



Ocean Beach MainStreet Association October 2012 Newsletter



OBMA ANNUAL REPORT

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Barbara Iacometti, President

Details SalonSpa

Julie Klein, 1st Vice President

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Mary Orem

Morland Apts. LLC

Matt Kalla

Matt Kalla Insurance Agency

Tevia Oskin

Wizard of Paws

Chris Wilmot

Christopher W. Wilmot, CPA

Ron Marcotte

SignDiego

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Liz Greene, Creative Director

Farmers Market Staff:

David Klamann & Community Crops

Market Managers

Tony, Carlos, Kimberly, Josh



Celebrate the OB Business community at this great event . . .

It's fun, free and delicious! Enjoy a light buffet provided by local OB eateries.

OBMA Members & their employees please...

Save the Date the annual OBMA Awards Celebration & Annual Meeting

Thursday - Oct 25, 2012

6pm - 8pm

Pt. Loma Masonic Center
1711 Sunset Cliffs Blvd.

Major Sponsors: Union Bank,
Brown Marketing Strategies & OBREL

A NOTE FROM OUR PRESIDENT

To all our members and friends . . .

I have been so honored to serve as your president this past year – which has gone by so quickly! Your active involvement with the OB MainStreet Association has given us the very successes we have experienced.

This year's Annual Report enumerates those accomplishments for your review. As many of you know, this Association has grown and matured in its 34 years of existence. Our successes are the product of the hard work by our many committee members who continuously tackle a

. . . continued on page 2



October Meeting Calendar

Tues Oct 2	8:30am	Design Committee
Fri Oct 5	8:30am	Promotion Committee
Wed Oct 10	8:30am	Finance Committee
Wed Oct 10	Noon	ER Committee
Thur Oct 11	Noon	Board of Directors
Tues Oct 16	8:30am	Crime Prevention Comm.

Meetings held at OBMA office unless otherwise noted

Next OBREL meeting will be Nov. 6 at 2pm

And please don't miss our Awards Celebration:

Thur Oct. 25 6pm-8pm Annual OBMA Awards

OB OKTOBERFEST

It's a fundraiser!

10 am Saturday, Oct 13, 2012

Ocean Beach Veteran's Plaza

Sign up online at obbrattrot.org

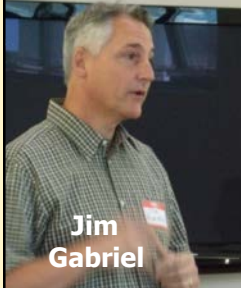
Cost \$20
per runner

Brat Trot Beach Run
2012



See more info pg 2

Business Development Series



Jim Gabriel

It was another great seminar through our **Business Development Series** on Sept 11 at the offices of **Architects hanna gabriel wells**. **Alissa Gabriel**, City of San Diego, spoke about the Storefront Improvement Program that offers up to \$5,000 to business owners who want to make façade improvements.

Chris Stavros spoke of his experiences urging others to take advantage of this grant opportunity. **Jim Gabriel, AIA**, who has had extensive experience with storefront improvements showed before and after photos. **Shannon Brown** gave a brief talk about improving the look of your businesses. **Tiki Port** provided snacks and **Your Mama's Mug** provided the much needed coffee at 7:30am. *Thanks to everyone!*



Shannon Brown



Alissa Gabriel



Chris Stavros

SB1186 . . . What took so long?

Governor Brown signed SB1186 a new law that will help stop abusive ADA lawsuits. We started working on this issue about 8 years ago and are relieved to see something being done to protect our small businesses from predatory intimidation and lawsuits. Read more about this at OceanBeachSanDiego.com/

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

multitude of issues – some are new and many are part of our long-term planning. Committee members along with the 14 members of our board of Directors volunteer hundreds of hours per month to make sure that the most important projects, programs and events are funded, properly staffed and stay true to our mission. If you haven't had the time to join one of our many committees, we urge you to get involved and participate in the future of OB.

Much of the work of the Association is not very glamorous; emptying trash, cleaning our ashcans, replacing broken street signs, painting over graffiti, and cleaning the sidewalks. If we had a million dollars we would keep OB spotless but of course, that isn't realistic. We stretch the dollars we do have as far as we possibly can because of all the help we get from volunteers.

Other work includes an ever expanding promotion and marketing campaign for our business district. As our businesses find success, all things improve in the community - including employment opportunities, storefront improvements and the overall quality of life in OB. Our well-known special events have put Ocean Beach on the map, brought visitors to our unique and always interesting community, and spawned many new businesses.

I'm especially proud of our Business Development Series launched last January. We learned a lot about what our merchants need and what types of business and marketing strategies would be most effective.

I am looking forward to a fantastic year ahead. Thanks again for being a part of this terrific association.

*All my best,
Barbara Iacometti, President, OBMA*



OB Oktoberfest



Fri, Oct 12, 4:30 - 10

Sat, Oct 13, 10 - 10

Fri:

BAND SLAM
Battle of the Bands

Happy Hour
91 Minutes 5 - 6:37

The Blonde'a'thon

Sat:

2 Music Stages Mr. & Ms. Oktoberfest, and all other the contests you know & love. Imported German beers & local microbrews.

On **Saturday Oct. 13th** . . . Start celebrating the **OB Oktoberfest** by participating in the *1st Annual Brat Trot Beach Run*. All ages are welcome and it's sponsored by the OB Community Foundation (they are raising funds for youth sports in OB).

Check out our great **merchandise and food booths** at **Veterans Plaza** sponsored by OB MainStreet and enjoy the all ages stage area. Music, competitions and fun all day!

If you are 21 and up, for only \$3 you can head into the **Beer Garden** for all kinds of great music and entertainment.

See schedule on the back page.



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 2011-June 2012

Again, 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 slow economy OB continues to make huge strides to maintain and improve the business districts while effectively marketing our local businesses and events. Each committee is unique and participates in the overall success of the OBMA.

ORGANIZATION COMMITTEE

Keeping it All Together

Chair - Barbara Iacometti
Meets as needed

- Hosted 74 regularly scheduled meetings and 17 more special event meetings
- Staff attended 37 meetings with groups including BID Council & City of San Diego
- Continued ConVis (Convention and Visitors) membership to expand our visitor outreach
- Member in good standing of California Main Street Alliance
- Member in good standing of National Main Street
- Welcomed 3 new members to the Board of Directors
- Current members: 198 Associate members and 326 BID members

PROMOTION COMMITTEE

Marketing our Business
District with wild abandon

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

- Continued to distribute OB Local Business directories and distributed throughout the community
- Printed 500 Historical and Mural Plaque Brochures – distributed from our office to visitors and residents alike.
- Placed ads, managed online information and featured stories in the Beacon, SD Newspaper Group, San Diegan, 101 Things to Do, The Visitors Guide, San Diego Magazine, ConVis, Sunset Magazine, BID Council website, SanDiegoCoastLife.com, SD Entertainer Magazine, Citybeat, The Troubadour, Reader and Sign On San Diego often defraying costs for local OBMA member merchants.
- Hosted Decorate with Lights contest for the holidays.
- Facilitated OBREL advertising – over 154 restaurant ads in various papers with feature stories and listings of restaurants, entertainment and lodging in the area.
- Placed 32 inserts from local merchants in monthly printed and online newsletters
- 58 Member Announcements posted in monthly and online Newsletters
- Mailed 4,800 monthly Newsletters & emailed 2,400

- Sold \$24,000 worth of promotional items and developed new items for the 125th Anniversary of OB including beer glasses, t-shirts, stickers and a poster to support beautification and marketing efforts in OB.
- Distributed 30,000 rack cards throughout Southern California at visitor based businesses and outlets.
- Co-hosted 5 OBMA Sundowners with area merchants.
- Improved the OBMA website, added local web ads, coupons and videos.
- Mobilized OBMA website
- Provided content and promoted 2011-12 OB Map
- Financed the web camera, OB Cam, located atop the OB Hotel
- Hosted 1st ever Annual Marketing Breakfast as part of the 2012 Business Development Series (BDS) with over 75 members in attendance.
- Hosted "Fundamentals of Achieving Success in OB" Seminar as part of the BDS.
- Worked with Pizza Port to make a special edition beer for the 125th Anniversary - the Anniversary Pale Ale - Mayor Sanders spoke at the unveiling party.

ECONOMIC RESTRUCTURING COMMITTEE

Securing a strong future

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

- Managed 23 PROW permits (Café Ordinance)
- Managed the MAD- maintenance along Newport Avenue
- Managed the Storefront Improvement Program, PROW and helped establish the new Revitalization Project
- Compiled surveys, one by SDSU students and the other was an online survey of three zip codes in the area.
- Increased parking in the district
- Produced the behind the scenes work for Restaurant Walk, and managed the Annual Awards Celebration from set up to clean up.
- Organized to help the "Save Our Events" coalition.

CRIME PREVENTION COMMITTEE

The Watchdog!

Chair: Julie Klein
*Meets the 3rd Tuesday of
each month at 8:30am at the
OBMA Office and often at
other local businesses.*

- Discussed issues related to crime and the prevention of crime in Ocean Beach.
- Established "Respect OB" and held large gathering.
- Started a "Quality of Life" detail unit with SDPD, Lifeguards, churches, and fire/rescue.
- Launched the "Make it Right" campaign on the OBMA website helping merchants report problems more easily.
- Organized efforts to work with SDPD and City Attorney's Office to target work on specific criminal activities.
- Distributed over 500 Police Authorization Forms
- Reported on graffiti throughout the community



PHOTO BY JOE EWING

DESIGN COMMITTEE

Making us all look good!

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

- Finished Tile Phase 17 installation
- Put up and took down over 125 street pole decorations for the holidays with the help of Sunset Cliffs Surfing Assoc.
- Put up and took down 3 across street holiday swags
- Touched up 32 Trash Cans on Newport Avenue
- Managed the design elements of the MAD
- Installed the 2004 Community Mural on James Gang building, 2011 Community Mural on Mallory's Furniture, and refurbished and reinstalled the mural on OB Surf & Skate
- Ordered new 125th Anniversary Banners and installed them on Sunset Cliffs Blvd and on Newport Ave. (mostly paid by CPPS Grant through Councilman Faulconer)
- Trimmed palm trees on side streets twice
- Organized and funded painting of 14 electrical boxes in OB.
- Hosted San Diego Coastkeeper's Sign of the Tides - Low Impact Development meeting
- Refurbished mural on OBMA Office façade
- Assisted Pt Loma High School by collecting \$500 worth of recycled cell phones and cartridges so that a \$500 scholarship could be awarded
- Installed 4 more historic plaques
- Hosted meetings with other community groups about cleaning up the waterfront area.

OBREL

It's all about the Destination

Co-chairs: Dave Martin & Kevin Alsobrook
Met the 1st Tuesday of each month at 2pm OBMA Office.

- With the help of Brown Marketing Strategies 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.

MAD

Maintenance Assessment District - Newport Ave.

The property owners are assessed to insure these tasks are done on a regular basis throughout the year:

- Replaced 25 damaged trash can lids, moved 2 trash cans by merchant request
- Had the City repair all street lamp electrical outlets at base
- Steam Cleaned 22,000 linear feet of sidewalks (every other month)
- Emptied trash cans 5200 times and cigarette butt cylinders 4000 times, replaced 22 galvanized trash can liners
- Replaced 16 plants in planter boxes, repaired 4 leaks in irrigation system, Repaired/replaced 22 tiles, and weeded, trimmed and fertilized planters 445 times.

FINANCE COMMITTEE

It just makes "cents" to analyze the numbers

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, guided Board to make fiscally sound budgets, reinvested funds to improve OB and worked to make financials understandable
- Reviewed and commented on our annual outside audit
- Assisted staff with financial issues and unexpected expenditures/challenges.

SPECIAL EVENTS

They're fun and festive!

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

- Sponsored 52 Farmers Markets
- Sponsored OB Street Fair & Chili Cook-Off Festival and raised \$12,000 for the Fireworks Celebration
- Co-Sponsored OB Oktoberfest, OB Beach Ball, OB Music & Art Festival
- Gave 155 bands/performers the opportunity to perform at events
- Produced TWO Community Murals to celebrate the 125th Anniversary of Ocean Beach
- 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.



Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES

July 2011– June 2012

INCOME

BID Assessments	\$25,095
Grant Income	69,150
MAD Assessments	44,776
Contributions	18,959
Special Events Income	377,607
Memberships, PROW	10,972
Promo/Marketing	52,981
Interest Income	50

TOTAL REVENUE 599,590

EXPENSES

Organization	80,085
Capital Imp/Repair/Projects	57,584
Promotion	123,678
MAD Expenses	44,776
Farmers Market	89,067
Fireworks	26,156
Street Fair	119,088
Other Events	44,600

TOTAL EXPENSES 585,034

NET ORDINARY INCOME 14,556

OTHER EXPENSES

Depreciation	-2,892
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NET INCOME \$ 11,664

Draft pending annual audit



MEMBER BUSINESS ANNOUNCEMENTS

Welcome New OBMA Members

Aprils Massage Sanctuary

4967 Newport Ave. #12
619-246-8240 aprilmassagesanctuary.com
Massage Therapy, Spa Services, Alternative Health Care

The Chameleon Hair Lounge & Boutique

4728 Voltaire St. 619-223-7006
ChameleonLounge@hotmail.com
Hair Salon, Boutique, Gift Shop

Finest City Improv

619-243-4533 4944 Newport Ave, Suite J
www.finestcityimprov.org
Classes, Education & Entertainment

NEW ADDRESS

The Law Offices of Ronson J. Shamoun, APC.

303 A Street Suite 400 San Diego, CA 92101
Tel (619) 595-1655 Fax (619) 595-1658
Attorney at Law, Tax Attorney

OB
Restaurant Week
December 3-7
SAMPLE SOME OF OB'S FINEST FOODS

Mark your calendars! Upcoming OB events:

- Sat. Oct 12 & 13, 2012 **OB Oktoberfest** - OB Pier parking lot & Veterans Plaza - Info: OBOktoberfest.com
- Tue. Nov. 13th 2012 **OB Restaurant Walk** - Throughout Ocean Beach. info: 619-224-4906.
- Thur. Nov 29 2012 **OB Tree Auction- Sunshine Co. Saloon.** Info: 619-515-4400.
- Sat. Dec. 1, 8, 15, 22, 2012 **OB Craft Fair** - Veteran's Plaza
- Sat. Dec. 1, 2012 **OB Christmas Parade** - 5:05pm Along Newport Avenue. Parade @obtowncouncil.org

For more information, www.OceanBeachSanDiego.com

Ocean Beach MainStreet Association

STATEMENT OF FINANCIAL POSITION

As of June 30, 2012

CURRENT ASSETS	
Cash	\$ 20,404
Cash - Board designated	63,715
Accounts & Grants Receivable	52,615
Inventory Asset	5,843
Prepays & Undeposited funds	<u>5,532</u>
TOTAL CURRENT ASSETS	\$148,109
PROPERTY & EQUIPMENT	
Equipment & Furniture	27,412
Website	1,300
Leasehold Improvements	2,742
Accumulated Depreciation	<u>-18,680</u>
TOTAL PROPERTY & EQUIPMENT	\$ 12,774
OTHER ASSETS	
Security Deposits	<u>600</u>
TOTAL ASSETS	\$161,483
LIABILITY AND NET ASSETS	
Accounts Payable	6,455
Credit Card Payable	<u>2,924</u>
TOTAL CURRENT LIABILITIES	9,379
EQUITY	
Unrestricted net assets	105,316
Temporarily restricted net assets	35,123
Net Income	<u>11,665</u>
TOTAL NET ASSETS	\$152,104
TOTAL LIABILITIES & NET ASSETS	\$ 161,483

Draft pending annual audit

Celebrate
OCEAN BEACH
125 YEARS
1887-2012
www.OceanBeachSanDiego.com

Dear OBMA Members & Friends,

In celebrating the 125th Anniversary of Ocean Beach, we are also thankful for the sense of "community" that is so evident every day. A huge thank you to our community partners – **The OB Town Council, OB Community Foundation, OB Planning Board, OB Historical Society, OBCDC, Sunset Cliffs Surf Association, OB Woman's Club, Peninsula Lions Club, Surfrider San Diego and OB Kiwanis** – whose members have worked with the OBMA on more issues than I can name here. It's amazing what we can accomplish when we work together as a team to improve our community. The last 10 years have been a real testament to the strength of our beach town.

Of course, I want to give a special note of thanks to our hardworking and devoted staff at the office – **Claudia Jack, Liz Greene**, and our Farmers Market Manager – **David Klamann** and his team: **Tony, Carlos, Kimberly and Josh**. 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)**, a member of **ConVis**, and to be designated as one of the National Mainstreet Programs 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** and has consistently done more with less funding than most small communities. We continue to raise funds through grants, special events, and programs to help fund our marketing programs, the mural projects along with their maintenance, the Historical Plaque projects, the Tile Program, and much more. In fact, the BID fees have never increased since 1989 when we established the BID. Members can be certain that their investment through their membership fees provides a great return by reinvesting in Ocean Beach. Hey, that's a great return! Remember, we're here to help you. We may sometimes feel helpless about what's happening around us, but we can always do something positive for our community. It's easy . . . join in and help make a difference. Have a great year and continue to celebrate Ocean Beach!

Thanks again for all your support,
Denny Knox
Executive Director





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



OceanBeachSanDiego.com

What's Inside this Edition?

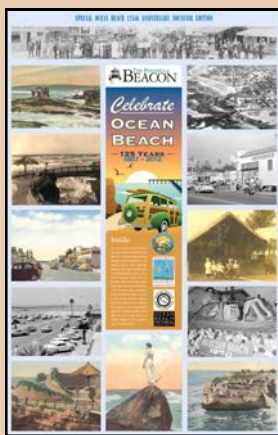
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Inserts: OB Oktoberfest

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

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

Many thanks to the **Beacon** - Kevin McKay, Julie Hoisington, Mike Fahey, & Patricia Walsh for the fabulous job they did on the **Special 125th Edition** of the **Beacon** on September 20th, 2012. A big thank you to the **OB Historical Society** for their assistance!



Ocean Beach Oktoberfest

Now 2 Days!

Fri Oct 12, 4:30 - 10
Sat Oct 13, 10 - 10

FRIDAY	SATURDAY
<p>BAND SLAM</p> <p>Battle of the Bands Contest San Diego's Hottest Tribute/Cover Bands Battle it out, head to head, for \$3000 in cash! Preliminaries at 710 Beach Club & Winstons</p> <p>Happy Hour Special 2 for 1 Drinks 91 Minutes 5 - 6:31</p> <p>★ Beer Garden Blonde'a'thon ★ Show up in a blonde wig or blonde braids Get free beer garden entry & 3 chances to win schwag in the Blonde'a'thon raffle! Mr. & Ms. Oktoberfest Contest!</p> <p>Free Bike Parking Sat.</p> <p>WARSTEINER</p> <p>Tarantino GOURMET SAUSAGES</p> <p>Jägermeister</p> <p>Shuttle Buses every 30 min. PB to OB & back Pickup at 710 Beach Club, 710 Garnet Avenue</p> <p>ONLY \$3 The Best Entertainment Deal in Town!</p> <p>www.OBoktoberfest.com</p>	<p>The B-Side Players Mike Pinto The Devastators Blackout Party The Electric Waste Band Jetwest Ompah all day long Lobster Bob</p> <p>★ Emcee Jose Sinatra presides ★ with a special tribute to Bavarian culture! Mr. & Ms. Oktoberfest, and all the contests you know and love.</p>

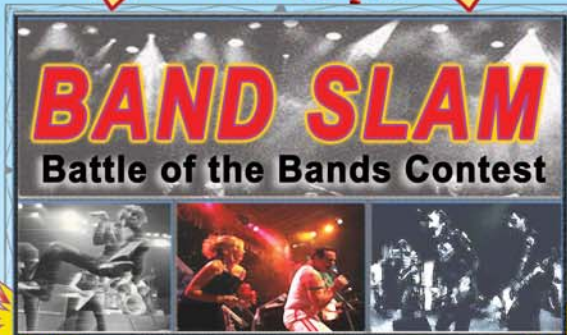
Ocean Beach Oktoberfest



Fri: Oct 12, 4:30-10 p.m.
Sat: Oct 13, 10 - 10 p.m.

☆☆☆ Where Newport meets the beach ☆☆☆

FRIDAY
4:30-10 pm



San Diego's Hottest Tribute/Cover Bands

91X Happy Hour
Special 2 for 1 Drinks
91 Minutes 5 - 6:31

The Blonde'a'thon

Show up in a blonde wig or blonde braids, get free beer garden entry & 3 chances win schwag in the Blonde'a'thon raffle!

91X Broadcasting Live



SATURDAY
10 - 10 pm

- B-Side Players
- Mike Pinto
- The Devastators
- Blackout Party
- The Electric Waste Band
- Jetwest
- The Oktoberfest Band

★ Emcee **Jose Sinatra** presides ★
with a special tribute to Bavarian culture

Lobster Bob (Seaside stage)

Mr. & Ms. Oktoberfest

Brat Trot Beach Run
2012



Saturday 10 a.m. details online
Benefits OBCF Youth Sports Fund

Stein Holding Contests
Bratwurst Eating Competition
* Compete and Win Prizes *



The World Famous
SAUSAGE TOSS™

Over \$10,000
in Cash & Prizes!

Shuttle Buses every 30 minutes from PB to OB & back
Pickup at 710 Beach Club, 710 Garnet Avenue - Call (619) 224-4906

Fri 4 - 10 p.m.
Sat 11 - 10 p.m.

Free Bike Parking Sat.



Jägermeister



WARSTEINER

ONLY \$3
The Best
Entertainment
Deal in Town!

Presented by:
HOY HOY BOYS INC.

OBCF
Ocean Beach
Community
Foundation

OBOktoberfest.com

