



Ocean Beach MainStreet Association
Board of Directors Meeting OBMA
Office – 1868 Bacon St., Suite A
AGENDA –March 10, 2016 noon

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-**
 - B. **OBMA Sundowner** – at Mother’s
 - C. **OBMA Business Development Series – Financial Workshop** - review
 - D. **OB Street Fair & Chili Cook-Off Festival-** launched our vendor apps, Artists Alley apps, and chili apps.
6. Committee Reports (25 min)
 - A. **Organization** (Barb Iacometti) & **Finance** (Mike Stifano)
 1. **Will the board approve Minutes from Feb 11, 2015?** Action
 2. **Will the board approve Financial Reports for Jan 2016** Action
 3. **Will the board approve entering into an amendment to the agreement with the City for our FY17 BID Contracts?** *(this was tabled from last month as we didn’t have the amendment)* Action
 4. **Katie Elsbree asked if the board would approve another \$500 donation to Ocean Beach Scholarship Fund. Will the board approve allocation of \$500 for this purpose?** Action
 5. **Will the board approve the bid for July 4th fireworks from Pyro Spectaculars, Inc.** Action
 6. CAMSA Conference – Feb. 24-26th in Oceanside. review from board members info
 7. Denny’s Report info
 - a. BID update – FY17 BID Agreement with City paperwork filed 2-19-16 info
Next deadline is April 1
 - 1) City audit of BID Agreement terms – to see if we are in compliance- 3-8-16 info
 - b. MAD update - info
 - 1) April – palm trees along Newport Ave will be trimmed by the city
 - 2) Resurfacing Newport Ave - before summer hopefully according to the City Info
 - c. EDD Audit – report - 3-8-16 Info
 - B. **Crime Prevention Committee** (Julie Klein & Mary Orem) Info
 1. OB Security Program - updates on participation
 2. Cameras along the beachfront –update Info
 - C. **Promotion Committee** (Tevia Oskin) Info
 1. Pier 50th Birthday – 2016 – update – OB Pierbook, Beacon’s special edition, art show at Teeter July 8-Aug 8, possibly a pier walk. Also, considering Pier anniversary pins, coffee table book, Social Spot photo booth, pier pint glasses, pier coin.
 2. Brown Marketing report. – sadly, Geico is out as a sponsor – changed the dates they will be in San Diego. Still working on major sponsors for the Street Fair.
 3. Website is doing well
 4. Visit California and Sunset Magazine as possible new ad options – so far, it’s too expensive for us.
 5. Suggestions from CAMSA Retreat – “snOw B” character for the holidays. AJ said he would do a sketch of a possible plush character.

D. Design Committee (Mike Akey)

Info

1. MAD – Randy from Naturescape is working on trimming all the bushes and will clean out underneath bushes that have the new accessible fencing. New cribs to be installed in the next two weeks (another 4).
2. Mural & Historic Plaque walking tours – confirming that the old Police Trailer mural was lost due to wind mostly. The mural on the OB Suds Car Wash is gone. Also, part of the mural at Craig's parking lot blew off the wall. It has been restored and repaired by Janis and goes up this week or next.
3. OB Pier Celebration banner – lost one on Sunset Cliffs Blvd. Have ordered one new one and it will be installed very soon. Info
4. Tile Project – working on phase 25. Info
5. Lightpole bases are breaking apart and will need to be repaired. Looking into a possible remedy.
6. Utility boxes – will need to check the large one by Plant Power – lots of graffiti. Info
7. Trash Cans – still no plan to replace existing trash cans. Info
8. Suggestions from CAMSA retreat – Unified looking PROW A-Frame signs. Also for the Restaurant Walk get the OBTC to engrave forks to go along with their tickets. Cross street Lighting – zig zag on the block the FM is in. Info

E. ER Committee (Gary Gilmore)

Info

1. At the CAMSA retreat we heard that the National Main Street has changed Economic Restructuring to Economic Vitality as one of the 4 main tenets of Main Street. **Does the Board want to change the name to the EV Committee (Economic Vitality)?** Action
2. Street sign changes –
3. Update about vacation rentals and the community discussion about them.
4. We think the cameras are installed and waiting for signs to alert the public. Then they will be turned on.
5. Storefront Improvement Program updates – we need to encourage members to take advantage of this grant money.
6. Checked out the Mission Hills BID Business Walk questionnaire. Should we tweak this a little and use this to go door to door in our BID?

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.