



Ocean Beach MainStreet Association
Board of Directors Meeting OBMA
Office – 1868 Bacon St., Suite A
AGENDA –April 14, 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**- *discussion of Manage My Market software*
 - B. **OBMA Sundowner** – at Tower Two & Edward Jones
 - C. **OB Street Fair & Chili Cook-Off Festival**- need to nail down which board members are doing what
 - D. **North OB Meeting recap** regarding Storefront Improvement Program
 - E. **MAD Annual Meeting** is May 11, 2016 noon – Property owners on 4800-5000 blocks of Newport Ave.
6. Committee Reports (25 min)
 - A. **Organization** (Barb Iacometti) & **Finance** (Mike Stifano)
 1. **Will the board approve Minutes from March 10, 2015?** Action
 2. **Will the board approve Financial Reports for Feb 2016?** Action
 3. **Will the board accept the previous electronic vote applying for San Diego County Neighborhood Investment Grant for 2015-2016 and authorizes Denny, Barbara and Julie as signers?** Action
 4. **Will the board accept the new language for our Discrimination and Harassment Prevention Policy provided by Coastal Payroll?** Action
 5. Board survey results/discussion info
 6. Denny's Report info
 - a. BID update – info
 - 1) BID Provision 15.2 regarding Political Activity (BID Agreement with City)(pg 3) info
 - 2) We asked Liz Studebaker from the City to compose a letter to the Banks within BIDs to help us with collections. 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
 - 3) The City lost our submissions for August through November. We emailed them copies and are awaiting direct deposits for those months. Info
 - c. Elections for board are coming up. Need a board member to volunteer to help with the July 1 board election (finding out who wants to run and so on)._____
 - d. Coastal Payroll provided us with info about minimum wage hike (FYI) see attached
 - B. **Crime Prevention Committee** (Julie Klein & Mary Orem) Info
 1. OB Security Program - participation has increased dramatically since January Info
 2. Cameras along the beachfront –update Info
 - C. **Promotion Committee** (Tevia Oskin) Info
 1. Pier 50th Birthday – 2016 – update – art show at Teeter June 30 – July 31st, and a pier walk on July 2nd. USPS Pictorial Postmark. Beacon Special edition in July
 2. Brown Marketing report. Still working on major sponsors for the Street Fair.
 3. Website and web ads.
 4. Sketch of “snOw B” character for the holidays.
 5. Full page ad running in SD Magazine Visitor's Guide
 6. Possible new event in north OB called Voltaire Scare on Saturday Oct. 29th 10am-9pm from Cable to Bacon. Effort being organized by Reina Laffner – OB Arts Collective.

D. Design Committee (Mike Akey)

1. MAD – Randy from Naturescape is working on trimming all the bushes and is cleaning underneath bushes that have the new accessible fencing. Four new cribs were installed. Info
2. Mural & Historic Plaque walking tours –Part of the mural at Craig’s parking lot blew off the wall - has been restore/repared by Janis and goes back up within the month. Info
3. OB Pier Celebration banner – replaced banner on Sunset Cliffs. Info
4. Tile Project – working on phase 25. Info
5. Lightpole bases are breaking apart and will need to be repaired. Ossco has provided a report on the state of the light poles and we will have to figure out how to fix them. Info
6. Utility boxes – will need to check the large one by Plant Power – lots of graffiti. OSSCO has checked on the location of the utility boxes and is cataloging them. Info
7. Trash Cans – still no plan to replace existing trash cans. Committee will pick suitable options and bring to the board. 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. Economic Vitality Committee (Gary Gilmore)

1. **MAD Annual Meeting** will be on Wednesday, May 11th at noon at the OBMA Office. Info
2. Committee Name change is official – Economic Vitality or EV
3. Street sign changes – OSSCO – is cleaning most of the signs in the MAD for us
4. Farmers Market Customer Survey update
5. Business Survey – Alicia – possible incentive for people to take it?
6. Commercial Space Availability – how to get the word out.
7. Storefront Improvement Program updates – we need to encourage members to take advantage of this grant money. The grant will pay 50% up to \$8,000. North OB had a meeting about it.
8. Alicia S. put together the business survey questions and **will ask that the board to approve the survey at this board meeting.** Action

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 – Jason Weisz – Jason.Weisz@asm.ca.gov
- 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.

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