



OCEAN BEACH  
MAINSTREET  
ASSOCIATION



# MARCH 2025 NEWSLETTER

## Happy St. Patrick's Day

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*We're super lucky to  
Shop, Dine, Play, Stay, Work & Live in Ocean Beach!*

# 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**  
Wakefield Properties, 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

[Board Agenda & Meeting Minutes>](#)

### 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 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

Lets be social & friends!



# OBMA Meeting Schedule & Member News

## MEETING SCHEDULE

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

.....  
Tuesday, 3/4/2025 at 9:00AM  
**Design Committee Meeting**

Tuesday, 3/4/2025 at Noon  
**Clean & Safe Committee Meeting**

Wednesday,, 3/5/2025 at noon  
**Economic Vitality Meeting**

Friday, 3/7/2025 at 9:00AM  
**Promotion Committee Meeting**

Wednesday, 3/12/2025 at 1:00PM  
**Finance Task Force Meeting**

Thursday, 3/13/2025 at Noon  
**OBMA Board of Directors Meeting**

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

## WELCOME NEW MEMBERS

### Mortarless Bricks

4947 Newport Ave. #13 • (619) 915-6169

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

### Lightcap Financial Group

5869 Historic Decatur Rd. • (616) 489-0575

### Essential Plumbing

(619) 787-4207

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



[OB Business Directory](#)



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

**Annual MAD**  
**Maintenance Assessment District**  
*Meeting*

**SAVE THE DATE**

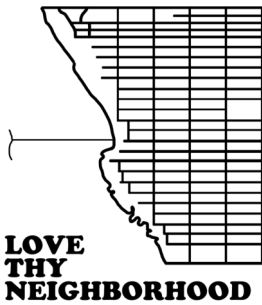
**Wednesday, May 7, 2025 @ noon**

OBMA Office or Zoom

# February Sundowner Event

So-much-fun evening! Lots of networking, mingling and great food at Dirty Birds, along with the Point Loma High School music program receiving a check from Dirty Birds, Submerge & OB E-Bikes to help support the arts!

**A huge thank you to Dirty Birds, Love Thy Neighborhood & Pizzeria Luigi's!**



# Sundowner Event

Join us for the March Sundowner!

We can't wait to enjoy some Java Chip ice cream, just saying:-)



The invitation card features a light blue background with a yellow sandy beach at the bottom and blue wavy lines representing water. A large purple octopus with large eyes and a pink mouth is on the right side. A white speech bubble with purple text says "YOU'RE INVITED!". In the top right corner, there is a logo for the Ocean Beach Mainstreet Association, which includes a sun, a palm tree, and a building. The text on the card provides the date, time, and location of the event, lists the hosts, and includes a note about who is invited and a request to bring a business card for a raffle.

**YOU'RE INVITED!**

OCEAN BEACH  
MAINSTREET  
ASSOCIATION

**THURSDAY, MARCH 27th**  
**5:30PM**  
**5059 Newport Ave.**

**SUNDOWNER**

**Hosted by:**

**Lighthouse Ice Cream**  
**BK Printing**  
**South Beach Bar & Grille**  
**Better Surf Than Sorry**

**Open to OBMA Members and key employees.**

**Bring your business card for the raffle!**

Would you like to host or co-host a Sundowner reach out to the OBMA team.

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

# Annual Marketing Breakfast Recap

We Discovered AI for Small Businesses on Thursday, February 20, 2025  
at the Annual Marketing Breakfast.



## Annual Marketing Breakfast Discover AI for Small Businesses

*Discover Synergistic AI: Balancing Authenticity & Automation*

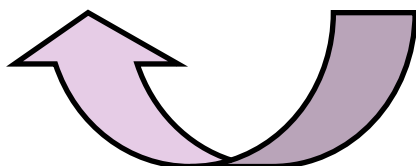
### About Our Professional Speaker

Stephanie Nivinskus 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).



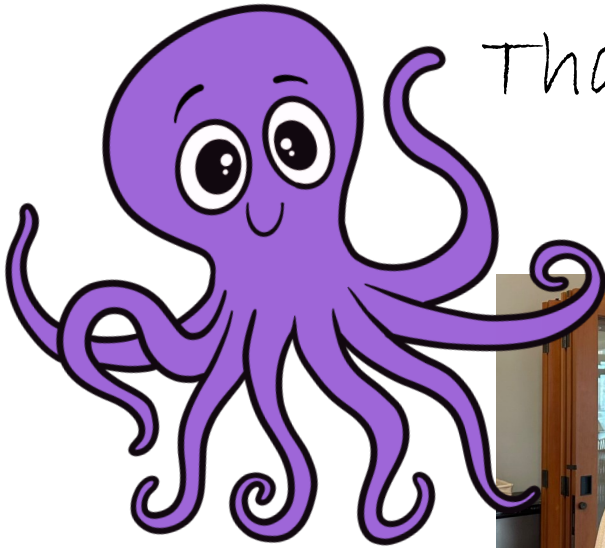
Congratulations to Joella Peregoy with OB Business Center who won a free website ad for one year on OceanBeach-SanDiego.com. She guessed the closest number shells and candies—her guess 115 and there were 117.

BTW speaking of the OBMA's website...do you know that our website receives over 800K views per year. WOW. That's a lot of views.



# Annual Marketing Breakfast Recap

We Discovered AI for Small Businesses at the Annual Marketing Breakfast was held on February 20th at St. Peter's by the Sea.



Thanks for coming!



# OB Community Clean Up

Save the Date

Join us for a OB Community Clean Up

Saturday, April 12th

10AM to Noon



Thank you to our sponsors

Presented by  **resurrection**  
OCEAN BEACH





# 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](mailto: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](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  
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](mailto:Tracy@OceanBeachSanDiego.com).

[OB Local Online Business Directory](#)



### OB Local Directory Signage Project

The OB MainStreet Association will be installing 50 OB Business 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](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](#)

# OBE Fundraiser

The 13th Annual

# SKATE FOR THE KIDS

Skate Contest & Learn To Skate Clinic



LEARN TO SKATE • RIDE IN THE CONTEST • MEET PRO SKATERS

All K through 4th graders welcome to join in the fun!

Presented By:



&



## EVENT SCHEDULE:

**12:00 - 12:50 P.M.** | *Skate Clinic:* We'll teach you all the basic tricks & form. *All equipment provided.\**

**1:00 - 1:50 P.M.** | *Skate Competition:* Enter to skate in the contest. *Prizes for best trick & highest ollie.\**

**2:00 - 2:50 P.M.** | *Pro Skate Jam:* Cheer on the pros as they show us their best tricks. *Pictures*

*Tons of great raffle prizes are up for grabs!*  
*Raffles every 30 minutes - bring your cash and purchase tickets early!*

**SKATE FOR  
THE KIDS**

**Sunday, March 16th From 12:00 - 3:00 P.M.**

at the Robb Field Skate Park

Food will be available for sale at the event.

ALL PROCEEDS RAISED TO BENEFIT OCEAN BEACH ELEMENTARY



\*Signed release waiver by parent/guardian required for all contest and skate clinic participation. Waivers available at event. Lessons provided by experienced instructors.

# 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>](#)