



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

**Agenda**

1. Introductions Info
2. Public Comment (2min) Info
3. Additions to the Agenda (5min) Info
4. Reports from Representatives (10min) Info
5. OBMA Events & Programs (10minutes) Info
  - A. **OB Farmers Market –**
  - B. **Business Development Series –** next one will be about social media & Local Thunder program
  - C. **OB Planning Board Meeting Agenda -** attached
  - D. **Veteran's Plaza/Waterfront community meeting –** recap of Feb. 25<sup>th</sup> meeting
  - E. **OBMA / Pac Shores Sundowner – March 28<sup>th</sup> 5:30pm to 7:30pm**
  - F. **OB Revitalization Committee meeting** not scheduled yet.
  - G. **OB Street Fair & Chili Cook-Off Festival, June 22, 2013 –**
    1. STFR design
    2. Denny & Claudia completed applications for the STFR and sent them to the City & Park & Rec.
    2. Cans have been decorated – will be put in shops throughout OB to raise money for fireworks.
    3. Local OBMA members get a 20% discount for booth space.
  - H. **Fireworks – July 4<sup>th</sup> –** theme is Wonderland's 100<sup>th</sup> Anniversary (see design)
6. Committee Reports (25 minutes)
  - A. **Organization** (Barb) (M Stifano)
    1. **Approve Minutes from February 14, 2013 board meeting?** (emailed to you) Action
    2. **Approve Financial reports for Jan 2013 –** (see attachments) Action
    3. D & O insurance needs to be renewed. It is a multi-year coverage policy. Info

Denny has completed the information for the application and is awaiting a quote.
    4. Police Trailer - updates Info
    5. Apple Tree parking lot is still completely fenced off so it can't be used. Info
    6. 4976 Newport Ave parking lot and FM – The Hirmez brothers have asked for additional funds from the FM lot use on Wednesday nights. Last month the board declined to add additional funds during this fiscal year. Saad H. asked that we revisit the request and was quite disappointed that it wasn't approved. **Will the board revisit the issue? If yes, will the board vote to increase the payment.** Action
    7. FM Music – Michael Head has asked for a small raise to help offset increased expenses. **Will the Board approve a raise for Michael Head?** Action
    8. County Enhancement Grant – Although the board voted by email to **approve of applying for the 2013-14 grant for fireworks, please vote in person today for the record.** Action
    9. BIDC report (Denny) – Info
      - a. Banners and Flags Municipal Code Amendment report – no news
      - b. BID Business of the Year Award – Denny has received no other nominations for BID Business of the Year other than Raglan. **Will the board approve the nomination of Raglan as the OBMA nominee this year?** Action
      - c. Special Events issues – Marston & Marston has been hired.
      - d. Linda Perine, Director of Community Relations for Mayor Filner, spoke.
      - e. Tom Tomlinson, Director of Development Services was also at the meeting.
      - f. Discussion about coming up with a conference/travel policy for members of BIDC. Tiffany is working on finding a way to help BIDs send board members to important conferences
    10. CAMSA – recap of classes taken at the Conference in Encinitas. Info
    11. MAD–MAD Subcommittee will start meeting after the Mayor and councilmembers are contacted Info
    12. Office front door was repainted along with blue interior wall and door, and white doors. Info
  - B. **ER Committee** (Gary) Info
    1. Veterans Plaza workshop on Feb. 25<sup>th</sup> – everyone needs to attend.
    2. Apple Tree Market parking area – no progress
    3. MAD - Still working on painting the curbs around planters. We have one bid for \$250. **Does the Board want to approve of paying \$250 to have the curbs around the planters painted?** Action

There is enough funding in the MAD to pay someone to paint the curbs.
    4. SD Bike Friendly Business Districts – Gary to follow up with Andy Hanshaw. Bike Racks . . . see #11 under "Design" regarding the bike racks.

- C. **Crime Prevention Committee** (Julie) **Info**
1. March meeting will be at 8:30am at Dog Beach Dog Wash, 4933 Voltaire St. on Tuesday, March 19<sup>th</sup>.
  2. Julie is hoping to streamline the reporting of the Police Authorization Form.
  3. Animal Control issues – leash laws.
  4. Never ending problem with travelers hanging out at the wall, sleeping in the storefronts.
  5. New Assistant Chief
  6. Next meeting – Ocean Beach Kabob.
- D. **Promotion** (Tevia) **Info**
1. Shannon Brown reported on upcoming promotions. Liz will sign us up with Trip Advisor. Raffle for the Fireworks will be changed a little – a few theme based baskets, cash prizes.
  2. Website – San Diego is the key phrase we should use for SEO.
  3. Contracts with Josh and Local Thunder have been signed. It will be a few months to switch our directory to Local Thunder.
  4. City Beat and the Beacon – Food Issue of City Beat April 3<sup>rd</sup>. Beacon – Visitors Guide will be out the beginning of June.
  5. Working on designing the ornament for 100<sup>th</sup> Anniversary of Wonderland
  6. OB Local Directory – Hopefully we will be finalizing the layout in the next 10 days.
- E. **OBREL** (Dave Martin) **Info**
- F. **Design** (Mike Akey) **Info**
1. Sign project for entrance – OB Town Council –go to OBTownCouncil.org and vote if you are a member.
  2. Waterfront Project –Feb. 25<sup>th</sup> Community meeting wrap up
  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. Entryway Banners –along Sunset Cliffs Blvd and on Newport Ave. to replace the Anniversary Banners. We have a design by Ashley (Dog Beach Design) that was well received. We are waiting for 100<sup>th</sup> Anniversary of Wonderland banner designs. We are looking into reusing the existing banners, possibly making reusable grocery bags out of them when we take down old banners.
  6. Holiday bows – we may need to buy a few more 18" bows so that we can put 4 on each swag at the ends of the swags so it looks more balanced. The bows that go on the poles are 24"
  7. Mural Maintenance – the one on Bravos needs to be refurbished. Mural for 2013 STFR has a home at Architects hanna, gabriel, wells
  8. John Atkinson – fencing design.- emailed responses from Design and Board members very positive (see the designs)
  9. Tile Project
  10. Big Belly Solar recycling and trash cans.
  11. Bicycle Friendly Update – loved the bike rack with Atkinson's design. Some would like to see additional racks near the whimsical figures by the pier parking lot. (see photo)

7. **Other announcements –**

8. **Adjourn & Happy St. Patrick's Day!**

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- Report from Linda Perine, Office of the Mayor Bob Filner (5 minutes) - [LPerine@sandiego.gov](mailto:LPerine@sandiego.gov)
  - 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)