Ocean Beach MainStreet Association

Board of Directors Meeting OBMA Office – 1868 Bacon St., Suite A **AGENDA –November 10, 2016 noon**

**Mission Statement:**

To promote and support local business and economic vitality in the Ocean Beach community.

1. Introductions - info

2. Public Comment (2 min) info

3. Additions to the Agenda (5 min) info

4. Reports from Representatives (2 min each) see page 2 for contact information info

5. OBMA Events & Programs (10 min) info

A. **OB Farmers Market** – new logo. **Will the Board accept the new logo for OB Farmers Market?** **Action**

B. **OBMA Sundowner** – October’s Sundowner at the Chameleon was outstanding. No sundowner

In November.

C.. **Archtoberfest** – we helped host two events – one at Culture and one at Steve Lombardi’s office

Hope the board can engage with the design community this year. info

D. **Annual OBMA Awards Celebration** – Jan. 26, 2017 - we’re starting to work on the event now

Including table sponsors and major sponsors for the event. Info

E. **Decorations Assembly** – Nov 12th at 8am at Craig Gerwig’s house. A chance for board

members to be elves. Info

F. **Holiday Decorations Installations** and breakfast – Nov. 19 at 7am at OBMA office – come one

come all. Info

6. Committee Reports (25 min)

**A. Organization** (Barb Iacometti) **& Finance** (Mike Stifano)

1. **Will the board approve Minutes from October 13, 2016?** **Action**

2. **Will the board approve the financials for September 2016?** **Action**

3. We received the $650 grant from OB Town Council which pays for ½ of the cost to info

refurbish the plaque at the entrance to the pier and the rest of the funds will be used to

help pay for security.

4. Denny’s Report info

a. BID Council update -

1. BIDC Tasting Event info
2. Warren Simon who has been so integral to the operations at the BID Council

has gone into Hospice care. It’s a sad day for all of us. info

b. MAD updates

1. Hired OSCCO for sidewalk cleaning and trash pick-up/maintenance of info

Newport Ave.

1. Hired Naturescape to do the gardening info
2. Put out the Anova trash can along the avenue to see how it lasts. Info

c. CAMSA Conference – board retreat will be in Monterey from Feb. 24-26. **Does the Action**

**board want to approve going to the CAMSA Conference in February?**

**B. Public Safety Committee** (Julie Klein & Mary Orem) info

1. Homelessness Meetings during the last week of October – see update report from Elvin info

2. Recommendations for awards for Annual Awards Celebration

**C. Promotion Committee** (Tevia Oskin) info

1. Holiday ornament is selling well info

2. OB Calendar – The artwork has been completed and it is being printed. The Calendars info

will go on sale around November 16th. Price $15 each.

3. Recommendations for awards for Annual Awards Celebration info

4. Small Business Saturday swag info

**D. Design Committee** (Mike Akey)  info

1. Holiday Decorations –

2. Recommendations for awards for Annual Awards Celebration

**E. Economic Vitality Committee** (Gary Gilmore) info

1. Recommendations for awards for Annual Awards Celebration

**F. North OB Committee** (Matt Kalla) info

1. Update on North OB clean up

2. Recommendations for awards for Annual Awards Celebration

7. Other

8. Adjourn

Our Representatives:

 Report from Anthony George, Mayor Kevin Faulconer – [GeorgeA@sandiego.gov](mailto:GeorgeA@sandiego.gov) 619-236-5980

 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 – Jason Weisz – [Jason.Weisz@asm.ca.gov](mailto:Jason.Weisz@asm.ca.gov) 619-645-3090

* Report from Council District 2, Lorie Zapf - Conrad Wear, Councilperson Lorie Zapf – [bwear@sandiego.gov](mailto:bwear@sandiego.gov) 619-236-7351

 Report from Liz Studebaker, City of San Diego – phone 619-533-4561 [EStudebaker@sandiego.gov](mailto:EStudebaker@sandiego.gov)

 Report from Clark Anthony Burlingame, President of PLA –[clarkAnthony@cox.net](mailto:clarkAnthony@cox.net)

 Report from Melanie Williams, Liaison from the OB Town Council – 619-961-7289 [melaniewilliams013@gmail.com](mailto:melaniewilliams013@gmail.com)

* Report from Sal Giametti, Community Representative for Supervisor Ron Roberts - 619 531-5544

[sal.giametti@sdcounty.ca.gov](mailto:sal.giametti@sdcounty.ca.gov)

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.

**From:** Elvin Lai [<mailto:elvin@abnormalcompany.com>]   
**Sent:** Thursday, November 03, 2016 9:06 AM  
**To:** Denny Knox  
**Subject:** Re: Update on Homeless Town Hall Oct 26th at 6pm

Hi Denny!

Thank you so much for speaking at the Town Hall meeting last Wednesday night!

Your presence and presentation was critical to have a well rounded discussion. I can not thank you enough for being a part of the meeting.

So, where do we go from here? What do we do now? I know what I would like to do in Pacific Beach as a pilot program, but what do you feel is the next step?

My current goal is to start two programs in Pacific Beach;

1. Homeless Outreach Teams (HOT) region wide/per district: County level funding for homeless outreach team put together by service providers (i.e. Alpha Project or Father Joe's) who are dedicated to each district and can better understand the needs of homeless individuals and then better assist them with their needs. The hope is trust can be built over time, and with that trust, the HOT team can better assist in the forward progression of the homeless individual in getting them off the street and into a home.
2. Clean and Safe program region wide/per district: City level funding using the BIDs or another community group as the management entity. A "Clean and Safe" program can be implemented per district with additional funding from the local community as contributions or assessments and the city budget. Public safety officers can be extra eyes on the street to notify PD if there is an issue, plus help deter crime. Additionally, the idea of the "clean" program would be to give those jobs to homeless individuals to start working immediately and benefiting their own neighborhood.

Do you have any thought on these? Input? Guidance?

I hope to get together with you soon to talk again. If you agree with the programs above, would you assist in making it county wide? Would you help us in Pacific Beach get it off the ground?

Below are also links to my diagram and the entire town hall presentation.

<https://www.dropbox.com/s/el0vxxmv1mxqs8b/thought%20cloud%20diagram.pdf?dl=0>

<https://www.dropbox.com/s/yt2nerd0wfgr382/HTC%20Presentation.pptx?dl=0>

Thank you again!! Please let me know where I may assist in your efforts as well!

Elvin Lai

President & CEO

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