



**Ocean Beach Main Street Association  
Board of Directors Meeting  
October 11, 2012  
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)  |               |
| 5. OBMA Events & Programs (10minutes)   | Info          |
| a) OB Farmers Market  |               |
| b) Business Development Series  |               |
| c) OB Oktoberfest – Fri Oct. 12 – Sat. Oct. 25 <sup>th</sup>  |               |
| d) Annual OBMA Awards Celebration, Thursday Oct. 25 <sup>th</sup>   |               |
| 6. Committee Reports (25 minutes)   |               |
| a) <b>Organization</b> (M Stifano)  |               |
| 1. <b>Approve Minutes from September 13, 2012 board meeting?</b>  | <b>Action</b> |
| 2. <b>Approve Financial reports for August 2012 – see attachments</b>   | <b>Action</b> |
| 3. <b>Accept Audit Report – see attachments</b>   | <b>Action</b> |
| 4. <b>Form E: Board Resolution to file for FY14 CCSD grant</b>  | <b>Action</b> |
| 5. BIDC report (Denny)  | Info          |
| a. Webinar on Marketing – Denny, Liz & Shannon took webinar offered by BIDC and the BIDC will order the DVD for us to use.  |               |
| b. Robert Chavez, CEO of Urban Corps gave a presentation.   |               |
| c. MAD Subcommittee – we’re taking another run at getting our advocacy position in front of City Council. <i>See attachments</i> about our contract with the City and Scope of Services. Also, please review the <i>San Diegans for Open Government attachment</i> .      |               |
| d. Prop 26 passed and has opened a can of worms about “what is an assessment”. The City attorney is working on this and we will wait and see what his opinion is. It will probably apply to new MADs and BIDs.  |               |
| 6. Information about Apple Tree   | Info          |
| b) <b>ER Committee</b> (Gary)   |               |
| 1. MAD RFPs – subcommittee met to review all RFPs received by Sept. 26 <sup>th</sup> . <b>Action</b><br>The Subcommittee has interviewed and chosen which companies look the best. Please review their selections and vote to approve their selections. <b>See report</b> |               |
| 2. OB Restaurant Walk – Nov. 13 <sup>th</sup> .   | Info          |
| 3. OBMA Awards Celebration – exciting things happening.   | Info          |
| c) <b>Crime Prevention Committee</b> (Julie)  | Info          |
| 1. OBTC Meeting report  |               |
| 2. Other news.  |               |
| d) <b>Promotion</b> (Tevia)   | Info          |
| 1. Shannon Brown reported of OB Oktoberfest marketing, Awards Celebration, and Holiday Marketing Packet   |               |

2. Carol from Lighthouse Ice Cream and the lighting competition for holiday lights.
3. Website
4. Beacon
5. Citybeat
6. 125<sup>th</sup> Anniversary Products
7. OB Local Directory – cover art was selected
8. Doodle Maps – Nov and May new maps come out. Distributed by Certified Folder

e) **OBREL** (Dave Martin) Info  
 1. OB Restaurant Week (Not Walk)

F) **Design** (Mike Akey) **Action**  
 1. Letter from Tom Perrotti, new President of OBCDC info  
 2. MAD – painting curbs, discussion about maintenance of planters Info  
 3. Holiday decorations update from Craig Info  
 4. Bicycle Friendly Update Info  
 5. Utility boxes and tile project updates Info

7. Other announcements

- Report from Ron Lacey, Office of the Mayor (5 minutes) - [rlacey@sanidiego.gov](mailto:rlacey@sanidiego.gov)
- Report from Michael Patton, Councilman Kevin Faulconer - [MPatton@sanidiego.gov](mailto:MPatton@sanidiego.gov)
- Report from Sterling McHale, Ron Roberts, County Supervisor - 619-717-0885
- Report from Katelyn Hailey, State Senator Chris Kehoe's Office – [Katelyn.Hailey@sen.ca.gov](mailto:Katelyn.Hailey@sen.ca.gov)
- Report from Gibran Maciel, Assemblywoman Toni Atkins - [Gibran.maciel@asm.ca.gov](mailto:Gibran.maciel@asm.ca.gov)
- Report from Dave Surwilo, SDPD – Community Service Officer – [dsurwilo@sanidiego.pd.gov](mailto:dsurwilo@sanidiego.pd.gov)