



**Ocean Beach Main Street Association  
Board of Directors Meeting  
January 10, 2013  
Noon at OBMA Office**

**AGENDA**

1. Introductions Info
2. Public Comment (2min) Info
3. Additions to the Agenda (2min) Info
4. Reports from Representatives (5min) Info
5. OBMA Events & Programs (10minutes) Info
  - A. **OB Farmers Market** – Our permit for 2013 was approved by City of SD
  - B. **Business Development Series** – next one will be about social media
  - C. **OBMA / OB Mall Sundowner – January 24<sup>th</sup> 5:30pm to 7:30pm**
  - D. **OB Revitalization Committee meeting – January 15<sup>th</sup> from 11:30am to 1:30pm** – All board members are welcome and encouraged to come..
  - E. **OB Street Fair & Chili Cook-Off Festival, June 22, 2013** – 1<sup>st</sup> meeting is Feb. 11<sup>th</sup> at office.
6. Committee Reports (25 minutes)
  - A. **Organization** (Barb) (M Stifano)
    1. **Approve Minutes from December 13, 2012 board meeting?** *(emailed to you)* Action
    2. **Approve Financial reports for Nov 2012 –** *(see attachments)* Action
    3. Police Trailer - updates on progress Info

Report on Jan. 2<sup>nd</sup> meeting of Planning Board
    4. BIDC report (Denny) – no meeting since the last board meeting Info
      - Banners and Flags Municipal Code Amendment report
      - **Will the Board approve these items associated with FY14 BID Agreement with OBMA?** *(see attached) (a,b,c,d,e,f)* Action
        - a. **Approve entering into a FY14 BID agreement with City of San Diego**
        - b. **An officer of the corporation to sign the FY14 BID agreement**
        - c. **Designating an officer of the corporation to sign the requests for reimbursement**
        - d. **Designating an officer of the Corporation to sign the program reports**
        - e. **Delegates to serve on the BID Council Board of Directors for the next year.**
        - f. **Conflict of Interest Policy (Denny will sign)**
        - **Will the Board approve FY14 SBEP Management Grant?** *(emailed to you)* Action
    5. CAMSA – Denny is completing Annual report for National MainStreet Certification. Info
    6. MAD – we're starting to get our MAD reimbursements processed by City Info
      - a. **Will the Board approve requesting cost of living increase for our MAD Assessments as we consider the next contract period with the City?** Action
    7. Apple Tree has closed. OB Surf & Skate should be totally moved in to their new location by Feb. 1st, Info
    8. Hired Susan James for the next 3 months to work on Directory and delivery.
    9. Volunteers – we've been fortunate to have found a number of volunteers to come In to help us with organizing the office and with special projects.
  - B. **ER Committee** (Gary) Info
    1. Planning for the Revitalization Committee meeting on Tuesday, Jan. 15th.
    2. MAD – so far we are really happy with our new contractors for gardening/landscaping and sidewalk cleaning.
  - C. **Crime Prevention Committee** (Julie) no meeting in December Info
    1. January meeting will be at 8:30am in the office on Tuesday, January 15<sup>th</sup>.
    2. Members are being encouraged to fill out Police Authorization Report asap.

- D. **Promotion** (Tevia) **Info**
1. Shannon Brown reported on Marketing Seminar in January, Wonderland's 100<sup>th</sup> Anniversary and possible new design for Street Fair that will be suitable for an ornament.
  2. Presentation by Dan Russel from Vintage Revivals who also has a website EatingCheap.net.
  3. Website – Josh reported on statistics from the website. Has provided a series of contracts that is a compilation of what he does for us for the budgeted \$1000 per month plus an Annual fee of \$900 (also budgeted). **Does the Board of Directors want to designate a number of board members plus D Knox to review his contracts before Action Denny signs them?**
  4. Local Thunder – the committee did not approve going any further with Local Thunder to upgrade our regarding database and online directory at this point.
  5. City Beat and the Beacon talked about special issues coming up
  6. 125<sup>th</sup> Anniversary Products –Ornament sold out in 3 weeks after ad in Beacon. Pint glasses are sold out in the anniversary style. We ordered more pint glasses that just say Est. 1887 with the seal design.
  7. OB Local Directory – we've extended the deadline to Jan. 11<sup>th</sup> for space reservations.
- E. **OBREL** (Dave Martin) will be meeting quarterly – next is Feb. 5th **Info**
- F. **Design** (Mike Akey) no meeting in January **Info**
1. Update on Sign project for entrance
  2. Waterfront Project – update regarding initial design and community meetings
  3. MAD – painting curbs around the planters – volunteers are slowly painting all the curbs BIDCouncil will help us with trees. We need to find out what trees are called for in the Precise Plan.
  4. Utility Boxes – still looking for someone to paint the anniversary box
  5. Holiday decorations came down. Liz put out an email blast and about 25 people showed up to help because the surf club was at a surf meet.
  6. Tile Project
  7. Bicycle Friendly Update
  8. Entryway Banners – Ashley is looking at a new design for banners along Sunset Cliffs Blvd and on Newport Ave. to replace the Anniversary Banners. We will be looking into reusing the existing banners, possibly making new products out of them.

7. **Other announcements –**

8. **Adjourn**

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- Report from \_\_\_\_\_, Office of the Mayor Bob Filner (5 minutes) -
  - Report from Michael Patton, Councilman Kevin Faulconer - [MPatton@sandiego.gov](mailto:MPatton@sandiego.gov) 619-236-6622
  - Report from Sterling McHale, Ron Roberts, County Supervisor -  
[Sterling.McHale@sdcounty.ca.gov](mailto:Sterling.McHale@sdcounty.ca.gov) - 619-717-0885
  - Report from Roberto Alcantar, State Senator Marty Block – [Roberto.Alcantar@Sen.CA.gov](mailto:Roberto.Alcantar@Sen.CA.gov) 619-645-3133
  - Report from \_\_\_\_\_ Assemblywoman Toni Atkins
  - Report from Dave Surwilo, SDPD – Community Service Officer – [dsurwilo@sandiego.pd.gov](mailto:dsurwilo@sandiego.pd.gov)
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