



Ocean Beach MainStreet Association
Board of Directors Meeting OBMA
Office – 1868 Bacon St., Suite A
AGENDA –February 11, 2016 noon

1. Introductions - info
2. Public Comment (2 min) info
3. Additions to the Agenda (5 min) info
- A. Board contact list** – please update/initial the contact list.
4. Reports from Representatives (2 min each) see page 2 for contact information info
Please note that our rep from Toni Atkins office, Rachel Gregg, has taken another job.
5. OBMA Events & Programs (10 min) info
 - A. **OB Farmers Market**- Saad authorized FM to post a permanent sign in his parking lot for Wed. 2:30pm to 9:00pm.
 - B. **OBMA Sundowner** – next one in March
 - C. **Annual OBMA Marketing Breakfast**, Business Development Series – comments about Marketing Program on January 12, 2015 at 8am at OB Warehouse.
 - D. **OB Street Fair & Chili Cook-Off Festival**- launched our vendor apps and Artists Alley apps.
6. Committee Reports (25 min)
 - A. Organization (Barb Iacometti) & Finance (Mike Stifano)**
 1. Mike Zouroudis has resigned from the Board of Directors because he is moving to Florida. His replacement at Raglan, Kyle Jaworski, has volunteered for the position.
Will the Board accept Mike Z's resignation? Action
Will the Board appoint Kyle Jaworski to fill out Mike Z's term through 7-1-18 Action
 2. **Will the board approve Minutes from Dec 10, 2015? Action**
 3. **Will the board approve Financial Reports for Nov 2015? Action**
Will the board approve Financial Reports for Dec 2015 Action
 4. **Will the board approve entering into an amendment to the agreement with the City for our FY17 BID contracts Action**
Will the board approve FY17 BID Budget and Narrative to be submitted to City? Action
Will the board approve FY17 Authorized Signatures: Action
 - **Primary person authorized to sign contracts and amendments = Denny Knox**
 - **Primary person authorized to sign programmatic reports and scope adjustment requests= Denny**
 - **Primary and Secondary officers authorized to sign reconciliations/requests for payment and budget adjustments= Barb Iacometti and Julie Klein**
 5. CAMSA Conference – Feb. 24-26th in Oceanside. Updates info
We have \$2000 in Technical Assistance funds (SBEP program) to help pay for Conference registrations. info
 6. Denny's Report info
 - a. BID update – insurance issues hopefully resolved
 - b. MAD update - insurance issues, need new trash cans info
 - c. Office – we have a new landlady as Anne Von Der Mehden passed away in November. Kathleen M Hayes. We received her W-9 on Jan. 10, 2016. Info
 - d. Cost of the great flood – just under \$19700. Landlord will pay? Info
 - e. 3rd Qtr Sales Tax was paid on January 29th, 2016. Info
 - f. 1099s were provided to CPA on Jan. 22nd and mailed on Jan. 28th. Info
 - g. Coastal Payroll – W-2s were distributed to the employees 3rd week of January info
 - h. Filed Fictitious Name Statement with the County Clerk 2-5-16 info
 - i. **Does the Board want to support Cabrillo National Monument event April 23 and become a sponsor? What level? Action**

- B. Crime Prevention Committee** (Julie Klein & Mary Orem) Info
1. OB Security Program
 2. Cameras along the beachfront –update on OBTC meeting Info
- C. Promotion Committee** (Tevia Oskin) Info
1. Pier 50th Birthday – 2016
 - a. Still formulating ideas for celebrating throughout the year.
 - b. Collecting pier stories online (Sign the “Pier”book)
 2. Brown Marketing has secured 1st sponsor for STFR.
 3. Business Development – we’d like to see social media seminar with breakout sessions. Reviewed Marketing Breakfast – great turnout and lots of good comments and ideas came out of it.
 4. Website is doing well – looking to enhance the searching capability for business directory
 5. Visitor’s Guide (Mike Fahey) – unanimous that we should invest \$1950 in both guides – OB/PL and La Jolla/PB/Mission Beach
 6. Made a recommendation to not advertise with in the San Diegan and spend that money on new advertising options.
 7. We should look at Visit California and Sunset Magazine as possible new ad options.
- D. Design Committee** (Mike Akey) Info
1. Holiday Decorations – 10 people helped take down decorations Info
 2. Swags were removed in early January, holiday banners came down and are in good shape Info so we can use them next year as well. New 50th Anniversary of Pier banners went up.
 3. Mural & Historic Plaque walking tours – available on line. Lost the old Police Trailer mural from the weather. Also, part of the mural at Craig’s parking lot blew off the wall. It is being repaired and when it is put back up, we will have it professionally done. The mural on the OB Suds Car Wash is gone. The wall blew over in the wind storm and pretty much destroyed it.
 4. New cribs – ordered 4 more to be installed working from 5000 block to the 4800 block info of Newport Ave. Looking into a solution for the small areas of rust.
 5. Tile installations – over 100 tiles were installed around Dec 14th.
- E. ER Committee** (Gary Gilmore) Info
1. Street sign changes – the committee has surveyed all the signs and now we are going to provide the City with a list of changes and suggestions for consolidating some of the Information on them.
 2. Update about vacation rentals and the community discussion about them.
 3. Discussion about cameras throughout the business District.
 4. Storefront Improvement Program updates

7. Other Announcements

8. Adjourn

Our Representatives:

- Report from John Ly, Mayor Kevin Faulconer – JLy@sanidiego.gov
- Report from Roberto Alcantar, State Senator Marty Block – Roberto.Alcantar@Sen.CA.gov 619-645-3133
- Report from, Assemblywoman Toni Atkins –
- Report from Conrad Wear, Councilperson Lorie Zapf – bwear@sanidiego.gov 619-236-7351
- Report from Liz Studebaker, City Advocate for the BIDs – phone 619-533-4561 Estudebaker@sanidiego.gov
- Report from Robert Tripp Jackson, President of PLA – 619-987-1970 robert.jackson@sothebysrealty.com
- Report from Melanie Williams, Liaison from the OB Town Council – 619-961-7289 melaniewilliams013@gmail.com
- Report from Melanie Wilson, Policy Advisor & Community Representative for Supervisor Ron Roberts - 619 531-5544 melanie.wilson@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.