



# Ocean Beach Main Street Association

## OCTOBER 2011 NEWSLETTER

### ANNUAL REPORT July 1, 2010 - June 30, 2011

#### BOARD OF DIRECTORS

**Barbara Iacometti, President**  
*Details SalonSpa*

**Julie Klein, 1st Vice President**  
*Julie Designs*

**Michael Akey, 2nd Vice President**  
*Pacific View Real Estate*

**Mike Stifano, Treasurer**  
*Winston's*

**Yvonne Cruz, Secretary**  
*Surf'n Sea Wetsuits*

**David Smedley**  
*Smedley, Gallagher & Gee, LLP*

**Gary Gilmore**  
*Gilmore Family Jewelers*

**Dave Martin**  
*Shades Oceanfront Bistro*

**Mark Schlesinger**  
*Beach Area Tax Service*

**Craig Gerwig**  
*Newport Avenue Antique Center*

**Mary Orem**  
*Morland Apts. LLC*

**Matt Kalla**  
*Matt Kalla Insurance Agency*

**Tevia Schriebman**  
*Wizard of Paws*

**Chris Wilmot**  
*Christopher W. Wilmot, CPA*

#### STAFF:

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

#### Farmers Market Staff:

**David Klamon &**

**Community Crops, Market Managers**  
**Angel, Chris & Mike**

## OBMA ANNUAL REPORT

*To all our friends and members,*

We are really happy to report that even with these strange economic difficulties, uncertain times, and torn up streets our volunteers came out in force for all our events and to help with special projects.

The OBMA Board of Directors wants to thank everyone who volunteered, attended our events, and shopped locally...it's amazing what volunteer hours, some hands on work, and a few local dollars can do for our town!



This edition of our newsletter is our OBMA Annual Report that outlines the many events, projects and plans during the last fiscal year (July 2010-June 2011). We kept the sidewalks clean, the trash and ash cans emptied, and the public informed of all that was happening in our business district.

*Continued on page 2*

**HAPPY HALLOWEEN**



# Ocean Beach Oktoberfest

## Now 2 Days!

**Fri Oct 7, 4:30-10**  
**Sat Oct 8, 10-10**

FRIDAY	SATURDAY
<b>Beer Garden BAND SLAM</b> Battle of the Bands Contest San Diego's 5 Hottest Tributes/Cover Bands Battle it out, head to head, for \$4000 in cash! Come witness this epic struggle to survive. <b>Happy Hour</b> 91 Minutes 5 - 6:31 ★ 2 for 1 Beer & Brats ★ ★ Beer Garden Blonde'a'thon ★ Show up in a blonde wig or blonde braids Get free beer garden entry and beer boot	The Electric Waste Band 11:30 Tommy Dubs 1:40 The Heavy Guilt 3:00 Bateke Beat 6:00 Styletones 7:30 Tribal Theory 9:00 The Bavarian Beer Garden Band 11:30 - 1:00 - 2:30 - 4:30 Main Stage Lobster Bob 3:45 (Seaside stage) Todo Mundo 5:00 (Seaside stage) ★ Emcee Jose Sinatra presides ★ Plus all the contests you have come to know and love.

**ONLY \$3** The Best Entertainment Deal in Town!

**KARL STRAUSS** **OCTOBER** **fest**

WARSTEINER **Tarantine** GOURMET SAUSAGES **Jägermeister**

Shuttle Buses every 30 min. PB to OB & back **Fri 4-10 pm**  
 Pickup at 710 Beach Club, 710 Garnet Avenue **Sat 11-10 pm**

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

## October Meeting Calendar

Tues Oct 4	8:30am	Design Committee
Tues Oct 4	2pm	OBREL Meeting
Wed Oct 7	8:30am	Promotion Committee
Wed Oct 12	8:30am	Finance Committee
Wed Oct 12	Noon	ER Committee
Thur Oct 13	Noon	Board of Directors Meeting
Tues Oct 18	8:30am	Crime Prevention Comm.
<b>And please don't miss our Awards Celebration:</b>		
Thur Oct. 27	6pm-8pm	Annual OBMA Awards

*Meetings held at OBMA office unless otherwise noted.*





# Ocean Beach Farmers Market



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

Continued from page 1 . . . President's message . . .  
 Also, we celebrated our 33rd Annual Street Fair and Chili Cookoff Festival, the Annual Fireworks off the Pier, OB Oktoberfest, OB Beach Ball, OB Music & Art Festival, and the award winning OB Farmers Market. These festivities and all the marketing efforts brought visitors here and residents out to mingle and enjoy OB.

Another huge thank you to our past president, Mike Akey for his many years of service as our President. He continues to serve on our Board.

Thanks to the continued support from our great community, 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. So, once again, thank you for such a wonderful 2010-2011 fiscal year, and for helping to make this town great!

I look forward to another great year.  
*All my best, Barbara Iacometti*  
 President, OBMA



Photo by Liz Greene



All other photos by Joe Ewing



## Jazz 88

# OB Music & Art Festival

Many thanks to all the **volunteers, the entire crew at Jazz 88, Stephen Grosch, The OB Hotel and OBREL** not to mention **Winston's, The Harp, Nick's at the Pier, Hodad's parking lot, and Gallagher's and Electric Ladyland Studios.** The crowds came and really enjoyed themselves. The music was terrific and business was brisk throughout the district. Please check out our website for all the photos of this great and growing event!

**OBMA/OBREL members** provided food for the VIP area. We had lots of local volunteers in the OBMA booth on the grassy area. Another big thank you to all the **OBREL members** who placed ads offering discounts and specials for



the **OB Music & Art Festival** attendees!

A huge thank you to **Starbucks, Seth's Chop Shop, Winston's, Union Bank, Hodad's, OB Hotel** for donating their parking lots for the event.

**Joe Ewing** photographed the event, **Josh Utley** and **Jen Allen** filmed it. Great job!

New this year, we financed the all-ages Free Community Stage with the help of our sponsors: **Pirates Cove Tiki Port, Newport Farms Market, Kleege Industries, Pat's Liquor, Abbott Market, BK Printing, Western Towing, James Gang Co., Zed Electric, OB Quik Stop and Mississippi Style Cookin' (on Newport Avenue).**



# 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!**

**A Year in Review  
July 2010- June 2011**

We've compiled a list of all the accomplishments during the past year for you to peruse. With such enthusiasm from our volunteer committee members and special events helpers, even in a down economy OB continues to make huge strides to maintain and improve the community and effectively market the business districts. Each committee is unique, just check it out.



## Organization

Chair - Barbara Iacometti  
*Meets as needed*

- Hosted 72 regularly scheduled meetings and 14 more special event meetings
- Staff attended 46 meetings

- ings with groups including BID Council & City of San Diego
- Joined ConVis (Convention and Visitors) to expand our visitor outreach
- Member of California Main Street Alliance
- Member of National Main Street
- Welcomed 3 new members to the Board of Directors, bringing the total to 14
- Have approximately 200 Associate members and 325 BID members

## Promotion

Chair - Tevia Schriebman  
*Meets 1st Friday of each month at 8:30am in OBMA Office.*

- Printed 23,000 directories and distributed throughout the community
- Printed 500 Historical and Mural Plaque Brochures – distributed from office to visitors
- Monthly Ads in the Beacon to help defray cost for regular advertisers
- Ran Ads and featured stories in the San Diegan and in the online version of the San Diegan, 101 Things to Do, The Visitors Guide, San Diego Magazine, ConVis, Pacific Magazine, Sunset Magazine, BID Council website, SanDiegoCoastLife.com, SD Entertainer Magazine, Citybeat, The Troubadour, Reader and Sign On San Diego.
- Ran the Holiday Decorating contest offered cash prizes
- Facilitated OBREL advertising – over 112 restaurant ads in various papers with feature stories and listings
- of restaurants, entertainment and lodging in the area.
- 26 inserts from local merchants in monthly newsletters and posted online
- 40 Member Announcements posted in monthly newsletters and posted online
- 4,800 monthly Newsletters mailed and 2,400 emailed
- 38 Member Announcements posted online only



- and developed new items: Street Fair Mural Merchandise, OB Bike Earrings
- Printed and distributed 70,000 rack cards throughout Southern California at hundreds of hotels and visitor based businesses and outlets.
- Hosted a fantastic Social Media class
- Managed online information for ConVis
- Improved the website, added more features for advertisers
- Financed the web camera, OB Cam, located atop the OB Hotel



## Economic Restructuring

Chair: Gary Gilmore  
*Meets 2nd Wednesday of each month at noon at OBMA office.*

- Managed 25 PROW permits (Café Ordinance)
- Managed the MAD along Newport Avenue
- Compiled surveys
- Managed the Storefront Improvement Program, PROW and helped establish the new Revitalization Project
- Increased parking in the district
- Committee did all leg work for Restaurant Walk, managed the Annual Awards Celebration from set up to clean up.



## Crime Prevention

Chair: Julie Klein  
*Meets the 3rd Tuesday of each month at 8:30am at the OBMA Office*

- Discusses issues related to crime and the prevention of crime in Ocean Beach.
- Organizes efforts to work with SDDP and City Attorney's Office to target work on specific criminal activities.
- Distributes Police Authorization Forms & Compile results,

## Design Committee

Chair: Mike Akey  
*Meets 1st Tuesday of each month at 8:30am at OBMA Office.*

- Put up and took down over 125 street pole decorations for the holidays.
- Put up and took down 3 across street holiday swags
- 12 locally designed banners (Farmers Market and 92107 designs) printed on both sides and installed
- 6 locally designed banners (Eat, Shop, Play and Stay) printed (locally) on both sides and installed
- 7 Utility Boxes – managed the painting of specific boxes by local artists and provided supplies
- 3 Utility Boxes – refurbished the art and sealed
- Trimmed 16 palms on Cable, Bacon and Sunset Cliffs Blvd.
- Repaired and refurbished Mural on Police Trailer and had it reinstalled.
- Repaired and refurbished Mural on 1959 Bacon Street and installed it on the back of the James Gang Building
- Installed 2010 Mural on US Bank Building



**Ocean Beach MainStreet Association**  
**STATEMENT OF ACTIVITIES**  
 July 2010 – June 2011

**REVENUES & OTHER SUPPORT**

Assessment Income – BID	\$ 22,924
Grant Income	56,594
MAD Income	44,433
Contributions	17,398
Special Events Income	376,817
Memberships – Associate	13,900
Promo/Marketing income	29,532
Interest Income	<u>72</u>

**TOTAL REVENUE** **\$ 561,670**

**EXPENSES**

Organization	\$ 103,341
Capital Imp/Repair/Projects	22,028
Promotion	128,997
MAD Expenses	44,433
Farmers Market	92,121
Fireworks	27,921
Street Fair	111,834
Other Events	<u>24,816</u>

**TOTAL EXPENSES** **\$ 555,491**

**OTHER EXPENSES**

Depreciation	<u>- 2,892</u>
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**NET INCOME** **\$ 3,287**

**STATEMENT OF FINANCIAL POSITION**

As of June 30, 2011

**CURRENT ASSETS**

Cash	\$ 63,511
Cash – board designated	45,132
Accounts Receivable	38,397
Prepays & undeposited funds	<u>6,176</u>

**TOTAL CURRENT ASSETS** **\$153,216**

**PROPERTY & EQUIPMENT**

Equipment & Furniture	\$ 29,461
Website	1,300
Leasehold Improvements	2,742
Accumulated Depreciation	<u>-17,263</u>

**TOTAL PROPERTY & EQUIP.** **\$ 16,240**

**OTHER ASSETS**

Security Deposits	<u>600</u>
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**TOTAL ASSETS** **\$ 170,057**

**LIABILITIES AND NET ASSETS**

Accounts Payable	\$ 23,592
Credit Card Payable	<u>- 599</u>

**TOTAL CURRENT LIABILITIES** **\$ 22,993**

**NET ASSETS**

Unrestricted net assets	\$101,352
Temporarily restricted net assets	42,423
Net Income	<u>3,288</u>

**TOTAL NET ASSETS** **\$147,063**

**TOTAL LIABILITIES & NET ASSETS** **\$ 170,057**

*Draft pending yearly audit*

*continued from page 3*

**Design Committee** *continued*

- Painted 37 Trash Cans on Newport Avenue with 6 gallons of paint – (MAD Funding)
- Refurbished 2 Urns at the OB Library
- Manage the design elements of the MAD
- Assisted Pt Loma High School by collecting \$500 worth of recycled cell phones and cartridges so that a \$500 scholarship could be awarded.



**OBREL Group**

Chair: Dave Martin & Kevin Alsbrook  
 Meets the 1st Tuesday of each month at 2pm at OBMA Office.

- With the help of Brown Marketing Services and the Beacon, organized and advertised in monthly publications to market OB as a destination for dining, entertainment and lodging.
- Participated in special events to promote the area.

**Maintenance Assessment District**



Along Newport Ave. the property owners pay are assessed to insure the following tasks are done on a regular basis throughout the year.

- Replaced 50 trash can lids, moved 3 trash cans by merchant request, had the City repair all street lamp electrical outlets at base
- Steam Cleaned 22,000 linear feet of sidewalks
- Emptied trash cans 5200 times and cigarette butt cylinders 4000 times, replaced 37 Galvanized trash can liners
- Replaced 20 plants in planter boxes, repaired 3 leaks in irrigation system, Repaired/replaced 20 tiles, and weeded, trimmed and fertilized planters 445 times.



**Finance Committee**

Chair: Mike Stifano  
 Meets the 2nd

Wednesday of each month at 8:30am at the OBMA Office.

- The name says it all . . . They reviewed all financials and guided the Board to make fiscally sound budgets, reinvestments in OB and positive decisions.

**Special Events**

*Special Event Committee meetings are held as needed. Volunteers are always wanted and needed.*



- Sponsored 52 Farmers Markets
- Sponsored OB Street Fair & Chili Cook-Off Festival and raised \$13,000 for the Fireworks Celebration
- Co-Sponsored OB Oktoberfest, OB Beach,
- Co-Sponsored OB Music & Art Festival
- Gave 138 bands/performers the opportunity to perform at events
- Produced Annual Community Mural
- Organized and produced all the information for the OB Tree Committee's Restaurant Walk.
- Sponsored (along with Union Bank) and organized Annual OBMA Awards Celebration

# 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/your employees received a special award? Are you are having a big sale or anniversary? Are you changing your hours/adding a new product line?

**A Community Garden Party on October 8, 11 am - 2 pm.** Are you passionate about gardening? Then the **Ocean Beach Woman's Club Community Garden Party** is for you. Join us Saturday, October 8, at the Club located at 2160 Bacon St. After a teach-in on urban gardening, we will put shovels in the ground as we create community compost and garden beds. Refreshments will be served. The Community Garden is part of the Woman's Club continuing commitment to Ocean Beach, offering fresh produce and herbs to interested residents. The Woman's Club gratefully acknowledges the support of City College gardening students and Victory Gardens of San Diego. To learn more about the Community Garden, contact Anne (obgreengold@gmail.com) or Celeste (mcclureceleste@aol.com). The Woman's Club meets on the first Monday, 6:30pm, of each month from Sept. through June. All are welcome!

**High School Senior Portraits** are being offered by Joshua Utley of **Intrepid Network**. You can have your photos taken at our studio with lights and backdrop or if you prefer something more special at a specific location let us know. We are also open to collaborating with you for something unique and creative. Call (619)929-0762 to book your high school senior portrait. For more details check <http://www.intrepidnetwork.net/sites/default/files/portrait-photography.pdf>

**CrossFit Ocean Beach** announces their grand opening Saturday October 1st at 1811 Sunset Cliffs Blvd. Check their website at [www.CrossFitOceanBeach.com](http://www.CrossFitOceanBeach.com).

Congratulations to Farmers Market long time vendor **David Leight** from **Leightworks** for his recent 1st place win at Fiesta Hermosa for Best Jewelry. Check him out every Wednesday.

**Dear OBMA Members & Friends,**

This has been another remarkable year for Ocean Beach and the OBMA. These serious economic times that plague the country and the global market place have brought out very creative approaches to running our small businesses and community events. We truly appreciate the time and efforts that all our volunteers have put in while working extraordinary hours in their own businesses and jobs.

We want to thank our community partners - the OB Town Council, OB Community Foundation, OB Planning Board, and OB Kiwanis - whose members have helped on OBMA projects, served on our committees and staffed many of our special events.

A special thank you from the OBMA Staff to our generous members of our Board of Directors who take their volunteer positions seriously and work to better the OB business community while always factoring in the community at large. Ocean Beach MainStreet Association is 34 years old and as strong as ever. *Thanks again for all your support.*

Warmly,  
Denny Knox, Executive Director



## Welcome New OBMA Members

### Therapie Day Spa

4985 Voltaire St. 619-780-8700

TherapieDaySpa.com TherapieDaySpa@gmail.com  
*Massage, Facials, Day Spa*

### BObeau Kitchen + Bar

4996 W. Pt. Loma Blvd. 619-224-2884

Dinecrg.com

*Restaurant*

### CrossFit Ocean Beach

1811 Sunset Cliffs Blvd. 503-568-6741

Crossfitoceanbeach.com Chad@crossfitoceanbeach.com

*Fitness Center, Gym, Personal Training*

### Chapter One Tattoo

4861-B Newport Ave. 619-225-8400

Chapteronetattoo.com

*Tattooing*

**Many thanks** to the **James Gang Printing Co.** for hosting a fabulous Sundowner and sharing all of your exciting developments with us. Congratulations! Keep your ears posted for the next Sundowner.



Photo by Joe Ewing



The BlackOut by Josh Utley

## Crime Prevention Meeting Notes

Officer Dave Whitfield is replacing Officer Dave Surwilo (who is in the Middle East) as our Community Service Officer. He mentioned that there is a new website to check crime statistics in our neighborhood. You can access it by going to [CrimeMapping.com](http://CrimeMapping.com).

## Mark your calendars for all the upcoming OB events:

**Sat. Oct 7 & 8th 2011 OB Oktoberfest** - OB Pier parking lot & Veterans Plaza - Info: [OBOktoberfest.com](http://OBOktoberfest.com)

**Sun. Oct 16th 2011 Pancake Breakfast on the Pier**

**Tue. Nov. 8th 2011 OB Restaurant Walk** - Throughout Ocean Beach. info: 619-224-4906.

**Thur. Dec 1st 2011 OB Tree Auction- Sunshine Co. Saloon.** Info: 619-515-4400.

**Sat. Dec. 3rd, 10th, 17th 2011 OB Craft Fair** - Veteran's Plaza

**Sat. Dec. 3rd 2011 OB Christmas Parade** - Along Newport Avenue. [OceanBeachParade@gmail.com](mailto:OceanBeachParade@gmail.com)

For more information, please check out

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

Email: [info@OceanBeachSanDiego.com](mailto: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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<b>Let's Face It Skincare</b>	
<b>OBMA Web Advertising</b>	

**Save the Date!**

## OBMA Awards Celebration & Annual Meeting

**Thursday, October 27, 2011**  
**6 pm - 8 pm**

Celebrate the OB Business community at our Annual Meeting and Awards event. It's fun, free and delicious! Enjoy a light buffet provided by local OB eateries. Sponsored by OB MainStreet Association and Union Bank OB Branch.

Point Loma Masonic Center • 1711 Sunset Cliffs Boulevard

**FREE DRAWING! Bring your business card!**

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

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

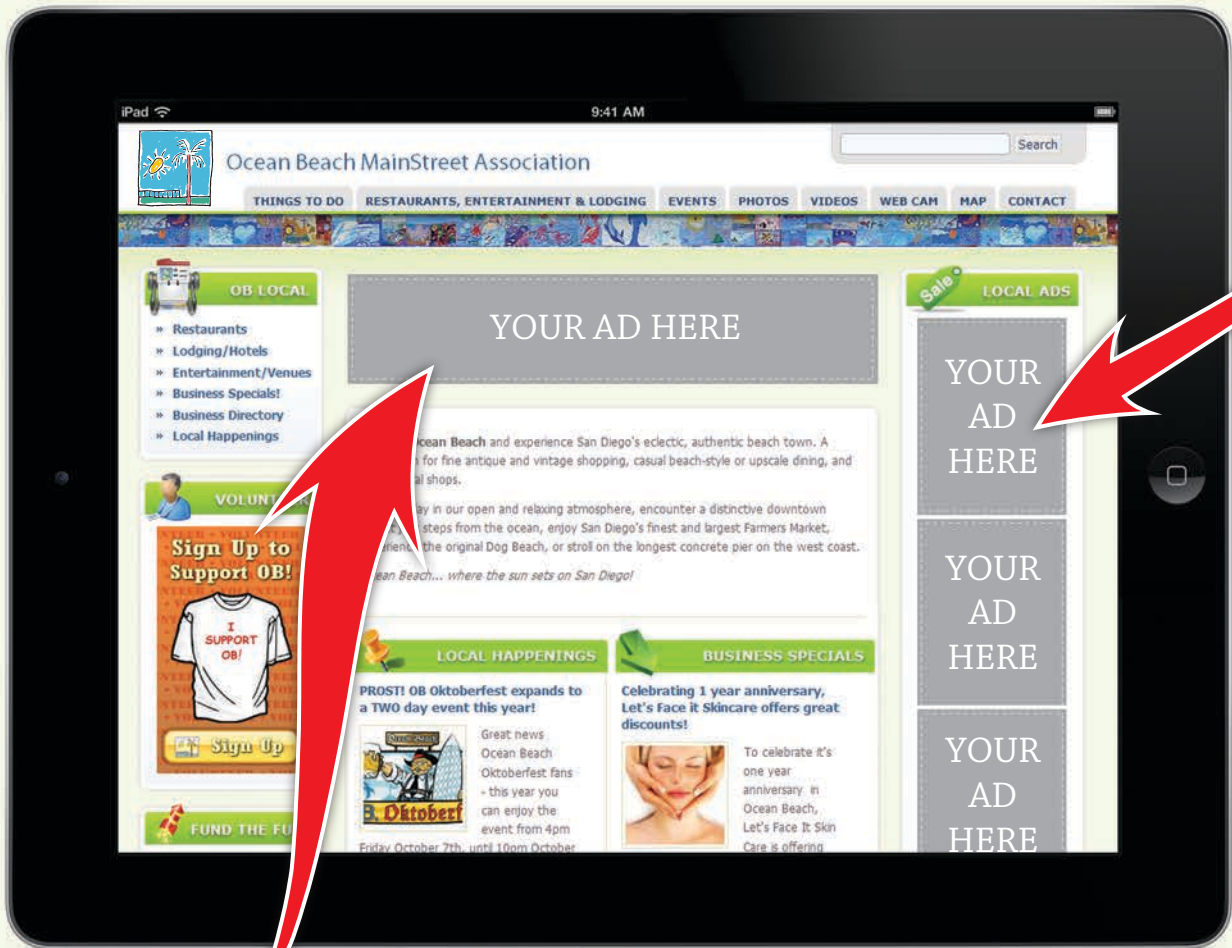
**Would you like to receive this newsletter by email only?**  
**If so, please call 224-4906 or email [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com) and let us know.**



# Reach up to 180,000 people with your ad on our website

*“Having our ad on OceanBeachSanDiego.com brings in customers from all over the county.”*

*- Chris, Olive Tree Marketplace*



Need someone that speaks fluent insurance?  
I'm your agent for that.



Matt Kalla Insurance Agency Inc.  
Matthew Kalla, Agent  
Insurance Lic. #: 0644225  
619-223-1620



*“More clients contact me for insurance quotes.”*

*- Matt, Matt Kalla Insurance Agency, Inc.*





# OCEAN BEACH MAINSTREET ASSOCIATION

## FIVE SIMPLE STEPS TO GET STARTED

### 1. Choose the ad size(s) you would like to run / months:

- General Leaderboard Ad Placement - 536 pixels wide x 110 pixels tall (7.5" x 1.5")
  - 3 months = \$150
  - 6 months = \$300
  - 9 months = \$450
  - 12 months = ~~\$600~~ \$540 (with your 10% discount)

*Ads rotate to provide a shared distribution placement.*

- General Right Side - Tile Ad Placement - 150 pixels wide x 200 pixels tall (2" x 2.75")
  - 3 months = \$99
  - 6 months = \$198
  - 9 months = \$297
  - 12 months = ~~\$396~~ \$357 (with your 10% discount)

*Ads rotate to provide a shared distribution placement.*

**Step 1 Total: \$ \_\_\_\_\_**

### 2. Chose if you would like to add premiere positioning on our top 5 pages (in addition to the general pages): *Please add an additional \$20 per premiere page that you would like to have your ad on. Check the additional boxes to indicate your selection below.* Premier pages are evaluated and determined quarterly.

- Home Page
- Web Cam
- OB Street Fair & Chili Cook-Off
- Farmers Market
- Restaurants

Total # premiere pages @ \$20 ea. (for 3 months) \_\_\_\_\_ = **Step 2 Total: \$ \_\_\_\_\_**

### 3. Mail this form and a check, made out to "OBMA", for the above total to OBMA to secure ad space. 1868 Bacon St., Suite A, San Diego, CA 92107. Credit Card? Call (619)224-4906.

**FINAL TOTAL: \$ \_\_\_\_\_**  
(Step 1 + Step 2 = Total)

Submitted By: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_ Email: \_\_\_\_\_

Link for Your Ad (Your Website): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_





pevonia  
BOTANICA

## Let's Face It Skin Care

1804 Cable St. Suite A  
San Diego, CA 92107

I invite you to experience luminous regeneration! Featuring Pevonia Botanica products, the best of the earth and sea.

I'm offering the Luminous Age-Defying facial at 50% off, a skin rejuvenating experience for \$45

The Age-Defying facial line includes your choice of one of the following treatments:

~To visibly smooth wrinkles, the Collagen polypeptides with myoxy caviar and escutox facial.

~To tighten and firm, the Elastin polypeptides and sorghum facial.

~To correct photodamage and reduce fine lines, the Luminous "C" facial.

Call today to schedule your appointment.

Call Lea Ann at (619) 765-6547  
By Appointment Only.  
leaann.hartman@yahoo.com