



# Ocean Beach MainStreet Association JUNE 2007 NEWSLETTER

## **BOARD OF DIRECTORS**

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Pacific View Real Estate

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Julie Designs

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Union Bank

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**Genoa Dickson**  
Ocean Beach Hotel

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**Mark Schlesinger**  
Beach Area Tax Service

**Beth Turner**  
Jungle Java

**Craig Gerwig**  
Newport Avenue Antique Center

**Kelly Patri**  
Bone Appetit Ocean Beach Pet Supply

## **STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**David Klamann &**  
Community Crops,  
Market Managers

Internet Service by **Nethere**

Yes, without a doubt,  
the 28th Annual  
**Ocean Beach Street Fair  
& Chili Cook-Off Festival**  
*is just around the corner . . .*  
**Saturday June 23rd**



Check out pg 3 & 4 for all the specifics. . .

## **June Meeting Calendar**

*All meetings are in the OBMA office unless noted.*

Fri. June 1	8:00am	Promotion Meeting
Tue. June 5	8:30am	Design Meeting
Mon. June 11	6:00pm	Street Fair Meeting
Wed. June 13	8:30am	Finance Meeting
Wed. June 13	12noon	ER Committee
Thur. June 14	12noon	Board Meeting
Mon. June 18	6:00pm	Street Fair Meeting
Tue. June 19	8:30pm	Crime Prevention Meeting OB Pier parking lot near trailer

## **Many Thanks to Scrimshaw Square!**

Many thanks to all the great businesses in Scrimshaw Square for hosting our Merchant Mixer in late April. Scrimshaw Square is really looking great and we urge all the merchants to take a stroll through the Square at 4966 Santa Monica and check out all the interesting businesses.

## Ocean Beach Farmers Market

Every Wednesday  
4pm to 7pm

Fresh vegetables, fruit,  
flowers, jams and jelly,  
plus fresh baked goods, not to mention all the  
other fun things at the OB Farmers Market!



*The OBMA is happy to help promote these great concerts!!!*



It's summertime in the  
Peninsula! Time for  
beaches and boats and  
free Summer Concerts.  
Come join the fun at

Point Loma Park. Bring your family, friends and neighbors.  
Concert dates are five Friday nights: July 20, 27 and August  
3, 10, and 17. Music begins at 6:00 and ends at 8:00, just as  
the sun sinks over Point Loma. (Bring a sweater!) Bands will  
present a variety of styles, from Swing to Motown to Classic  
Rock. The concerts are fun/appropriate for all ages.

Point Loma Summer Concerts, a project of Point Loma As-  
sociation, is a collaborative community service activity. We  
work with civic and youth groups, including: Peninsula Lions Club, Point Loma Optimist Club, Boy Scouts, Girl Scouts,  
MADCAPS, and the UPSES Youth Group. We also recruit volunteers and receive fiscal support from the Peninsula Cham-  
ber of Commerce and Point Loma Rotary.

The concerts are funded by public and private grants, sponsorships, and generous donations from local businesses and indi-  
viduals. Please consider making a gift to your community by contributing to Point Loma Summer Concerts. We welcome  
donations at \$100, \$250, and \$500. These gifts help us pay for event promotion and for support services such as porta-  
potties, trash collection, and security. Information about the Summer Concerts is posted online at: [www.plconcerts.org](http://www.plconcerts.org).  
To make a donation, please call Pat Baker, 619 523-6626. To volunteer, please call Kerri De Rosier, 619 226-4896.

## Help us help you!

Please call us if there is damage to the side-  
walk, streetscape, ash cans, and/or light  
poles in front of your businesses.

Please call us if you have problems with peo-  
ple hanging out in front of your businesses  
that prevents you from operating normally.

Please call us if you have graffiti on your  
building. Take a digital photograph, get a  
written estimate to paint it out, and then fix  
it. Send us the photo by email at  
[obbid@nethere.com](mailto:obbid@nethere.com) along with the estimate  
to fix it. We are trying to build a case  
against these people.

## KEEP OB-eautiful!

Locals working together  
to improve Ocean Beach!!!

**224-4906**

## General Committee Info: (check pg1 for more info)

◆ **ORGANIZATION:** (Executive Officers ONLY)  
Meets as needed.

◆ **FINANCE COMMITTEE:**  
Meets the Tue. or Wed. before the Board Meeting at 8:30 am.  
OBMA Office. Mike Stifano, Chairperson

◆ **DESIGN COMMITTEE:**  
Meets the first Tuesday of the month at 8:30 am  
OBMA Office. Beth Turner, Chairperson

◆ **PROMOTION COMMITTEE:**  
Meets the first Friday of the month at 8:00 am  
OBMA Office. Cordelia Mendoza, Chairperson

◆ **ECONOMIC RESTRUCTURING:**  
Meets the 2nd Wednesday of the month at 12 Noon  
OBMA Office. Heather Clarke, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**  
is an Economic Restructuring subcommittee.  
Meets the 3rd Tuesday of the month at 8:30am.  
Julie Klein, Chairperson

Remember, report all crimes to 531-2000. Your Call Counts!  
The Graffiti Hotline is 525-8522 or local 226-8613

If you would like to join one of our committees,  
please contact us at 224-4906.



It is always more fun

to be involved in your community!

## PEPE'S 8TH ANNUAL TOMATO CONTEST

SUNDAY July 29TH 2007 AT 4PM SHARP!!  
TOMATOES ARE TO BE SAN DIEGO GROWN ONLY!!!

**\$15.00 ENTRY FEE**

**INCLUDES CHOICE OF**

**PIZZA /SALAD/SOFT DRINK**

**or PASTA/SALAD/SOFT DRINK**

**JUDGING DONE BY ED & DARLA**

**WE WILL JUDGE FOR BEST FLAVOR FOR  
FIRST PRIZE**

**A SECOND PRIZE WILL ALSO BE AWARDED  
PRIZES INCLUDE:**

**PEPE'S FOOD GIFT CERTIFICATE**

**PEPE'S SHIRT**

**WALL PLAQUE ANNOUNCING WINNER AND YEAR**

**WALTER ANDERSON GIFT CERTIFICATE**

**SOMETIMES MORE ITEMS**

**SAVE THE DATE!**

**OB Street Fair & Chili Cook-Off Festival**

**SATURDAY, JUNE 23rd**



- 5 Stages
- Chili Cook-Off
- Food Booths
- Beer Garden & Liquorland
- Artists Alley
- Fat Hats
- Community Mural
- Vendors Galore

- Raffle
- Wonderland Kids Area
- Pony Rides
- Climbing Wall
- Carnival
- Skateboard Exhibition
- Cartoon Amateur Wrestling

**10am–8pm**

Another terrific  
**FREE**  
community event



**Shuttles:** One Trolley runs from the parking lot at Sea World Drive at Pacific Hwy (just off the I-5) to the Fair every hour on the hour. The 2nd Trolley runs from Robb Field entrance at W.Pt. Loma Blvd and Bacon St to the fair area every 1/2 hour on the 1/2 hour!

# Press Release! Press Release! Press Release! Press Release!

5-17-07

From: **The Ocean Beach MainStreet Association**  
Media Contact: **Denny Knox** 619-224-4906, cell 619-302-0517 day of event  
Vendor Contact: **Claudia Jack** 619-224-4906, cell 619-846-6269 day of event

What: **28<sup>th</sup> Annual Ocean Beach Street Fair & Chili Cook-off Festival**

When: **Sat, June 23rd , 2007 10am-8pm**

Where: **Along Newport Avenue (4800 – 5000 blocks) in Ocean Beach.  
Along the waterfront for the Chili Cook-Off. In the Pier parking  
lot for the Beer Garden. Lots of activities on the side streets too!**

On **Saturday, June 23rd** from 10 am to 8 pm Newport Avenue in Ocean Beach will host the **28<sup>th</sup> Annual Ocean Beach Street Fair & Chili Cook-off Festival** – a celebrated, eagerly anticipated yearly community tradition. This **FREE** festival will entertain over 70,000 visitors throughout the day!

- **Five stages** of continuous music provide a tune for every ear! Non-stop music by local musicians on the **Local 92107 Stage!**
- **Artists Alley** will host unique handmade creations by talented artisans. Stop by and make a *free Fat Hat* to take home! We've never had so many talented artists!
- **Community Mural Project** – Join in the fun and paint a square of this mural. Children and adults of all ages are welcome in creating this masterpiece!
- **Wonderland Children's Area** – Named after the 1<sup>st</sup> amusement park in Ocean Beach! Tons of fun for the little ones! **Pony Rides** –(ages 6 months to under 100 lbs.)
- **Nicita Carnival** (will be located in the 3 parking lots next to Starbucks). Rides for older kids and young acting adults. Always a blast from the past!
- **Cartoon Amateur Wrestling Exhibition** will be too much fun to watch!
- Don't forget the **Chili Cook-Off (they have their own hours)** from 10 am to 3 pm at the foot of Newport Avenue with a breeze from the ocean to cool that "hot" chili ! Amateur cooks with original recipes compete for prizes. **Smart & Final** will again participate making the "Committee Chili"! Come early so you can taste every chili recipe!
- Our **Beachside Beer Garden & Liquorland** (sponsored by **Winston's**) will be located right next to the Main Stage for all those thirsty adults!
- Hungry? A tantalizing array of terrific **Food Vendors** to please any appetite.
- **Vendor Booths** full of colorful merchandise will line all three blocks and the side streets! There is always something new and interesting. Great new vendors this year!
- A terrific **Skateboard Exhibition** from **Ocean Beach Skate & Surf Shop** . . . Wow . . . you don't want to miss this! It is always thrilling . . . located on Cable St.
- **The Climbing Wall** will be in the 4800 Block of Newport Ave. . . Always exhilarating!
- **Unbelievable Raffle** to help pay for the 4<sup>th</sup> of July Fireworks.

*Free fun for all at the **Ocean Beach Street Fair & Chili Cook-off Festival**  
on Saturday June 23rd from 10 am to 8 pm.*

**Directions:** Take 1-8 until you bump into the ocean or turn onto Sunset Cliffs Blvd. to Newport Avenue.

**Free Shuttles:** Ride for free! Park near Robb Field or on Sea World Drive (at Pacific Highway) from 9:30am to 9pm. Shuttles from Robb Field run every ½ hour on the ½ hour. Shuttles from Sea World Drive run every hour on the hour. Updated info: [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)



***We've added more shuttles this year  
so you won't miss any of the fun!***

*Another great event hosted by the  
Ocean Beach MainStreet Association!*



# 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?

**Gary Gilmore GOLDSMITH** has a new website that looks terrific. Please check it out at [www.gggoldsmith.com](http://www.gggoldsmith.com). The store is located at 4857 Newport Ave. Phone 619-225-1137.

**Surf Side Cuisine** is now proud to announce that they are offering personal chef services, in house "over-the-top catering," and custom dinner parties. All meals are custom and fit to your needs using only the freshest ingredients. This is a great gift for family, friends, expectant mothers or just busy folks who value good nutritional food. Please visit their newly updated website at [www.surfsidecuisine.com](http://www.surfsidecuisine.com). *Support your Local Chef!* To reach Chef Billy "Butter" Joyce, please call 619-992-7873 or email him at [sscuisine@cox.net](mailto:sscuisine@cox.net).

**Jungle Java** has a new line of organic gardening supplies, pest controls and fertilizers. They also sell organic potting soil by the scoop so you can get just as much or as little as you need. Jungle Java is located at 5047 Newport Ave. 224-0249

**Ocean Experience Surf School** is now offering summer surf camp, adult clinics and Baja Surfari! Sign the kids up for our week long camp beginning June 18, 2007 and running through Aug. 31, 2007. Campers will enjoy surfing, kayaking, body, skim and indo boarding, as well as snorkeling, oceanography and beach games. Adult Surf Clinics are also being offered now through Oct. Students will learn to surf using our proven training methods and step-by-step skill progression. Lastly, Baja Surf Trips will begin in July and run through the summer. Please call 619-225-0674 for further information. 4881 Newport Ave. Email: [OBSURFSHOP@yahoo.com](mailto:OBSURFSHOP@yahoo.com)



## ECO-Tip of the Month

*Beth Turner from Jungle Java is going to provide us with the ECO-Tip of the Month.*

*If you have a suggestion, please contact Beth at 224-0249.*

**Re-duce. Re-use, Re-cycle** Eco tip of the month: Do we really need so many bags? Ask your customers if they need one instead of automatically putting their purchase in it. Most of the time if it is one item, a bag is unnecessary. When you do offer a bag, use paper bags or bags that are recyclable.

## Welcome New OBMA Members

### Nick's at the Pier

5083 Santa Monica Ave. 2B  
619-222-7437

*Your Neighborhood Restaurant  
Is now open for lunch & dinner*

### Michele's Ceramics

4861 Newport Ave.  
619-251-1190  
*Ceramics*

### Diane Collard

4966 D Santa Monica Ave.  
619-261-4491

*Ayurvedic Practitioner/ReikiMaster*

### Word-Wide Language Center

4843 #A Voltaire St.  
619-222-6411 [www.worldwide.us](http://www.worldwide.us)  
*Language School/Educational Services*

### SolTrip Naturals

619-203-2185  
*Online Apparel & Accessories*

## OBMA nominates James Gang Graphics for BID Business of the Year!

The OB MainStreet Association nominates one business every year to compete with other Business Improvement District's Business of the Year nominees. In June, one of the BID nominees will be awarded the BID Business of the Year Award during San Diego Small Business Week. This year, the OBMA has chosen **James Gang Graphics**, a vital part of Ocean Beach since 1976. Originally founded by 5 brothers, it is now owned and operated by Pat James and his wife, Susan. The company offers screen printing, embroidery and offset printing as well.

Pat and Susan James are responsible for starting long-standing OB traditions such as the OB Fireworks Festival and the OB Tree Holiday Parade. They have also been active participants in and support many OB community events and programs. Having received numerous awards over the years, they were recently named the Citizens of the Year by the OB Town Council. Pat James is currently serving as President of the OB Historical Society with Susan as secretary. They are founding members of the OB Historical Society. Pat & Susan are very active in the OB MainStreet Association and an integral part of the OB Local Business Directory, OB Street Fair, and many marketing campaigns.

The OBMA very grateful to the James Gang and Pat & Susan for all their efforts on behalf of the Ocean Beach Community. **James Gang Graphics & Printing** is located at 1831 Bacon St. and their number is 619-225-1753.



Ocean Beach MainStreet Association  
 PO Box 7990  
 San Diego, CA 92167

**Office:**

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<p><b><u>What's Inside this Edition?</u></b></p> <p>Calendar of Meetings 1          Street Fair Info 1,3,4 &amp; 6          Thanks to Scrimshaw Square 1          KEEP <i>OB-eautiful!!</i> 2          Membership/Committee Info 2          Farmers Market 2          Pt. Loma Concert Series 2          Pepe's Event 2          Member Announcements 5          New OBMA Members 5          Eco Tip 5          James Gang Graphics Nominee 5</p> <p>Inserts: Pt. Loma Concert Series          Batten Accountancy</p>		<p><b>OceanBeachSanDiego.com . . . For all your information!</b></p> <p><b>Street Fair &amp; Chili Cook-Off Festival—<i>Facts you might need!</i></b></p>	
<p><b>Official T-shirts on Sale At:</b></p> <p>Dog Beach Dog Wash          Sunshine Co. Saloon          South Coast Surf Shop          Surf n Sea Wetsuits          OBMA Office          Wednesday OB Farmers Mkt.</p>		<p><b><u>Merchants — Don't Forget To:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Re-schedule deliveries</b> around the day of Street Fair, Newport Ave.&amp; adjacent alleys will be closed from 3 am-11 pm on June 23rd.</li> <li>• <b>Notify employees</b> to find alternate transportation methods to work on June 23rd. The shuttle from Robb Field is a convenient choice.</li> <li>• <b>Do not hire any on-site musicians</b> that will interfere with the scheduled stages of music.</li> <li>• <b>Do not obstruct the sidewalk</b> in anyway. Foot traffic will be extremely heavy that day!</li> <li>• <b>Get your storefront ready</b> for 70,000 visitors!</li> </ul>	
<p><b>\$5/6 Tickets</b>  <b>\$10/12 Tickets</b></p> <ul style="list-style-type: none"> <li>• OBMA Office</li> <li>• Farmers Market</li> <li>• Jungle Java</li> <li>• Cottage Antiques</li> </ul>		<p><b>RAFFLE TICKETS AVAILABLE AT</b></p> <ul style="list-style-type: none"> <li>• Newport Ave. Antique Ctr.</li> <li>• Dog Beach Dog Wash</li> <li>• Bone Appetit OB Pet Supply</li> </ul>	
<p><i>Check our website for a current listing of Fabulous Raffle Prizes</i></p>			