



Ocean Beach MainStreet Association

OCTOBER 2010 NEWSLETTER

ANNUAL REPORT July 1, 2009 - June 30, 2010



BOARD OF DIRECTORS

- Michael Akey, President**
Pacific View Real Estate
- Julie Klein, 1st Vice President**
Julie Designs
- Heather Clarke, 2nd Vice President**
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- Cordelia Mendoza, Secretary**
Cottage Antiques
- Mike Stifano, Treasurer**
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- David Smedley**
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- Yvonne Cruz**
Surf'n Sea Wetsuits
- Gary Gilmore**
Gary Gilmore GOLDSMITH
- Dave Martin**
Shades Oceanfront Bistro
- Barbara Iacometti**
Details SalonSpa
- Mark Schlesinger**
Beach Area Tax Service
- Craig Gerwig**
Newport Avenue Antique Center
- Kelly Patri**
Bone Appetit Ocean Beach Pet Supply
- Mary Orem**
Morland Apts. LLC

STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Program Manager**
- David Klamam & Community Crops, Market Managers**



ANNUAL REPORT

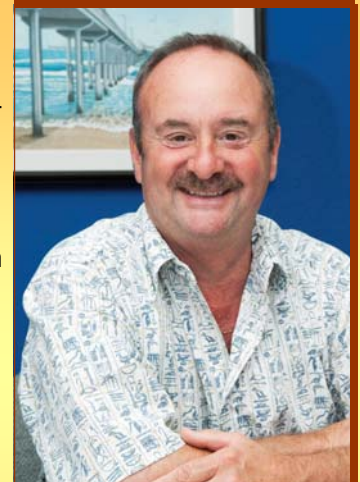
To all our friends and members,
Another year passed, despite economic difficulties, and I wish to thank everyone who volunteered, attended our events, and shopped local...it's amazing what some volunteer hours and a few local dollars can do for our town!

Throughout the year we celebrated many events and worked on numerous special (and not-so-special) projects. We kept the sidewalks clean, the trash and ash cans emptied, and the public informed of all that was happening in our business district.

(Also, we celebrated our 31st Annual Street Fair and Chili Cookoff, the 30th Annual Fireworks off the Pier, another successful Oktoberfest, and many other festivities that brought visitors to OB.)

And while normal New Years opened with a bang, New Years in Ocean Beach opened with a flood: during the first month of 2010 the OBMA office (along with the OB pier) closed for a week due to flood damage.

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Ocean Beach Oktoberfest
Saturday, Oct. 9
10 am to 8 pm
Where Newport Ave. meets the beach!

The OB Brew Cup
11 am to 2 pm
Sixteen locally brewed beers. San Diego microbrews compete for the title: Best Ocean Beach Oktoberfest Beer. Separate ticket required; gets you six tastings.

Two Stages
The Bavarian Beer Garden Band
Mike Pinto Band
Vokab Kompany
Lobster Bob (Seaside stage)
★ Emcee Jose Sinatra presides ★

The World Famous SAUSAGE TOSS™
Over \$10,000 in Cash & Prizes!

O.B. Brat Trot™
Stein Holding Contests
★ Compete and Win Prizes ★
Bratwurst Eating Competition

Free Shuttle Buses every 30 min. from PB to OB & back. 11:00 - 8:30 pm
Pickup at 710 Beach Club, 710 Garnet Avenue - Call (619) 224-4906 for more information

October Meeting Calendar

Fri. Oct. 1	8:30am	Promotion Committee
Tues. Oct. 5	8:30am	Design Committee
Tues. Oct. 5	2pm	OB Restaurant & Entertainment Group
Wed. Oct. 13	8:30am	Finance Committee
Wed. Oct. 13	Noon	ER Committee
Thur. Oct. 14	Noon	Board of Directors Meeting
Tues. Oct. 19	8:30am	Crime Prevention Comm.
Thur. Oct. 28	6pm-8pm	Annual OBMA Awards

Meetings held at OBMA office unless otherwise noted.



www.OBoktoberfest.com





Every Wednesday 4pm to 8pm
Fresh vegetables, fruit, flowers,
jams, nuts, hummus, salsa, fresh
baked goods, arts and crafts,
& local musicians!

Continued from page 1 . . . President's message . . .

However, life moves on, and in February the OBMA Board of Directors welcomed a new member, Mary Orem, of Morland Apartments, to the fold. In March, the Promotion Committee added the Ocean Beach Restaurant & Entertainment Group (OBREG), a collective effort to gather marketing efforts and other resources for Ocean Beach's 60+ food and entertainment venues and their patrons. The OBMA also welcomed many new committee members and volunteers, all with unique talents.

Thanks to such talents and support, the OBMA continued to keep up with ever-changing advances in technology with the growth and maintenance of our extensive and informative Web site, email campaigns, and consistent use of Social Media. I suspect even more changes during the coming year.

So, once again, thank you for such a wonderful 2009-2010 fiscal year, and for helping to make this town great!



I look forward to another great year.

All my best,

Mike Akey, OBMA President

The OB Music & Art Festival was a *huge* success!

Many thanks to all the **volunteers**, **Jazz 88** and **OBREG** not to mention **Winston's**, **The Harp**, **Hodad's lot**, **Gallagher's** and the **OB Hotel**. The crowds came and really enjoyed themselves. The music was terrific and business was brisk throughout the district. Check out our website for all the photos of this great event!

The following **OBMA/OBREG members** provided food for the VIP area and the green room:

Shades & Craves	The Vine Wine Bar	OB Tamales
Nick's at the Pier	O'Bistro	Sysco
Newbreak	Olive Tree Market	U S Foods
Old Townhouse	The Blue Parrot	
Lighthouse Ice	C.J's Bakery	
Cream	OB Quik/Subway	
The 3 rd Corner	Espresso Pizza	
Poma's	Bravo's Mexican	

Another big thank you to all the **OBREG members** who placed ads offering discounts and specials for the **OB Music & Art Festival** attendees:

South Beach Bar	Gallagher's	Bravo's Mexican
Pepe's Italian	Olive Tree	Jungle Java
Lighthouse Ice	Nick's at the Pier	Elsbree House
Cream	Sapporo Japanese	Tower Two Café
The Blue Parrot	Rancho's Mexican	BBQ House
Newbreak Coffee	Shades & Craves	The 3 rd Corner
Old Townhouse	Beach Sweets	

A special thanks to **Starbucks**, **Seth's Chop Shop**, **Winston's**, **Bob & Saad Hirmez**, **Union Bank**, **Hodad's**, **OB Hotel**, for donating their parking lots for the event.



Photos by Becca Lyn

Bill Miles, Graffiti Strike Force, Investigations II - SDPD
 Desk - 619-515-2756, Cell - 619-980-9473 wmiles@pd.sandiego.gov

Graffiti Contact! Please contact **Bill Miles** when reporting graffiti & include the address.

OBMA ANNUAL REPORT

Our Mission is to find a unique balance of economic development within a neighborhood setting and, through special events, to contribute to the health, wealth and pride of our coastal community!

SPECIAL EVENTS & PROJECTS:

(A year in review from July 2009 thru June 2010)

Weekly OB Farmers Market: A terrific weekly event that brought thousands of shoppers to the commercial district every week. In a survey conducted during one of the markets, it was discovered that over half of those who attend the OB Farmers Market don't live in Ocean Beach! Many thanks to Torrey Pines Property Mgmt., Seth's Chop Shop, Starbucks, and Bob and Saad Hirmez who donated their parking lots for the market.

30th Annual 4th of July Ocean Beach Fireworks off the Pier: (July 4th, 2009) Another spectacular display and a continuation of our commitment to ongoing community events. We also worked on the 31st Annual Fireworks at the end of our fiscal year and the donation cans, placed in numerous local businesses, brought in a record amount of donations. Thank you, Susan O'Brien, for such a wonderful design! Thank you, also, to Jane and Tom Gawronski, for managing the donation cans!

3rd Annual OB Oktoberfest: (October 2009) What a great event! The OBMA, OB Community Foundation and Winston's worked together to make the event happen. Many volunteered and helped make the day a success!

OBMA Awards Celebration: (October 2009) For many years, Union Bank generously hosted and underwrote this lively and well-attended event held at the Masonic Center, honoring those who made significant contributions to this organization and the community.

OB Restaurant Walk: (Nov. 2009) OBMA co-hosted this event for the OB Tree Committee (OB Town Council). Over 40 local restaurants & bars participated in this sold out event!

Holiday Toy & Food Drive: We again formed a partnership with the OB Tree Committee to help with this important effort.

31st Annual Ocean Beach Street Fair & Chili Cook-Off Festival: (June 26, 2010) This was the first year ever with overcast weather, but that didn't stop over 150 volunteers or 55,000 attendees from having a great day! In fact, the trolleys were packed, and OBMA Web site experienced so many views during the day of the event, that the site crashed. (The problem has since been repaired and improved upon, allowing for even more Web site visitors next year!)

New nation-wide drama-comedy featuring OB! 'Terriers' took over the OB streets during the summer 2009 through the spring of 2010 and hit FX airwaves on September 8th, 2010. According to industry records, "Terriers" has pumped over \$20 million dollars into the local economy, has hired many locals and rented space from merchants and property owners. During these difficult economic times, this investment in Ocean Beach has been measurable and appreciated. Members of the community are impressed that the producers of the show have chosen to retain the name "Ocean Beach" for the series and has even established an "Ocean Beach Police Department" with decals and patches.

Keep OB-eautiful Campaign: The OBMA continues to work with Surfrider San Diego to bring attention to keeping Ocean Beach clean.

Ocean Beach Tile Project: Completed phases 12 and 13. The OB Tile Project can now be viewed on the OBMA Web site, with viewers now having the ability to search for previously purchased tiles! Whenever tiles need to be repaired or replaced, we work that into each phase. Last year we replaced over 35 damaged tiles.

Decorated the Street for the Holidays: The Sunset Cliffs Surfing Association helped OBMA volunteers decorate the downtown business district with festive new bows. The OB Community Foundation helped fund the decor.

Point Loma High School Foundation and Alumni Association: The OBMA assisted this great organization with recycling used cell phones, empty laser, ink jet, and toner cartridges to benefit Point Loma Dollars for

Scholars. This year the chapter gave away 2 scholarships to graduating Point Loma High School students.

Newport Avenue Maintenance Assessment District The OBMA continues to manage the Newport Ave. MAD, financed by property owners fronting on Newport Ave. The Clean OB Committee provided the office with a check list of items that needed work in the district. Because of their recommendations many repairs are made that otherwise might not be noticed. Volunteers also wear special vests identifying themselves as helping to keep OB clean.

Last year we . . .

Emptied 38 trash cans 5 and sometimes 6 days per week
Painted all 38 trash cans. Emptied 40 silver cigarette ash cans twice a week. Power washed 3800 linear feet of sidewalks as often as financially possible. Due to the Clean Water Act, all water used must be recovered which doubles the cost of washing the sidewalks. Currently, we have raised funds that would allow for 6 cleanings per year. Maintained the planter beds around the palms, repaired fencing around palms, repaired electrical boxes on lamp posts, dug up the street to repair the irrigation system. Swept the gutters and sidewalks four times per week and often 5 times per week.

The following goals of the Association are reflected in the work done by our outstanding committees:

- Improve the physical appearance of the commercial district.
- Build coalitions of diverse partners to meet the Association's goals.
- Offer promotional and marketing assistance.
- Strengthen the commercial district's economic base.
- Address quality of life issues.

OUR COMMITTEES WORK FOR THE BENEFIT OF THE ENTIRE COMMUNITY. Volunteers serve on all of our committees along with our staff.

Promotion Committee:

Increased the quantity and quality of content on the Web site, with constant changes being made for improved usability.

Developed major marketing and promotional campaigns for summer special events and winter Holiday activities.

Ran monthly ads promoting the Farmers Market and local shopping. Ran event ads in The Beacon, Union-Tribune, Reader, and CityBeat. Promoted Ocean Beach as a destination and a "great place to shop, dine and stay" through our newly designed rack cards distributed throughout San Diego and up to Orange County.

Ran ads and calendar of events in *101 Things to Do in San Diego*, *The Visitors Guide*, and *the San Diegoan*.

Organized and promoted the Storefront Decorating Contest as well as distributed OB Holiday Advertising Package to OBMA members.

Published/circulated 12 issues (485 of each issue) of the OBMA newsletter. Established an email-only option for members so they could opt out of their printed editions. Email subscriptions continue to increase monthly, incrementally reducing newsletter production costs.

Established OBREG to represent the marketing interests of food and entertainment in OB and promote OB as a destination for dining.

Developed monthly Email Blasts designed to promote upcoming events and to make announcements – readership is above the nonprofit industry average, and increases monthly. International readership is also on the rise. Provided cross marketing for members through Business Announcements in the newsletter and on the Web site.

Established and developed social media as an additional tool for all of our marketing and promotional efforts which increased our online presence above and beyond the website.

Created and produced an Ocean Beach music CD and had a live concert to promote it.

Published all the names of local businesses who received "Best of" votes in newspapers, magazines and online with many OBMA member businesses mentioned.

Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
 July 2009 - June 2010

REVENUES & OTHER SUPPORT	
Assessment Income - BID	\$ 26,750
Grant Income	54,558
MAD Income	42,209
Contributions	5,533
Special Events Income	337,670
Membership dues	8,850
Promo/Marketing income	15,024
Interest Income	547
Net assets released from restrictions	<u>1,950</u>
TOTAL REVENUE	\$ 493,091
EXPENSE	
Organization	\$ 101,381
Promotion	106,422
MAD Expenses	62,184
Farmers Market	82,830
Fireworks	27,501
Street Fair	112,785
Other Events	<u>14,570</u>
TOTAL EXPENSES	\$507,673
INCREASE IN NET ASSETS	\$ (14,582)
Net Assets - Beginning	158,357
Net Assets - Ending	<u>\$143,775</u>

Draft pending yearly audit

STATEMENT OF FINANCIAL POSITION

As of June 30, 2010

ASSETS

CURRENT ASSETS	
Cash	\$ 52,740
Cash - board designated	30,446
Certificates of Deposit	21,676
Certificates of Deposit - board designated	-
Accounts Receivable	27,554
Assessment Receivable	5,587
Grant Receivable	11,125
Prepaid Insurance	5,605
Prepaid Expenses	<u>12,832</u>
TOTAL CURRENT ASSETS	\$167,565
PROPERTY AND EQUIPMENT	
Equipment and furniture	\$ 16,045
Computer Equipment	2,287
Leasehold Improvements	2,742
Website	1,300
Accumulated depreciation	<u>(14,371)</u>
TOTAL PROPERTY AND EQUIPMENT	8,003
OTHER ASSETS: Security deposit	<u>600</u>
TOTAL ASSETS	\$176,168

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Accounts payable	\$ 21,381
Insurance payable	1,044
Credit Card payable	2,291
Accrued salaries/related payroll	5,105
Deferred revenue	<u>2,572</u>
TOTAL CURRENT LIABILITIES	\$ 32,393
NET ASSETS:	
Unrestricted net assets	\$143,775
Temporarily restricted net assets	-
TOTAL NET ASSETS	<u>\$143,775</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$176,168</u>

Draft pending yearly audit

Continued from page 2

Economic Restructuring Committee:

Worked with the Parking Division of the City of San Diego to open up more parking spaces in the business district by covering red curbs deemed unnecessary. The BID Council estimated the value to merchants of each parking spot at \$200 per day.

Made available statistical data about Ocean Beach to each member of the association who requests it.

Organized the OBMA Awards Celebration.

Performed all the pre-event work for the OB Restaurant Walk for the OB Tree Committee.

Developed an annual workplan - included maintaining the Tile Project, reviewing the OB Local Consumer Survey and notifying members of issues that could affect them.

Reviewed and promoted the PROW (Public Right of Way also known as the Café Seating ordinance)

Reviewed the Clean OB Sub-committee's recommendations for the MAD

Continued to provide members with information for local resources such as the SDPD graffiti hotline and police authorization forms.

Provided members with basic tips for retail/business improvement.

Design Committee:

Reviewed and made recommendations for plant and irrigation replacement/maintenance and streetscape changes.

Installed seven historical plaques on historically significant buildings. Published Historical Walking Tour brochure.

Encouraged recycling and conservation of efforts in the business district. Looked for ways to go solar and to encourage more recycling. Implemented recycling plan for all special events.

Provided the Design Guideline Brochure. Brochures are available online or in printed form from the OBMA Office.

Continued to work on solutions for the street sign clutter and general disrepair of signage in the commercial district.

Set guidelines and found artists to paint electrical boxes.

Decorated the BID district for the Holidays

Kept Trash cans clean and in good repair

Redesigned and changed out banners for the seasons and events

Worked on the "Keep OB-eautiful!" campaign.

Completed two more phases of the Tile Project and worked to find solutions to problems encountered. Identified historical sites for the 2nd phase of the Historic Plaque project, with the help of the OB Historical Society.

OB Community Murals underwent massive repairs by Janis Ambrosiani, OB Street Fair mural chair. Janis continues to make repairs as needed. Zed

Electric installed the 2009 mural on the wall of Union Bank, asking only for funds to cover materials.

Crime Prevention Sub-Committee:

Networked with all agencies including police, lifeguards, and Parks and Rec.

Worked closely with law enforcement to use police resources available to Ocean Beach. Oversaw Police Trailer and allocated funds for maintenance

of the restroom inside and trailer rental. Volunteers cleaned the trailer on a regular basis. This partnership with SDPD showed that we are part of the

solution to solving crime in OB.

Worked with SDPD for traffic & crowd control on 4th of July, Labor Day and Memorial Day.

Reviewed, discussed transient related crimes. Provided incident report forms for OBMA members to report criminal activity.

Assisted SDPD with numerous criminal activity complaints from local residents and businesses. Worked with Graffiti Task Force by providing photos and incident reports.

Utilized the Email Warning List to notify merchants of criminal activity in the community.

Addressed problems with oversized vehicles and gained a 4-hour parking sign on Abbott St., where there was no previous regulation. No oversized

vehicles have parked overnight since. Worked as liaison with residents on crime issues, acting as liaison with District Attorney's Office, City Attorney's

Office, District 2 City Councilman's Office as well as community resources and other business districts.

Continued on page

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website or drop by the office.

Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you are having a big sale or anniversary?

Are you changing your hours or adding a new product line?

Celebrating 15 years of A passion for Paris! Vignettes, the French-inspired home & garden boutique will be celebrating its' 15 year anniversary with a gala Parisian event on Saturday, October 9th, 2010, from Noon to 5:00 pm. This momentous occasion will feature designer & author, Claudia Strasser of *The Paris Apartment* fame who will sign books & talk about her latest ventures which include guided shopping tours to Paris & her iPhone app called "KEYS TO THE FLEAS" Paris, which was just launched.

"We are thrilled to showcase Claudia to her legions of fans here on the West Coast" states owner Lori Chandler, "Claudia is the *go-to* gal for everything relating to Paris & Paris shopping which ties in perfectly with this French-inspired shop. Come & toast 15 years with Vignettes' talented 20 designer/dealers, enjoy a Storewide 15% Anniversary Discount & meet the one & only Claudia Strasser at this reception/book-signing event! Vive Le France & Vive Vignettes! Vignettes, 4828 Newport Avenue, San Diego, CA 92107, 619-222-9244, Vignettesantiques.com

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Finance Committee:

Reviewed all financial issues and monthly financial statements before each Board Meeting.

Discussed and reviewed unusual expenses and/or special needs.

Sought advice and made changes to accounting to accommodate the Association's growth.

Provided a comprehensive budget for the organization.

Created mechanism to save money for regular maintenance, replacement costs, and emergency needs.

Assisted with a full audit by accredited accounting firm.

Organization Committee:

Employee reviews, Steering the association, Plans for the long term future of the organization, Reports to the National Trust on our MainStreet program. Grant writing. Oversight of the board of Directors.

That's all folks!

Dear OBMA Members & Friends,

This has been another remarkable year for Ocean Beach and the OBMA. These tough economic times have brought out very creative approaches to running small businesses and community events. We truly appreciate the time and effort that all our volunteers have put in while working extraordinary hours in their own businesses. We believe that your volunteer work has made Ocean Beach a better place. A special thank you to other OB groups who have helped OBMA with our projects, served on our committees and staffed many of our special events. OBMA is 32 years old and counting! Warmly,

Denny Knox, Executive Director



Welcome New OBMA Members

Sessions Public

4204 Voltaire St. 619-756-7715

SessionsPublic.com

Bar, Restaurant

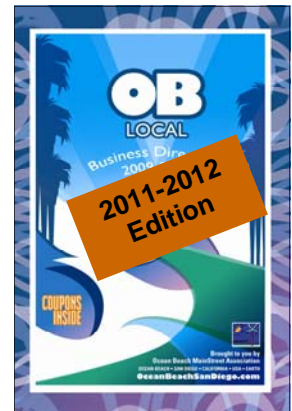
Flowers of Point Loma

2170 Chatsworth Blvd 619-223-5475

flowersofpointloma.biz

Florist

The OBMA's Promotion Committee will start working on the 2011-2012 OB Local Business Directory later this fall. If you would like to volunteer to help, please call Claudia at 224-4906. Watch for your November newsletter!



Mark your calendars for all the upcoming OB events:

- | | |
|---------------------|--|
| Oct. 9, 2010 | OB Oktoberfest, 10am - 8:30pm, Pier parking lot, grassy area |
| Oct. 17, 2010 | Breakfast on the OB Pier Fundraiser, Ticketed Event 7:30am - 11am, OB Pier |
| Oct. 28, 2010 | Annual OBMA Awards Celebration 6pm-8pm, Masonic Center |
| Oct. 30, 2010 | OB Rec Halloween Carnival, Rec Center |
| Nov. 9, 2010 | OB Restaurant Walk - 5pm -9pm, Ticketed event |
| Dec. 2, 2010 | OB Christmas Auction, Sunshine Co. Saloon, 6:30pm-9:30pm |
| Dec. 4, 2010 | OB Christmas Parade - 5:05pm OB Time! |
| Dec. 4, 11,18, 2010 | -OB Holiday Craft Fair, 9am - 3pm Grassy Area. |

For more information, please check out www.OceanBeachSanDiego.com



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A
San Diego, CA 92107

619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com



Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program



OceanBeachSanDiego.com . . . For all your information!

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Follow us on Twitter:
<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!
<http://www.facebook.com/OBMA92107>

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Save the Date! ★


**Annual OBMA Awards Celebration
& Annual Meeting**

**Thursday, October 28, 2010
6pm to 8pm**

**Point Loma Masonic Center
1711 Sunset Cliffs Blvd**

*Free Drawings!
Bring your business card.*

Bring your employees and yourselves . . . Enjoy foods from many local eateries. Celebrate the OB business community! This Free event is sponsored by OBMA and Union Bank, OB, Branch.

**Would you like to receive this newsletter by email only?
If so, please call 224-4906 or email
info@oceanbeachsandiego.com and let us know.**

VCA Peninsula Animal Hospital

*FREE
New Client
Exam!**



The Best Vet a Pet Can Get!

Count on VCA Peninsula Animal Hospital for your pet's vaccinations, wellness checkups, disease prevention and medical care.

- A clean pet and people friendly environment
- Dedicated, caring professionals
- State of the art medical and surgical equipment

All backed by the nation's largest and most trusted animal healthcare network, giving you access to over 200 board certified specialists for complex cases.

*Visit our hospital website for your FREE Initial Health Exam coupon.

Local Pet Medical issues

Year-round in the state of California some of the most serious and recurring problems are heartworm and allergies.

Heartworm is a major health problem affecting both cats and dogs, and is transmitted by mosquitoes. Due to our warm climate, temperatures never get cold enough to kill the mosquito eggs, causing a year-round risk. The same goes for flea and tick infestations and intestinal parasites.

Allergies are a year-round problem. Many of our pets suffer from allergies of the skin and ears, leading to excessive scratching and redness. Your veterinarian can recommend treatment to keep your pet safe from these health issues.



Vaccinations

- Builds immunity against a virus or bacteria
- Helps prevent diseases
- Vital in safeguarding your pet's health

Senior Wellness

- Older pets should be checked by their veterinarian at least twice a year
- Diseases are preventable or more easily managed if detected early
- Senior pets can suffer from same diseases as aging humans

Puppy and Kitten Wellness

- Their immature immune system leaves them more susceptible to infection
- Specially formulated diets needed for nutrition
- Frequent exams to monitor their development
- Fecal exams are very important

Dental Care

- Serious problems include gum inflammation, tooth loss, infection & organ damage
- Up to 80% of dogs and 70% of cats will develop dental disease without proper care

Serving the Community for Over 30 Years.

3767 Voltaire Street • San Diego, CA 92107
(619) 223-7145



Animal Hospitals

VCAPeninsula.com



Exceptional Pet Healthcare