committee chairs, and board members
- ◆ Increase our digital marketing
- ◆ We can use text to audio, use video content with voice over
- ◆ 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 puzzle

[Click here for detailed committee information>](#)