



**Ocean Beach Main Street Association  
Board of Directors Meeting  
February 14, 2013  
Noon at OBMA Office**

**Valentine's Day Agenda**

1. Introductions Info
2. Public Comment (2min) Info
3. Additions to the Agenda (5min) Info
4. Reports from Representatives (10min) Info
  - A. Councilman Kevin Faulconer will bring us up to date on local issues
5. OBMA Events & Programs (10minutes) Info
  - A. **OB Farmers Market** –
  - B. **Business Development Series** – next one will be about social media
  - C. **OB Planning Board Meeting Agenda** - attached
  - D. **Veteran's Plaza/Waterfront community meeting – Feb. 25<sup>th</sup> at 6:30pm at Masonic Center**  
OBMA is providing snacks and drinks. Any suggestions and would anyone like to volunteer to help staff with this.
  - E. **OBMA / OB Details SalonSpa Sundowner – Feb 28<sup>th</sup> 5:30pm to 7:30pm**
  - F. **OB Revitalization Committee meeting** not scheduled yet.
  - G. **OB Kite Festival** – will be held in Dusty Rhodes Park on Sat Mar. 2<sup>nd</sup>. There are vendor booths available.
  - H. **OB Street Fair & Chili Cook-Off Festival, June 22, 2013** –
    1. updates from 1<sup>st</sup> meeting on Feb. 11<sup>th</sup> at office.
    2. KPRI agreement – new stage name for Bacon St South Stage.
    3. Local OBMA members get a 20% discount for booth space.
  - I. **Fireworks** – July 4<sup>th</sup> – theme is Wonderland's 100<sup>th</sup> Anniversary
6. Committee Reports (25 minutes)
  - A. **Organization** (Barb) (M Stifano)
    1. **Approve Minutes from January 10, 2013 board meeting?** (emailed to you) Action
    2. **Approve Financial reports for Dec 2012** – (see attachments) Action
    3. Finance- we are moving Veterans Plaza 10071.3 to 10070 in the Money Market account.
    4. Finance – **Will the board agree to a policy that A/R accounts over 90 days will have all activity with OBMA cancelled until they become current.** Action
    5. Our D & O insurance needs to be renewed. It is a multi-year coverage policy. Denny has completed the information for the application and is awaiting a quote. Info
    6. Parking tickets during special events – City refers angry people to us. Info
    7. Police Trailer - updates Info
    8. Apple Tree parking lot (completely fenced off so it can't be used) Info
    9. 4976 Newport Ave parking lot and FM – The Hirmez brothers have asked for Additional funds from the FM lot use on Wednesday nights. **Does the Board want to recommend an increase at this time?** Action
    10. BIDD report (Denny) – Info
      - a. Banners and Flags Municipal Code Amendment report
      - b. BID Business of the Year Award – By our next meeting we should pick a local business to nominate.
      - c. Special Events issues – Marston & Marston has been hired.
      - d. Bike Friendly schedule for OB – Bike Local Sundays (see attached)
    11. CAMSA – Denny completed Annual report for National MainStreet Certification. Info
      - a. Meeting with other MainStreets Feb. 27<sup>th</sup> through March 1 – see class schedule and board members can sign up for the ones they want to take.
    12. MAD – back to square one. MAD Subcommittee will start meeting after the Mayor and other councilmembers are contacted Info
    13. List of fees from OBMA for this year. (see attached) Many of our fees have gone up for 2013. Info
  - B. **ER Committee** (Gary) Info
    1. Veterans Plaza workshop on Feb. 25<sup>th</sup> – everyone needs to attend.
    2. MAD – so far we are really happy with our new contractors for gardening/landscaping and sidewalk cleaning. Still working on painting the curbs around planters. No one has offered. There is enough funding in the MAD to pay someone to paint the curbs.
    3. Police Trailer discussion
    4. SD Bike Friendly Business Districts – Gary to follow up with Andy Hanshaw. Denny Has had ongoing discussions with BIDD and Coastal Div. Park & Rec. There is some

confusion about whether or not Park and Rec is interested in bike racks in the parking lots.

- C. **Crime Prevention Committee** (Julie) Info
1. February meeting will be at 8:30am Pt. Loma Methodist Church on Tuesday, February 19<sup>th</sup>.
  2. Members are being encouraged to fill out Police Authorization Report asap.
  3. The current City policy that requires two filings per year is cumbersome and confusing. Julie is working on getting SDPD to change the form and the method of filing.
- D. **Promotion** (Tevia) Info
1. Shannon Brown reported on upcoming promotions. Introduced Kevin from the UT and their plans to offer more affordable promotional packages to small businesses.
  2. VIP card information was handed out. 50% support for it.
  3. Website – Josh was out sick.
  4. **Local Thunder – At last month's board meeting, we had a presentation by Local Thunder. Does the Board want to enter into a contract with Local Thunder to handle the online Directory for the organization? Cost is \$5000.** Action
  5. The subcommittee reviewed and met with Josh about his contracts. They are recommending that Denny signs the contracts with Josh. **Does the board support the recommendation?** Action
  6. City Beat and the Beacon – new look to the Beacon
  7. 125<sup>th</sup> Anniversary Products – over \$15,000 has been earmarked for special projects from the sale of 125<sup>th</sup> anniversary products from May 2012 til December 31, 2012.
  8. OB Local Directory – Hopefully we will be finalizing the layout in the next 10 days.
- E. **OBREL** (Dave Martin) report on quarterly meeting Feb. 5th Info
1. Restaurant Week report
  2. Plans for the next event
- F. **Design** (Mike Akey) Info
1. Update on Sign project for entrance – OB Town Council –go to [OBTownCouncil.org](http://OBTownCouncil.org) and vote if you are a member.
  2. Waterfront Project – update regarding initial design and Feb. 25<sup>th</sup> Community meeting
  3. MAD – Hoping painting curbs around the planters will be done soon. BIDCouncil will help us with trees. We've provided the addresses of the spaces we need to fill with trees and the BIDC will let us know what is available. Randy from Naturescape attended meeting and talked about the planter beds.
  4. Utility Boxes – Liz to update
  5. A new volunteer – John Atkinson has offered to repair the cribs around the palm trees on Newport Ave. He is a metal fabricator and wants to donate his time and materials. Please see the *attached drawings* he did after doing a walk through. We would start with those cribs that have broken away from the concrete.
  6. Tile Project
  7. Bicycle Friendly Update - no bike rack location selected.
  8. Entryway Banners –along Sunset Cliffs Blvd and on Newport Ave. to replace the Anniversary Banners. No design yet. We are looking into reusing the existing banners, possibly making reusable grocery bags out of them.
  9. Holiday bows – we may need to buy a few more 12" bows so that we can put 4 on each swag at the ends of the swags so it looks more balanced.
7. **Other announcements – Victor's Salon** has closed on Voltaire. A stylist from Sweets Salon is opening a nail salon as an addition to **Therapie Day Spa**.  
**Sacred Heart's** 4<sup>th</sup> grade class (Mr. Hillila) dropped by and gave us a big card and cookies to thank OBMA for all that they do in the community.  
**Nick's at the Pier** will be closing and we understand that another Bar/eatery will be taking over. Kevin Alsobrook will go back over to Nick's at the Beach and run that operation.

8. **Adjourn & Happy Valentine's Day!**

- 
- 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 Rachel Gregg, [Assemblywoman Toni Atkins](#) – [Rachel.gregg@asm.ca.gov](mailto:Rachel.gregg@asm.ca.gov) 619-645-3090
  - Report from Dave Surwilo, [SDPD](#) – Community Service Officer – [dsurwilo@sandiego.pd.gov](mailto:dsurwilo@sandiego.pd.gov)