



**Ocean Beach Main Street Association  
Board of Directors Meeting  
December 13, 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** – January 8<sup>th</sup>, 2013 for Annual Marketing Workshop at Nick’s at the Pier at 7:30am. **MARK YOUR CALENDARS PLEASE AND RSVP**
  - c) **OB Restaurant Walk** – review
  - d) **OB Holiday Parade** – Review – OBMA banner was carried and the golf cart had OB MainStreet Assoc. written all around the top of it.
  - e) **OB Restaurant WEEK** – Review
  - f) **OBMA and Electric Ladyland Sundowner**, Review
  - g) **OBMA/OB Mall Sundowner – January 24<sup>th</sup> 5:30pm to 7:30pm**
  - h) **OB Revitalization Committee meeting – January 15<sup>th</sup> from 11:30am to 1:30pm** – All board members are welcome.
6. Committee Reports (25 minutes)
  - a) **Organization** (Barb) (M Stifano)
    1. **Approve Minutes from November 8, 2012 board meeting?** **Action**
    2. **Approve Financial reports for Oct 2012 – see attachments** **Action**
    3. Police Trailer - updates on progress **Info**  
IMPORTANT: OBPB will be hearing the item on Jan. 2<sup>nd</sup> at 6:30 or 7 pm. We need a few board members to attend with Denny.
    4. BIDC report (Denny) – no meeting in November **Info**  
 December meeting was this morning.  
 Banners and Flags Municipal Code Amendment report
    5. Apple Tree schedule, OB Surf & Skate change of location, Portugalia location has new Business going in. **Info**
  - b) **ER Committee** (Gary) no meeting this month **Info**
    1. We had a quick meeting with Carole Fish regarding the Revitalization Committee.
    2. New Contractors with the MAD have started and so far, their work seems great.
    3. We recommended to the Restaurant Walk committee (November) that with the additional tickets sold they should hire one more trolley.
  - c) **Crime Prevention Committee** (Julie) no meeting this month **Info**
    1. November meeting was held at the Vault.
    2. Did you see the picture in the newsletter of the Committee cleaning up around the Post Office?
  - d) **Promotion** (Tevia) **Info**
    1. Shannon Brown reported on upcoming Marketing Seminar in January, Wonderland’s 100<sup>th</sup> Anniversary
    2. Website – presentation via phone by Local Thunder regarding database and online directory
    3. Beacon –
    4. 125<sup>th</sup> Anniversary Products – New ornament is selling very well after ad in Beacon. Pint glasses

are sold out in the anniversary style. We will be ordering more pint glasses that just say Est. 1887 with the seal design.

5. OB Local Directory – revamped packets are out – Dec. 14<sup>th</sup> is due date for space reservations.

e) **OBREL** (Dave Martin)

**Info**

f) **Design** (Mike Akey)

**Info**

1. Update on Sign project for entrance
2. Waterfront Project – looks like the Lifeguard Tower is a separate piece of the project which is privately funded. OBCDC sent us a list from the OBPB regarding upcoming projects
3. MAD – painting curbs around the planters – volunteers are supposed to be doing it BIDCouncil will help us with trees. We need to find out what trees are called for in the Precise Plan.
4. Utility Boxes – looking for someone to paint the anniversary box
5. Holiday decorations will come down on Saturday January 5<sup>th</sup> at 7am with breakfast at Margaritas afterwards.
6. Tile Project
7. Bicycle Friendly Update
8. Street Fair Art – thinking about 100<sup>th</sup> Anniversary of Wonderland for the mural and Street banners
9. 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** – Assembywoman Atkins is having her holiday get together on Dec. 13<sup>th</sup> at Office will be closed at noon on Dec. 24<sup>th</sup> and noon on Dec. 31st

## 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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