

BOARD OF DIRECTORS

Barbara Iacometti, President
Details SalonSpa - Executive Com Chair

Julie Klein, 1st Vice President
Julie Designs - Crime Prevention Chair

Michael Akey, 2nd Vice President
Pacific View Real Estate - Design Chair

Mike Stifano, Treasurer
Winston's - Finance Chair

Mary Orem, Secretary
Villa de Loma Apartments

Yvonne Cruz
Surf'n Sea Wetsuits

Gary Gilmore
Gilmore Family Jewelers - ER Chair

Dave Martin
Shades Oceanfront Bistro - OBHG Chair

Craig Gerwig
Newport Avenue Antique Center

Matt Kalla
Matt Kalla Insurance Agency

Tevia Oskin
Consulting - Promotion Chair

Chris Wilmot
Christopher W. Wilmot, CPA

Ron Marcotte
Sign Diego

STAFF

Denny Knox, Executive Director
Claudia Jack, Office Assistant
Liz Greene, Creative Director
Susan James, Directory Manager

FARMERS MARKET STAFF

David Klamon & Community Crops
Market Managers
Tony, Glenn, Richee, & Evelyn



Ocean Beach MainStreet Association Annual Report & Newsletter October 2014



A YEAR IN REVIEW

JULY 2013 – JUNE 2014

A Message from our President, Barbara Iacometti

We hope you will enjoy reading about and experiencing many of the accomplishments and ongoing projects that have occurred during the past fiscal year. I'm amazed at the dedication of our volunteer committee members, special event workers and our hardworking board of Directors. Our small community continues to improve because of the many active organizations in Ocean Beach, each with countless volunteers ready and willing to use their skills to make a difference. Ocean Beach MainStreet Association is dedicated to working with residents and local businesses to upgrade the business districts in 92107. Our OB-centered marketing campaigns promote local businesses and all community events. Each of our committees is unique and participate in the overall success of the Ocean Beach MainStreet Association.

OBMA is comprised of 228 Associate Members and 318 BID Members with 14 volunteer Board of Director positions that includes 5 volunteer Executive Committee positions, and 7 volunteer standing committee chairpersons.

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DON'T FORGET TO VOTE - VOTING OPEN Oct. 1 - Oct. 10th at 5PM!

FOR OBMA MEMBERS ONLY - Be sure to vote for your favorite People's Choice nominees for the Annual OBMA Awards Celebration by following the Survey Monkey link that you will receive via email.

FOR YOUR CUSTOMERS & THE PUBLIC - Your customers have an opportunity to participate by voting for Customer Service Business of the Year! Join the Facebook event and LIKE your favorite business!



You are invited to an evening of fun & comradery at the 36th Annual OB MainStreet Association's Awards Celebration & Annual Meeting

Our major sponsor
 **UnionBank**

Thursday, October 23, 2014
Pt Loma Masonic Center
1711 Sunset Cliffs Blvd.
6pm - 8pm-ish



Light dinner, beverages and desserts from our local businesses!

Please join us!

This free event is open to all of our members and their employees.

New this year!

We'll be selling raffle tickets to win one of five baskets, each basket is worth over \$500 . . .
Raffle tickets at the door - \$5 ea. or your arm's length for \$20!



October Meeting Schedule

Fri. Oct. 3	8:30am - Promotion Meeting
Tue. Oct. 7	8:30am - Design Meeting
Wed. Oct. 8	8:30am - Finance Meeting
Wed. Oct. 8	Noon - ER Committee
Thur. Oct. 9	Noon - Board Meeting
Tue. Oct. 21	8:30am - Crime Prevention
Thur. Oct. 23	6pm - OBMA Annual Mtg & Awards Celebration at the Masonic Center

All meetings held at the OBMA office



2014 Farmers Market Mural

[San Diego Gas & Electric](#) warns that they never call and threaten their customers - so don't be a target of these thieves posing as SDG&E. SDG&E is continuing to alert customers to be aware of an ongoing wire fraud that has been targeting SDG&E residential and business customers. Reports indicate that individuals are misrepresenting themselves as utility employees by calling customers and threatening to turn off electric and gas service if an immediate payment is not made. Customers are instructed to purchase a pre-pay credit/debit card, and are directed to call another phone number where information is then obtained from the card and the cash value is then removed. In an effort to help prevent SDG&E customers from becoming fraud victims please note the following tips:

- SDG&E always provides past due notices in writing before service is shut-off for non-payment.
- SDG&E does not solicit credit card information
- Customers should not provide financial information by telephone unless they initiated the conversation

If customers receive a phone call that makes them feel uncomfortable, and they know they have an outstanding balance that needs to be resolved, they should hang up and call SDG&E directly.

If you have received this kind of call and believe you might have been a victim of fraud, please contact SDG&E's Customer Service line immediately at [1-800-411-7343](tel:1-800-411-7343). More info: <http://ow.ly/APwVW>

President's message continued from page 1 . . .

As I have mentioned every year, we take the term "volunteer" very seriously as it is the key to everything we accomplish as an association. I would also like to commend our hardworking staff for their tireless work supporting the efforts of our committees. Lastly, I am proud and honored to be serving as the President of the Ocean Beach MainStreet Association and look forward to seeing you all at the Annual Awards Celebration on October 23rd. Looking forward to an outstanding year ahead.

Barb Iacometti, President

Great Sundowner on Sept. 25th hosted by Catrina Russell at Bar 1502

Photos by Troy Orem



Catrina

Scott



We all had so much fun. The food and drinks were fantastic!

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.



The Workshops this year were fantastic. Hope everyone enjoyed learning about something new to help them with their business planning.



There were lots of winners of great prizes like a \$50 Cohn Restaurant Gift Certificate, OB Waves haircut, Sammy's and Extraordinary Desserts gift certificates.

These get togethers are a great way to meet your neighbors.

Thanks again to Catrina Russell and the whole Staff at Bar 1502.



Annual Report
Ocean Beach MainStreet Association

EXECUTIVE COMMITTEE (Organization Committee)

Chair: Barbara Iacometti, Details SalonSpa – President of OBMA
Meets as needed.

The Executive Committee oversees all the work done by the full Board of Directors, the Committees and the employees..



OBMA BOARD OF DIRECTORS

Meets monthly the 2nd Thursday at noon at the OBMA Office

- Provided direction and vision for the OBMA
- Managed 4 employees in the office and 5-6 employees for OB Farmers Market
- Hosted 78 regularly scheduled meetings and 21 additional special event meetings.
- Directed staff to attend 33 meetings with groups including the BID Council, City of San Diego staff members.

- Had a two day board retreat in Imperial Beach and met with their Mayor and many other city officials to discuss solutions to similar problems.
- Completed all requirements to remain a member in good standing with CAMSA and National Trust for Historic Preservation (National Mainstreet Program).
- Managed Special Events - 51 Farmers Markets, OB Street Fair & Chili Cook-Off Festival and Ocean Beach Oktoberfest – with a determined effort to hire and use local services and products for all of our events.
- Managed the Annual OBMA Awards Celebration and Annual Meeting.
- Managed the OB Business Improvement District and the Newport Avenue MAD.
- Directed staff to maintain accurate records of all members and to educate non-members.
- Worked with OBCDC, OBTC, OBPB, OB Womans Group and Kiwanis to improve Ocean Beach.

FINANCE COMMITTEE

Chair: Mike Stifano, Winstons – Treasurer OBMA
Meets the 2nd Wednesday at 8:30am at the OBMA Office unless otherwise posted.





- Reviewed all the financials each month prior to the full OBMA Board meeting.
- Assisted staff with unexpected expenditures/ challenges and other financial issues.
- Provided guidance to the full Board for all financial / accounting goals.
- Provided finance class for the full Board at the Board Retreat
- Directed staff to keep reserves for emergencies.
- Participated in developing and maintaining an adequate, fiscally sound budget.
- Compared Profit and Loss statements to budget estimates on a quarterly basis.
- Reviewed the annual audit.

Ocean Beach MainStreet Association
STATEMENT OF FINANCIAL POSITION
As of June 30, 2014

CURRENT ASSETS	
Cash	27,231
Cash - Board designated	91,830
Accounts & Grants Receivable	60,366
Inventory Asset	13,668
Prepays & Undeposited funds	<u>6,205</u>
TOTAL CURRENT ASSETS	\$199,300
PROPERTY & EQUIPMENT	
Equipment & Furniture	32,162
Website	1,300
Leasehold Improvements	2,742
Accumulated Depreciation	<u>-27,765</u>
TOTAL PROPERTY & EQUIPMENT	8,439
OTHER ASSETS	
Security Deposits	<u>800</u>
TOTAL ASSETS	<u>\$ 208,539</u>
LIABILITY AND NET ASSETS	
Accounts Payable	15,004
Credit Card Payable	1,462
Deferred Income & Sales Tax Payable	<u>7,528</u>
TOTAL CURRENT LIABILITIES	23,994
EQUITY	
Unrestricted net assets	175,789
Temporarily restricted net assets	4,658
Net Income	<u>4,098</u>
TOTAL NET ASSETS	184,545
TOTAL LIABILITIES & NET ASSETS	<u>\$ 208,539</u>

Draft pending annual audit

Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
July 2013– June 2014

INCOME	
 BID Assessments	24,982
Grant Income	72,726
MAD Assessments	46,150
Contributions	4,196
Special Events Income	409,606
Memberships, PROW	15,350
Promo/Marketing	97,515
Interest Income	<u>58</u>
TOTAL REVENUE	\$ 670,583
EXPENSES	
 Organization	89,401
Capital Imp/Repair/Projects	38,273
Crime Prevention	11,900
Promotion	201,431
MAD Expenses	43,712
Farmers Market	95,815
Fireworks	29,923
Street Fair	137,521
Other Events	<u>14,429</u>
TOTAL EXPENSES	\$ 662,405
NET ORDINARY INCOME	8,178
OTHER EXPENSES	
Depreciation	<u>-4,080</u>
NET INCOME	<u>\$ 4,098</u>

Draft pending annual audit

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PROMOTION COMMITTEE

To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events and promoting the business districts.

Chair: Tevia Oskin, Consultant – OBMA Board Member

Meets 1st Friday of each month at 8:30am at the OBMA Office



- Participated and assisted in the design, sales and launch of the very successful Ocean Beach-opoly game.
- Promoted Ocean Beach restaurants, bars and lodging during the Ocean Beach Hospitality & Restaurant Week .
- Printed over 400 Historical Plaque and OB Mural brochures for distribution to visitors and residents alike. Assembled and distributed over 1000 visitor packets with local information, maps and brochures. Distributed remaining OB Local Directories.
- Co-hosted 11 OBMA Sundowners with local businesses and restaurants/ caterers for the benefit of OBMA member networking.
- Upgraded and continued to financially support the web camera, OB Web Cam, located atop the OB Hotel.
- Produced and hosted three successful Business Development Series workshops:
- Communicated consistently through eblasts to over 3000 subscribers.
- Designed and produced marketing items to sell year-round to raise additional funds for beautification projects and maintenance repairs in the commercial areas of Ocean Beach.
- Hosted "Storefront Decorating Contest" project to provide commercial areas with holiday lights and décor in participating businesses.
- Contracted with Josh Utley, Intrepid Network, to manage our website and continue to upgrade website and mobilization.
- Participated and reviewed the complete redesign of our website by Intrepid Network
- Posted to all forms of social media to promote local businesses and activities in the community including our special events.
- Contracted with directory expert to redesign online directory and launched it in the spring.
- Stuffed and mailed 24 member inserts in monthly newsletters.
- Produced, printed and distributed 425 OBMA newsletters monthly. Emailed an additional 200 newsletters and posted all newsletters on the OBMA website.
- Placed dozens of ads in a variety of publications both online and in print including the UT, CityBeat, Peninsula Beacon, San Diego Visitor's Guide, San Diegan, and others also offering discounted or free space for participating merchants.
- Hired Brown Marketing Strategies to organize OBMA's marketing efforts and assist in promoting programs, special events and unique occurrences through all types of media.
- Collaborated with KPRI for 4th of July - Local business owners on Promotion Committee were taped for radio blurbs about why they loved OB.

ECONOMIC RESTRUCTURING COMMITTEE

To promote the best use of existing building, natural and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment and cost analysis studies

Chair: Gary Gilmore, Gilmore Family Jewelers – OBMA Board Member

Meets the 2nd Wednesday of each month at noon at the OBMA Office



- Managed 23 PROW permits - Public Right of Way
- Discussed, reviewed and notified our representatives about issues that had a negative effect on small businesses.

- Made recommendations to the OBMA Board about issues pertaining to small business survival and growth.
- Promoted the Storefront Improvement Program from the City of San Diego.
- Assisted in producing the Annual OBMA Awards Celebration and Annual Meeting.
- Assisted in all the groundwork for the OB Town Council's Ocean Beach Restaurant Walk in November.
- Managed issues related to the Newport Avenue Maintenance Assessment District.
- Hosted the MAD (Newport Avenue Maintenance Assessment District) annual meeting with property owners of Newport Avenue properties.

CRIME PREVENTION COMMITTEE

To educate merchants and promote a safe and clean environment throughout the Ocean Beach business districts

Chair: Julie Klein, Julie Designs – 1st VP, OBMA Board &

Mary Orem, Morland Properties - Secretary, OBMA Board

Meets the 3rd Tuesday of each month at 8:30am at different locations each month.



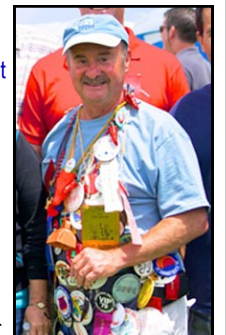
- Crime Prevention became its own major committee rather than a subcommittee of the ER Committee.
- Established the OB Security Program and raised enough funds for the 3 month pilot program.
- Continued to work with local SDPD and City Attorney's office to resolve issues of specific criminal behavior.
- Provided a forum for merchants and interested parties to discuss issues related to crimes and the prevention of crimes in Ocean Beach.
- Promoted approach to criminal activity - Quality of Life reforms, Make it Right campaign and Respect OB.
- Worked with OB Town Council, OBCDC, OBPB and OB Woman's Group on the successful Mallow Out Campaign.
- Distributed over 500 Police Authorization forms to local businesses.
- Reported graffiti throughout the community.
- Cleaned up areas in the commercial districts that were particularly nasty.

DESIGN COMMITTEE

To identify and develop programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

Chair: Mike Akey – Pacific View Real Estate – 2nd VP OBMA Board

Meets the 1st Tuesday of each month at 8:30am at the OBMA office.



- Managed the ongoing OB Tile project along Newport Ave. replacing 32 broken tiles.
- Painted 100 holiday bows, installed street light decorations throughout the downtown business district, and removed and stored all decorations after the holiday season.
- Investigated the replacement of old decorations
- Managed the holiday decoration swags refurbishing and installation.
- Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- Ordered tree trimming & planting along the side streets as needed.
- Assisted Pt. Loma High School fundraising by collecting old cell phones and ink cartridges.
- Co-hosted community meetings with residents and business owners regarding the re-design of Veteran's Plaza.
- Managed painting of utility boxes throughout Ocean Beach.
- Worked with local graphic designers to produce new colorful street banners designs which were installed along Sunset Cliffs Blvd. and Newport Ave.
- Repainted many of the trash receptacles along Newport Avenue.
- Managed the installation of two 2013 community murals and one 2014 mural.
- Managed restoring urns at OB Library and maintaining OB Business Improvement sign at Newport and Sunset Cliffs Blvd.

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MERCHANT NEWS!

Dharma Center is conducting a Fundraiser to help their meditation classes reach more people, and to celebrate their 16th anniversary. We're asking local business owners to help by purchasing an ad. Dharma Center publishes a full-color collectible bi-annual magazine, *Thunderbird Journal*. A special edition will be created for our Sweet 16 Unity Celebration party and will be distributed to all attendees and Dharma Center Members. For the first time ever, Dharma Center will offer advertising in the *Thunderbird Journal* that will be distributed at the 2/7/2015 Sweet 16 Unity Celebration. To be a sponsor, please visit their fundraising website: www.dharmacenter.com/fundraiser or call Jenna at 619-797-5483. The deadline to purchase an ad is November 15, 2014.

Oil Stain Cleaning Company (OSCCO) offers natural, waterless, chemical-free cleaning of concrete, asphalt, stone, tile and other hard surfaces using only our proprietary organic absorbent. OSCCO always provides a free assessment and quote, and customer satisfaction is always guaranteed. Brant Long. Oil Stain Cleaning Co. (619) 894-6645 brant@oilstaincleaningcompany.com
www.oilstaincleaningcompany.com

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OB Hospitality & Restaurant Sub-Committee

Chair: Dave Martin, Shades Oceanfront Bistro – OBMA Board Member

Meets as needed and location is determined at that time.

- Helped organize and fund the Ocean Beach Hospitality & Restaurant Week in April 2014.
- Worked with OBMA, Brown Marketing Strategies and Peninsula Beacon to provide advertising opportunities in special sections of the paper.
- Contacted interested parties to expand promotional activities in the community related to restaurants, entertainment venues and lodging businesses.



MAD – Newport Avenue Maintenance Assessment District

Property owners agreed to be assessed annually to specifically insure that the Newport Ave. district is maintained.

Run by Office Staff. Represented by Economic Restructuring Committee.

Meets annually with stakeholders at the OBMA Office in May.

- Replaced 5 damaged trash can lids.
 - Moved 2 trash cans to new locations.
 - Steam-cleaned 42,000 linear feet of sidewalks including a special cleaning to remove gum once a year.
 - Emptied trash cans approximately 5200 times and cigarette butt cylinders 4000 times, replaced 22 galvanized trash can inserts.
 - Cleaned out planters and heavily trimmed back foliage once a year.
 - Replaced 18 plants in planters, repaired multiple leaks in irrigation system.
 - Broom swept around planters and in gutters each block twice weekly
- Well, that's about it for now. We hope you are pleased with the work being done!*

2015-2016 OB Local Business Directory

You should have received your information packet from us by now. If you didn't receive it, please contact Susan at our office at office@oceanbeachsandiego.com or 619-224-4906

NEW MEMBERS/CHANGES

Oil Stain Cleaning Company OSCC

Brant Long, PO Box 7126, San Diego, CA 92167
619-894-6645

www.oilstaincleaningcompany.com
brant@oilstaincleaningcompany.com

*Specialty Services, Construction-Maintenance-Repairs
and Auto, Motorcycles & Boats*

Cotija's Cocina Mexicana

3720 Voltaire St.

619-226-1477 619-470-8729

Restaurants, Catering, Event Venue

Tranquil Home

Nicola Davies/ Erin Zanelli 858-848-0881

www.tranquilhome.net inquiry@tranquilhome.net
Specialty Services

TYSON

2187 Sunset Cliffs Blvd. 619-606-2418

www.tysonhair.com tysonpassey@gmail.com

Hair Salon, Barber Shop, Beauty Products

InstaHome Care

402 W. Broadway, Suite 400 San Diego, CA 92101

www.instahomecare.com info@instahomecare.com
866-225-1078

Health and Social Services

Fiji Yogurt

3550 Rosecrans St. #D 92110 814-229-4747

Yogurt Shop

Schneeweiss Properties

619-279-3333 www.SDHomePro.com

Jonathan.Schneeweiss@gmail.com

Real Estate

Dear OBMA Members & Friends,

In celebrating another year here at the **Ocean Beach MainStreet**, we've worked to inform you about all the changes coming to small businesses in the coming next years. We hope this important information has helped you to plan your future success. Small business challenges are many and that is why our standing committees work hard so to give you unique opportunities and resources you might not ordinarily have access to.

Of course, the successes of our organization are due in part to our extraordinary relationships with our community partners - The OB Town Council, OB Community Foundation, OB Planning Board, OB Historical Society, OBCDC, Sunset Cliffs Surfing Assoc., OB Woman's Club, Peninsula Lions Club, SurfriderSD, OB Kiwanis, Friends of Dog Beach, PL Masonic Center and Peninsula Chamber of Commerce - whose members have worked with **OBMA** on many projects, special events and community issues. We work together as a team to improve our community.

Of course, I want to give a special note of thanks to our volunteer **Board of Directors, the chairs of our committees** and our hardworking and devoted staff at the office - **Claudia Jack, Liz Greene, Susan James** and our Farmers Market Manager - **David Klamon** and his team: **Tony, Glenn, Richee and Evelyn**. They keep the doors open and our projects and programs on track. We're also proud to be a member of the **San Diego Business Improvement District Council (BIDC)**, to be designated as a National Mainstreet Program by the **National Trust for Historic Preservation** and the **California Main Street Alliance (CAMSA)**. **OBMA** manages our **BID (Business Improvement District)** and the **Newport Avenue Maintenance Assessment District**.

Our office staff is here to help you in any way we can. We are enormously grateful to all of our wonderful volunteers. If you want to get involved . . . It's easy . . . join in and help make a difference. Have a great year and continue to celebrate our good fortune to have businesses in Ocean Beach!

*Thanks again for all your support,
Denny Knox*



Ocean Beach MainStreet Association

1868 Bacon St., Suite A
San Diego, CA 92107
619-224-4906
info@oceanbeachsandiego.com



OceanBeachSanDiego.com

What's Inside this Edition?

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- President's Letter
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Ocean Beach Oktoberfest *The only Oktoberfest by the Sea*

Friday Activities All 21 & up

4:20pm Beer Garden
opens - Blonde'a'thon, Ms
Oktoberfest semi-finals,
Microbrew Minifest



Saturday Activities

8am -2K FAMILY FUN RUN check in
9am - 2K Race
starts
9am - 5K BEACH
RUN check in
10am - 5K race
starts Sign up at
WeSupportOB.org



9am - Merchandise & Food Vendors
open on the lawn at the foot of
Newport Ave. - all ages!
11am - Beer Garden opens - Bands
all day, Ms Oktoberfest finals, Sau-
sage eating contest, Stein Holding
contest, Bratwurst



Celebrating our 10th Year in OB!

All the music, beer, contests, and fun, you
have come to love and expect. Be part of
the general *zaniness* that is OB Oktoberfest.
Come early for OB's own Brat Trot & join us
for So Cal's only Oktoberfest at the beach.



www.OBOktoberfest.com